



Superior **WEBSITES.** Strategic Partnerships.

Website proposal prepared for:

City of Asheville
ashevillenc.gov

Prepared by:

Blake DuBose, President
Email: blake@duboseweb.com
Phone: (803) 750-9321

duboseweb.com

February 12, 2016

Dear City of Asheville team:

It is our pleasure to submit a proposal for a potential partnership with the Asheville team! We are much more than your ordinary web design company; instead, a unique partner with the marketing and strategic horsepower to create a game-changing web experience for visitors. Our team of specialists thrive on projects where attracting tourism and business development investment is the prize. We feature rich websites that deliver the tools needed to: build the involvement of local business community; attract local, domestic and international investments and even monetize the site to help recoup investment.

We're excited to present our major goals for this project:

- Provide Asheville with a best-in-state tourism, city, and destination experience.
- Be the idea generating partner, not only for helping set a great growth trajectory, but also for keeping it on track for years to come.
- Design a responsive (mobile and multi-device friendly) web experience that's simple to navigate, fun to explore, and easy to share.
- Assemble a website that tells Asheville's unique story, captures the culture, builds excitement, and breathes life into an exciting user-experience.

We opened our doors in 2007 with one goal: to help our customers succeed. Our **mission** is to build powerful, effective, and modern websites that generate profits for businesses and promote awareness for nonprofit and government organizations. Our **purpose** is to create opportunities to improve the lives of our customers, employees, and people in our community. We are customer-driven and value quality, simplicity, honesty, and friendliness.

Our pledge: In everything we do, both before and after the initial project, we will strive to delight our customers and exceed their expectations. Thank you for considering DuBose Web Group for your website design and development needs.

Sincerely,



Blake DuBose, President, DuBose Web Group
Telephone: (803) 750-9321
blake@duboseweb.com

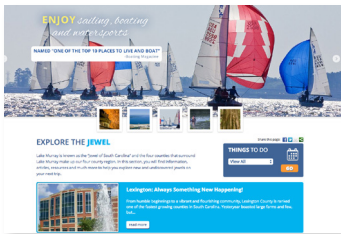
Quality, Passion, Value & Creativity
That is our simple, but effective, formula.

Our team specializes in creating exceptional web experiences that perform well on all devices. We tailor our strategy through listening, research, benchmarking and user analytics.

TOURISM

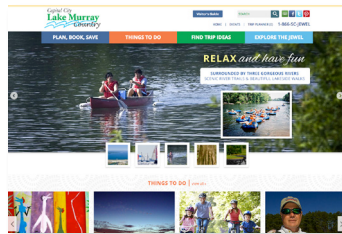


Key FEATURES



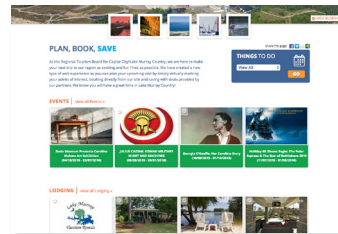
Powerful Branding

The DuBose Web team will develop a strategy to strengthen your brand, forging a strong first and lasting impression that will lead site visitors into action.



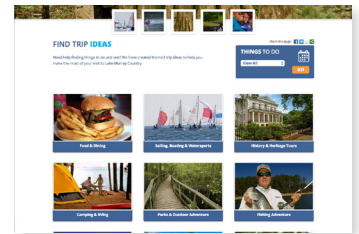
UserSmart Navigation

Navigational flow that produces the optimal user experiences. From quick booking to in-depth destination insights, users will have the experience they desire.



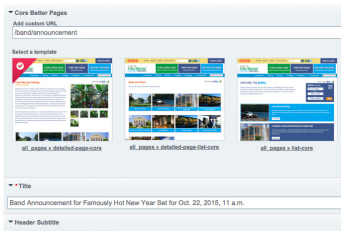
Plan, Book, Save Section

This action-oriented section makes organizing a trip easy with its convenient category breakdown and interactive features including current deals, directions and itinerary planning.



Things To Do & Trip Ideas

These sections generate ideas through a theme-oriented layout, loaded with related attractions that appeal to the local community, businesses and vacation planners.



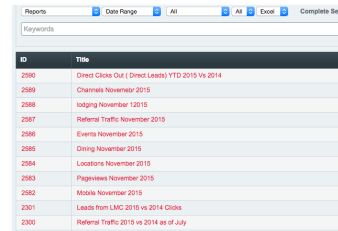
Content Management System

Manage website content and graphics through an easy-to-use, web-based CMS.



