



**REQUEST FOR PROPOSAL
RFP # 20-04-96
CITY OF ROANOKE, VIRGINIA
WEBSITE DESIGN SERVICES FOR BERGLUND CENTER**

CASSANDRA "NIKKI" SWITZER, SENIOR BUYER

SUBMITTED BY:



**STUDIO CENTER CONTACT:
LANLEY LAKES, ACCOUNT MANAGER
LANLEY@STUDIOCENTER.COM
757-622-2111 (O) / 703-789-7161 (M)**

**161 BUSINESS PARK DRIVE, VIRGINIA BEACH, VA 23462
STUDIOCENTER.COM**

STUDIO CENTER AUTHORIZED REPRESENTATIVE


Peter Bouker, Comptroller, Studio Center
PeterB@studiocenter.com

TRANSMITTAL LETTER

June 18, 2020

Cassandra “Nikki” Switzer
City of Roanoke
Purchasing Division
Noel C. Taylor Municipal Building
215 Church Ave., SW, Room 202
Roanoke, VA 24011-1517

Dear Ms. Switzer:

On behalf of Studio Center, I am pleased to submit the enclosed Request for Proposal (RFP) to City of Roanoke. This RFP response is for RFP # 20-04-96 Website Design Services for the Berglund Center.

Studio Center understands the Required Services as outlined in the Request for Proposal. If awarded the contract for funding, Studio Center Corporation is committed to fulfilling listed items and tasks.

I, **Pete Bouker**, Comptroller, am authorized by Studio Center to contractually obligate and to negotiate the Agreement on behalf of the corporation. You may reach me at 757-622-2111 or PeteB@StudioCenter.com.

I hereby authorize **Lanley Lakes**, Account Manager, to act as the Key Contact for clarification that may arise for this project. I understand that all correspondence concerning the grant application will be directed to this person. You may reach her at 757-622.2111 or Lanley@StudioCenter.com.

Studio Center acknowledges receipt of any and all amendments sent for the RFP.

We look forward to working with City of Roanoke to develop a new website for the Berglund Center.

Sincerely,



Pete Bouker
Comptroller
Studio Center

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III. Financial Condition of Offeror

The sufficiency of the financial resources and the ability of the Offeror to comply with the duties and responsibilities described in this URFP.

The Offeror shall submit as **Tab 2**, a current annual financial report and the previous year's report and a statement regarding any recent or foreseeable mergers or acquisitions. Financial statements may be marked as "confidential" in accordance with the requirements set out in Section 3(G) of this URFP.

IV. Experience

The Offeror shall submit as **Tab 3**, a narrative of their firm's experience in providing the services and/or items in this URFP, including type of business, business location, and number of years in business.

V. References

Each Offeror should provide as **Tab 4**, the names, addresses, and telephone numbers of at least three (3) references in connection with supplying the services or items requested in this URFP, especially from other local government operations similar to those being requested in this URFP by the City. Each reference should include organizational name, official address, contact person, title of contact, and phone number.

VI. Conditions of Offeror's Proposal

Offeror shall submit as **Tab 5**, any conditions to the Offeror's proposal or exceptions to the sample contract (Attachment A to the URFP).

VII. Conflict of Interest

X Offeror, owner, officer, employees, agents and immediate family members are not now, and have not been in the past year, an employee of the City of Roanoke or has no responsibility or authority with the City that might affect the procurement transaction or any claim resulting therefrom.

OR

State the complete name and address of each such person and their connection to the City of Roanoke. Each Offeror is advised that the Ethics in Public Contracting and Conflict of Interests Act of the Virginia Code, as set forth in Section 4 (L) of the URFP, apply to this URFP.

Name	Address
_____	_____
_____	_____
_____	_____

VIII. Convictions and Debarment

If you answer yes to any of the following, state on **Tab 6** the person or entity against whom the conviction or debarment was entered, give the location and date of the conviction or debarment, describe the project involved, and explain the circumstances relating to the conviction or debarment, including the names, addresses and phone numbers of persons who might be contacted for additional information.

1. In the last ten years, has your organization or any officer, director, partner, owner, project manager, procurement manager or chief financial officer of your organization:

a. Ever been found guilty on charges relating to conflicts of interest?

Yes ___ No X

a. Is your organization or any officer, director, partner or owner currently debarred or enjoined from doing federal, state or local government work for any reason?

Yes ___ No X

b. Has your organization or any officer, director, partner or owner ever been debarred or enjoined from doing federal, state or local government work for any reason?

Yes ___ No X

IX. Compliance

If you answer yes to any of the following, give the date of the termination order, or payment, describe the project involved, and explain the circumstances relating to same, including the names, addresses and phone numbers of persons who might be contacted for additional information on **Tab 7**.

1. Has your organization ever been terminated on a contract for cause?

Yes ___ No X

X. Confidential & Proprietary Information

Identify the section and page number of any information in your proposal that has been identified as confidential, proprietary or a trade secret (see Section 4(A) of the URFP).

Page Number	Section	Description of Confidential and/or Proprietary Information
<u>20-29</u>	<u>TAB 2</u>	<u>FINANCIAL REPORTS</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Offeror shall provide one redacted copy of its proposal fit for public dissemination, in the event the City must respond to a Freedom of Information Act request. The redacted copy of Offeror's proposal shall be provided on CD or other electronically transferable media and shall be redacted to protect any confidential and/or proprietary information and shall be labeled as such. Offeror shall not mark its entire proposal as confidential and/or redact the entire proposal; doing so may result in the disqualification of Offeror's proposal.

Attachments and Tabs:

The following items should be included with your RFP response. Place a check mark on the line next to each applicable item submitted with your proposal. Write N/A (not applicable) on the line next to those items that do not apply to your response.

Signature Page (Pg. 2) of RFP	<input checked="" type="checkbox"/>
Removable Media Containing a Copy of the Proposal submitted	<input checked="" type="checkbox"/>
Removable Media Containing <u>Redacted Version</u> of Proposal	<input checked="" type="checkbox"/>
Attachment B (Proposal Response And Checklist) to RFP 20-03-91	<input checked="" type="checkbox"/>
Organization of Firm	<input checked="" type="checkbox"/>
Financial Reports	<input checked="" type="checkbox"/>
Experience	<input checked="" type="checkbox"/>
References	<input checked="" type="checkbox"/>
Conditions of Proposal (If Applicable)	N/A
Debarment Explanation (If Applicable)	N/A
Compliance Explanation (If Applicable)	N/A

TAB 1 / ORGANIZATION OF FIRM.

ORGANIZATION OF FIRM / ABOUT STUDIO CENTER.

STUDIO CENTER CORPORATION

Date Originally Established: 1967

Owner: William “Woody” Prettyman

Year Established Under Current Owner: 2004

State Incorporated: Virginia

Full Time Employees: 60

ABOUT STUDIO CENTER. Studio Center was one of the first production studios to specialize in the production of broadcast advertising. We have over 53-years of experience producing nationally acclaimed and award-winning creative content. Our work consists of, but is not limited to, radio and TV commercials, training videos, digital planning and implementation, sound design, voice overs, media planning and buys, 2D & 3D motion graphics, animation, website development and , web videos, and foreign translations. We are headquartered in Virginia Beach, VA with hubs in Washington, D.C., Richmond, VA and New York City. We have on premises cyc studios in our Washington, D.C. (on the Georgetown Waterfront), Virginia Beach and Richmond studios.

STUDIO CENTER’S METAMORPHOSIS. In the last 10 years, Studio Center has emerged to include traditional ad agency elements in an effort to better serve our clients’ needs. We hope by building this boutique agency model within Studio Center will give our clients the ease of a “one-stop-shop” for all their advertising and marketing needs. Our clients can get their creative, strategy, content, and media needs under one roof. No more calling multiple sources and coordinating with different reps. Here, at Studio Center, you will find in-house Account Managers, Directors, Media Buyers, Copywriters, Audio Engineers, Digital Strategists, Graphic Designers, Video Producers, Video Editors, Animators, Casting Directors, Web Designers and Developers, Photographers, Social Media Gurus and more creative people collaborating together. Our team has created campaigns for nonprofits, military, universities, restaurants, organizations, breweries, coffee roasters, banks, retail, state lotteries, and museums, just to name a few. It is our mission to provide highest quality creative to tell our client’s stories while delivering exceptional client service.

ORGANIZATION OF FIRM / ABOUT STUDIO CENTER.

STUDIO CENTER PHILOSOPHY. Studio Center’s area of expertise is strategizing and creating effective work for clients to help them grow and reach milestones. More specifically, we are experts in all areas of advertising and marketing. Which, for us, includes ideation and production from video to radio commercials to brand strategy to creating social media that engages the viewer.

Studio Center really enjoys going above and beyond for our clients. Not only in the work we create and deliver, but ensuring our clients are always happy. Our core values and tenets are all based on great client service. When we hire new employees the first characteristic we look for, even before their skills, is their ability and desire to give great customer service. Then, of course, we hire them for their talent.

SOME OF STUDIO CENTERS CORE VALUES AND TENETS THAT HANG ON OUR WALLS...

Think Big.	No Negativity.	Faster is Better.
Be Moral, Ethical and Legal.	Do Your Job.	The Client Always Comes First.
Strive for Perfection. Settle for Excellence.	There’s NO Such Thing as NO.	No Jerks Allowed.
Have Fun.	Utilize Your Tools.	Separate Facts from Feelings.

ORGANIZATION OF FIRM / ABOUT STUDIO CENTER / MEET THE CEO.

William “Woody” Prettyman. Woody is the Chief Executive Officer of Studio Center, a 53-year-old, nationally acclaimed and award-winning firm specializing in content creation, distribution and measurement. William purchased Studio Center in 2004 and has been instrumental in the growth and success of the company, which specializes in audio production, video production, web design and development, branding, voice and on-camera talent, social media and media buying. William was born in Arlington, VA, majored in business at Radford University and enjoyed a decade -long radio career at Saga Communications before moving to iHeart Media as Vice President of Sales for Virginia until 2002. During William’s tenure at Studio Center, the company has received over 2,000 awards, including a Grammy, an Oscar and countless Telly Awards, which honor and showcase the highest standards of excellence in television commercials, video, film, and work created for the web. Under William’s leadership, Studio Center has donated millions of dollars in cash and services to charitable organizations including St. Jude’s Children’s Hospital, The American Heart Association, Operation Smile, CASA and the American Diabetes Association. William resides in Virginia Beach with his wife, two children and three dogs. Studio Center operates in five different locations and is headquartered in Virginia Beach (two locations) with hubs in Washington, DC, New York City, and Richmond, Virginia.

