



DELIVERING MEASURABLE SOLUTIONS FOR CRAIG, CO



**MARKETING
ALLIANCE**

Craig, Colorado

Website Design Proposal

November 30, 2022



November 30th, 2022

City of Craig, CO
Economic Development Department
300 West 4th Street
Craig, CO 81625

Dear Economic Development Department,

The team at Marketing Alliance is enthusiastic to respond to the Request for Proposals from the Economic Development Department of Craig, CO. Our marketing firm has been focused on the projects defined in the scope of work for the past 21 years, assisting 400 communities in 31 states, many similar to Craig. This is work we are excited to be a part of, and this response is the first step to better understand our qualifications.

It's an exciting time for Craig, CO with the opportunity to refine your website with a new online experience that is informative, engaging and easy-to-use for Developers, Site Selectors/Consultants, Business Owners, Entrepreneurs, Real Estate Professionals, Bankers, alike. The reality is, there aren't many firms like us, who take pride in assisting governments in connecting to their constituents like we do. In the pages that follow, you will find a project plan, team introductions, scope of work and a cost estimate for this critical project. It is our hope that you find value within our proposal as we will refine and enhance the City of Craig's existing website in creative and strategic ways.

Our designers and programmers are professionals in utilizing a content management software called Expression Engine that we feel is the key to success for many of our clients. This user-friendly technology platform is secure, ensuring utmost protection against security concerns. This is very important to our clients and very important to us.

Please feel free to contact me at Marketing Alliance with any questions about this proposal or about the services we offer. With that said, we invite the City of Craig's Economic Development Department to read this proposal with excitement and enthusiasm as it was created with both. Thank you in advance for your time and consideration.

Best Wishes,

A handwritten signature in black ink, appearing to read "D. Petr".

David Petr
President

A handwritten signature in black ink, appearing to read "P. Bianco".

Peter Bianco
Business Strategist

Office Location

Marketing Alliance, Inc.
201 W. Marion Avenue, Suite 1206
Punta Gorda, Florida 33950

Main Contact

Peter Bianco
PBianco@MarketingAllianceinc.com
(718) 300-0307
<https://www.marketingallianceinc.com>

Established in

2001

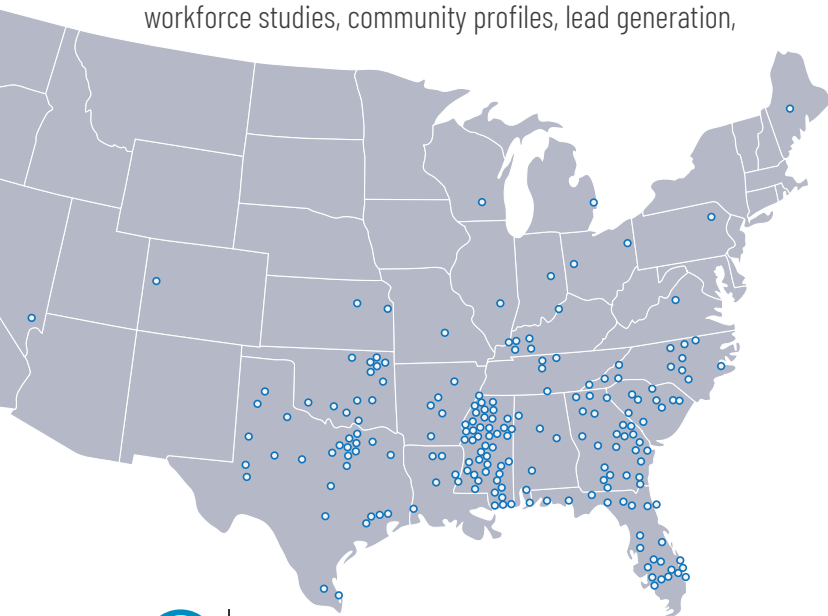
As a leading economic development marketing firm with more than 21 years experience, Marketing Alliance has worked with over 400 economic development agencies, municipalities, and Chambers of Commerce in 31 states. We partner with our clients to help them identify their unique value proposition, then craft compelling messages to be seen, liked and trusted. Our full-service team of 14 talented individuals delivers over 200 years of combined experience in economic development marketing.