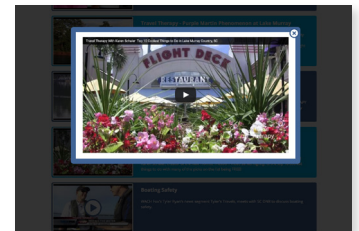
Dynamic Marketing Features

Includes the usage of exciting, keen graphics, an advanced SEO structure, strong analytics and a solid travel industry and press section.



Advanced Destination Marketing

Advanced SEO design creates traffic generating landing pages. Powerful advertiser monetization modules, helpful business listing submission tools, and user management modules capture your results.

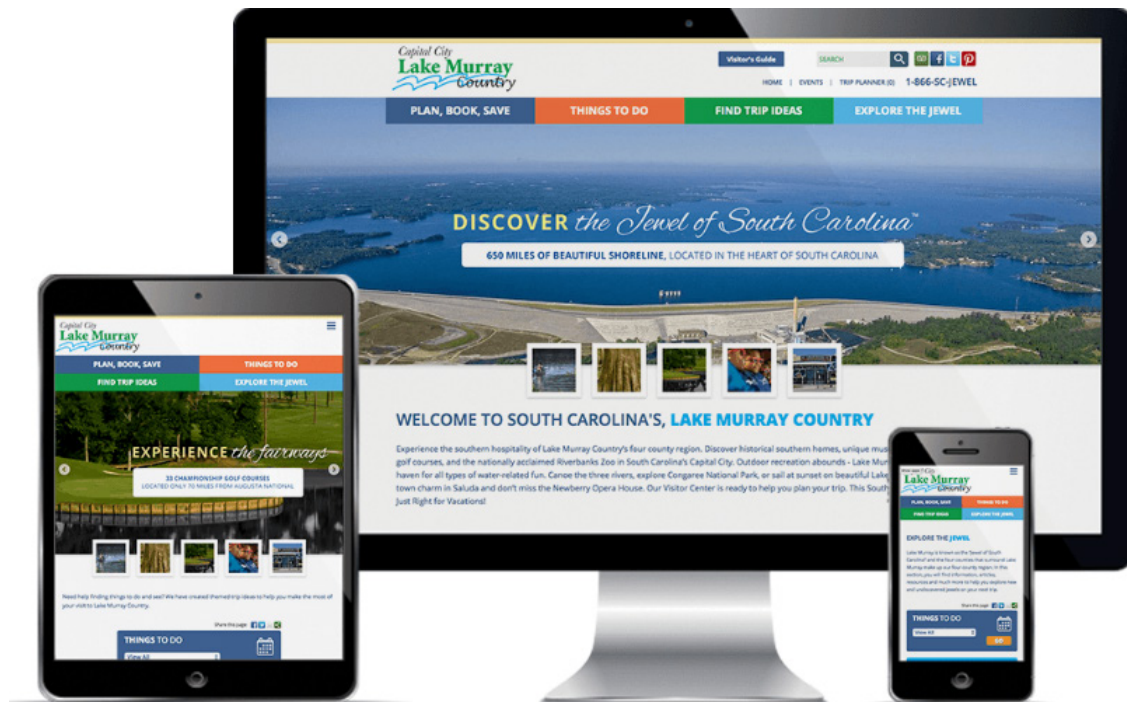


High Impact Videos

Short mobile friendly video snippets keep viewers exploring and champion key points of interest and value-adds.