**All of your needs under ONE ROOF.
We make it easier on YOU!**

Design & Creative Services

- Creative & Brand Strategy
- Copywriting
- Print Design & Production
- Package & Product Design
- Photography

Audio Production

- 10+ Audio Engineers
- 16 Audio Suites in 5 Locations
- Sound Design
- State-of-the-Art Sound Boards
- Custom Jingles & Music

Video Production

- Script to Screen
- Pre- & Post-Production
- Motion Graphics & Animation
- 3 Sound Stages
 - Virginia Beach, VA
 - Richmond, VA
 - Washington, DC

Talent Casting

- Voice Over Including Exclusive Roster
- On-Camera
- Foreign Language
- Union & Non-Union

Media Services

- Strategy, Planning & Placement
- Traditional Broadcast & Radio
- Streaming Platforms
- Digital & Social Media
- Print
- Outdoor

Digital Marketing

- Web Design & Development
- Web Hosting & Maintenance
- SEO
- Paid Search
- Pay-Per-Click

Social Media

- Content Strategy, Marketing & Management
- Online Reputation Management
- Engaging Creative Content
- Influencer Marketing
- Social Media Videos
- In-House Social Media Videographer & Photographer

Public Relations

- Reputation Management



Studio Center Trivia.

- Established in 1967.
- Clients in 50 States / 23 Countries.
- Five offices – Virginia Beach, VA (main hub). Richmond, VA. Washington, D.C. New York City.
- Number of employees – 60.
- Number of coffee makers – 43.
- Official snack – Chocolate Chip Cookies.
- Number of cookies made a month – 1,200.
- Number of dogs in our offices – 9.
 - Ozzy, is the head AussieDoodle-In-Charge.
- Relieve stress - rubber band fights. (Including the CEO.)



ORGANIZATION OF FIRM / ABOUT STUDIO CENTER / OUR TEAM.

WE'RE QUALIFIED! Collectively our account service, designers, developers and project managers have over 80 years of experience in their respective fields. Here are some of the key players that will be on the City of Roanoke / Berglund Center team.

Studio Center has designed, developed and hosted thousands of websites and online media over the past 10 years. We've created sites for schools, restaurants, breweries, coffee roasters, banks, retail, and museums, just to name a few. Everything we do in the digital world is mobile first and ADA compliant. Plus, we provide free maintenance and hosting on our Google Cloud Server.

Our designers and developers have experience with numerous Content Management Systems like WordPress, Concret5, Drupal, Joomla, Episerver and Magento. And can code in every language from CSS to HTML5 to MongoDB.

ACCOUNT SERVICES**William Prettyman, Account Director + CEO**

Experience: 32 Years

Studio Center Owner: 16 Years

Education: Radford University

Lanley Lakes, Account Manager

Experience: 16 Years

Studio Center: 3 Years

Education: Old Dominion University

Client Experience: Children's Hospital of The King's Daughters (CHKD); Priority Toyota Charity Bowl; Home of the Holidays Charity Concert; CHKD' Be Kind Do Kind; VA Gentlemen Foundation; USO Hampton Roads & Central Virginia

CREATIVE SERVICES**Jaydee Jana, Digital Creative Director**

Experience: 20 Years

Studio Center: 2 Year

Education: School of Visual Arts, NY

Client Experience: Children's Hospital of The King's Daughters (CHKD); Priority Toyota Charity Bowl; Home of the Holidays Charity Concert; CHKD' Be Kind Do Kind; USO Hampton Roads & Central Virginia; United Way

Ken Whitaker, Creative Design Director

Experience: 35 years

Studio Center: 11 years

Education: Old Dominion University

Client Experience: Foster Parents; Wings Over America Scholarship Foundation; Gray 30th Station; Healthy Diabetic

CREATIVE SERVICES (CONT.)**Ken Whitaker, Creative Design Director**

Experience: 35 years

Studio Center: 11 years

Education: Old Dominion University

Client Experience: Foster Parents; Wings Over America Scholarship Foundation; Gray 30th Station; Healthy Diabetic

Edwin Dacumos, Senior Digital Designer

Experience: 24 years

Studio Center: 4 years

Education: Virginia Commonwealth University, Art Institute of Virginia Beach

Client Experience: Lambs Farm; 757 Klean Kicks (Kempsville High School); Beach FC; Wings over America; Atlantic Shores Christian Academy

DIGITAL SERVICES**Chris Wilson, Digital Project Manager**

Experience: 30+ Years

Studio Center: 7 Years

Education: Christopher Newport University

Client Experience: Virginia Aquarium; Toys for Tots; Children's Hospital of The King's Daughters (CHKD); World Wildlife Foundation; American Cancer Society; MAKE A WISH

Rob McDowell, Senior Web Developer

Experience: 13 Years

Studio Center: 8 Years

Education: ECPI University

Web Certifications/Experience: PHP; Zend Framework; osCommerce, Magento; Joomla, Drupal; Concrete5; Wordpress modules; Developed Adobe Edge Animate CC based HTML5 Canvas interactive video modules

Reed Price, Web Developer

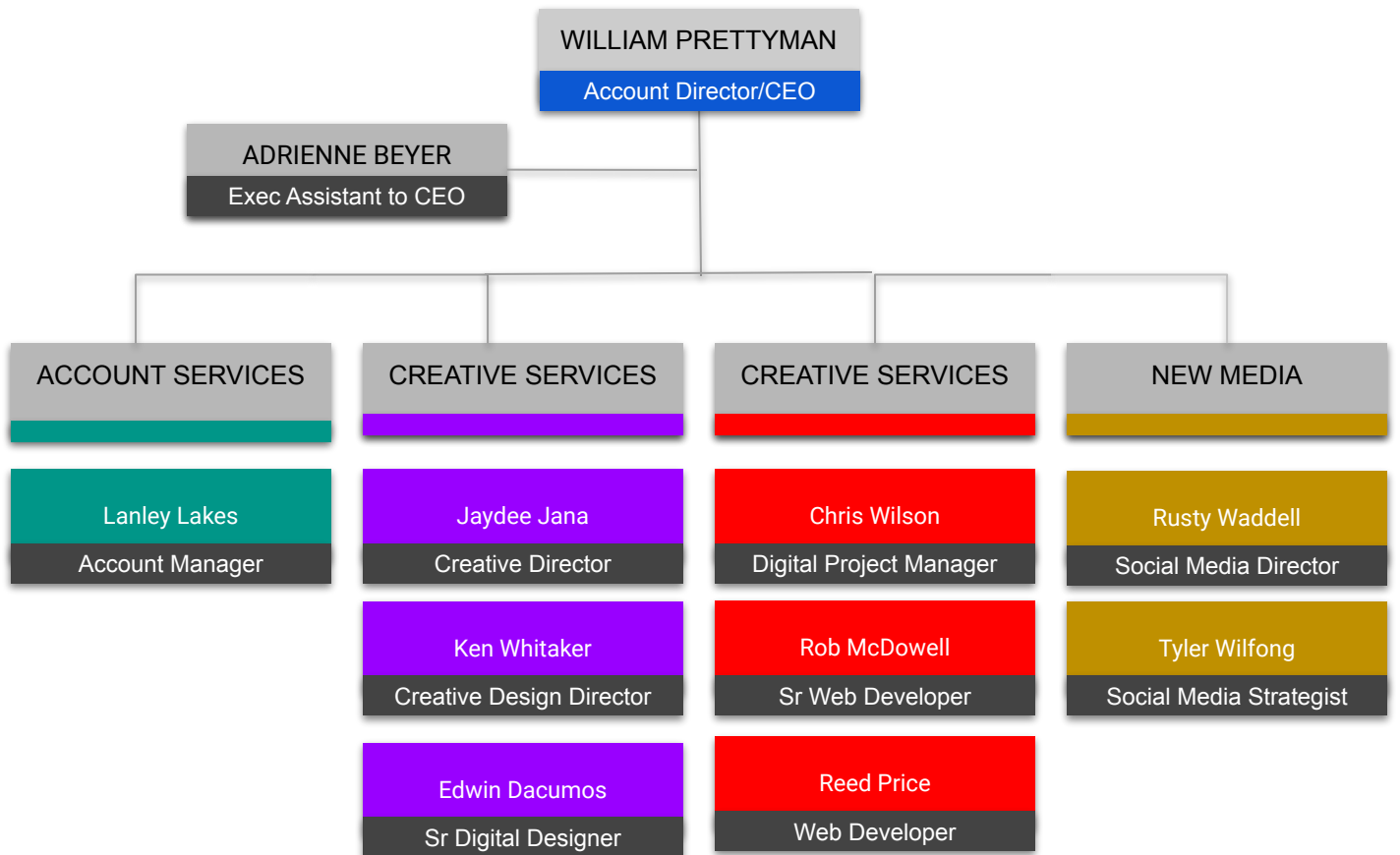
Web Developer: 4 Years

Studio Center: 3 Years

Education: Virginia Commonwealth University

Web Certifications/Experience: Google Analytics Certified, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Concrete5, HTML, CSS, Less, Javascript, JQuery, PHP, ADA compliant websites

ORGANIZATION OF FIRM / ABOUT STUDIO CENTER / OUR TEAM.



TAB 2 / FINANCIAL CONDITION OF OFFEROR.

TAB 3 / EXPERIENCE.

EXPERIENCE / DIGITAL SERVICES.

From Website Design and Development to SEO and Paid Search, our digital department and capabilities are growing everyday. It's our mission to create and cultivate the online presence of each and every brand we have the honor of partnering with. Let's collaborate and see how we can help you and your brand.

**WEB DESIGN | DEVELOPMENT | MAINTENANCE | CONTENT | HOSTING | TRAINING
SEO | PAID SEARCH | SOCIAL MEDIA INTEGRATION | PHOTOGRAPHY**

WEB DESIGN / DEVELOPMENT / MAINTENANCE / HOSTING / TRAINING

Whether you're in need of a new site or a refresh to an outdated one, our team of talented designers and developers can design and build a professional, custom, mobile first website with your customer in mind.



