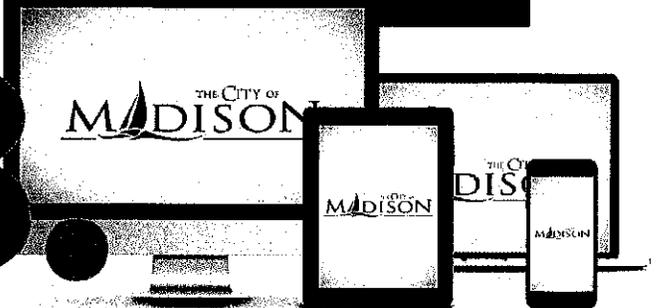




**WE ARE
WEB**



CITY OF MADISON, SOUTH DAKOTA

EXECUTIVE SUMMARY

= hosting charge -
= no annual
maintenance
agreement

At 44 Interactive, we pride ourselves on operating with a start-to-finish, hands-on partnership with our clients, managing all things web related, all the while adhering to our client's corporate strategy, end goals, and budget.

44 Interactive is a full-service, digital marketing agency that takes tremendous pride in providing our clients with forward facing, highly functioning websites and web tools built completely in house. Our size allows us to be a very nimble and responsive web agency, able to react to market conditions quickly and provide fast turnaround as needed, while providing the very best in **creative thought** and **strategic direction**.

We've worked on digital marketing campaigns for national brands like Sony, Crestliner Boats, Benjamin Moore Paints, and Columbia University. We have also developed websites for regional brands such as SDN Communications as well as higher education institutions like Mitchell Technical Institute.

We are well prepared to work the **City of Madison, South Dakota** in all aspects of designing and developing your new website. We feel our past work speaks for itself, and our commitment to excellence and our customers is unmatched. Our recent work and testimonials can be found on our website, including a recent South Dakota ADDY Award for our Bridger Steel website & Mitchell Technical Institute website. Past projects for other companies such as Association of General Contractors, Home Builders Association of the Sioux Empire, and Persona Signs, Inc. who all shared similar goals and objectives, as well as our 8+ years of web design and development experience have given us a strong level of understanding and familiarity with the challenges associations face online, and the winning formula needed to bring a cutting edge website to market.

At 44 Interactive, **we work tirelessly** to stay on the cutting edge of the ever-changing landscape of interactive technologies, methods and practices. We firmly believe your web presence, both strategically and tactically, can be improved upon, and, that 44 Interactive is the company with the fresh perspectives, diverse in-house talent, collective creativity, responsiveness and resources to make it happen.

We are confident we will **exceed your expectations** and achieve all your objectives, and welcome the opportunity!

COMPANY INFORMATION

44 Interactive is a LLC business formed in Sioux Falls, South Dakota and has been in business over eight years, with James Lather as the principal owner. We currently have a staff of 12 people covering all facets related to online web design, development and digital marketing. Working with clients on web related projects requires a commitment and understanding of branding, strategy and marketing which we feel we're very good at, and our customer feedback, awards and recognition supports.

COMPANY INFORMATION

44 Interactive

1602 S. Western Ave., Sioux Falls, SD 57105

www.44interactive.com | info@44interactive.com | 605-334-4464

KEY PERSONNEL

Jon Peterson | Digital Account Manager Serving as one of the primary contacts, Jon facilitates and supports in varied capacities related to content strategy & migration, digital communications, overall strategy UI/UX and digital marketing facilitation. His experience with web, and web marketing are invaluable from an inbound marketing standpoint and lend much value to the overall process. Jon graduated from the University of North Dakota in 2008 with a degree in Business Management.

Chelsea Weber | Digital Project Manager Serving as another primary contact, Chelsea facilitates all the moving pieces, such as flowcharting, wireframing, preliminary design, front end development, full development and content migration. As the project manager she is capable of working with multiple clients guiding their projects from conception to completion within required timelines. Her commitment to services is unmatched in the industry. Chelsea graduated from the University of South Dakota in 2013 with a dual major in Public Relations and Contemporary Media.

Travis Quam | Creative Director Anything regarding Naming, Branding, Logo Creation, Website Design and UI/UX, Travis has collaborated on—and maintained—high-level positioning, strategy, design, and creative direction on numerous online and offline accounts & campaigns for 44 Interactive. He has a Design Degree from Sessions School of Design in Arizona, and has done work for the Phoenix Suns of the NBA and many local, regional & national brands.

Bryan Ahrendt | Senior Developer Serving as the primary developer on this project, Bryan is our most seasoned developer. He has considerable experience developing robust backend solutions for our clients, including a custom built CMS gaming solution called Daily Joust for former EA Sports executives, as well as other custom solutions unique to clients such as Mitchell Tech, Van Buskirk Companies & Persona Signs. Bryan graduated from Dakota State University in 2008 with a degree in graphic design and multimedia web development.