Research SUMMARY

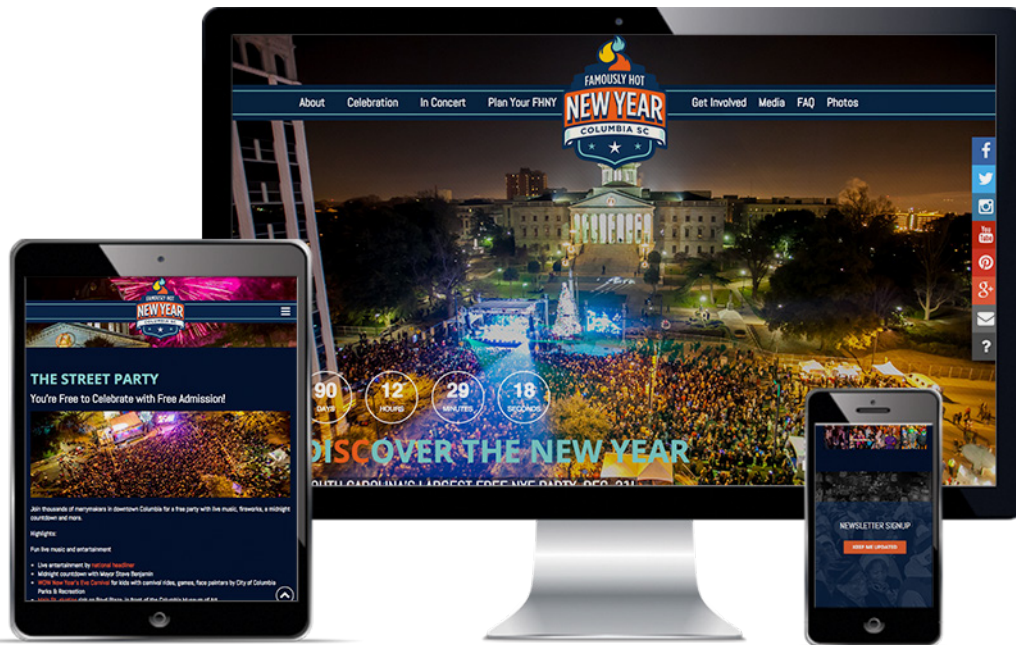
Lake Murray Country Tourism (South Carolina)



The Need: Capital City Lake Murray Country (CCLMC - <http://www.lakemurraycountry.com>) is the regional organization tasked with promoting tourism for Richland, Lexington, Newberry, and Saluda counties. CCLMC approached DuBose Web (DWG) in the spring of 2013 seeking a web strategy, design, and development company that could create a whole new experience for people wanting to engage with this region. The research process involved an exhausting study of web analytics and tourism websites across the US to include:

- **User Paths:** Through analytics, our team identified pages and links that site visitors used from the point of entering to the point of existing the site.
- **Demographics:** Thorough analysis of who was using the website segmented by Local, Statewide, Domestic, and International Visitors.
- **User Goals:** Researched how users were interacting with the website and established clear routing and paths based on what the user wanted to accomplish.
- **Benchmarking:** Our team examined hundreds of tourism websites across the United States. We specifically targeted, benchmarked, and learned from some of the most fastest growing tourism areas and their websites. Our team crafted the ideas, data, and results into a custom experience for users of this new website.
- **Focus Group:** Initial design strategy and concepts were presented to close to 100 of CCLMC's partners during a showcase meeting. Our team solicited feedback and the audience provided useful input to enhance our research that contributed to a positive website user experience, successful launch, and fantastic results.
- **The Result:** Since 2013, exponential website traffic growth has consistently occurred after going live with the new website. Website traffic has **doubled** and continues to increase. An ongoing relationship allows for collaboration to continuously grow the site with new, forward-thinking, and proactive ideas from both teams.

Our WORK (TOURISM)