Mobile,
responsive
website designs



Fast
loading
pages



Designed with
the user
experience in
mind



Easy to use
Content
Management
System to update
your new website



FREE
Hosting!



CMS Maintenance

SEARCH ENGINE OPTIMIZATION (SEO)

Studio Center offers various services to optimize your website, track rankings, create content, and report performance via Analytics.

Today's organizations are all on the Internet with a website and/or a social media presence. Since the inception of Google, websites' owners have been optimizing their assets to rank among their peers on the first page of the Google search results page.

Over time, the techniques to optimize a website have changed, for some, remain identical, for others, and new factors have emerged (i.e. mobile). At Studio Center, we offer services in very specific verticals that support rankings, user experience, and performance.

TECHNICAL SEO

Your website's health is paramount to enable search engines to crawl, index and rank your content. Our process lays its foundation on the precept that we want your website to perform at its highest while providing the best user experience possible.

Services range from a one-time review of your website accompanied with recommendations, to a recurring monitoring of key elements over time to ensure that no addition/deletion from the website impact negatively the performance of it.

Some of the elements that we review and monitor are listed below:

Some Elements

Reviewed & Monitored:

- 401 errors
- 404 page
- 301 redirects
- Page speed
- Structured markups
- Duplicates
- Meta tags
- Meta robots
- Noindex/Nofollow
- Loops
- Orphan pages

EXPERIENCE / DIGITAL SERVICES.

CONTENT CREATION

Google has always said that content is ‘King’. This hasn’t changed over the years, and it is more true today than ever. Great content creation will drive more organic traffic to your website, improve your authority on topics relevant to your industry, add to the user experience (UX), and offer valuable resources. In addition to improving your website, content creation can be used in tandem with paid campaigns on various platforms, shared among peers, receive backlinks from authoritative websites.

For B2B companies, research papers, technical reports, and general surveys are widely accepted and bridge the gap between companies and potential prospects.

For B2C, content can take more than a review of a relevant topic to a specific vertical. Content can become informational about an area, locations and places to go to, lifestyle trends, and much more.

The goal of each initiative is to reach and connect with your target audience. Our services in content creation, scheduling, and delivery is supported by an in-depth process that provides us with insights into what your audience is searching for, hence making it easier to answer a need.

PAID SEARCH

Studio Center offers an exhaustive list of services related to paid advertising. From paid search to programmatic advertising, and even geo-fencing/targeting, our objective is to provide you with the platform that will best reach your audience and help you achieve your business goals. We also offer advertising services on Social Media platforms like Facebook, Instagram, LinkedIn, and Twitter.

- Free Paid Campaign Audit
- Search Campaign – Google, Bing, Programmatic
- Social Media Campaign – Facebook, Instagram, Twitter, LinkedIn
- Display Campaign – Google, Programmatic
- Video Campaign – YouTube, Google Network, Programmatic, OTT/CTV
- Remarketing Campaign – Google, YouTube, Programmatic, OTT/CTV, Facebook, Instagram, LinkedIn
- Shopping Campaign – Google, Amazon
- Geo-Fencing/Targeting - Programmatic
- Geo-Remarketing - Programmatic
- Audience Remarketing – Google, Programmatic
- OTT/CTV Access – Programmatic

EXPERIENCE / PROOF OF WORK.

FestEvents / festevents.org



We will come together again!

During this crisis, the Festevents staff continues to work hard researching, planning, and developing new, safe community experiences to present, once this is all over. More details will be released on our T.O.I.O. (Thank Goodness It's Over) Series in the near future. Stay safe, Hampton Roads!

The Ask

A complete redesign of the FestEvents website. Move away from a flash based site. Add social media feeds and a ticket/e-commerce functionality. Give the client ability to update with ease.

The Approach

We delivered a complete redesign of client's website. Incorporated new images, social media threads within the website and added e-commerce functionality. The result of this project made the site more mobile friendly and easier for event goers to find events and purchase tickets. This site also increased revenue for the Neptune Festival.



COME HANG OUT WITH US



EVENTS



TICKETS

Norfolk Festevents, Ltd. is a private not-for-profit organization dedicated to producing premier concerts, festivals, ship visits, special events and city celebrations for residents and guests of Hampton Roads. Since 1992, Norfolk Festevents has garnered international acclaim for its outstanding quality programming. Venues include Town Point Park along the Elizabeth River along the Downtown Norfolk Waterfront and Ocean View Beach Park along the Chesapeake Bay in the Ocean View section of Norfolk, Virginia.

Welcome to the Waterfront in Downtown Norfolk, Virginia

Here you'll enjoy high-energy festivals and events, maritime and military cultural attractions, harbor cruises and sunset charters, unique dining and lodging establishments, green spaces and tree-shaded benches, historic walking and biking trails, and more. Every experience along this 3-mile promenade comes with salt air, sea breezes, and ever-changing scenes of our active harbor and aquatic life. Join Norfolk's residents, workers and visitors in discovering endless ways to wind up or wind down at Norfolk's Downtown Waterfront, conveniently located at the Intracoastal Waterway's Zero Mile Mark, along Norfolk's Waterside Drive. [Click here for all the details.](#)

CONNECT WITH #FESTEVENTS

Stay connected and current with us via Instagram, Twitter and Facebook. Catch all the latest events as they are happening and join in on the fun!



OUR SPONSORS

Check out our Sponsors, or as we like to call them, our MBE They help us make all the fun happen!



RELATED VENUES

- Ocean View Beach Park

About Festevents

- Events
- Tickets
- Venues
- Sponsors
- Virginia Is For Lovers
- Transportation
- Press Business
- Contact Us

Town Point Park

- Park Info
- Attractions
- TownPoint ParkInfo Park
- Sponsor a Brick, Bench or Tree

SEARCH THIS WEBSITE FOR:

Find:

NORFOLK ALERT

By Email

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Web site designed and powered by Studio Center.

EXPERIENCE / PROOF OF WORK.

Neptune Festival / neptunefestival.com

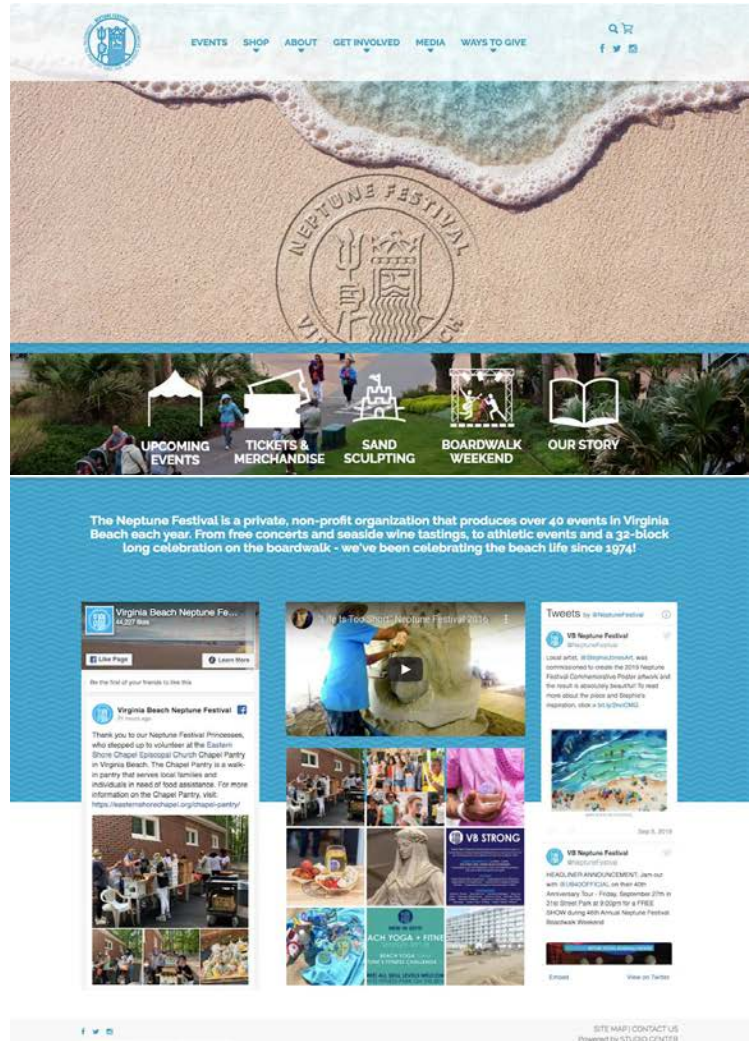


The Ask

Complete redesign of The Children’s Museum of Richmond’s website. Make it inviting. Make it easy for people to become members and donate. Add a robust events calendar that is easily updated on a weekly basis.

The Approach

We made it big, bold and inviting. In essence, fun, just like the actual museum. All the functionality was built with sophistication and intuitiveness, which improved the user experience exponentially. The result was a new fully functioning, mobile friendly website that made it easier for the client to make changes, as well as the end user to have a wonderful experience.



EXPERIENCE / PROOF OF WORK.

Wings Over America
wingsoveramerica.us

The screenshot shows the homepage of the Wings Over America website. At the top, there is a dark blue navigation bar with the Wings Over America logo on the left and social media icons (Facebook, Email, YouTube) on the right. Below the navigation bar is a main banner featuring a young man in a grey jacket and a man in a Navy uniform. The text on the banner reads "SUPPORTING OUR NAVY FAMILIES IN EDUCATION". Below the banner are three smaller images: "UPCOMING EVENTS" showing three women in red jackets, "HEAR FROM OUR SCHOLARS" showing two women, and a blue "DONATE NOW" button with a hand icon and the text "DONATE WITH GiveDirect". Below these are two more images: "Q&A" with a large graphic of the letters and "Congratulations 2019 Scholars" with a photo of graduates. At the bottom of the page is a blue section titled "OUR MISSION" with the text: "Our mission is to provide college scholarships to dependent children and spouses of all US Navy personnel- officer and enlisted - active duty, retired, honorably discharged or deceased who served within Naval Air Forces. Recipients are selected on the basis of scholastic merit, community service, extra-curricular activities and character."



Wings Over America
Scholarship Foundation
770 Lynnhaven Parkway
Ste. 155
Virginia Beach, VA 23452
757-228-3314

© 2017 Wings Over America Scholarship Foundation | All Rights Reserved | Terms & Privacy | Site designed by Studio Center

EXPERIENCE / PROOF OF WORK.

