

# City of Asheville, NC Website RFP Response

*A conceptual proposal by Creative Arcade - February 12, 2016*

**February 12, 2016**

Thank you for the opportunity for Creative Arcade to participate in your Request for Proposal to establish and execute a new, mobile responsive website for the city of Asheville.

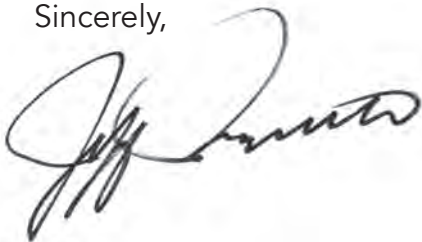
We are excited about presenting our Dot Net Nuke (DNN) design and development process and demonstrating how we have helped other strong organizations create and utilize online tactics and strategies that drive engagement and growth.

We are a design and marketing company from Duluth, Minnesota with years of experience in design, marketing and advertising for many mediums including website design and development. Especially using DNN, WordPress and other vehicles to deliver rich online experiences. More importantly, we have a deep and thorough understanding of the business realities that drive strategy, as well as how and why people behave as they do online.

When we combine that knowledge with our talented team, we believe we are an ideal fit for the city of Asheville, North Carolina.

Thank you again for this opportunity.

Sincerely,



**Jeff Ruprecht,**

Partner/Interactive Director  
jeff@creativearcade.design  
218-393-3151



**Phil Davidson,**

Partner/Creative Director  
phil@creativearcade.design  
218-390-3452

**Creative Arcade**

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Suite 212  
Duluth, MN 55802  
www.creativearcade.design

## **We Are Creative Arcade**

We are extremely excited to be given the opportunity to share with your team, our company, Creative Arcade. We are a design and marketing studio based in Duluth, Minnesota with years of experience in many industries who believe in the power of play. Play in the sense of having fun and exploring new ideas and experiences that allows us the chance to create undeniable connections in our client's work.

We work with our clients to outsmart the competition, not outspend them. With so many tactical ways to share your unique stories and promote your collective brands, we identify ways to use the marketing tools available in ways that not only get results, but utilize your marketing dollars in better ways.

Creative Arcade is just over a year old, but brought together the continuous work of Davidson Creative and Jeff Ruprecht Design who have done work for many years. Jeff and Phil have also worked at larger agencies, together, in the past with a combined 35+ years of design and marketing with 15 years of that doing interactive web design/development work exclusively.

Creative Arcade provides full service strategy, experience and creativity in:

### **VISUAL DESIGN & STORYTELLING**

- Brand identity creation
- Experience design
- Communication and collateral design
- Traditional advertising
- Package design

### **INTERACTIVE DESIGN & DEVELOPMENT**

- Responsive website design/development
- User experience (UX) design
- E-commerce consulting and development
- E-mail marketing and interactive media

### **VIDEO AND MOTION GRAPHICS**

- Concepting & storytelling
- Online and offline video content
- Television advertising
- Motion graphics
- Video editing

### **SOCIAL ENGAGEMENT**

- Copywriting/Editing/Proofing
- Social media consulting
- Design and management
- Reputation monitoring
- Social content creation

### **DIGITAL ENGAGEMENT**

- Search engine optimization
- Search consulting and planning
- Paid search for social and search engines

### **INNOVATION**

- Big picture concepting
- Product exploration and development
- Experimental interactive projects

We use all creative industry standard software including Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Edge, After Effects, Premiere Pro), Microsoft Office (Word, Excel, Power Point) and many other web-as-platform software while saving, archiving and sending files in the cloud via Dropbox and transfer via FTP or Dropbox.

## Principals



### **Phil Davidson**

*Partner/Creative Director*

phil@creativearcade.design

218-390-3452

Phil has over 15 years of graphic design and marketing experience in many industries including healthcare, education, athletics, and tourism. Creative direction, art direction and design is his specialty. He believes in getting to the core of the message and executing in a simple way to allow markets to understand.

Phil is a graduate of Bemidji State University with a degree in Graphic Design. He has worked for a variety of larger agencies before starting Davidson Creative in 2012 and now Creative Arcade.



### **Jeff Ruprecht**

*Partner/Interactive Director*

jeff@creativearcade.design

218-393-3151

Jeff has over 20 years of design and marketing experience in many industries including healthcare, education, tourism and retail. Although starting out professionally as a print designer, he has been mainly focused on online marketing for over 15 years in web design/development, social media and digital placement.

Jeff is a graduate of the University of Minnesota - Duluth in Graphic Design. He has worked for a variety of larger agencies, fashion retail giant Maurices and has extensive experience in interactive/online design and marketing.