Marketing Alliance provides comprehensive marketing services that include research, strategic marketing plans, workforce studies, community profiles, lead generation,

branding/messaging (traditional and new media), highly targeted digital campaigns, website development, interactive mapping, custom kiosk systems, 3D animation, graphic design, video production, FAA Certified aerial drone video services, and other strategic/creative services.

We maintain an ongoing dialogue with site selectors, discussing how they use economic development marketing, videos, websites and interactive maps in their business of location decision making. As they have shared with us what they are looking for and what they consider effective economic development marketing, we have incorporated their insights into our strategic and marketing development process.

We attend numerous economic development conferences each year in order to stay ahead of trends and to network with site selectors and local and state officials. Marketing Alliance is regularly invited to share strategic industry insights through conference presentations on such topics as "Visualizing is Selling" and "New Marketing Technology in Economic Development and Tourism." We also participate in leading educational courses such as the University of Georgia Carl Vinson Institute of Government Branding and Marketing course, the University of Southern Mississippi Masters of Economic Development course, and the International Economic Development Council (IEDC) "Economic Development Marketing & Attraction" course.



"Marketing Alliance has brought a lot to the table in terms of making our marketing efforts effective and specifically making them remarkable."

— Pablo Diaz, Vicksburg, MS



CLIENT REFERENCES

We are proud of the relationships we maintain with our clients. It's a privilege to have worked with so many industry leaders to help tell their story, attract leads and grow communities.

Marketing Alliance is proud of the positive reputation we have in the industry, and strong support we have from current and previous clients. Below, you will find three references for you to pursue to validate our strength in the industry and the results we create for clients and their respective communities.

Crossroads Economic Partnership, MS

Jon Levingston
Executive Director
(662) 627-7338
jon.levingston@crossroadseconomicpartnership.com
<https://crossroadseconomicpartnership.com/>

Development Authority of Bulloch County, GA

Benjy Thompson
President
(912) 489-9115
benjy.thompson@advantagebulloch.com
<https://advantagebulloch.com/>

City of Henderson, NV

Derek Armstrong
Former Director of Economic Development & Tourism at City of Henderson, now:
Director, Economic Development
San Bernardino County
(909) 387-4386
derek.armstrong@eda.sbcounty.gov
<https://www.cityofhenderson.com/>

Video Testimonials

We encourage the Craig team to watch our client testimonials on the link below. You will hear from their perspective on the experiences and results built from our working relationships. Marketing Alliance looks forward to the opportunity of including the City Craig into our next "Client Video Testimonials" reel.

[Visit Our Website to View Client Video Testimonial Reel >>](#)



Portfolio Demonstrating our Design Experience

1. Henderson, NV

<https://hendersonnow.com/>

*2022 IEDC GOLD Award for best website



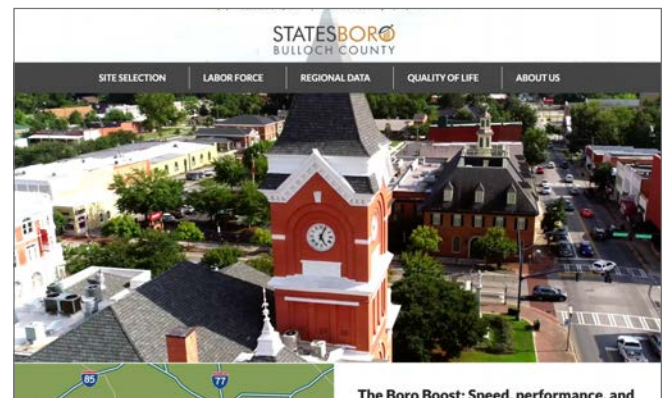
2. Crossroads Economic Partnership, MS

<https://crossroadseconomicpartnership.com/>



3. Development Authority of Bulloch County, GA

<https://advantagebulloch.com/>



Portfolio Demonstrating our Design Experience

4. DeSoto County, FL

<https://visitdesoto.com/>



5. North Florida Economic Development Partnership

<https://nflp.org/>



Project Approach

Web Design:

Using the findings from the creative brief process and feedback from the City of Craig Economic Development team, Marketing Alliance proposes to create a highly targeted economic development website that communicates with the identified audiences and leads to outreach and a call to action. Economic development websites are unique in that they are often used to eliminate a community from consideration. Not to oversimplify the site selection process, which is sometimes referred to as a site elimination process, but our goal is to ensure that we answer specific questions and present the City of Craig in a way that entices the targeted audience to keep the community in consideration, whether it's for industry attraction or workforce and talent attraction, residential development or other goals of the City's marketing plan.

It's critical to point out that websites don't attract their own traffic. Certainly some prospects come to the web looking for specific communities due to their proximity to other communities or some other factor, but the new website should be promoted through ongoing marketing initiatives as well as optimized for successful search results. Websites by their nature and design are usually passive, waiting for the eventual visitor to happen upon it. Our goal is to make sure that website traffic is intentional, directed, trackable and result driven. Our plan is to drive these results using SEO rich keywords to ensure the website is discoverable on all major search engines. Marketing alliance also plans on creating and managing a LinkedIn account for the City of Craig's Economic Development Department

As for the tourism promotion, we believe that with each different audience, the presentation, messaging and delivery vehicle should be prominently speaking to its intended audience. In other words, a city website is aimed at city residents, an economic development website is aimed at industry attraction and retention, talent attraction can be through a specific section of economic development website, and a tourism website should be aimed at the potential visitors who will consider day visits or weekend ski trips to Craig. Each audience is distinctly different and should have a different pathway to find what they are looking for. Targeted adds will be discussed with the City of Craig's Economic Development team as a way to supplement web traffic as well as tourism to the city.

Photography and Videography:

Marketing Alliance proposes to shoot three days of on-site videography & photography that includes ground level and aerial drone footage in order to supplement the existing library of photography and video footage that will be used in marketing initiatives for the City of Craig. Marketing Alliance will work closely with the City of Craig's Economic Development team on the development of a comprehensive shotlist, and will require the team's assistance in scheduling the activities.

Includes the following deliverables:

- » Three days of on-site videography & photography with two videographers/photographers plus drone videography
- » A comprehensive library of high-quality still photographs and video b-roll footage of Craig, CO assets, workforce, lifestyle, and educational resources for use in the new marketing initiatives.
- » Upon payment, all photography and videography will become property of the City of Craig.



As part of our commitment to this project, Marketing Alliance proposes the following as solutions to the City of Craig's requests.

Tourism

The City of Craig Economic Development Department and Moffat County have specific target audiences depending on the information needing to be conveyed, ranging from economic development opportunities to community events. The strategists at Marketing Alliance will first work to define the multiple target audiences of the region and then understand their character attributes to more effectively communicate with them. As part of the marketing plan, the team at Marketing Alliance will work with the City of Craig Economic Development Department team to define target audiences and opportunities to encourage tourism and visitor opportunities. Leveraging popular tourist attractions like the paleo museum and the counties outdoor recreation options, and using other concepts developed by the City of Craig, we will further develop a plan that identifies the audience(s), assets and tactics needed to drive more out-of-city visitation and spending in the community.

New and Existing Industry

The strategists at Marketing Alliance will use existing research performed in the City of Craig (if available and relevant) and use ESRI-powered data sets including a portfolio of government sources to create a baseline understanding of demographic and psychographic profiles. We partner with leading economic development and community-centric data providers that have immediate and efficient access to key data points needed to understand the true opportunities within potential target markets. Included in this data analysis would be behaviors including spending patterns and other behavioral attributes. Our strategists focus heavily on existing industry data in order to identify new possible industries. In the case of the City of Craig, the possibility to leverage Colorado Northwestern Community College against the search for new energy options.