EdVenture
edventure.org

EdVenture Children's Museum: Columbia | Hartsville | Myrtle Beach

Donate



Plan Your Visit Educators Today's Play About Us Support Us

GIVING TUESDAY | NOW

All EdVenture locations will remain closed until further notice.

Please check out "Today's Play" for fun and educational at-home activities.

Today's Play



South Carolina
EdVenture
CHILDREN'S MUSEUM



EdVenture is a 501c3 Registered Non-Profit educational institution dedicated to creating new generations of lifelong learners through museum experiences, programming and camps. Helping shape a new generation of people who love to learn is at the core of all we do. In fact, our mission is to inspire children, youth and the adults who care about them to experience the joy of learning as individuals, as families and as a community.

A Place Promoting Play

While EdVenture is known as the perfect venue for families to come to have a great time together, we are proud to be a place that promotes the power of play. When children and their adult caregivers engage in activities throughout the museum, the experience serves as an opportunity to learn and grow.



Play is the central ingredient in how children learn. There is no greater gift that can be shared with a child than the chance to play. Play promotes learning as children develop social skills, imagination, communication, cooperation, creativity, reasoning, memory, and the list goes on. When children play at EdVenture, they role play as fire fighters, precess, farmers, chefs, astronauts, and a host of community helpers, as they learn so much about their world. When children play at EdVenture they are creating experiences that last a lifetime.

Building a Stronger Connection - We're on a mission to make EdVenture experiences accessible to all children. With you by our side, we know it's possible to impact lives by inspiring the joy of learning.

Donate

EdVenture Locations

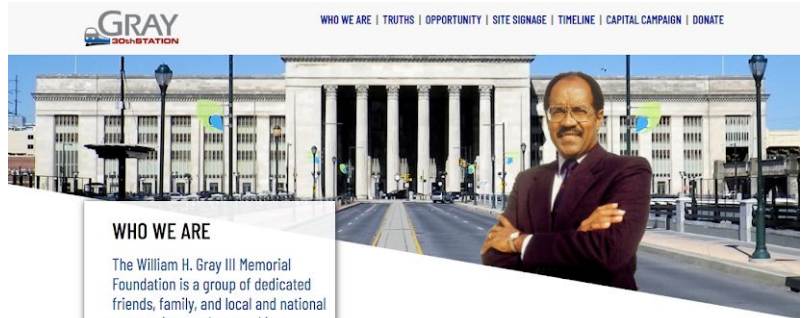
On November 8, 2003, EdVenture opened its doors—and its heart—to the children and families of South Carolina. We have since expanded into two other South Carolina communities. EdVenture Hartsville, presented by the Byrly Foundation, opened its doors in 2018 and EdVenture Myrtle Beach opened its doors in 2019.



EXPERIENCE / PROOF OF WORK.

William H. Gray Memorial Foundation

graymemorial.org



WHO WE ARE | TRUTHS | OPPORTUNITY | SITE SIGNAGE | TIMELINE | CAPITAL CAMPAIGN | DONATE

WHO WE ARE

The William H. Gray III Memorial Foundation is a group of dedicated friends, family, and local and national community members working together with Amtrak to rename Philadelphia's 30th Street Station in William H. Gray's honor.

THE 3 PILLAR TRUTHS OF REVEREND GRAY



True Diversity

Rev. Gray broke barriers and lived an authentically diverse life. He worked, worshipped, socialized and strategized—tray and closely—with people of diverse backgrounds.



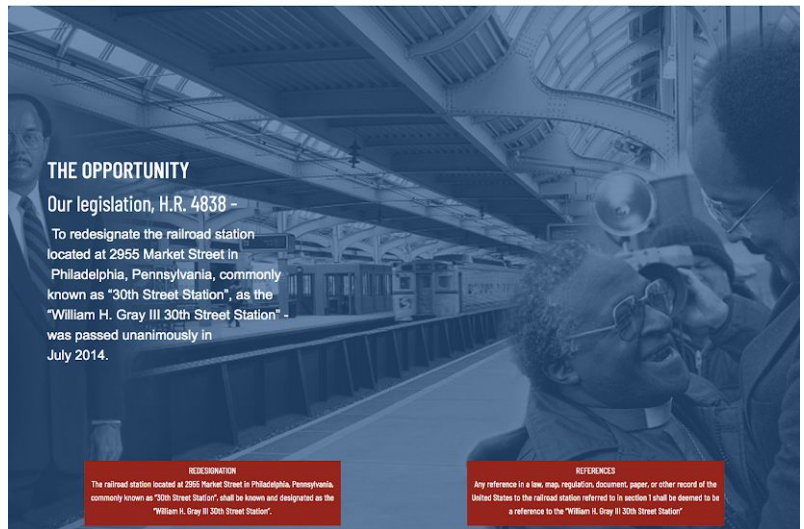
True Community

Rev. Gray remained rooted in his community while seeing the wider world as an extension of it. Despite global travel and broad responsibilities he stayed close to the people and community he loved.



True Commerce

Rev. Gray's monumental efforts to successfully fight for funding for Amtrak when he was in Congress opened an institution that has provided countless jobs to the communities Amtrak serves.



THE OPPORTUNITY

Our legislation, H.R. 4838 -

To redesignate the railroad station located at 2955 Market Street in Philadelphia, Pennsylvania, commonly known as "30th Street Station", as the "William H. Gray III 30th Street Station" - was passed unanimously in July 2014.

REDESIGNATION

The railroad station located at 2955 Market Street in Philadelphia, Pennsylvania, commonly known as "30th Street Station", shall be known and designated as the "William H. Gray III 30th Street Station".

REFERENCES

Any reference in a law, map, regulation, document, paper, or other record of the United States to the railroad station referred to in section 1 shall be deemed to be a reference to the "William H. Gray III 30th Street Station".

PROPOSED SITE SIGNAGE



JUNE - AUG 2014


TIMELINE





H.R. 4838 introduced by Representative Chaka Fattah and co-sponsored by the entire Pennsylvania delegation, unanimously passed in the U.S. House of Representatives and U.S. Senate, President Obama signed into law on August 1, 2014.

EXPERIENCE / PROOF OF WORK.


**Atlantic Shores
Christian School**
shoreschristian.org


Call 757-479-1125/Elementary Campus or 757-479-9598/Secondary Campus



ABOUT
ADMISSIONS
ACADEMICS
ATHLETICS
GUIDANCE
PARENTS
ALUMNI
GIVING






NOW ENROLLING

All Enrollment is now done online! Click the link below to request more information, take a virtual tour, and find out how to apply online.

[REQUEST MORE INFORMATION](#)




RE-ENROLL NOW!

RE-ENROLLMENT NOW OPEN!

Early re-enrollment ends **April 30**. Make sure you re-enroll before this date to enjoy your discounted rate. If you need help at any time, just call the school office and we will be glad to walk you through the process.


[RE-ENROLL TODAY](#)



ESSENTIAL PERSONNEL CHILD CARE

Atlantic Shores is partnering with the City of Chesapeake to provide child care for essential personnel. Please click the button below for more information.


[MORE INFORMATION](#)



COVID-19 UPDATE

Atlantic Shores will be **CLOSED for the 2019-2020 school year**. School Office Hours are Monday - Friday, 8:00 am - Noon.

[MORE INFORMATION](#)



CLICK HERE TO APPLY FOR FINANCIAL AID FOR 2020-2021.


[SMART AID](#)

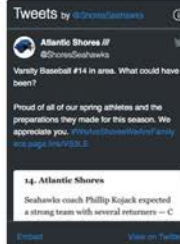
FIND EVERYTHING YOU NEED ON OUR PARENT DOCUMENT PAGE


From here, you can find Summer Reading Assignments, Community Service Forms, School Supply Lists and more.

[PARENT DOCUMENTS](#)

CONNECT WITH US    







CONTACT US

ATLANTIC SHORES CHRISTIAN SCHOOL
1217 Centerville Turnpike N.
Chesapeake, VA 23320
ascsupport@shoreschristian.org

Elementary Office **Secondary Office**
Ph - 757-479-1125 Ph - 757-479-9598
Fax - 757-479-8762 Fax - 757-479-5311



SEARCH

EXPERIENCE / PROOF OF WORK.

Wasserhund Brewing Co.

wasserhundbrewing.com



The Wasserhund brand is built around three things: Dogs. Beach. And Beer. What's not to love? Before we began working on their new site, we enveloped ourselves into their brand and recognized many inconsistencies even beyond their site. Needless to say, we offered to help.

The Ask

Redesign their website to incorporate more of the brand's personality.

The Work

First we created a brand guide. Then we redesigned their website, menus, posters, cans, bottles, packaging and beer tap handles. We even help name their new beers. Today, we still do all of the above and manage their social media and film a weekly "Ask the brewer" web series.



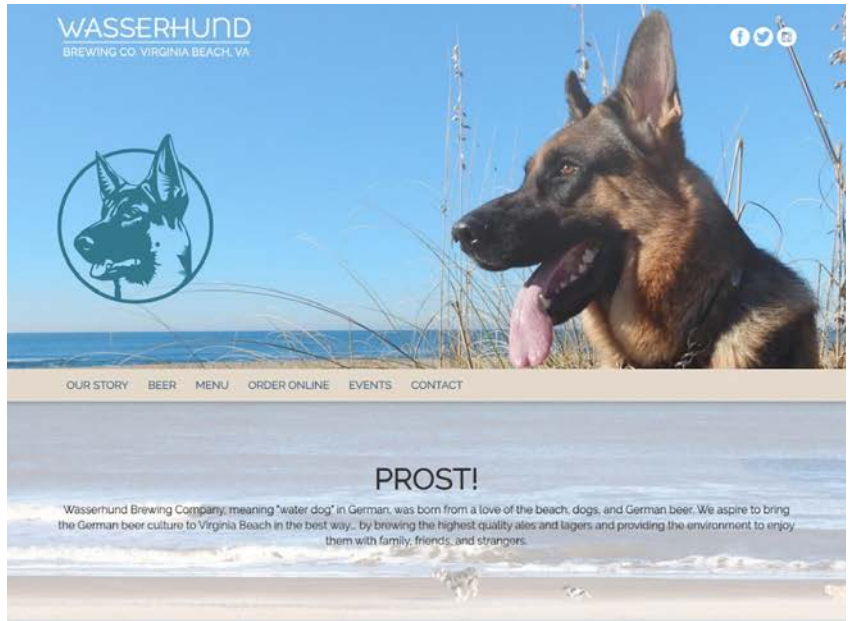
The Results

First we created a brand guide. Then we redesigned their website, menus, posters, cans, bottles, packaging and beer tap handles. We even help name their new beers. Today, we still do all of the above and manage their social media and film a weekly "Ask the brewer" web series.



