

City of
Asheville
RFP Response
**Everest
Agency**

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1. Executive Summary

The City of Asheville, herein listed as the ('client') has requested proposals for the redesign of the existing web property www.asheville.nc.gov. The goal of the program is to create an intuitive and engaging user experience provided with a distinct look, which captures the city's rich history and distinct culture. The client believes that much of the content can be reused from the existing site.

The scope of this project will include:

- Responsive Wordpress Customized Theme
- User Experience Design
- Adherence to design standards and ADA compliant implementation
- Site Development, Implementation and Testing
- User Training on Content Management System
- Hosting and Support

More than the specific tasks required to complete this project successfully, Everest Agency, is committed to reflecting the City of Asheville's vibrant culture of art, connection with nature, Architecture, and many other exceptional qualities that makes Asheville one of the most unique cities in the United States.

Everest Agency, herein referred to as the 'agency', is an interactive integrated marketing agency which creates award-winning website, brands, and marketing collateral and online marketing campaigns. We believe that for a website to be great, it must be visually stunning and engaging while reflecting the character and brand of the client. We know that with our technical expertise and superb design capabilities we are the ideal partner for the client to provide a best in class web experience for the City.

Within this RFP response, the Agency has provided a description of support services including level of effort to complete requirements, fee table and schedule of events. We have taken into account the goals and budget allocated for this project and have created an ideal solution to meet the current and future needs of the City of Asheville.

2. Project Vision

A quality solution to support this project will require the ability to create and implement a strategic design vision in a flexible platform. Since the requested functionality is not overly complicated, the Agency will be recommending the use of a hosted WordPress site for CMS. This will allow all the flexibility required for an engaging solution without the maintenance and unnecessary license cost associated with other CMS options. In addition, we will recommend the solution be hosted to reduce the implementation cost and ongoing maintenance effort. A hosted solution will better support scalable peak volume needs and will support a global reach.

After the basic requirements are met, we will look towards supporting the Client with a website and infrastructure that is easy to maintain, scalable, and can be updated via workflows with the limited internal resources. We will ensure that the site is setup for SEO and web analytics and that content can be directed to the appropriate target audience.



Educate & Engage

As an initiative resource and educational tool, The City of Asheville site must engage with its users in such a way that grabs and keeps their attention. The site will also quickly hook the public by utilizing interactive elements and multimedia, while coaxing the user deeper into the site, guiding them through the content and keeping calls-to-action prominent.

Tactics:

- Interactivity and creative presentation of concepts and messaging
- Video & multimedia
- Storytelling and use of infographics
- Create vehicles for sharing (social graphics)

Benefits:

- Inspire and educate
- Deeper understanding
- Public participation
- Social buzz

Solution Highlights:

- Interactivity and Multimedia - Everest Agency believes that it is important for online efforts to communicate in an interactive and engaging way. The use of multimedia will create a compelling presentation for user engagement.
- Calls to Action - Creating a natural flow and path of least resistance to lead a potential user to the content that they would like to engage with is a crucial piece of a premium web experience.



Go-To Content Resource

In order for users to regard a website as a go-to resource, it must be relevant, it must be credible, and it must be current. It is very important that the content be presented in a way that encourages the user to stay on the site and interact with the content whether it be imagery, infographics or statistics. and pushing that content to the public through News/blog updates and social media mediums will enhance the performance of SEO.

Tactics:

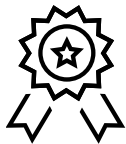
- Blended copy and interactive content
- News/blog design and development for consistent flow of updates

Benefits:

- Maximize earned external media (external links)
- Maximize content engagement
- Better SEO

Solution Highlights:

- Content Presentation - With many sites trending to less content and more imagery and multi-media elements it is important to sort information, determine which items would be best to communicate through multimedia and which messages would be better to communicate through long or short form copy.
- Blog Design and Development - Any true SEO effort requires consistent generation of quality content. The blog component of the site will allow the City of Asheville to actively produce current and relevant content that will be extremely relevant to the public, which in turn will be viewed favorably by Google's search results algorithm.