RELEVANT EXPERIENCE & QUALIFICATIONS

CORE SERVICES

Responsive website design
Website development - PHP
Custom website solutions, functionality and integration
Branding, Marketing & Graphic Design
Online Banner Advertising | Retargeting, Segment, PMP & DSP
SEO - Search Engine Optimization | Local, Technical and Content
SEM - Search Engine Marketing | Google Certified Partner
Social Media Management and Marketing
Content Creation & Execution
Email Marketing
Video Creation & Marketing
Mobile Apps and Mobile Marketing

AWARDS & RECOGNITION

The South Dakota Advertising Federation has recognized us for Design and Development awards on a regular basis. In 2015, our Bridger Steel project won best of show for all things digital. Other recent website award winners & association websites are listed below:

HBA Sioux Empire	www.hbasioxempire.com
Bridger Steel	www.bridgersteel.com
Sertoma Butterfly House	www.butterflyhousemarinecove.org
Mitchell Technical Institute	www.mitchelltech.edu
South Dakota Association of General Contractors	www.sdagc.org
Dakotas Conference of the United Methodist Church	www.dakotasumc.org

REFERENCES

PERSONA SIGNS

personasigns.com

Contact Information

Dennis Holien - Owner
605-868-0834

Dates of Services/Contract

44 Interactive has worked with Persona Signs since mid 2015 and were tasked with launching a fully responsive website that incorporated a new brand identity in support of their position in the market, along with custom backend functionality designed to leverage the site as a true marketing portal.



Testimonial

"We have enjoyed working with 44 Interactive and value their expertise as it relates to design, branding and website design. The work they did for us at Persona Inc. and DakotaPost have taken both companies to the next level as it relates to their overall branding, marketing and web presence. I recommend 44 Interactive to any company looking for a competitive edge online."



Description of Services and Requirements

Team 44i recently worked on a rebranding effort and a new responsive, user-friendly website that better represents Persona and its company growth. The Persona brand redesign includes an updated logo and tagline, along with a bold new color. The new Persona logo is easy to read and clearly communicates the company services and mission. The new Persona website is bigger and bolder. It showcases their range of products and all of the market verticals that they service for clients. The user-friendly site attracts both new clients looking for a sign vendor and current clients who are looking to request new quotes. An accessible blog-like news section allows the company to post updates with industry and company happenings. In exploring the new Persona site, clients get to experience the familiar company they've known for 35 years, but now with a true sense of the company's scope of operations. As the fifth largest sign maker in the country, completing more than 7,000 projects each year for more than 50 national customers, Persona is now truly represented online.

MITCHELL TECHNICAL INSTITUTE

mitchelltech.edu

Contact Information

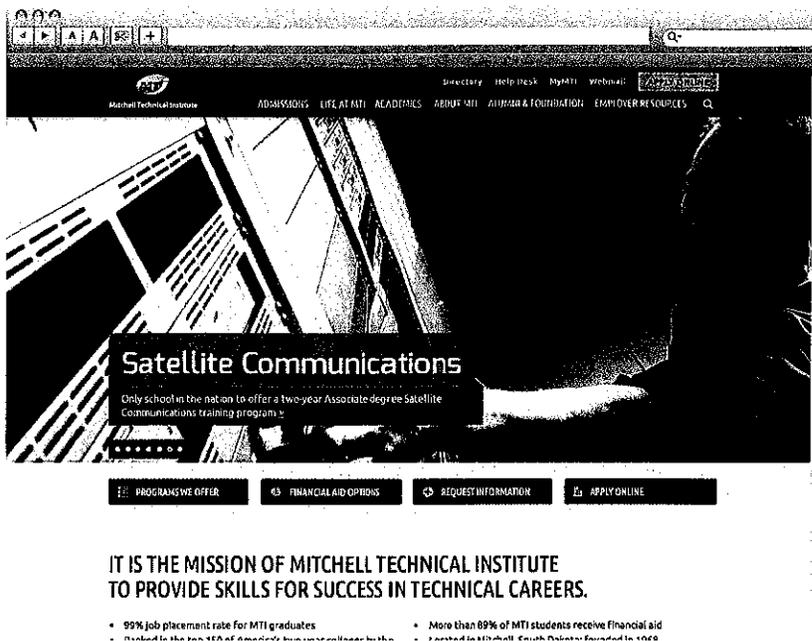
Julie Brookbank - Director of Marketing / 605-995-3026

Dates of Services/Contract

44 Interactive has worked with MTI on their custom website project, as well as ongoing SEO efforts since February 2014.

Testimonial

"Working with the staff at 44 Interactive was a great experience from start to finish! Their design team worked with us throughout the process to make sure that our new website was exactly what we wanted it to be. As we neared the launch date, the technical team worked tirelessly to address the glitches and to ensure that the site would debut with a "wow" factor. They really delivered on all parts of the project, especially the responsive design and some functional features that address the needs of our users, both external and internal. We are very pleased with the new site and look forward to working with the 44 Interactive team to continue to keep our site fresh and effective!"