EXPERIENCE / PROOF OF WORK.

Wasserhund Brewing Co.
wasserhundbrewing.com




ON TAP
 CHECK OUT OUR SELECTION
 OF 12 BEERS AVAILABLE ON
 TAP




FROM THE OVEN
 PIZZAS, BRATS, SALADS AND
 MORE!

CAUSE OF THE WEEK

Wasserhund Brewing Company believes in COMMUNITY. In fact, it's so important to us, that we pledge to support the local charities and events that are important to YOU!

Every week we donate a portion of our revenue to a customer-chosen cause. Why? Because if it's important to our community, then it's important to us. PROST!



Hampton Roads Purple Brew Passport for ALZ project!

CHECK OUR FACEBOOK PAGE FOR THIS WEEK'S CHARITY

Every Tuesday we host a different local charity that does great things in our community. From 5pm-10pm Wasserhund donates 30% of taproom revenue to the evening's local charity.

For a reservation to support your charity send an email to: brewmeister@wasserhundbrewing.com

OPENING TO DATE CONTRIBUTIONS TO OUR CHARITIES OF THE WEEK: \$152,713.07

EXPERIENCE / PROOF OF WORK.

Baker's Crust Artisan Kitchen

bakerscrust.com



BAKER'S CRUST
ARTISAN KITCHEN

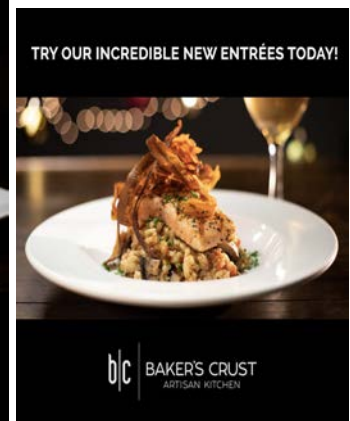
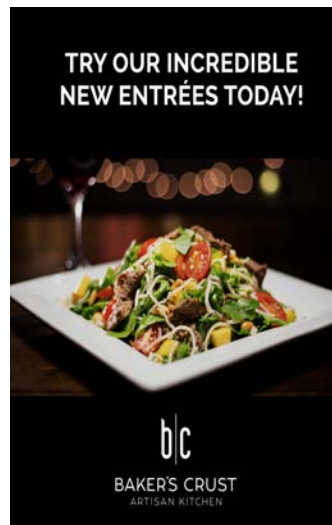
Baker's Crust opened its first location in 1993 and has evolved from a 36-seat sandwich/breakfast shop to a full service, family friendly restaurant, serving breakfast, lunch and dinner. Since then they've opened several more locations and now have eight bustling locations from Virginia Beach to Northern Virginia to Chesapeake, Virginia.

The Ask

Baker's Crust initially came to us for a website refresh. Little did we know it would grow into the relationship it is today.

The Work

We started with the website, which included new photography, writing and some thoughtful UX. Then we wrote a radio campaign and placed them during hungry drive time. Five years later, we're refreshing the Baker's Crust website, producing and placing digital marketing, writing and producing social media videos, and helping the launch of their ninth location.



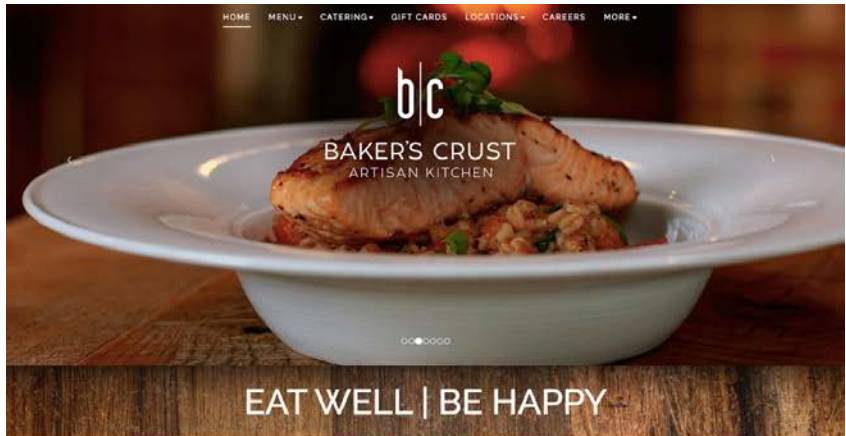
The Results

New locations are opening. Catering as boomed since we pushed it on digital. The radio and digital campaigns have boosted sales in all locations. The Website now has an engagement rate of 40.41%.



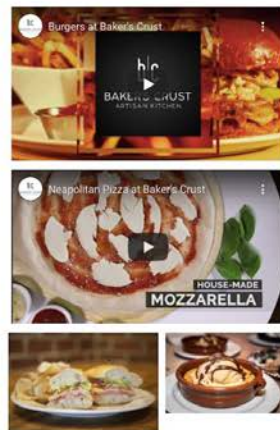
EXPERIENCE / PROOF OF WORK.

**Baker's Crust
Artisan Kitchen**
bakerscrust.com



Order online with **DOORDASH**

COVID-19 Notice: All Baker's Crust Artisan Kitchen locations have temporarily paused all services until further notice. We look forward to serving you again when it is safe to open. You can continue to support us by purchasing a gift card. We have also partnered with The Neighborhood Harvest to bring the farmer's market to your door, and as a special offer, Baker's Crust customers can sign-up for FREE (\$30 value) with the code BC2020. Click here to learn more. Thank you for your support!



WELCOME TO BAKER'S CRUST ARTISAN KITCHEN

All Baker's Crust, we have been lovingly and carefully preparing food for our friends and neighbors for over 20 years. We have seven restaurant locations in Virginia servicing breakfast, lunch, and dinner daily. We believe that to truly eat well and be happy, you need to start with quality ingredients. That's why we begin each day by baking a wide variety of delicious crusty breads using a thirty year old natural starter. We also make our own mozzarella cheese, roast our own tomatoes, grow our own greens and toss our Farm to Plate salads with specialty oils and vinegars.



EXPERIENCE / PROOF OF WORK.



Speight Marshall Francis (SMF) is a structural engineering firm, specializing in developing unique solutions to complicated structural problems for their clients. In early 2019, they came to us with a problem of their own. While their approach to engineering was cutting edge, when it came to their website and brand image, they were living in the past. After meeting with us and learning about our capabilities, they hired us to build a new website to reflect the type of forward-thinking company they are and bring their brand into modern times.

The Ask

Speight Marshall Francis came to us for a brand refresh and a complete website redesign. This was their original logo.



The Work

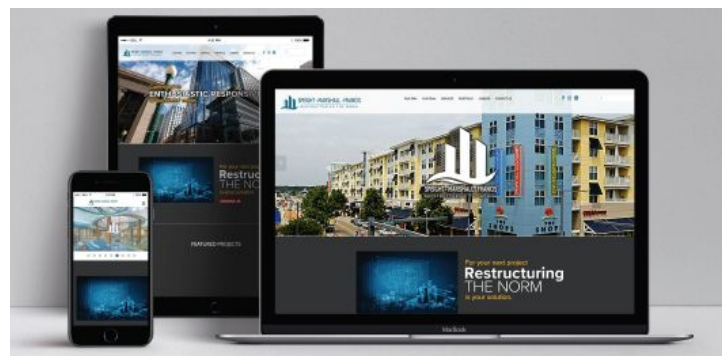
After much exploration, we landed on the line Restructuring the Norm and paired it with a logo that demonstrates the mix of solid structure and unique design they incorporate in their work. Then we created a set of brand guidelines to ensure a consistent brand message at every customer touchpoint. Finally, we tackled their website. We wanted to build them something that was user friendly and functional in terms of displaying information, but was just as much a visual showcase of the amazing work they do. And as you can see, we did just that.

The Approach

We asked questions. We listened. Then we got to work. We needed a strong tagline and logo that would help solidify the SMF brand in the minds of potential clientele and let them know what the brand stands for and the work it does.

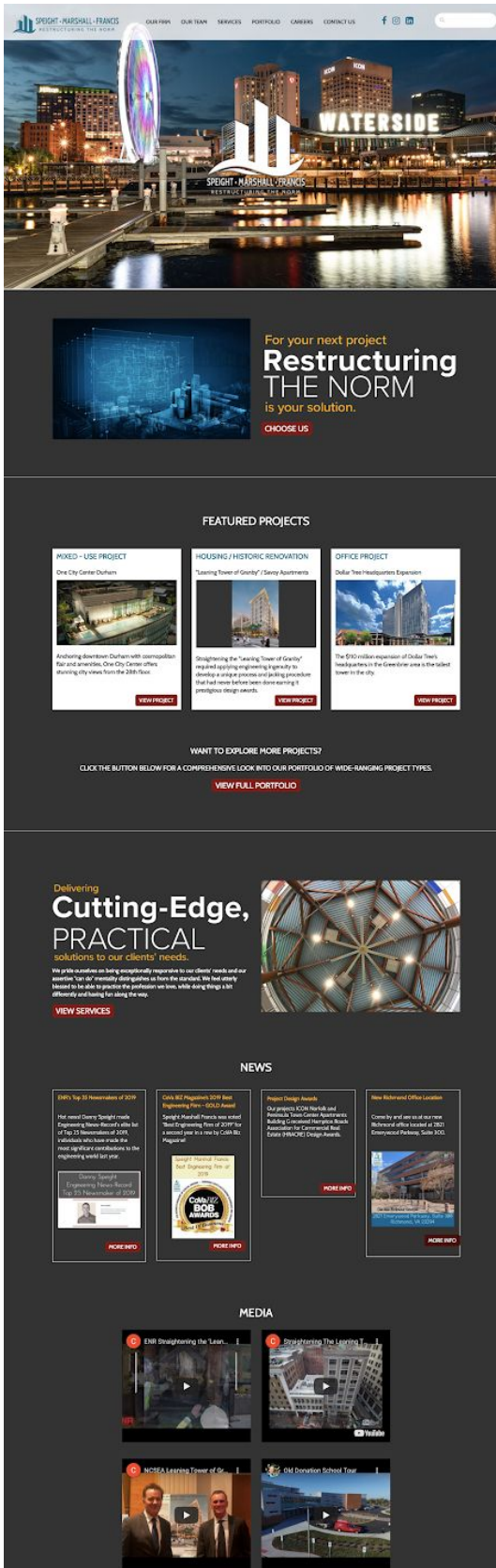
The Results

Speight Marshall Francis is enjoying a period of growth, thanks in part to our brand and logo redesign which helped bring their amazing brand into a new era, and introduced them to a new generation of tech-savvy clientele who may have otherwise passed them by.