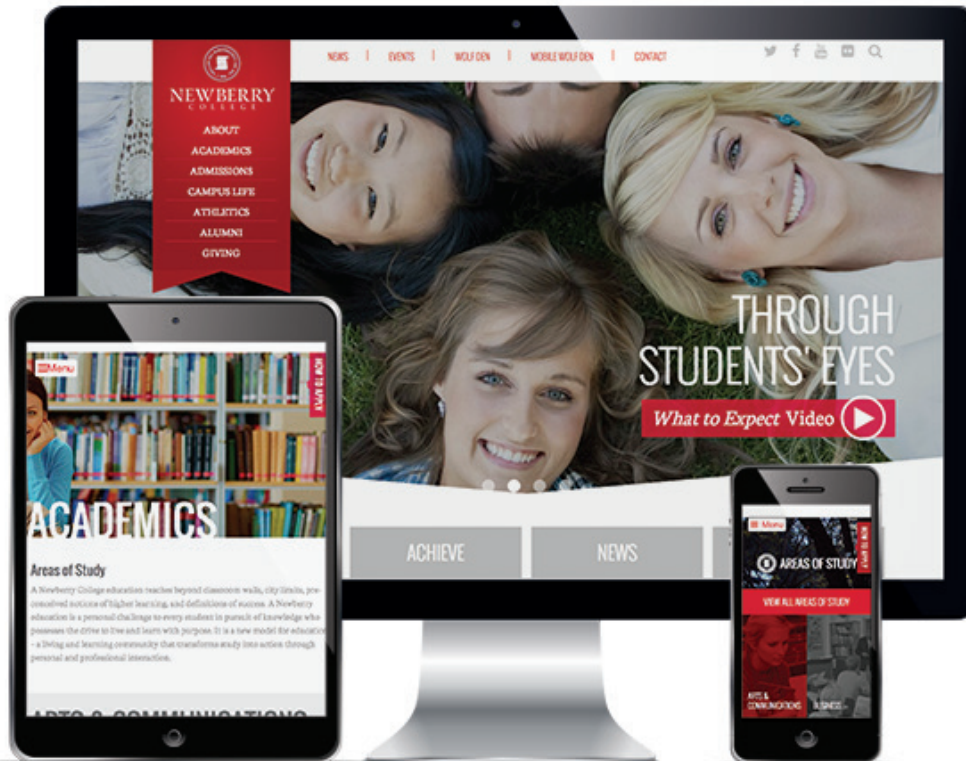


Famously Hot New Year
famouslyhotnewyear.com
Launched Fall 2014

In 2011, Famously Hot New Year began as a New Year's Eve street concert with a fireworks show. Since then, it has grown to be the largest free New Year's Eve celebration in South Carolina and boasts the most exciting New Year's fireworks display in the Carolinas.

Our team was selected to design a new, fun, and vibrant website that mirrors the excitement of this breathtaking event. Annually, we hope you'll come and discover the New Year with our team and 26,000 others at the historic statehouse in downtown Columbia, SC!

Our WORK (HIGHER ED)



Newberry College
newberry.edu
Launched Spring 2015

Since its foundation in 1856, Newberry College has cultivated a rich tradition of challenging academic programs, personalized relationships with its students, and a close-knit, welcoming campus community. Through the intellectual and personal development offered at Newberry, students enter the workforce equipped and excited to make meaningful, positive changes to both their local areas and global society.

When developing Newberry's website, our strategy was to mirror the college's outstanding features with an intuitive, simple, and personalized presentation. Our web team greatly enjoyed rising to the project's fun, exciting central challenge: introduce a potential student—someone who currently knows nothing about Newberry College—to the school's exceptional culture; invite that student to explore the numerous educational opportunities Newberry offers; and guide him or her through the next steps to becoming a student there.

To further enhance user experiences, we also leveraged Newberry College's story through videos that our team coordinated and strategically placed throughout the website.

Our WORK (GOVERNMENT)



In 2015, our team was honored to be a part of a statewide campaign to help save lives in South Carolina. A partnership between SC Department of Public Safety (SCDPS) and SC Department of Transportation (SCDOT), our team was challenged to translate a 78 page narrative into an engaging, educational, and effective website.

The customer is immediately greeted with an interactive experience to explore infographics of the safety plan, top factors of severe injury crashes, and preventative measures. Our team was able to leverage a powerful video that leaves no questions unanswered of the **Target: Zero Traffic Deaths** in the state of South Carolina.

Instead of leaving the customer hanging with useful information and statistics, we took website interactivity and engagement to the next level by encouraging the user to take a “pledge.”

Detailed SCOPE - BUDGET

WEBSITE DISCOVERY & STRATEGY: It is important that our team fully understands the subtleties of your organization. This will allow us to assemble a thoughtful, scalable, and usable website that will support you for years to come. Our first phase is to research, collaborate, and create a game plan to ensure that we:

- **Fully learn your brand**, vision, goals, core values, and company strategy;
- **Understand your target audiences**, how they think, and what tactics could **convert them to a customer**;
- Determine what is unique about your market and **what will allow your company to stand out**;
- **Review, be aware of**, and benchmark similar organizations and competitors.
- Develop the website so that it: **optimizes for major search engines**; employs **effective calls to action**; and maintains **consistent marketing strategies** for optimal visibility.
- **Solicit feedback and provide suggestions** in regards to branding, content strategy, slogan development, and implementation of best web practices.