Infrastructure and Planning

To define the community assets, we will use a report format that outlines the assets narratively and visually to clearly document the advantages and disadvantages of the community. Included in this report format will be a SWOT analysis to easily understand the current landscape of opportunity and assets to sell/enhance.

Workforce

Attracting the correct workforce for the job is an important task when you consider the amount of jobs that are supplied by the coal trade in Moffat County. We agree, its central location to all of the major mines in the area make Craig the perfect place to retrain affected coal workers. Marketing alliance wants to help market these initiatives by attracting these affected employees from surrounding cities and putting their efforts to work in the City of Craig.



The new website to be created for the City of Craig's Economic Development Department will be home to the following features

ANNUAL WEBSITE HOSTING

Marketing Alliance will provide base-level hosting that will be set up on a shared Linux server with PHP and MySQL support. Email hosting is included. Total allowed space for site, email and all system files are limited to 10GB/month.

Hosting is PCI-DSS-compliant. The hosting servers feature real-time monitoring and are constantly tested for threats or breaches. All server hosting plans also include a strong software firewall to protect the networks from outside intrusion. The hosting service also provides an automated backup service that backs up your information every day and stores 30 days worth of backups on an off-site server.

As an additional security measure, hosting also includes a secure sockets layer (SSL) certificate to encrypt data and allow safe transmission of private information for when a visitor fills in an online form, or enters payment information. The price for hosting will cost \$600 per year.

» **ADA Compliance:** Marketing Alliance is well versed in the 12 "plays" of GSA's Technology Accessibility Handbook and can assure that the City of Craig's website will meet WCAG 2.1 Guideline A and AA requirements for maximum accessibility and ADA compliance. Some third-party systems may not be compliant and old PDF files may also be non-compliant. Marketing Alliance will provide city officials with a "Play Book" for posting content that meets ADA Compliance Standards. The home page of the site will also feature a COVID-19 disclaimer.

» **Accessibility:** Marketing Alliance plans to publish the new website in a font that is easily readable to its users.

» **Consistency:** All pages of the new website will be presented to users in a consistent, and professional manner. All pages will display a unified theme and logo.

» **Mobile Friendly:** Mobile-first approach is used to optimize all web components for efficient viewing on mobile devices and tablets.

» **Social Media:** this site will be linked to the City of Craig's pre existing social media accounts and will fetch and display posts from them.

» **Scope:** This site is expected to contain 13 to 15 navigation tabs and up to 60 pages.

HANDLING OF CONTENT

» **Copy Writing:** Marketing Alliance proposes to research and write copy as needed for the City of Craig's website. The research and writing process includes identifying keywords and phrases and successfully and appropriately integrating these into the website copy. Copy per page will be approximately 150-250 words. With the rise of semantic SEO, the importance of content that is not only keyword-rich but also context-rich cannot be overstated. Marketing Alliance can create meaningful content that attracts algorithms and audiences alike.

» **Photography and Videography:** Marketing Alliance will incorporate photos and videos provided by the client as well as set up a DropBox so the client can provide additional information such as logos, photography, videography, graphics, etc. Marketing alliance will also incorporate video footage that is obtained during the paid shoot.

TRAINING & OPTIMIZATION FOR LAUNCH

» **CMS Training:** Marketing Alliance will provide an online client training session on the ExpressionEngine content management software, plus provide a recording of the training. Marketing Alliance is available for free consultation after the website launches.

» **Google Analytics:** The website will include a Google Analytics tracking code. Google Analytics provides usage statistics for pages being visited, duration of page views, location of website visitors, and collection of data to provide intelligence for improving the performance of the site.

» **SEO Audit:** Marketing Alliance will perform a Search Engine Optimization (SEO) audit to ensure the website is visible on major search engines and all impediments to successful rankings are removed. This includes a brief overview during training, building of management controls for meta data and titles, registration of the site with Google Search Console, and optimization of xml site maps and server files.



