

New Website Proposal

Port Angeles Downtown Association

SovaJade is very excited to revamp the Port Angeles Downtown Association website, making each page much more visually appealing and professional looking. Thank you for taking the time to learn about what we can offer the Association.

The value of great web design should not be underestimated. We would like to simplify the site to be more user friendly. We will eliminate the long scrolling, double spaced font lists “blog” look, and utilize the space better. Our professional photographer/videographer partner, Cascadia Productions will take new vibrant photos to use throughout the site. They will be of the downtown area and special events which we will add to the site throughout the year. As a service to the members who accept it, we will set up the photo shoots at their business and feature the pictures on the member’s pages. We are certain the new website will appeal to the members making their business appear much more attractive, gaining them customers. We are confident in more merchants wanting to become members. Port Angeles is a beautiful place with so much to offer and a new, captivating website is imperative.

SovaJade has the skill level to design the website so that it doesn’t appear outdated or out of touch. We will provide statistics that show the new website’s traffic as often as you’d like, proving our worth. Currently, significant details are getting lost. We take pride in visual aesthetics and creating ease through design. We take into consideration most site visitors will leave after the home page if not attracted to the rest. We think about things like top page read. The top needs to stand out and lure the reader to scroll. We will include the components and features you need and be honest about our professional opinions on what you don’t. We take pride in our work and truly are passionate about design. We are personally invested, and our clients needs are our own. Please know you are investing in knowledge, skill and precision. You will be more than impressed with our quality work, customer service and results.

The Plan

Main Welcome Page - We will redo a slide show of photos with the help of our photopraser. Then a smaller slideshow highlighting a few upcoming events. (Example on the sample is A&D). There will be a small write up about the associatoin. New designed ads/links to Sharp shoppers, Good Morning, Open Sundays. We can update this page monthly or quarterly to highlight events/news. Video/audio players are an option as well to keep in mind for the future.

- Directory - We can create a directory button link if wanted. List of members and links relayed out. New side ads/art designed.
- Member Pages - Redesigned to not be a list but have some design appeal. Redesign all 50 member pages.
- Search - We can simplify this by putting a simple search bar on the header or footer instead of it’s own page.

Discover - Slideshow & Links. We’ll redesign this to make more visually appealing.

- Shop - List of Shops. Link back to their member page, if they are a member so it’s not redundant. We will lay this out better so it’s not just a text list. Include a photo or slide show featuring some shops. Will make more visually appealing. (Optional: we can do a fly out menu on ‘Shop’ for each category).
- Dine - List of Restaurants. Link back to their member page, if they are a member. We will lay this out better so it’s not just a text list. Include a photo or slide show featuring some restaurants. Will make more visually appealing. (Optional: we can do a fly out menu on ‘Dine’ and categorize them if wanted).

- Play - List of Things To Do. Link back to their member page, if they are a member. We will lay this out better so it's not just a text list. Include a photo or slide show featuring some things to do. Will make more visually appealing. (Optional: we can do a fly out menu on 'Play' and categorize them if wanted).
- Indulge - List of Indulgences. Link back to their member page, if they are a member. We will lay this out better so it's not just a text list. Include a photo or slide show featuring some things to do. Will make more visually appealing. (Optional: we can do a fly out menu on 'Indulgences' and categorize them if wanted).
- Art - List of Art Galleries, Supplies & Entertainment . Link back to their member page, if they are a member. We will lay this out better so it's not just a blog looking text list. Include a photo or slide show featuring art. Will make more visually appealing. Will include the three fly-out menus unless we want to think on how we can better lay this out.
- Services - List of services. Link back to their member page, if they are a member. We will lay this out better so it's not just a text list. Include a photo or slide show featuring some things to do. Will make more visually appealing. (Optional: we can do a fly out menu on dine and categorize them if wanted).
- Open Sundays - We will redesign this and not make it just a photo. We can link back retailers who have member pages. And those listed elsewhere in their category.
- Choose Local - We will resign this to be more visually appealing.

Events - Layout this page differently and add a slideshow featuring local events. We'd like to have the ongoing events but ensure this page is kept updated as we feel it's imperative to the community.

Programs - Relay this out so it's not looking like a blog. Two main 'ads' designed to feature Sharp Shopper & Downtown Dollars.