World Class Execution

When implementing the site, Everest Agency will ensure that design, coding, and SEO best practices are used. This will contribute to a high performance user friendly site, easy to access from all devices and easy to update from the admin side.

Tactics:

- Responsive Design & Development across all devices
- Multimedia for maximum engagement
- Customized Wordpress CMS for ease-of management

Benefits:

- Meet modern audiences expectation of world-class execution
- Eliminate user frustration
- Site speed, SEO & premium web presence

Solution Highlights:

- Responsive CMS Design and Development - Designing and developing in WordPress will allow the City of Asheville to easily edit content, imagery, videos, and key features on the WordPress platform without coding experience. This will allow the City of Asheville to keep the website fresh and content updated easily and affordably.
- Search Engine Optimization - Through our Pure SEO process we execute on a competitive analysis and industry related research, identify and target keywords, ensure all relevant link back options are identified and in place, and that all contributing variables to site performance(speed, unique blended copy/interactive media content, etc) are optimized.

3. Solution Detail

The development of a web presence can be broken down into several components. Our goal is to make steady high quality progress at each phase. This section provides a description into how we achieve the best results with our clients. What they can expect from participating in the process and how we can achieve the desired output within a specific timeline and budget.

3.1. Project Implementation Process

The Agency follows an agile scrum methodology which allows us to better serve the needs of our clients. This allows for features to be prioritized and will adjust to changing conditions in the project which is common for a website redesign. Changes to items in scope shall be managed in accordance with the change control procedure defined in Appendix A.

3.1.1. Project Assumptions

Project assumptions will server to ensure that both the Client and the Agency have a clear understanding of the scope requested in the RFP and presented in the response. The following assumptions are made in support of this program:

- The Client is
 - o Responsible for the acquisition of any third party software and hardware required in support of this program.
 - o Will support resources required for approval, testing, documentation and other requirements in accordance with the agreed upon project plan.
 - o Will provide qualified resources for the support of agreed Client activities
- The Agency is
 - o Not responsible for development of documentation and content
 - o LDAP administration outside of connection to CMS
 - o Not responsible for the procurement of software to support this RFP
- Delivery items may be done in parallel to accommodate schedule acceleration
- The project is to be delivered on a fixed cost basis with a budget limit of \$30k

3.1.2. Design Timeline and Milestones

The client is expecting a delivery of June 28 for the website redesign. A level 2 project plan will be developed in support of this project to describe specific deliverable dates. Figure 3.1.2 Delivery and Milestone Timeline below is our best practice implementation overview and will be used for milestone and project planning purposes. Depending on the client availability and project plan, the timeline may be modified to fit specific project requirements.