TECHNICAL SUPPORT

In the event of technical challenges, Marketing Alliance is willing to provide the City of Craig administrative staff with assistance to resolve the issue as quickly as possible. This support may come in the form of written email, phone, or video call. Marketing Alliance will also supply the City of Craig with a recording of the training session as a reference. These live technical support sessions are part of our complimentary one year warranty. If further assistance is needed, Marketing Alliance recommends purchasing the website maintenance contract outlined below.

MAINTENANCE

In addition to a standard one year warranty on all websites, Marketing Alliance offers an optional website maintenance program that includes the following:

- » Annual update of the Expression Engine CMS software.
- » Access to our web development team during normal business hours.
- » Assistance with content placement as needed.
- » SEO ToolBox analysis to identify any fails or warnings that affect the website's SEO rankings.
- » We make improvements to the website's structure based on the analysis.
- » Hosting including real time monitoring.



MEET THE TEAM



John Abbate

Chief Executive Officer

jabbate@marketingallianceinc.com

John knows American cities and communities by heart, having logged more than a million miles throughout the United States, helping Marketing Alliance's clients craft powerful marketing messages and compelling narratives that have helped attract audiences across all spectrums.

John has led the company to national prominence as a leader in destination marketing. "I understand that American communities are facing a whole new world of global competition, but I also know that cities and regions, large and small, can compete and win. One thing, however, is key: our doing a good job in giving them every possible competitive advantage we can."

John is an active business owner and is engaged in business recruitment, tourism development, and economic prosperity throughout the United States.



David Petr

President

dpetr@marketingallianceinc.com

David's career spans from advertising agency owner to economic development CEO, resulting in a hybrid set of talents that blend deep knowledge of marketing with an unparalleled understanding of the complex environment economic developers face every day. Leveraging his diverse background and twenty-five years of experience, David helps create relevant and engaging solutions that lead to measurable business development results. He is an authentic storyteller who breathes life into the narrative of places around the globe, providing a futuristic, possibilities-driven perspective for growth.

David was the inaugural CEO of the Montgomery County EDC in Greater Washington, where he helped the community land on the Amazon HQ2 shortlist. He has also launched economic development and marketing companies in Florida and Texas.



Mark Weilenman

Vice President, Client Relationships

mweilenman@marketingallianceinc.com

Working closely with Marketing Alliance clients over the past fifteen years, Mark has developed a good feel for the rhythm of American communities, for what keeps them humming. "The marketing landscape changes constantly, but the basic principles stay the same," Weilenman said. "Understanding our clients' goals, identifying markets, and effectively using the right products and processes to target them, and generating conversions and quality leads never changes." Maintaining a shared vision and commitment is something Mark knows well, as a military veteran who served as the Mississippi Army National Guard's Marketing Director for 21 years before transitioning to the private sector and to Marketing Alliance 15 years ago.



MEET THE TEAM



Mark Kitchens

Vice President, Creative
mkitchens@marketingallianceinc.com

You might say work has come full circle for Mark. He began his career studying architecture before the lure of graphic design drew him into marketing more than 25 years ago, and today he finds himself helping to design and construct virtual cityscapes and industrial websites as he guides the Marketing Alliance creative team in the production of dynamic, targeted videos, 3D animations, interactive and print-based media for unique economic development marketing.

"Marketers often talk about their client's 'image,' but an image is a 'still life' and what we do goes beyond that," Mark points out. "By combining today's technology with tried-and-true aesthetics and narrative, what we aim to create is a vibrant, in-depth portrayal that gets to the heart of what the city or region is all about."



Porter Foster

Vice President, Online Experiences
pfoster@marketingallianceinc.com

How will site selectors access your website? Any way they want, thanks to Porter's top-flight technical expertise and guidance. It's not an easy job. With internet habits and platforms evolving and proliferating at an astounding rate, Porter's job as Web Development Director brings new challenges virtually every day.