- Sharp Shopper. We would lay this out better and add something visually appealing with the link to sign up. Then on the members page/shop listings we'd like to feature the logo as well with a link back to this page to learn more.
- Downtown Dollars page. We'd lay it out better and also would like to create some type of Logo for the Downtown Dollars. Then, feature it on the member's page/shop listing (under the Discover menu). The idea being that it's recognized there that they accept Downtown Dollars. Then we'd have that logo link back to the Downtown Dollars page in the case that someone inquiring that particular shop wishes to learn more about the program.

Downtown Association - Relay it out and redesign entirely with included links.

- About Us - Relay this out so it's much easier to read and visitors don't have to scroll so long. We'd make it a lot more visually pleasing including links and some art.
- Main Street Community - Relay this out and redesign entirely with all included text and links to committee pages. Have a fly-out menu for the B&O page. This section doesn't look updated since 2013 so we'd like to update it as well.

Opportunities - We'd relay this out and redesign and better feature the rent/lease/sale opportunities. We could update this page quarterly or monthly.

- Doing Business Downtown - Relay this all out so it flows better design wise.
- Join the PADA - Make this visually appealing and relay it out to better entice members. We'd suggest adding a short form for new merchants to fill out to become members. The form would automatically be emailed directly to you to follow up.
- Committees - Make this visually appealing, simplify and relay it out to read easier.
- Pages: We would probably suggest a fly-out menu for the 7 Committee pages.
- Members web page form. We'd layout the form to be simple. When a member requests a web page we can have this information go to you to approve or directly to us to get started designing and adding their page.
- Volunteers Wanted - We'd like to update the look of this page. Add new art and relay out entirely. Application and Youth link included.
- Youth Page - This page is a lot different from the rest of the site. We can have this page redesigned to match and add it under a menu to be found more easily.

Contact - Form and page relayed out. We'd include maps as well and contact links. Social doesn't need to be a separate page but laid out on the side unless it's wanted on a separate page.

Footer - This info will appear on the bottom throughout the site: Contact info, Social media icons, PADA link, Art On the Town Link, Events Link, Programs Link, Projects Link. All links and text will be redesigned to better fit and be more visually appealing.

PORT ANGELES DOWNTOWN ASSOCIATION

PROJECT: NEW PADA WEBSITE

Project Breakdown	Rate	Subtotal
(Option A) Large Website Builder Package	14,950	(-20% multiple product discount) = \$11,960

Includes 2 year web hosting and everything included in the plan portion of the proposal. Up to 100 pages included completely redesigned. Up to 5 contact forms (customer inquiries can be sent directly to your email). Unlimited menus and sub menu/fly-out menus. Professional photography for up to 50 merchants, special events, and the downtown area to be featured throughout the site. Unlimited image galleries or slideshows with included photoshop work, unlimited links to external websites or documents. Logos needed throughout website (Downtown Dollars, etc.) and embedded audio/video clips. Monthly website performance statistics emailed to you. Custom footer, search bar, google maps, favicon and more. Initial proof turn around time 3-6 weeks depending upon content and completion of photography. Up to 5 rounds of revisions. After site is live, one additional round of minor updates is included at any time, if needed. Add ons: *Hourly rate applies for additional revisions. *Monthly maintenance option: This includes creating new pages for new members or making changes on their pages, updating the events and adding or changing any content throughout the website. Monthly: \$199/mo. Quarterly: \$300/3 mo. Per request: Hourly rate. *Facebook maintenance option: Updating the PADA Facebook page for events and new members, featuring sales, etc. Once a month \$50/mo. Once a week \$150/mo.

(Option B) à la carte Website Builder (\$14,400-16,200)

Each page = 80-90 pages @\$180 ea
Contact forms = \$30 ea.
1 yr. Professional photography for ea. member, events & more \$2,000
Unlimited Image gallery/slideshow/photoshop work: \$1000
Unlimited links = \$300
each round of revisions \$100-\$200
Plus Hosting & Domain Options:
1 year web hosting & domain = 120
or 2 years web hosting & domain = \$180

Initial proof turn around time 3-6 weeks. After site is live, one additional round of minor updates included, if needed.

PLEASE NOTE:

Quotes are good for 2 weeks from date submitted. Additional hours and work may reflect in higher final costs. Prices are subject to change. 50% deposit required to begin design.