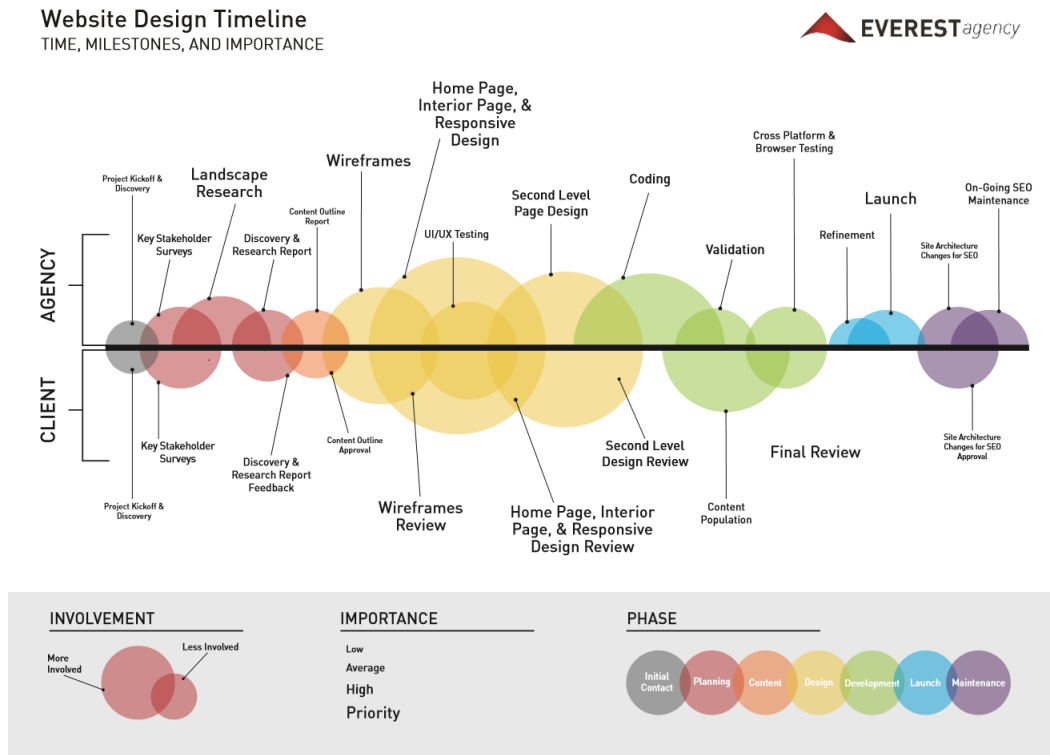


Figure 3.1.2: Delivery and Milestone Timeline

3.1.3. Project Governance

The following roles and responsibilities are considered best practice and will be required for successful completion of this project. Table 3.1.3 provides a outline of the typical roles and responsibilities required to support this project.

Table 3.1.3: Project Governance Roles and Responsibilities

Client	Project Executive Sponsor	Responsible for escalations including but not limited to functional changes, scope creep and payment of milestones. The client executive sponsor will participate in monthly steering committee meetings until Website is live.
	Project Manager	Responsible for day to day accountability of client resources and project timeline, will serve as first and main Point of Contact for the Agency.
Agency	Project Executive Sponsor	Will provide escalation support due to change in functional requirements, adjustments to scope and schedule and or performance related items that require further discussions. Will provide support on monthly escalation calls.
	Project Manager	Responsible for day to day coordination, adherence to schedule, quality and scope. Will serve as the first point of contact for the client.

3.2. Delivery Description

The Agency is committed to delivering a visually compelling and intuitive user experience. The Client and the Agency will work to ensure the design, usability and functionality of the proposed solution will meet and exceed the requirements set forth in the RFP. Our approach will be to leverage a customized WordPress theme and provide a hosted environment. This will provide the maximum usability and scalability to the Client team who will have ongoing responsibility for content updates.

3.2.1. Discovery

The purpose of the discovery phase is to introduce the team to the project and ensure that the specific goals of the program are clearly defined and understood. The discovery

session will help the Agency's design and development teams create the artistic and functional vision for the website. In addition, the Agency and the Client will clarify roles, responsibilities, key stake holders and define acceptance criteria for each milestone.

Estimated Duration: 2 Weeks

Deliverables

1. Project Plan – Roles responsibilities, delivery dates and acceptance criteria
2. Wire Frames Draft – General Theme, Wire Frame Direction

3.2.2. Design

3.2.2.1. Architecture

The website is required to be updated by internal resources and shall integrate to the existing LDAP system. The architecture of the updated website will require review and approval from content provided by multiple authors. A hosted customized WordPress template provides the best performance, scalability and use for this project. This phase will complete the general Architectural design for the project.

Estimated Duration: 1 Weeks

Deliverables

1. Architecture Plan – System and applications defined including LDAP Integration
2. Migration Plan – Timing and methodology for content migration

3.2.2.2. Art Direction

Wireframes will be used for the general structure and architecture. Art direction will provide the visual and styling elements that will be used to complete this project.