WEBSITE DESIGN: Based from what is discovered in the strategy phase, we will craft a design (up to 6 templates) that is cohesive with your brand and makes a lasting impression among your audiences. Our design goals include:

- Implementing a customized, responsive (mobile-friendly) design that is **simple** to navigate, **fun** to explore, **easy** to share; and **engaging** for the user to take the next steps;
- Working with your team to **creatively** tell your story;
- Positioning your organization as a **leader in your industry**;
- Breathing **life and excitement** through a unique user web experience;
- **Leveraging and amplifying** powerful, simple, and effective key marketing messages;
- Differentiating your organization, clearly separating you **from competing organizations**.
- **Promoting visibility**; Our team will seek opportunities to integrate various forms of **social media** throughout the website.

DEVELOPMENT & CONTENT MANAGEMENT: With a highly scalable, secure, and easy-to-use content management system, your team can update major content components, graphics, and video; Including:

- **News Feed / Blog:** Connected with the Asheville City Source blog, a news area will feed into the new website home page and potentially other areas.
- **Event Calendar:** Publicize approaching events via a virtual calendar. When an item is entered into the calendar, a detailed web page for the event is automatically generated and can include photos, videos, and documents.
- **Photo Gallery & Video Manager:** Your organization's staff can manage a customized, user-friendly photo gallery with the ability to include both titles and captions.
- **Content Migration:** Our team will help transfer and migrate content pages to the new website. This consists of DWG entering the text into the content management system.
- **User Management:** An administrator will have the ability to manage users and apply certain permissions for access to the content management system.
- **Content Staging & Versioning:** Our CMS has draft, live, and history versions of each page for past referencing and tracking purposes.

PLEASE CONTINUE TO NEXT PAGE

Detailed SCOPE - BUDGET

DEVELOPMENT & CONTENT MANAGEMENT (CONTINUED)

- **Online Event Calendar:** This tool allows you to publicize approaching events via an online calendar. When an item is entered into the calendar, a detailed webpage for the event is automatically generated (featuring facts like location, time, meeting topics, and names of attendees) and sent to selected users. To enhance your events, you can upload photos, videos, and attach documents.
- **Intelligent Search Feature:** Easy to use search utility displaying descriptive information on all content in the search results.
- **Document Management Tool:** The CMS has an area that can house multiple files and linked to from anywhere in the CMS. Advanced functionality is available after further discussion.
- **Friendly URL:** To help shorten URLs, our CMS has the ability for the admin to name the page with a custom URL or utilize a redirect URL tool.
- Other advanced features are available. A final scope of deliverables will be discussed prior to moving forward with the project.

PROPOSED PHASE 1 BUDGET: \$28,795

Tourism and Economic Development Opportunities (Optional, Phase 2+)

- Multi-language translator
- High-Impact Videos
- User Flow and Experience Optimization
 - Action Paths: Events, Lodging, Attractions, Dining, Shopping, Transportation
 - Planning Paths: Things To Do, Trip Ideas, Business Events
- Interaction, Engagement, Conversion Strategy and Features
 - Content Cross-linking & Optimization
 - Discover Deals
 - Itinerary Planner
 - Geo-location Features
 - Individual listing details pages with engaging images, videos, directions, contact and booking information.
 - Important visitors engagement features:
 - Related Products
 - Related Tags
 - Related Articles
- Local Business Partner Engagement Strategy
 - User Management
 - Advertisement Manager
 - Business Listing Submission Form
 - Monetization Strategy
 - Partner Performance Tracking and Reporting

Detailed BUDGET

ONGOING SUPPORT PACKAGE

Once your initial project is completed, our relationship has just begun! Your organization's website needs constant attention, planning, and strategy to ensure that it's being utilized to the fullest. We want to partner with your team to keep your website fresh, constantly presenting new ideas and opportunities.