Description of Services and Requirements

The new website we designed for the MTI has a contemporary look to it, is forward thinking and easy to navigate, and provides current and incoming students, as well as other site users with easy to access information, an intuitive admissions section, and readily available news and events module. Our client wanted a simple solution that provided relevant information at the fingertips of all users, including housing facilitators, employers, administrators and students which is exactly why our customizable CMS was the right solution. We added the ability for employers to post jobs, companies the ability to post the availability of housing, a full course curriculum, landing page creator, custom forms and social media sharing functionality. The site is fully responsive as well and provides a custom design for every browser window.

This site won a South Dakota Advertising Federation ADDY AWARD for design excellence in February 2015!

HOME BUILDERS ASSOCIATION OF THE SIOUX EMPIRE

hbasioxempire.com

Contact Information

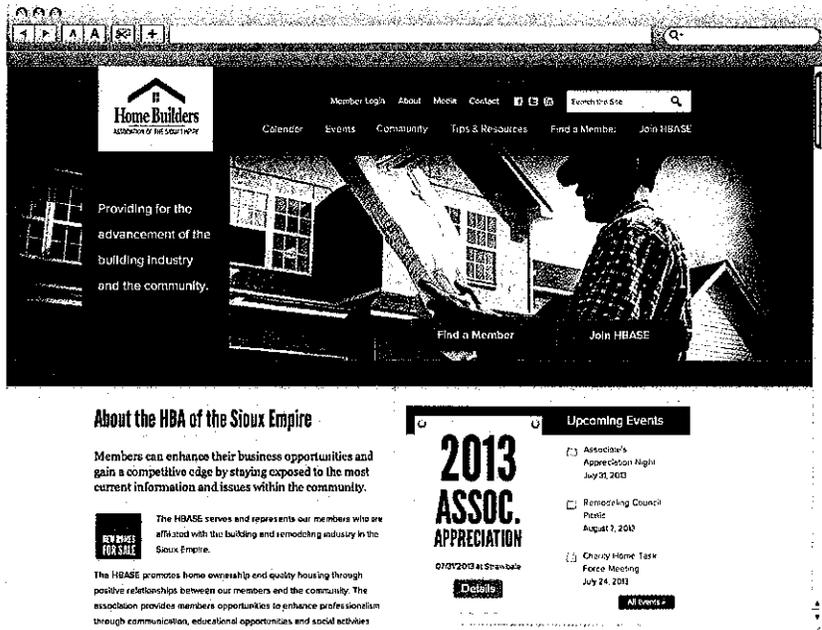
Lisa Ottmar - Membership Director
605-996-6552

Dates of Services/Contract

44 Interactive has worked with HBASE for many years on multiple fronts, but specifically on their website project since October 2011.

Testimonial

"Dear 44 Interactive, Thank you all so much for all your hard work on our AWESOME website. You all are VERY talented at what you do! Thank you again."



Description of Services and Requirements

The Home Builders Association of the Sioux Empire came to 44 Interactive for a custom re-design and development web solution with two areas of focus: growing their current membership by acquiring new members online, and retaining their existing membership by showcasing all the benefits of membership and ways the HBASE can grow their personal businesses. Working closely with the HBASE, we created a custom web layout and design focused on these needs, along with numerous new features, including a custom mobile design. The HBASE also required a robust calendar for their many events, as well as an online event registration & payment component allowing for multiple payment options for their members, including an invoicing method of payment. As a directory for local businesses in and around Sioux Falls, and a resource of information for the homebuilder and homeowner, there is a lot of content and directories necessary, and the custom CMS we built can easily handle the information and the HBASE's continued growth.