Creative Arcade also tailors its execution by working with expert outside vendors to provide the best product like photographers, videographers, technical writers, editors, printers and promotional advertising etc when asked to or needed.

## **Understanding Service**

In the design and marketing business, being quick and “on your toes” is second nature. As much as we and clients alike would like to have more than enough time to complete a project, some times situations arise that require using time wisely, coming in early, staying late and working on the weekend.

We have an “old school” work ethic and often we are awake to start a new day while finishing the work from the day before or getting a jump on the next project. We are a bunch of fun, and easy-going, go-getters who love exceeding expectations and who are known to have a great sense of humor.

## **References - Some of our satisfied clients**

### **Dana Kazel**

*Communications Manager*

St. Louis County MN

218.725.5049

kazeld@stlouiscountymn.gov

### **Mark Mahla**

Art Director

Grandma's Restaurants, Inc.

mmahla@grccorop.com

### **Magdalena Wallhoff**

*Vice President*

Regal Springs Tilapia

206.696.8338

magdalena.wallhoff@regalsprings.com

## **Similar-sized workloads**

We have had the honor to work with great clients in many industries. Below are some of those clients and similar-sized work that we have worked on in the past few years:

### **Other notable clients**

Grandma's Restaurants

Fairview Range Medical Center

Northwoods Surgery Center

West Virginia University Athletics

Arrowhead Builders Association

Hermantown Community Schools

St. Louis County, Minnesota

Regal Springs Tilapia

Pheasants Forever

Citon Computer Corp

## The Website

### ***A world class user experience.***

It is no joke that people seek out public information online. Those who put information rich content in their hands stand to gain and retain confidence because the site is trusted and puts minds at ease.

Today there are more ways than ever to reach people online and deliver the content they are searching for. However, a website is now more of a “hub” that becomes the engine that drives business. A website cannot simply have a “set it and forget it” mentality like websites of old. They are being accessed via mobile phones and tablets which has impact on search engine rankings. A website is a must, but content is king when it comes to using your website to engage with patients.

### **Website**

In reviewing the RFP we have a great understanding that the Asheville website should:

- Have a new look and feel that incorporates modern best practices in user interface and user experience design. The home page must integrate with the Asheville City Source blog which features their news and events.
- Must address accessibility issues.
- Must be responsive on mobile devices.
- Include content migration to the new site.

Additionally, the website should reflect the following items in its delivery, including:

- Design of the website should support the branding efforts of the City and reflect the diverse make up and vision of the residents and businesses of the community.
- Functional and easy to use calendar feature.
- Provision of configurable site navigation menus on each page which provide quick access to all the key pages of the site.
- Incorporate easy to use search utility displaying descriptive information on all content in the search results.
- Ensuring site design is cross browser compatible.
- Provide integration with existing government web applications currently in use and provide for easy integration with future government applications.
- Integration with content from city social media sites such as Twitter, Facebook, YouTube and Instagram.
- Optimized templates, themes or skins for page load speed.

### **New Site Architecture**

We'll begin with an immersion session consisting of the full working team. In these sessions, we will follow a broad agenda consisting of a review of the project goals, a diagnostic evaluation of your existing platform, persona development, content strategy, and an assessment of key functionality. Our goal for these sessions is to exchange as much information between you and our team as possible so that our next steps are made fully informed.

After our kickoff session, our team will begin developing a user experience and site architecture building the initial prototype. This first phase takes two working weeks, during which our team will communicate regularly and ask further questions, request information and resources, and keep you up to speed on progress. At the end of this phase, the entire team will reconvene for a half-day meeting in which we will present our recommendations in the course of reviewing U sketches, the prototype, and potential mood boards.

With an approved sitemap and/or wireframes we will move into the design phase of the website.

### **Template Design & Production**

We will begin the process of layout creation by designing an interior page template, most likely a critical content page showing modular content functionality or a product detail page. Our goal is to start by applying the approved visual language from the mood board to the most complex template in order to best visualize the creative direction we are taking. We expect 2-3 rounds of revisions in order to fully resolve the application of this direction and the visual design of global elements. Following the approval of the first layout, we will present 2-3 other example sub-page templates and follow the same 2-3 rounds of revisions. Once the key sub-page templates are resolved, we will create a style-guide to cover visual implementation of any pages not specifically addressed in this process. Finally, we will show a homepage layout and follow it with 2-3 rounds of revisions. Our creative production approach is to start with the interior of the site, establish the supporting visual structure, and cover all the remaining details as we work our way out.