EXPERIENCE / PROOF OF WORK.

Speight Marshall Francis
smandf.com



The screenshot shows the homepage of the Speight Marshall Francis website. At the top, there is a navigation bar with links for 'OUR FIRM', 'OUR TEAM', 'SERVICES', 'PORTFOLIO', 'CAREERS', and 'CONTACT US', along with social media icons for Facebook, Twitter, and LinkedIn. The main header features a large image of a city skyline at night with a prominent Ferris wheel, overlaid with the company logo and the text 'WATERSIDE' and 'SPEIGHT MARSHALL FRANCIS RESTORATION AND RENOVATION'.

Below the header is a dark section with a blue-tinted image of a city grid. The text reads: 'For your next project **Restructuring THE NORM** is your solution.' Below this is a red button labeled 'CHOOSE US'.

The next section is titled 'FEATURED PROJECTS' and contains three project cards:

- MIXED-USE PROJECT:** One City Center Durham. Description: 'Anchoring downtown Durham with contemporary style and amenities, One City Center offers stunning city views from the 28th floor.' Includes a 'VIEW PROJECT' button.
- HOUSING / HISTORIC RENOVATION:** 'Leaning Tower of Gravity' Senior Apartments. Description: 'Straightening the "Leaning Tower of Gravity" required complex engineering to gain the ability to develop a unique process and building procedure that had never before been done earning it prestigious design awards.' Includes a 'VIEW PROJECT' button.
- OFFICE PROJECT:** Dollar Tree Headquarters Expansion. Description: 'The \$100 million expansion of Dollar Tree's headquarters in the Greenpoint area is the tallest tower in the city.' Includes a 'VIEW PROJECT' button.

Below the featured projects is a section titled 'WANT TO EXPLORE MORE PROJECTS?' with the text 'CLICK THE BUTTON BELOW FOR A COMPREHENSIVE LOOK INTO OUR PORTFOLIO OF WIDE-RANGING PROJECT TYPES.' and a red button labeled 'VIEW FULL PORTFOLIO'.

The next section is titled 'Delivering **Cutting-Edge, PRACTICAL** solutions to our clients' needs.' It includes a large image of a modern building's interior structure. Below the text is a red button labeled 'VIEW SERVICES'.

The 'NEWS' section contains four news items:

- ENR's Top 25 Innovators of 2018:** 'The most innovative engineering and architecture firms in the U.S. for 2018.' Includes a 'MORE INFO' button.
- ENR's Top 250 Contractors of 2018:** 'Speight Marshall Francis was named "Top Engineering Firm" of 2018 for a second year in a row by ENR's Top 250 Contractors.' Includes a 'MORE INFO' button.
- Project Design Awards:** 'Our projects EON North and Phoenix 3 have earned International Building Congress (IBC) awards for Commercial Best Green (SWA) Design Awards.' Includes a 'MORE INFO' button.
- New Richmond Office Location:** 'Opened and moved our new Richmond office located at 2801 Employment Parkway, Suite 800.' Includes a 'MORE INFO' button.

The 'MEDIA' section features four video thumbnails:

- ENR Straightening the Leaning Tower of Gravity**
- ENR Straightening the Leaning Tower of Gravity**
- NORIEA Leaning Tower of Gravity**
- DM Donation School Tour**

EXPERIENCE / PROOF OF WORK.

Bay Beach Veterinary Hospital

baybeachvets.com



If you live in Virginia Beach or the surrounding area and need a trusted veterinarian to care for your pets – look no further. Bay Beach Veterinary Hospital is here to provide your pet with thorough, state-of-the-art veterinary medical services. We focus on preventative medicine, surgery, and dental care.

Our comfortable, clean hospital provides a separate cat waiting area, spacious exam rooms, and a friendly, experienced staff to make your veterinary experience a positive one.

We offer appointments by day, and emergency services after 5pm on weekdays and 24 hour on the weekends.

Call us for an appointment today! (757) 340-3913

For emergencies, during normal business hours, visit baybeachemergencyvets.com

Or use our new TeleVet service!



In an effort to make scheduling an appointment easier, we have partnered with PetDesk. Try it!



Or download the PetDesk App to your mobile device here!



EXPERIENCE / PROOF OF WORK.

Garage Brewery
garage-brewery.com

THE GARAGE BREWERY ABOUT | TAP LIST | EVENTS | CONTACT

1011 Eden Way N Suite M
Chapel Hill, VA 22307
757-366-8333
Monday: 2 PM - 7 PM
Tuesday thru Thursday: 2 PM - 7 PM
Friday: 2 PM - 7 PM
Saturday: 2 PM - 7 PM
Sunday: 2 PM - 7 PM

**BUILT BY TRADITION.
CRAFTED BY INNOVATION.**

UP TO CODE AND BUILDING BETTER BREWS

TAPROOM
The tap room creates a variety of different spaces for both the experience and traditional craft. Our taproom embraces our construction theme while being very comfortable and spacious. It was designed carefully and built with reclaimed and recycled materials. The address panel extends past the overhead door and our feature displays of the building and brewing equipment. Our mission is to give a unique view of the entire space and to take your experience to the next level.

BUILDING STRONG FRIEND FOUNDATIONS

CONSTRUCTION SITE GRUB

FOODY FAVORITES
Feed your hunger with the delicious Virginia food truck scene! Here is a foody favorite! Blackwater BBQ, BBQ Style Grill, 4 Spices Mediterranean, Slice of Texas, and Bread Street. Homegrown Beer, Wood Works, Taste of Asia, Pardon Peas & Potatoes, just to name a few. Let us know and we'll send a message to our pros, your family and friends to enjoy. Check for updates on our events page.

EVENTS

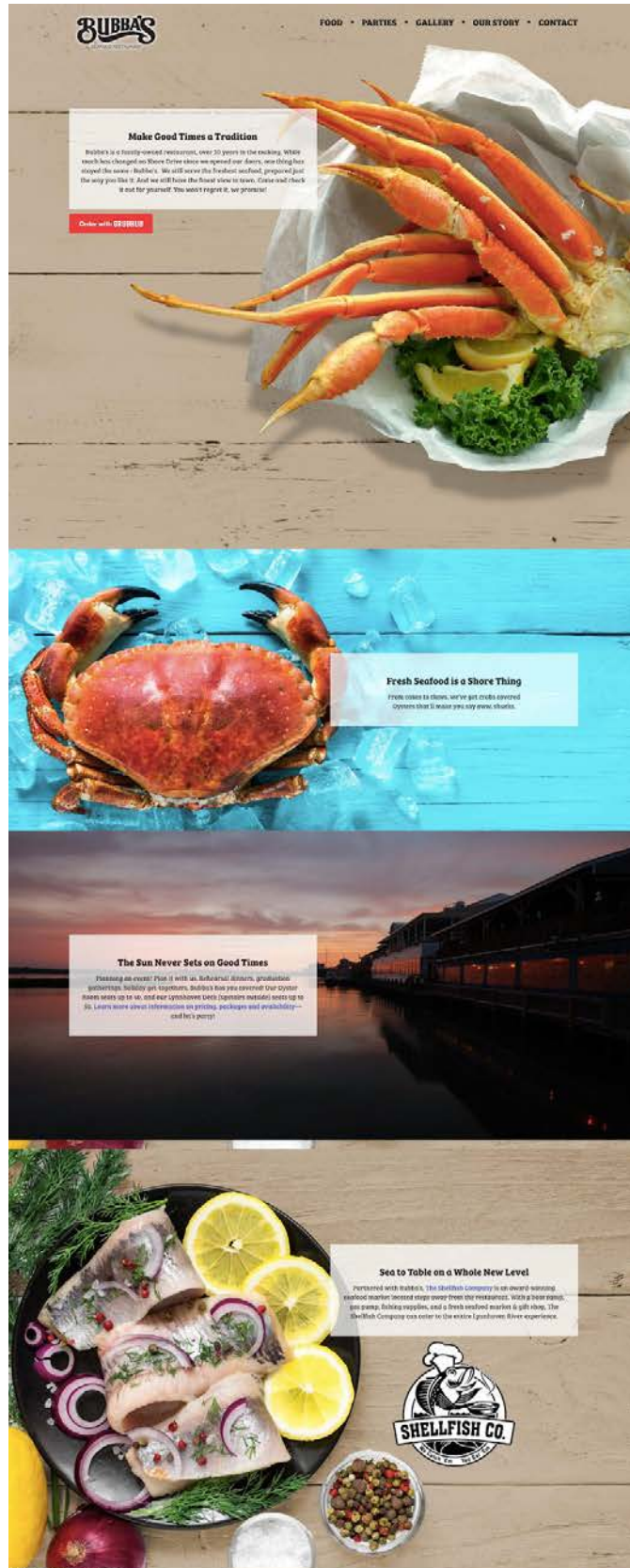
FOLLOW US

THE GARAGE BREWERY
1011 Eden Way N Suite M
Chapel Hill, VA 22307
757-366-8333
garagebrew@gmail.com
© 2019 The Garage Brewery Inc. All Rights Reserved | Site Designed by Studio Center, Inc.

EXPERIENCE / PROOF OF WORK.

Bubba's Seafood Restaurant

bubbasseafoodrestaurant.com



EXPERIENCE / PROOF OF WORK.