Estimated Duration: 4 Weeks

Deliverables

1. City of Asheville Branding Book Approval – Defines style guides, fonts and collateral
2. Story Boards Approved – Artistic elements and visuals

3.2.3. Implementation / Testing

With the visual and structural elements approved, the implementation phase of the website will be developed using a Hosted WordPress Content Management System. WordPress provides best in class content management and usability. Implementation of the WordPress environment will provide the Client the ability to manage and maintain a high performance, extensible digital experience for the community. The implementation will ensure 508 Compliance, supporting Americans with disabilities. In addition, this phase will include Search Engine Optimization requirements and the implementation of Google Analytics for web based traffic monitoring and optimization.

Search Engine Optimization – The Agency will focus on improving organic search results defined in the *Pure SEO* Search Matrix for pre-defined pages of interest to the Client. Inorganic search will be leveraged through Google Adwords. The Agency will benchmark the Client against other target cities matching a similar demographic.

Google Analytics – The agency will implement Google Analytics to support the measurement of lead traffic and usefulness of content posted to the Client site.

Estimated Duration: 8 Weeks

Deliverables

1. City of Asheville Branding Book Approval – Defines style guides, fonts and collateral
2. Story Boards Approved – Artistic elements and visuals
3. Pure SEO Search Matrix – Definition of key search terms for optimization

3.2.4. Hosting and Support

Due to the project budget and generally low cost of hosting services, the Agency recommends that the website be hosted in a cloud based environment to ensure maximum uptime. A Service Level Agreement will be provided in Appendix B to define

uptime and client feedback requirements. The first 12 months of hosting will be included in the fees for this statement of work.

The Agency will provide maintenance items on in scope items as defined in the project planning phase of this project through out the performance period of this project up until website go live and will provide functional warranty for in scope items for 60 days past website go live. Hosting support will be in accordance with the SLA provided in Appendix B. Additional support can be provided on a monthly service fee and is not included in this statement of work.

Deliverables

1. 12 Months of Hosting Support In Accordance with Appendix B
2. Optional Additional Retainer Based Support Services

4. Fees Payment and Milestones

The Agency is pleased to provide this quotation as a Fixed Fee project. Payments will be made in accordance with Milestones identified in Table 4: Milestones and Fees. Payments will be invoiced upon completion of each milestone and / or monthly based on partially completed milestones. Payments shall be paid to the Agency on net 30 day terms from receipt of invoice. Travel and Lodging is not expected for this project and will be billed at actual cost if required.

Table 4: Milestones and Fees

Milestone	Fee Total %	Amount
Discovery Complete	15%	\$ 4,500
Design Approval	15%	\$ 4,500
Implementation Complete	40%	\$ 12,000
Website Go Live	20%	\$ 6,000
Hosting (Paid Quarterly)	10%	\$ 3,000
Total Fees	100%	\$ 30,000

Standard Contract Terms

Payment Terms

All invoices to be paid within 30 days. Invoices will be sent following the percentage breakout and milestone completion below.

- 25% payment made upon delivery of 1st draft of the design - after collecting stakeholder input
- 25% payment after 1st draft of operating website in test environment % of project total due prior to solution launch
- 25% payment upon delivery of fully operational site (could still be in "test")
- 25% payment upon "go live" launch of completed website

OR

If a retainer agreement is established, invoices will be billed on a recurring basis either at a monthly, quarterly or yearly pre-determined amount that can be found in the "Estimated Fees" section of this proposal.

Project Delays

A delay in client deliverables will result in a delay in completion of the project, and a new completion date will have to be mutually agreed upon. If the project is delayed by the client for more than 60 days, any remaining invoices will be sent.

Scope Change

Scope change occurs when a client request is considered to change the agreed upon scope and objectives of the project to accommodate a need not originally defined to be part of the project. Everest Agency is happy to support changes in scope through our change control procedure. Scope change often is associated with changes in project timeline and cost. In an effort to maintain high transparency and partnership, Everest Agency will evaluate the scope change request made by the client, provide the cost estimate and timeline impact, and discuss these items with the client prior to implementing the change. Only upon written approval will the new request be added to the project implementation process.