### **Site Production**

During this stage we will be programming the actual site in DNN in an alternate area so as to keep the current site content available during the build. At the end of this stage the site will be functionally and visually complete, and it will be ready for content entry via the CMS.

#### *Responsive Design*

We will work with you to create a grid-based site that will responsively scale to three dimensions (full screen, tablet, and phone). We will discuss how the basic site elements will breakout during the design stage, and then you will illustrate that breakout in your designs. We don't expect to be creating three versions of each template, but rather to have an agreed-upon way the standard site elements will react to the three different screen sizes.

We currently support all iOS devices and the primary Android release. Although we are only initially optimizing for the above devices, the site should gracefully degrade to other variations of Android, and at least be functional on those devices.



## SEO

Our sites are built to be easily indexable by search engines. We give each client the ability to edit the H1 tag, title tag, URL, meta description, and meta keywords on each page.

## Content Development and Migration Strategy

We are prepared to audit and identify the content strategy which may or may not include current content and elements from the current iteration.

Creative Arcade will enter content from the current website to populate the initial launch of the new website. Empty pages will be created on the new website and the current content will be scrubbed from the current, proofed and put into the site and re-proofed for accuracy.

Through the planning processes we will define aspects of your content strategy in the form of types of content, structure, and calls to action. We will document the details of your content marketing plan, including your personas, your platforms, your writers, etc. This plan isn't an editorial calendar, it's a time based, structured system for managing the production and migration of content.

We have access to resources for writing and developing content if deemed necessary after our initial content analysis.

## Social Media Integration

Social media will be integrated into the site in a reciprocal manner. The ability to link to the social media channels will be a given while the ability to share content and aggregate social content is all possible and encouraged in a site like this. The content strategy will determine the actual functionalities to include.

## Deployment

The site will be available to review before launch and any final content tweaks will be finalized. Any training that needs to be done regarding new features will also be done at this time and a soft-launch will be scheduled.

Google Analytics will be added and after the formal launch of the site initial reports on the site performance will be analyzed.

## **WHAT TO EXPECT**

Upon the possibility of awarding the project to Creative Arcade, the following process and tentative timeline will be followed:

### **March 15, 2016**

#### *Immersion/Discovery session*

This web meeting/conference call meeting will allow both teams to “get-to-know” each other, share the vision and ask the right questions to create the best site as possible together.

### **March/April 2016**

#### *User Experience/Information Architecture*

Based on the needs of the city of Asheville—develop the user experience, content strategy and information architecture for review and approvals together.

### **April/May 2016**

#### *Design*

With an approved site map, content strategy and user experience defined, the initial design of key pages of the website will be designed and shared with the city of Asheville team for review. Adjustments will be made as needed until sign-off in design direction.

### **May 2016 - June 2016**

#### *Development*

With the approved items listed above, the site will be built out, content added and all aspects of the site tested, proofed and presented for final review.

### **July 2016**

#### *Final Test/Training/Launch*

With all aspects of the project finished, final testing across all major browsers etc will be performed, training provided in keeping the site up-to-date and actual launch of the new website.

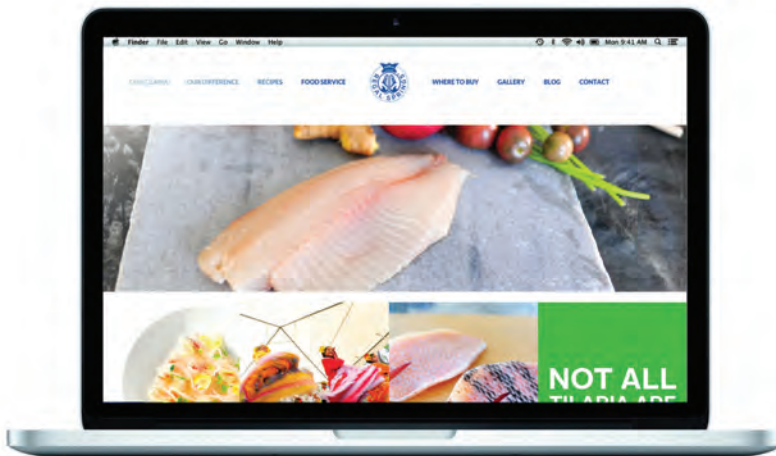
### **August 2016**

Review of first month of Google Analytic data and review of any questions regarding the new website.