Miller Injury Group
millerinjurygroup.com



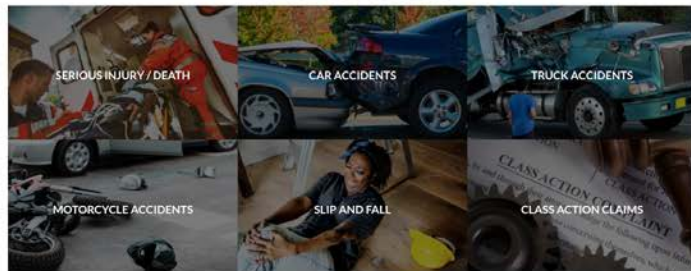
The screenshot shows the Miller Injury Group website. At the top right is the Studio Center logo. The navigation menu includes 'ABOUT', 'PRACTICE AREAS', 'MEET OUR LEGAL TEAM', 'BLOGS', and 'CONTACT'. A search bar is located to the right of the menu. A red button with white text says 'DO I HAVE A CASE?'. Below the navigation is a large hero image of a man in a suit working on a laptop. A semi-transparent box over the image contains the text 'WHERE COMPASSION MEETS COMPENSATION'. Below the hero image are three columns of content: 'CONTACT US' with phone and email numbers, 'OUR GOAL' with a paragraph about client relationships, and 'OUR MISSION' with an image of a scale of justice. Each column has a red button with a white plus sign.

Brad and his office have been such a blessing to work with. I always feel informed and totally "in the loop" with what's going on behind the scenes. They really made life easy when it came to my case and exceeded my expectations when all was said and done.

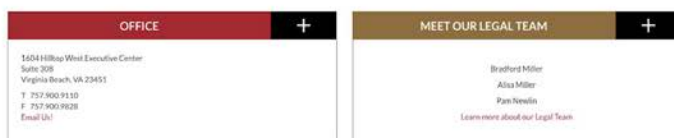
Matthew Gay



PRACTICE AREAS



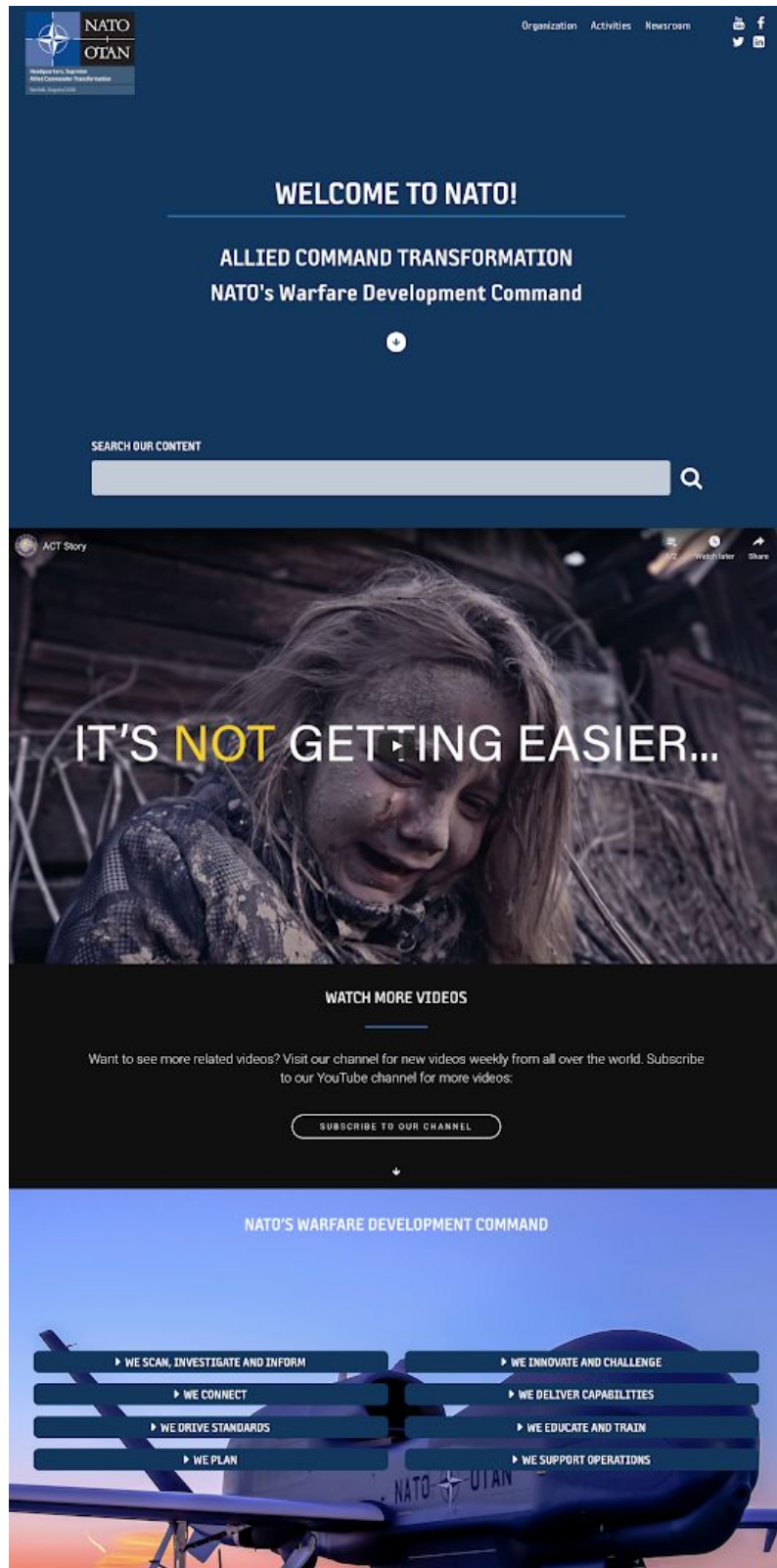
The grid contains six images with text labels: 'SERIOUS INJURY / DEATH' (a person in a hospital bed), 'CAR ACCIDENTS' (a damaged blue car), 'TRUCK ACCIDENTS' (a damaged green truck), 'MOTORCYCLE ACCIDENTS' (a motorcycle on the ground), 'SLIP AND FALL' (a person sitting on the ground), and 'CLASS ACTION CLAIMS' (a document with the text 'CLASS ACTION').



The 'OFFICE' column lists: 1404 Hilltop West Executive Center, Suite 208, Virginia Beach, VA 23451, T 757-900-9110, F 757-900-9928, Email Us! The 'MEET OUR LEGAL TEAM' column lists: Bradford Miller, Alex Miller, Pam Newlin, and a link 'Learn more about our Legal Team'.

EXPERIENCE / PROOF OF WORK.

NATO
act.nato.int



TAB 4 / REFERENCES.

REFERENCES / STUDIO CENTER.

Neptune Festival

neptunefestival.com

Whit Collins

(757) 498-0215

wbc@neptunefestival.com

FestEvents

festevents.org

Karen Scherberger

(757) 441-2345

scherbergerk@festevents.org

i Am Other / Something in the Water

Robby Wells

Head of Strategy

(214) 457-7398

robby.wells@iamother.com

Mid-Eastern Athletic Conference (MEAC)

Marquis Bryant

Director of Multimedia & Marketing

(757) 274-6366

bryantm@meacsportst.com

Gourmet Gang

Mia Guinan

Owner

(757) 617-0033

mia@gourmetgang.com

Wasserhund Brewing Company

wasserhundbrewing.com

Christine Holley

(757) 498-0215

christine@wasserhundbrewing.com

TAB 5 / CONDITION OF OFFEROR'S PROPOSAL.

CONDITION OF OFFEROR'S PROPOSAL.

Not Applicable

TAB 6 / CONVICTIONS AND DEBARMENT.

CONVICTIONS AND DEBARMENT.

1. In the last ten years, has your organization or any officer, director, partner, owner, project manager, procurement manager or chief financial officer of your organization:

A. Ever been found guilty on charges relating to conflicts of interest?

Yes ___ No X

B. Is your organization or any officer, director, partner or owner currently debarred or enjoined from doing federal, state or local government work for any reason?

Yes ___ No X

C. Has your organization or any officer, director, partner or owner ever been debarred or enjoined from doing federal, state or local government work for any reason?

Yes ___ No X

TAB 7 / COMPLIANCE.

COMPLIANCE.

If you answer yes to any of the following, give the date of the termination order, or payment, describe the project involved, and explain the circumstances relating to same, including the names, addresses and phone numbers of persons who might be contacted for additional information on Tab 7.

1. Has your organization ever been terminated on a contract for cause?
Yes ___ No X

**TAB 8 / APPROACH, PROJECT SCHEDULE AND
PRICING.**

UNDERSTANDING OF REQUIRED SERVICES AND/OR ITEMS.

A. Requirements

1. Must have the ability to embed videos onto website (preferably homepage and event landing page).
2. Must have the ability to add clickable widgets that are stacked in order of date. These must be able to be arranged in any specific order.
3. Must have the ability to host a listing of event names along with dates that is easily updated on the homepage.
4. Must have the ability to have automatic rotating, clickable images in a carousel format on the homepage and other landing pages in multiple sizes and areas in the same page at one time.
5. The website must have the ability to be easily edited to accommodate frequent changes due to the nature of our business.
6. Website must have the ability to be edited remotely.
7. The website must possess the ability to have images and documents such as a pdf's, jpeg's and .docx's uploaded and hosted.
8. The mobile version of the website must be user friendly and easy to navigate and have the same features with few exceptions.
9. Must be compatible with our current ticketing software (i.e. embed links onto landing pages and mirror look of our website once customers visits that link).
10. Must possess the ability to attach pixels for tracking purposes.
11. All interested parties must disclose each homepage load time.
12. On every landing page, there must be a search bar that allows customer to search keywords. This search bar must thoroughly search our website and give the best possible results to the customer.
13. Website must possess the ability to integrate social media icons and links to specific social media accounts and include sharing landing pages and its content on customer's personal pages.
14. Website must possess a fresh and innovative look/design and be up-to-date and similar to other trending websites (see examples A-C).
15. Website must be able to host and display at least 300 different landing pages.
16. Must have the ability to be formatted to optimize Google search results (i.e. search engine optimization).
17. Website must possess the ability to have a website shell. It must have the ability to have images/ links that stay constant no matter what page you're on.
18. Mobile version of website must have option the drops down all categories of website (i.e. website menu).
19. Website must have the ability to change design or color of page on a temporary basis (ex. Sponsor takeover).
20. Website must be able to export analytic data such as page views on every single landing page, customer information, click rate, bounce rate, etc.
21. Successful Offeror must provide on-going maintenance and training on introduction and new features throughout terms of contract

UNDERSTANDING OF REQUIRED SERVICES AND/OR ITEMS.**A. Requirements (con't.)**

22. Successful Offeror must have a tech on-call service that is able to be reached 24/7
23. Website must possess the ability to make edits on pages that are live
24. Website must have different types of widgets such as an image widget, text widget, etc., and be able to be placed anywhere on page.
25. Website must possess the widget that scrolls customers to the top of the page no matter where they are on said page
26. Website must have pop-up box when entering website that must be exited out or information entered to proceed to homepage
27. Must have the ability to change the format of the font as it pertains to: size, color, bold, underline, and italics of text on website.
28. Successful Offeror must allow a maximum of 3 design edits.
29. Successful offered must be able to provide first draft of new website by July 31, 2020, second draft by August 14, 2020 and final product by September, 2020. These times are subject to change upon mutual agreement between the City of Roanoke and the Successful Offeror.