ONGOING SOLUTIONS, STRATEGY & CUSTOMER CARE	TOTAL
<p>Forward-Thinking Marketing, Maintenance, and Customer Care: DuBose Web will work with your team to provide strategic guidance, share innovative ideas, and proactively keep your website up-to-date with current trends.</p> <p>Ongoing Strategy Meetings: This offers a great opportunity to enhance communications and grow together as partners. Our teams will meet to review any work that has been completed and discuss new opportunities within your organization.</p> <p>Technical Support: Maintaining cutting-edge speed, security, and reliability on your website will require ongoing preventative maintenance and occasional support. New scope enhancements are priced by the project or at a non-profit reduced rate of \$120 per hour. This proposed package includes 15 hours per quarter for ongoing support and enhancements. (This can be adjusted according to the customer's needs before a contract is signed)</p> <p>Traffic Statistics: Each month, we will assemble and e-mail custom dashboard Google Analytics reports on the number of website visitors your site has seen and how they interact with your organization's site.</p> <p>Secure Web Hosting, Nightly Backups & Server Management: The application will be housed in a uniquely configured, reliable, fast, and secure dedicated cloud server environment:</p> <ul style="list-style-type: none"> • Multiple hosting facilities house our websites and databases to provide data redundancy, load balance, and mirroring for maximum uptime. • We have multiple load-balanced server environments on different racks to allow for appropriate testing, traffic fluctuations, and backup. If one server unexpectedly goes down or has an overflow of traffic, the other environments are mirrored and automatically take over, decreasing downtime. • Monitoring and Proactive Software: Websites are physically and virtually monitored 24/7 and backed up every 24 hours at multiple locations. Uniquely configured server, website, and database monitoring software contacts your website every few minutes and alerts our team in the case of an issue. 	<p>\$795/mo</p>
ONGOING INVESTMENT:	\$795/mo

Why DUBOSE WEB?

Here are ten reasons why DuBose Web should be strongly considered as a long-term web partner:

WE ARE PURPOSE-DRIVEN

Paying our expenses is important, but profit is not the highest priority of our vision. We are passionate artists who love what we do and our purpose is “to create opportunities to improve lives” for our employees, customers, and community.

WE ARE RELATIONSHIP-DRIVEN

We are interested in building long-term relationships based on value and view our customers as partners. You will find that we are humble and caring individuals who look forward to coming to work each day and when you call, we don't view you as a number, but part of our professional family.

WE PLACE EXISTING CLIENTS, FIRST!

We strive to provide the same dedication to ongoing customers' needs as we do to new projects. We dedicate the first several hours of each day to taking care of the needs of our existing customers before our team is allowed to work on new projects. The results are happy customers and very high retention!

FULL TIME, SOLUTIONS-DRIVEN TEAM

We maintain a full-time solutions team with diversified knowledge and extensive experience to help you build your brand through the web.

WE'LL BE HERE TOMORROW

Web companies come and go. Our company is independently financially strong and also among a family of four debt-free companies, some of which have been in business since 1986.

FAIR, TRANSPARENT PRICING

No one likes surprises and it isn't our model to “nickel-and-dime” customers. We clearly communicate our efforts and pricing so you receive quality services and fair treatment.

WE GIVE BACK

To fulfill our purpose of “creating opportunities to improve lives,” our staff and company volunteer their time and resources to serve the community.

WE DEVELOP WEB STRATEGIES THAT PERFORM

For our team to have the most impact on your organization, we put a tremendous effort into learning about your brand, understanding your audiences, discovering what's unique about your market, and being aware of your competition. We use this research to create a dynamic, interactive website that creates an outstanding user-experience that's the envy of the industry.

INCREASE EFFICIENCY AND PROFITABILITY

When your website is launched, it's only the beginning. Through custom web applications, our diversely talented staff seeks valuable opportunities to increase your organization's efficiency, effectiveness, and profitability.

OUR PROVEN TRACK RECORD

Since 2007, our company has worked with over 100 premier businesses, non-profits, and government agencies. We seek lasting partnerships where we have opportunities to help amplify, grow, and improve an organization's communications with its target audiences.

Our WEB SOLUTIONS

We strive to provide each customer with a unique and tailored product. All work that we develop is customized for each customer and their audiences — No templates here. Some examples of these types of services may include:



WEB STRATEGY

Market Research
Competitive Benchmarking
Target Audience
Site Architecture
Detailed Survey



WEB DESIGN

Brand Strategy
Custom Website Design
Marketing Message
User Experience (UX)
User Interface (UI)



WEB DEVELOPMENT

Mobile & Responsive
HTML5 & CSS3
Content Management Systems
Web Integrations
E-Commerce Solutions



APPLICATIONS & DATABASES

Database Management
Custom Web Applications
Mobile Strategy
Business Intelligence



ONLINE MARKETING

Traffic Generation
Digital Marketing
Search Engine Optimization
Social Media Strategy



PARTNERSHIPS

Friendly Dedicated Support
Ongoing Marketing Strategy
Proactive Strategic Planning

TIMELINE & APPROACH

We have a very client-focused, iterative, and exciting production process. A cloud-based project management tracking system allows for both teams to collaborate, share files, set deadlines, and see progress throughout the project.