# Work Samples

### A few websites

We have had the honor to work with great clients in many industries. Below are some of those clients and similar-sized work that we have worked on in the past few years:



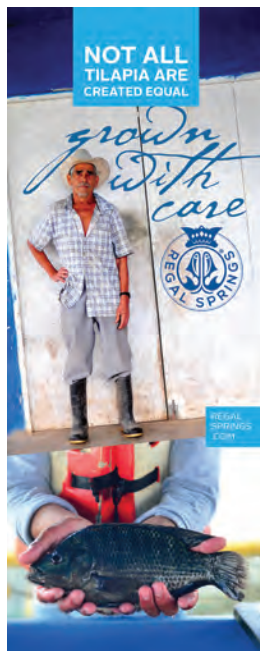
RegalSprings.com

TheSportsGarden.com



Bellisios.com

## Regal Springs Tilapia







# ONE GOAL

Enhanced outcomes

WE DO NOT WORK ALONE. MEDICAL AND MENTAL HEALTH PROFESSIONALS, JUDGES AND LAW ENFORCEMENT, PLUS NUMEROUS AGENCIES PARTNER WITH US TO PROVIDE ADDITIONAL EXPERTISE AND SUPPORT.

...in collaboration allows us to offer complete and comprehensive services. ...ple, in partnership with others we provide ...es for kids to walk to school, combat human ...housing options that provide ...on new treatment



## Examples of partnerships

Allstate Early Head Start/Head Start  
Baker Center for Early Childhood Development  
Early Childhood Intervention Program  
Early Childhood Mental Health Initiative  
Early Childhood Supportive Services  
Early Childhood Supportive Services  
Early Childhood Supportive Services  
Early Childhood Supportive Services

St. Louis County Nurse-Consultant  
St. Louis County Early Intervention Committee (EIC)  
St. Louis County Family Services/Counseling  
St. Louis County School, Chemical, and Mental Health Services (SCMS)

## Public Health and Human Services

...all people are safe and healthy. ...note and improve the health and quality of life in St. Louis County.

"St. Louis County includes many children, and the child protection team is a vital part of the county's work. ...and while they are providing a vital service for the county, and the children ...associated to their work, and they are very busy, so we work with them ...help us, and they work up to approximately every day."

"St. Louis County needs more living, loving, and caring families. ...and securing Ryan and Beth's permanency, as well as many other ...foster parents. For more information, go to [stlouiscounty.gov/onegoal](http://stlouiscounty.gov/onegoal)."

...can't remain with their parents or caregivers. ...Ryan and Beth are parents to three biological children of their own and are ...with a licensed foster-adopt family for St. Louis County. They have formed ...several children in their own community. When the Court determined one ...of those children couldn't return home, Ryan and Beth worked through the ...process agreeing to become the child's permanent family through adoption.



**Duluth**  
Government Services Center  
520 West 2nd Street  
Duluth, MN 55807  
(218) 726-2222

**Virginia**  
Northland Office Center  
507 South 5th Street  
Virginia, MN 55752  
(218) 473-1500

**Hibbing**  
Hibbing Office  
1834 East 34th Avenue  
Hibbing, MN 55746  
(218) 262-6000

**Ely**  
St. Louis County Service Center  
520 Miners Drive East  
Ely, MN 55731  
(218) 365-8220

[stlouiscountymn.gov/onegoal](http://stlouiscountymn.gov/onegoal) • (800) 450-9777



## Cost of Service



### **Experience. Expertise. No Games.**

At Creative Arcade, our motto is "Smart Creative. No Games". We know how to apply the best thinking, the best execution and the best service to our clients. We don't believe in being complex in how we work together.

We listen. We speak up when we feel we need to in order to do our jobs correctly and we have a simple pricing structure for it all.

#### **Website**

At this time, the consulting, design and development of a new website that meets the needs of the city of Asheville, North Carolina will cost slightly more than the budgeted amount of **\$30,000**. However, we feel our experience will allow us the time to provide the site for the budgeted amount.

<i>Immersion/UX/IA</i>	<i>\$3500</i>
<i>Design</i>	<i>\$6500</i>
<i>Development</i>	<i>\$12000</i>
<i>Content Migration</i>	<i>\$10000</i>
<i>Launch/Train/Analytics</i>	<i>\$2000</i>
 <i>Total</i>	 <i>\$34,000</i>
 <i>Discount</i>	 <i>\$4000</i>
 <b>Grand Total</b>	 <b>\$30,000</b>

In case of any additional needs that are out of scope for this project, we have included our hourly rate below for reference.

#### **Our hourly rate is \$110 per hour.**

We use this as our baseline in providing hourly estimates and in providing flat estimates based on our extensive experience. We are flexible in how we work on projects together as we know that some times a budgeted project may only allow work within a small range of money while others may make sense to work on it in an hourly mind set.



Smart Creative. No Games.

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