B. Additional Items - Desired features to additionally include within proposals, if available

1. Desire to have a website chat feature that allows customers to have a live chat with a member of our staff.
2. Desire to have a virtual tour feature that enables customers to have a step-by-step navigation of all of the parts of all of our buildings. This virtual tour should have zoom in capabilities and have pop-up boxes with information about that area. It should also have a dedicated virtual tour guide.
3. Desire to have the ability to upload and host 3D photos on any landing page
4. Desire to have the ability to live stream directly on our website homepage
5. Desire to have ability to hover over portions of the website and have pop-up boxes display quick info/deeper dive
6. Desire to have on homepage- display of recent scrolling social media posts (Instagram) that are clickable links
7. Desire for mobile website to be navigated completely by using the thumb finger only without moving one's hand. i.e. Thumb-friendly navigation
8. Desire for website look to be fluid/ organic (i.e. not rigid box and square) designs and elements with overlapping elements
9. Desire to have a countdown widget on any webpage that can countdown to multiple dates/times
10. Desire to have ability to attach gifs and/or glitch art on any landing page
11. Desire to have the ability to hover over image and a small animation will draws reader's attention (i.e. micro-interaction)
12. Desire to have the ability on the website's homepage along with all other landing pages to completely load the page in under 3 seconds.

APPROACH.

Studio Center Will...

Build a well-designed, intuitive website built using a modern content management system. The CMS Studio Center uses most often, Concrete5, has been adopted by the US Army for use on all of their sites.

The new contract between the U.S. Army and Concrete5 covers the next decade; they are pumping into the CMS millions of dollars to make the content management system even greater. They believe in open source, and they appreciate the ease of use of concrete5. They want concrete5 to grow and be healthy.

All of this is great news for Studio Center and all of our clients, as we were early adopters of the CMS and have a close to a decade of experience building websites using Concrete5.

Discovery

Questions. Questions. And more questions. The Studio Center research team will conduct the appropriate research in this information gathering phase. Including, but not limited to, site visits, focus groups, online surveys and impromptu meet and greets. This is a crucial step in the process as we will fully immerse ourselves into our client's world.

Planning

In the planning stage, we take all the information and requirements and create a site map. This site map will list all of the main and sub-topic areas of the site and help identify duplicate or unneeded content.

Design

This is where your site begins to come to life. The designers envelop themselves into your brand and begin to develop a look and feel for the new site. The design team will create dozens and dozens of mock ups until there are three that rise to the top. Those three are presented to the client until we agree on one solution. Once a look and feel is approved, we move onto the interior pages.

Development

The developmental stage is the point where the site itself is created by our developers. They will take all the individual graphic elements from the prototype and use them to create the actual functional site. This is typically done by first developing the homepage, followed by a "shell" for the interior pages.

The shell serves as a template for content pages of the site, as it contains the main navigational structure for the site. Elements such as the CMS, interactive contact forms, or e-commerce shopping carts are implemented and made functional during this phase.

Testing and Delivery

Time to test all the buttons, link, and proof spelling and grammar. Our team will attend to the final details and test the entire site line by line, page by page. Including the functionality of forms and other scripts, browser compatibility, and ADA compliance.

The site was designed and developed to be mobile first, but we triple check each page at this point as well. Once final details, like plugin installation and SEO, we send the site out for client approval. Once approved, we will use the File Transfer Protocol program to upload the files to the server to launch the new site.

Training and Support

This is the final phase to prepare the client. Our digital experts will guide you through a live training with your new site. You will walk away knowing how to make basic updates and changes, but we don't disappear. We are always a phone call or email away.

Measuring Performance

The short-term performance metric will be based mainly on the ease and efficiency of content migration into the new site. While maintaining the design and brand standards. Long-term metrics will be based on data and analytics gathered within a 12 month period.

PROPOSED PROJECT SCHEDULE.

Below is a timeline example of creating your new website - from our initial meeting to the launch Berglund Center's website.

One of Studio Center's tenet is FASTER IS BETTER. If you have specific date you are wishing to launch the site we can do it!

Website Design Awarded to Studio Center!	
Discovery: Meet with City of Roanoke / Berglund Center: can be done in person or via video	Set Meeting Within One Week of Being Awarded Project
Planning: Information Gathering / Site Map	Week One
Homepage Design Comps Presented / Revisions	Before July 31, 2020
Homepage Design Comps 2nd Draft Presented	Week of August 10th
Testing & Delivery	Week of August 24th
Staff Training	Week of August 24th
Launch	Tuesday, September 1

PRICING.

Project: ADA Compliant Website Redesign and Development of <https://theberglundcenter.com> with content population – on Concrete5 content management system. Deliverables to include the requested website features as outlined in the RFP Scope of Services.

Design:

Studio Center’s project designer will create two sitemaps – one for the current site and one for a proposed redesign. The site map will list all main topic areas of the site, as well as sub-topics, if applicable. During this phase, the designer will help the client decide what technologies should be implemented. Elements such as which CMS incorporate, will any contact forms be needed, etc.

The designer will work with the client to incorporate elements such as the company’s logo or colors to help strengthen the identity of the company on the web site.

The designer will create **three** prototype designs (homepage mock ups) for the web site. This is typically a .jpg image of what the final design will look like. The designer will make any and all revisions requested by the client (which may take time if the client isn’t readily available). Once the homepage mock up is approved by the client, the designer will create a prototype (mock up) of an interior page for approval.

Est. Design Hours: 50

Development:

The project developer will take all of the individual graphic elements from the prototype and use them to create the actual, functional site. This is typically done by first developing the home page, followed by a “shell” for the interior pages. The shell serves as a template for the content pages of the site, as it contains the main navigational structure for the web site.

Elements such as the CMS (We suggest Concrete5) interactive contact forms, or ecommerce shopping carts are implemented and made functional during this phase, as well.

The developer will write valid HTML / CSS code that complies with current web standards, maximizing functionality, as well as accessibility for as large an audience as possible.

Est. Development Hours: 45

Content Transfer/Population:

Once the shell has been created, the designer will take the content and distribute it throughout the site, in the appropriate areas.

Est. Content Population Hours: 60

PRICING.

Initial SEO:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO.

The basic package includes:

- Google Analytics Integration: So you see the important visitor stats on your site
- Keyword Research & Meta Tags (Title, H1, Description) Optimization.
- Robots.txt file integration: Makes it easier for “bots” to search/cache your site.
- XML Site Map Creation: So the search engines find all your pages correctly.
- Verification of your site with Google Webmaster Tools

There is NO COST TO YOU for the initial SEO/SEM. This is an added value for our clients because it's so important for your site to be searched and seen.

Testing/Delivery/Training:

The site will be thoroughly tested (such as the complete functionality of forms or other scripts, as well as testing for last minute compatibility issues - viewing differences between different web browsers, ensuring that the web site is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. The digital team will check to be sure that all of the code written for the web site validates. Valid code means that the site meets the current web development standards – this is helpful when checking for issues such as cross-browser compatibility as mentioned above.

Once the client has given final approval, we will use the FTP (File Transfer Protocol) program to upload the web site files to the server.

The client will receive up to 20 hours of training on the CMS at either the Studio Center location, at the client's location or virtually via GotoMeeting (client's choice).

Est. Training Hours: 20

Hosting: OPTION / NOT REQUIRED TO WORK WITH US

Studio Center can host the client site on our Google Cloud-Based Server at NO ADDITIONAL COST TO YOU. When hosted on our server it makes it easier to maintain and faster if anything needs to be fixed.

Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades.

Another ADDED VALUE for YOU - NO COST TO YOU.

PRICING.
WEB DEVELOPMENT COST

Design	
Development	
Content Transfer / Population	
Initial SEO	
Testing / Delivery / Training	
Training	Included / No Cost to You
Hosting (Option - Not Required)	Included / No Cost to You
On Going Support & Site Maintenance	Included / No Cost to You
COST ESTIMATE	\$29,550.00

*This site will be SEO optimized and ADA compliant upon release of the site to the client. Studio Center cannot be held liable for any added content, past the point of turnover to the client, that is not ADA compliant or SEO optimized. Please contact Studio Center for assistance as needed. We would be happy to help.

ADDITIONAL ITEMS - DESIRED FEATURES
Virtual Tour Video Production and Edit for Berglund Website
Video Production
1 Day Shoot on location @ Berglund Center

- Director/DP & Producer
- Location Scout
- Audio, Gaffer/Grip, HMU, Teleprompter Op.
- Craft Services
- Media Management/Hard Drives
- (1x) Voiceover ANNCR Talents - Web Usage Buyout
- Camera (360 camera and lens package)
- Wardrobe
- Travel

Video Post Production

- Video Edit for: 1x up to 5 mins
- Color Correction
- 2D Graphics for titles, lower thirds and end card
- Audio Mix & Music Library
- Footage Archival
- Link to downloadable deliverables in 1080p
- ****ADDED VALUE**** Behind the Scene Video

VIRTUAL TOUR ESTIMATE TOTAL:
+ \$ 15,750.00

STUDIO CENTER / CONTACT INFORMATION.

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Thank You.