	MONTH 1	MONTH 2	MONTH 3	MONTHS 4-5
DISCOVERY & STRATEGY				
DESIGN				
CODING & DEVELOPMENT				
REVIEW, TESTING & LAUNCH				

1 DISCOVERY & STRATEGY

Month 1: We take a highly strategic approach to clarify your organizational goals, identify target audiences, discover what's unique about your market, and understand your competition.

2 DESIGN

Months 1-2: Leveraging our discoveries from phase one, we base the design on the users experience. We put a tremendous effort into crafting simple, modern, and unique designs that will educate and convert users into customers.

3 CODING & DEVELOPMENT

Months 2-4: We utilize the latest in technologies to ensure the website functions as it was intended, loads quickly, and is responsive for mobile, tablet, and desktop environments. We customize your website to your customers' needs and content management systems to your staff's requirements.

4 REVIEW & TEST

Months 4-5: Being true believers in Murphy's Law, our entire team launches an extensive review to confirm that the new website is ready for launch. Both automatic software and manual human testing from our entire team provide quality assurance.

5 GO LIVE

Month 4-5: This is truly an exciting time that your organization should embrace as a revival to gain community exposure. Once both teams are comfortable, we can work together to promote the new website through a major press release and other public relations opportunities.

6 SUPPORT

Month 4+ If we build it, we will support it in an outstanding way and timely fashion. We will frequently bring you forward-thinking ideas, working hard so you'll view us as another member of your team.

Our **PASSIONATE TEAM**

DuBose Web Group employs thirteen (13) full-time experienced, creative, and passionate team members. This team of web strategists, interactive designers, front-end developers, programmers, copywriters, and customer care representatives serves nearly 100 active clients.



Blake DuBose, President

In 2007, Blake started DuBose Web Group with just a computer, a vision, and a passion for technology. Blake's commitment to you starts the day you meet, and he works closely with the DuBose Web team to carefully strategize the best ways to promote your organization on the web.



Paul Trehella, Project Manager & Web Strategist

As project manager, Paul's role is to guide you through the process of creating a truly awesome website. His gift is listening to customers, learning about their brand, understanding their audiences, and working with our team to translate these ideas into an effective, beautiful, and functional website. From start to finish, Paul is the glue binding your project together as he works to ensure that all parties stay informed, engaged, on target, and thrilled with the results.

Key PERSONNEL



Julie Goguen, Interactive Designer

Julie is the design team lead with over ten years of experience in the design industry. Julie specializes in creating highly engaging websites that are very user friendly.

Julie holds a BA in studio art and graphic design from the University of South Carolina, possesses a deep background in both digital and traditional design. Julie's gift for creative, functional design serves as an invaluable asset to customers.



Andy McCormick, Director of Development

Andy McCormick serves as our Solutions Lead identifying and implementing the best technical solutions both for our clients and the DuBose team. Working with a team of front-end developers, Andy works ensures each site performs exceptionally on all devices with a customer experience second to none. He plays a valuable role in the ongoing partnership with clients by keeping their site leveraging the latest technology,

Andy received his degree from the University of South Carolina and brings over ten years of web and application development, design and IT experience.



Jeff Bradley, Director of Programming

Jeff Bradley is the Director of Programming and is our chief integration, database and programming specialist. Through Jeff's skill-sets, our clients are able to interface with internal and external systems to deliver a highly intuitive, interactive and engaging experience.

Jeff is a 1984 graduate of Charleston Southern University with a BS in Mathematics. He has previously served as an IT Manager for SC Department of Social Services, where he was responsible for Business Intelligence, SharePoint, and Database Administration. He has almost 30 years' experience in data analysis and software development.