About Everest Agency

Everest Agency is an interactive, integrated marketing agency that creates award-winning websites, brands, marketing collateral, and online marketing campaigns.

We work with a diverse clientele in the Raleigh, NC area and throughout the US. Our client relationships spread across various industries including technology, medical, universities, cosmetics, non-profit and home building.

Our Story

Roughly 10 years ago, the Everest Agency seed was planted. It started as a late-night hobby for Bryan Martin, founder and creative director, who took on various projects for friends and friends-of-friends. As projects were completed and the word spread, more and bigger clients came calling.

After leaving Austin, TX in 2006, Bryan arrived in Raleigh and saw a great creative need for the businesses in the area—and a great opportunity. Drawing on the diverse set of skills that he accumulated over the years from freelance and full-time work, Bryan formed a company, BGM Creative Group, Inc. He set out on a mission to redefine the creative landscape in Raleigh by providing his clients with the very best websites, branding, design, and online marketing.

In 2010, BGM Creative Group was renamed Everest Agency. This name was chosen because, for us, it is full of meaning. Our corporate culture is one of adventure, curiosity, hunger for challenge, and utmost expertise. We look at problems from a very different perspective—where many people see a mountain blocking their path, we see an opportunity to gain the best view of the world and we have the expertise to reach the top. We view every project we take on as a chance to grow and become better professionally and personally. We felt like the name Everest Agency exemplified this attitude toward life and our work.

The name Everest also has special meaning as it is the name of Bryan's son, one of the most important persons in his life and a driving force behind the heart that Bryan puts into all his work.

Our Team

Everest Agency currently has a team of 8 including 5 full time staff and 3 part-time staff.

Testimonials & Awards

“Everest Agency has outstanding graphic skills! Their work is fresh, fun and proficient -- all at the same time. It communicates well and pleases the eye. Bryan himself is a pleasure to work with and always hits or precedes the deadline. Having Everest Agency design for my advertising, promotion, website and packaging projects has enhanced my own professional output. I love working with this gifted graphic design master and his company!”

Barbara Foster
Senior Product Planning & Communications Manager, Avlon Industries, Inc.

“We couldn’t be happier with the results that we have received from Everest Agency. Our new Prospective Student section will offer an immersive window into the world of computer science...one that we feel is truly leading edge in its design and approach in helping students become more aware of the socially relevant career options available to them...With the launch of this site during the summer of 2010, and the accompanying collateral campaign, we expect to see a significant increase in female and under-represented minority enrollments in the future.”

Ken Tate
Director, Development and External Relations, Department of Computer Science, NC State University

Awards:

American Graphic Design Awards 2014:

K9s4Cops Website

American Graphic Design Awards 2014:

Shine Conference Brochure

American Graphic Design Awards 2012:

Design Lines Ltd. Website

American Graphic Design Awards 2012:

Design Works Inc. Website

American Graphic Design Awards 2012:

SPARKmoto Landing Page

American Graphic Design Awards 2012:

Traditions in Tile eNewsletter Template

American Graphic Design Awards 2012:

Shine 2011 Conference Brochure

American Graphic Design Awards 2012:

Ignite Conference Brochure

American Graphic Design Awards 2012:

As I Am Brochure

Platinum Hermes Creative Awards 2012:

Design Lines Ltd. Website

Gold Hermes Creative Awards 2012:

Design Lines Ltd. Letterhead & Logo

American Graphic Design Awards 2010:

Design Lines Ltd. Marketing Brochure

American Graphic Design Awards 2010:

Rockin’ Teriors Website

American Graphic Design Awards 2010:

I-Cubed Website

American Graphic Design Awards 2010:

Shine 2009 Conference Brochure

American Graphic Design Awards 2010:

Syntonics Grothentic Packaging Design

American Graphic Design Awards 2010:

Syntonics Salesheet Design

2009 Addy Award:

Design Lines Ltd. Website

Printing Industries of America Award:

Men’s Conference - The Game Brochure

Printing Industries of America Award:

Shine Conference Brochure

References

Design Lines (<http://www.designlinesltd.com/>)

Everest Agency has been Design Lines' sole vendor for graphic design and website design and development for over 5 years. Everest Agency has supported rebranding efforts, custom WordPress website redesigns and implementations, editorial designs, photo shoots, photo editing, and crafted all marketing collateral including business cards, brochures, and letterhead.