"Any web solution is going to have to be tested and retested across at least a dozen configurations," he explains. But the effort, he believes, is worth it. "A website is one of the smartest investments that an economic developer can make. A compelling website that communicates across platforms is crucial to ensuring the investment yields the highest return."



Peter Bianco

Business Strategist
PBianco@marketingallianceinc.com

Peter has an extensive history in the marketing industry dealing with a variety of different subjects. From beginning his journey in the automotive/powersports industry, Peter managed client leads and drove new vehicle fleet sales. His knowledge then expanded when entering into the medical field. He has worked in the surgical tool field dealing directly with medical practitioners and assisted to bring an innovative diagnostic tool to market.

More recently, Peter has graduated Magna Cum Laude at CUNY's School of Professional Studies where he studied Business Management and Communication.



MEET THE TEAM



Jody Hill

Print, Digital, Broadcast Creative
FAA Certified Drone Pilot
jhill@marketingallianceinc.com

Jody has a passion for video with more than a decade of experience in the field.

He obtained his certification in digital film from Central Piedmont Community College in Charlotte, North Carolina, during which he worked on a local TV show.

Immediately after, Jody, along with his business partners, launched their own production company, New Angle Films. There, he served businesses in multiple states to create unique promo videos to market their companies.

He now uses his video skills, as well as talents in 3D modeling, animation, web design, and other fields to help take Marketing Alliance to the next level.



Kirsten Hill

Print, Digital, Broadcast Creative
khill@marketingallianceinc.com

Kirsten is creative to her core. She is a film editor, camera operator, graphic designer, and web designer, with editing being her primary passion. Prior to Marketing Alliance, Kirsten, along with her business partners, launched their own production company, New Angle Films in Charlotte, North Carolina.

Today, Kirsten uses her extensive creative skills to enhance the products and services Marketing Alliance offers to our customers.



Natalia Diaz-Payton

Director, Digital Outreach
npayton@marketingallianceinc.com

Based in McKinney Texas, Natalia is an award winning content and digital marketer with over a decade of delivering superior branding experiences.

Natalia's experience in the economic development and tourism industries consists of projects in both the public and private sector. Her involvement includes efforts to revitalize Downtown Los Angeles in coordination with the Los Angeles Downtown Center Business Improvement District, the JW Marriott Los Angeles L.A. LIVE and the Ritz-Carlton Los Angeles, restaurants, and the surrounding entertainment district.

Natalia obtained Google certification in 2013 and continues to expand her accreditations in digital media.



**Carol Gassaway**

Senior Copywriter

cgassaway@marketingallianceinc.com

For more than two decades, writer and editor Carol Gassaway has made compelling communication her business, promoting clients from every segment of the marketplace, from consumer to industrial to financial. She has helped to create advertising and marketing strategies for numerous economic development agencies on both local and national levels.

In addition to her advertising and marketing experience, she has reported for local and regional business journals, and has served as a non-fiction editor for a variety of projects.

She is also a published novelist.



TIMELINE AND PRICING

Time to Complete: Marketing Alliance realizes the importance of deadlines as well as the demand fueled by a fast approaching, snowfilled, tourist season. For this reason, Marketing Alliance proposes to have this project completed in two months from the date of contract acceptance. As per the City of Craig's published RFP, the ideal time to complete this project is before March 31st, 2023.

One Time Costs:

Website Design and Development	\$20,000.00
Copy Writing (per page)	\$500.00
Photography and Videography	\$10,000.00

First Year Costs (Combined one-time fees and First Year Annual fees):

Website Design and Development	\$20,000.00
Copy Writing (20 Pages)	\$10,000.00
Web Hosting (annual)	\$600.00
Photography and Videography	\$10,000.00
Total	\$40,600.00

Second Year Costs:

Web Hosting	\$600.00
Maintenance	\$1,390.00



**MARKETING
ALLIANCE**

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