Customer REFERENCES



Newberry College

Scott Joyner, Vice President for Institutional Advancement

Phone: (803) 321-5616

Email: scott.joyner@newberry.edu

Web Address: www.newberry.edu



Columbia Convention & Visitors Bureau (CVB)

Barbara Rackes, Project Manager 2011-2014

Phone: (803) 212-7118

Email: brackes@therackesgroup.com

Web Address: www.famouslyhotnewyear.com



Harvest Hope

Kristy McClellan, Information Systems Director

Phone: (803) 254-4432 - ext. 1125

Email: kmclellan@harvesthope.org

Web Address: www.harvesthope.org



Target Zero

Emily Thomas, Strategic Highway Safety Plan Manager

Phone: (803) 896-2390

Email: emilythomas@scdps.gov

Web Address: www.sctargetzeroplan.org



Company INFORMATION

Legal Name: The DuBose Group, LLC
Doing Business as: DuBose Web Group

In 2007, father-son team Mike and Blake DuBose partnered to create DuBose Web Group to meet Columbia's need for website design with a unique customer service twist. We like to say that we are in the business of web design and development, but our specialty is customer service. Mike and Blake are passionate about helping others and are regular contributors to MidlandsBiz, MidlandsLife, and Columbia Business Monthly magazine.

DuBose Web Group is among a family of four debt-free companies:

DuBoseWeb

design & development solutions

Blake DuBose began DuBose Web Group in 2007 with one customer and zero employees. DuBose Web Group has slowly and strategically grown, now serving nearly 100 active clients across the nation (90% of whom are located in Columbia) with a passionate team that is creative, fun, and forward-thinking.

www.duboseweb.com



Built in 2003 to house the DuBose Family of Companies, CCC serves Columbia with 40,000 sq. ft. of corporate, reception, and social rental space. It is located at 169 Laurelhurst Avenue, Columbia, SC 29210.

www.columbiameetings.com



RESEARCH ASSOCIATES
THE GRANT EXPERTS

In 1986, Mike DuBose created Research Associates, a grant writing firm that focuses on school districts, large non-profits, and universities across the southeastern United States. In 30 years, Research Associates has secured over \$600 million in grants and currently works with over 35 school districts and large non-profits across the United States.

www.grantexperts.com



The Evaluation Group works alongside Research Associates, managing grants and performing professional educational evaluation services for over 60 school districts nationwide. It was founded by Mike DuBose in the early 1990s.

www.evaluationgroup.com

Quality STANDARDS

Usability Standards: Using a strategic approach, our team focuses on the target audiences who will be interacting with the website. Your website provides an immediate preview to what's inside your company, the services you offer, and what your organization stands for. Therefore, it's very important that our teams work together to address the following:

- **User-Friendliness:** Is the website interface easy to use and intuitive? Does it make sense to users? Why are the users coming to the website? What are the first things they will be seeking? Is it ADA compliant?
- **Engagement:** Are there exciting graphics (or calls-to-action) that engage and encourage the user to dig deeper into the site?
- **Opportunities for Conversion:** Throughout the site, there should be intentional opportunities to convert the user to a customer. Users should be presented with easy ways to call, e-mail, or find contact information to take their request to the next level.
- **Performance:** Does the web page load quickly? Our team can perform a variety of performance tests of the website and database to determine the smallest issue of why a web page is loading slowly. Similar to how new cars are designed, the dealership can plug the car to a computer and can immediately know what is wrong. If there is a large picture or "hiccup" in the database, our software can pinpoint the cause so our team can confront and resolve quickly.
- **Responsive:** Is the site optimized for mobile, tablet, and recent desktop browsers to support all audiences that will visit the website?
- **Analytics:** Are analytics in place to understand traffic patterns and how users interact with the website? This may provide helpful insight that could improve how the new website is designed.

Quality Control & Testing: We are true believers in Murphy's Law and what can go wrong, will. Our entire team launches an extensive review to confirm that the new website is ready for launch. Both automatic software and manual human testing from our entire team provides quality assurance and control.

Websites are physically monitored 24/7 and backed up every 24 hours at multiple locations. Uniquely configured server, website, and database monitoring software contacts your website every few minutes and alerts our team in the case of an issue. We also have other monitoring software that frequently runs diagnostic tests to ensure there are no dead links, alerts us of misspellings in the website, and also if there is any malicious activity.

Testing & Production Environments: We have two server environments assembled. A 'Testing' environment allows both teams a viewable, working version of the website to thoroughly test large updates prior to public view on the 'Production' (or live) environment. The testing environment also serves as a backup in case of emergency, an additional version of the website is quickly accessible.

Security: To go above and beyond standard security practices, we take extra measures to protect your investment and implement additional layers of security.