Reference Information:

Address - 1611 Jone Franklin Road, Suite 101 Raleigh, NC 27606 USA

Contact Name - Hilaire Pickett

Telephone/e-mail - hmartin@designlinesltd.com

Center of Leadership Studies (<http://situational.com/>)

Everest Agency supported a full redesign on the CLS website. CLS was in need of a custom design and development solution that could be integrated with their Customer Relationship Management(CRM) platform, Salesforce. In addition to this integration CLS also needed sites created for its affiliates in 8 different languages. Everest Agency successfully provided a custom WordPress website that is both aesthetically appealing and fulfills the feature functionality required by the client. These features included: custom features for affiliates, workshop and event registration, responsive WordPress design, CRM integration, and content syndication across multiple language sites.

Reference Information:

Address - 120 Preston Executive Dr. Suite 101 Cary, NC 27513

Contact Name - Drew Phelan

Telephone/e-mail - drew.phelan@situational.com

NCSU Computer Science Department (<http://www.csc.ncsu.edu/>)

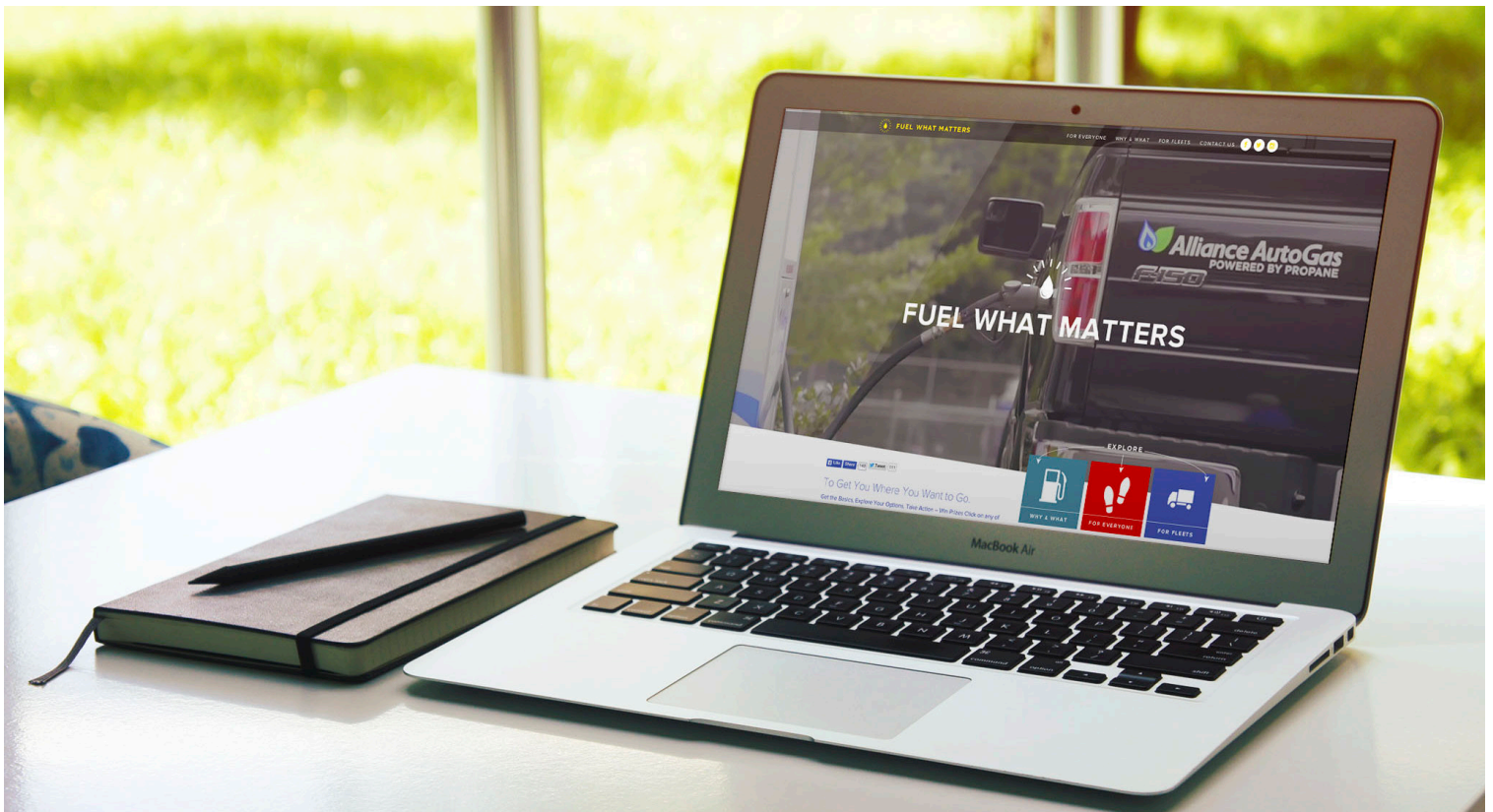
Everest Agency partnered with the NCSU Computer Science Department to create a new prospective student section on the Computer Science Department website to tell the story of 18 individuals and how they were using their computer science education in the real world. These stories are communicated through video, photographs and articles, and presented in a compelling and creative way as the hub of the new prospective students section of the website. These stories engage their target audience, breaking down their previously held stereotypes and barriers. Everest Agency collaborated with the University IT team to implement development into their system. The results of this project were a 35% increase in female acceptances into the freshman class and the department saw a 39% increase in acceptance as a whole.

Reference Information:

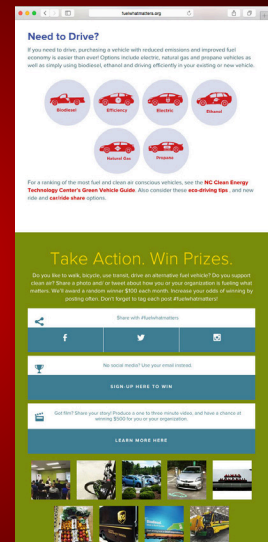
Address - Department of Computer Science, NC State University Campus Box 8206 Raleigh, NC 27695 USA

Contact Name - Ken Tate

Telephone/e-mail - tate@csc.ncsu.edu



CUSTOM WORDPRESS
WEBSITE DESIGN &
DEVELOPMENT
RESPONSIVE DESIGN
MULTIMEDIA &
INFOGRAPHIC DESIGN



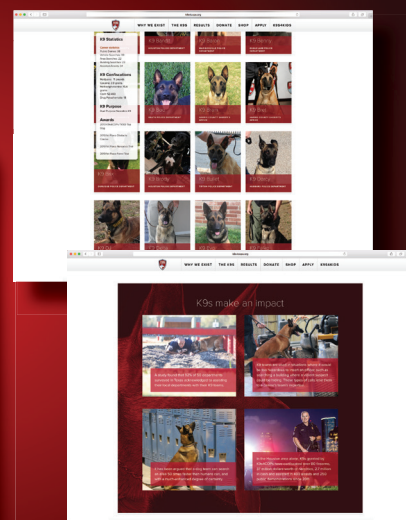
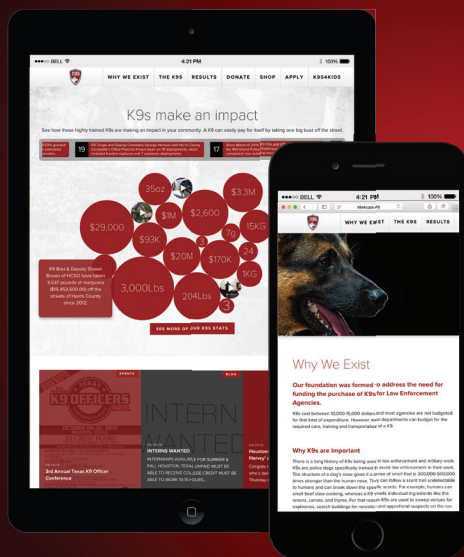
NC Clean Technology www.fuelwhatmatters.org

NC Clean Technology is dedicated to advancing a sustainable energy economy. As an NC State Preferred Vendor, NC Clean Technology trusted Everest Agency to create a whole new website for a modern outreach campaign.

Their 2015 “Fuel What Matters” campaign is meant to educate the public on ways they can make environmentally friendly transportation decisions. They needed an engaging, responsive website that encouraged users to find alternative modes of transportation.



WEBSITE REDESIGN
RESPONSIVE DESIGN
DYNAMIC INFOGRAPHICS



K9s4COPs www.k9s4cops.org

K9s4COPs is a non-profit organization that provides law enforcement agencies with trained K9s. The K9s delivered to various agencies throughout the country are able to accomplish great things in their communities, and the K9s4COPs team wanted to better highlight those achievements on their website.

Everest Agency built a custom Wordpress website with responsive styling for mobile device compatibility. The new site prominently displays the statistics of how much K9s4COPs is impacting communities around the country.

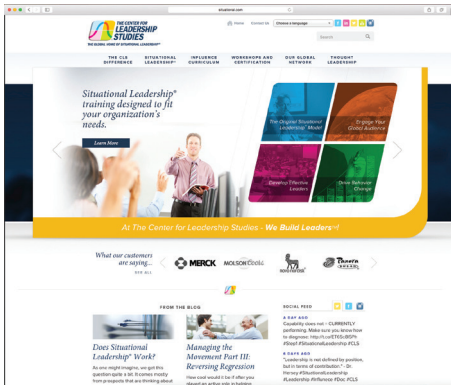


EVERESTagency

CLS Case Study

"Throughout our website redesign, Everest has served as true vendor partners and subject matter experts, ensuring weekly touch points while providing high quality solutions and strategic guidance. This initiative has grown beyond expectations into the development of 14 localized websites with full Salesforce integration. Bryan and his team developed a custom, straightforward wordpress interface that enables our team, which does not have a wealth of experience in website management, to effectively manage each site and easily make changes as required. We couldn't be happier with both the outcomes and our overall experience in working with Everest!"

- Drew Phelan, Director of Global Operations and Marketing



The Challenge

Center for Leadership Studies (CLS) was in the midst of a global rebranding and needs to implement this new branding strategy across its network of 32 global affiliate organizations. With such a large reach, it was becoming a branding issue and laborious effort to keep content and visual consistency. The previous website was lacking in the representation of CLS's global presence, SEO and user experience across various device types.

The Solution

As part of this global rebranding effort Everest Agency partnered with CLS to create a seamless user experience a modern, best-in-class, interactive custom WordPress website. Key features included:

- An updated look and feel consistent with the new CLS branding
- A robust page structure that communicated global presence and affiliate integration
- Content/links structure in a manner that maximized SEO and allowed for additional analytical capabilities
- A single, responsive design that is accessible across all mediums (desktops, tablets and smart phones)



The Result

The custom Wordpress website allowed CLS to incorporate custom functionality associated with their Workshop service product marketed online, which has increased accessibility. In addition CLS has been able to streamline their sales process through the custom Salesforce integration that Everest Agency implemented. CLS has also seen increased engagement in the global market with the launch of the language specific affiliate sites. We continue to support CLS through follow-on projects both in the digital space.