BRIDGER STEEL

bridgersteel.com

Contact Information

Laura Kirkland - Web & Media
Coordinator / 406-388-2503

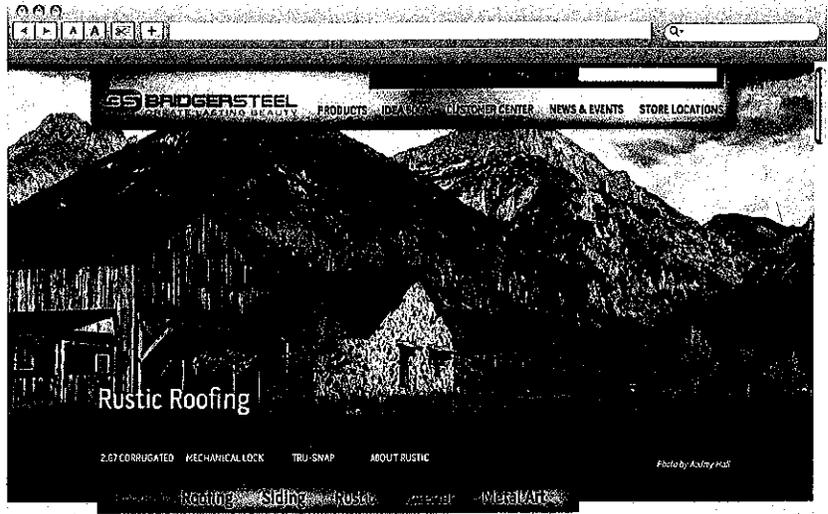
Dates of Services/Contract

44 Interactive has worked with
Bridger Steel since June 2013.

Testimonial

"I was impressed with 44i during the interview process. Their previous work was right in line with what we were looking for - but when they showed me their content management system, they really stood out. As the site administrator, I knew I would be in the CMS daily and seeing how the structure & design would perform for me was equally as critical as

how the public side performed for the user. Our new design is breathtaking and our UX is top notch. Our traffic is up 55% from this same time last year and our email inquiries are up 1250%. I work with Jon and Joe on a regular basis even now after the site has launched. They address any needs I have with solutions and offer creative ideas when I'm trying to tackle something new. I appreciate their friendly customer service and collaborative approach. 44 Interactive stayed on budget and delivered an outstanding redesign for us. I give them my highest recommendation. It's been a great experience working with 44 Interactive."



OUR PROMISE.

Home
Equal parts strength and beauty. That's what you'll find in our collection of metal roofing and siding products. We've designed our metal roofing and siding to protect the things that matter to you most - and so help you get the most out of them.

THE BRIDGER STEEL DIFFERENCE



This site won South Dakota Advertising Federation's "BEST OF SHOW" ADDY AWARD for design excellence in February 2015!

SITE DEVELOPMENT METHODOLOGY

During every step of our process, the entire 44 Interactive team is involved in all aspects of a website design and development build, providing valuable insight and ideas along the way. We strongly feel that a team of individuals working towards the same end goal, every step of the way, will always outperform single individuals working on selected tasks throughout any project.

At 44 Interactive, we take a structured approach to every project. For a project of this size, our proposed timeline would be six months and we would look to launch the new signs.org website in Q1 of 2017. We begin every project with a flowchart. The flowchart is a strategic blueprint for how the new layout of the website will be structured. The new layout of the website is organized based off analytical data we gather from assessing the current website analytics, as well as the known needs of your primary user base and the expected user experience each of those user groups desires. Also, during this stage we proceed with gathering information related to the design, look, feel and mood of the website. Our design brief questionnaire helps us get to the heart of what our customers want their site to look like and what need to be conveyed.

Once the flowchart and site concept are finalized we move into full design. This is where the responses to the design brief questionnaire are fully maximized. Our design team gathers all project information including the website flowchart, site concept, as well as the known needs for all our user groups and what specific calls-to-actions each has to compose a home page design that focuses on the primary goals and objectives of the new website.

Once the design is approved, development begins and our design team then starts to layout interior designs and the responsive views. During this phase we're in the process of transferring all relevant site content and gathering any new content for any/all new pages outlined in the flowchart. When development is completed the website is tested internally across all modern browsers, devices, and operating systems. After the site has been internally tested we send out a preview link to the client. While in preview, the website can be interacted with as if it were live and we perform our initial CMS training with the client so they have the capability to access the CMS and make any additional updates. Once all content has been finalized and approved we deploy the new website to the hosting server and take the new website live.

PRICING

CITY OF MADISON, SOUTH DAKOTA

PROJECT NAME: COM WEBSITE 16-0826

www.cityofmadison.com

Project Specifications/Details:

- Custom Website Concept and Flowchart
- Custom Responsive Website Design
- Website Development (PHP, CSS & HTML5)
- CMS Setup and Customization
- JavaScript Slideshows & Photo Gallery Module
- Site Search
- Pages, Video & News Modules
- • Online Utility Payments
- Social Media Integration & Direct Social Posting via CMS
- Employment Module
- Newsletter Sign-up
- • Custom Online Forms Generator (Contact Us, Surveys, Applications, Permits & etc.)
- CMS Training & Ongoing Support
 - No maintenance contract or fees for training after launch
- Content Migration & Support
- Baseline SEO: Google Analytics, Webmaster Tools & Schema Set-Up
- Thorough Testing & QA
- Project Management & Meetings

ESTIMATED TOTAL PROJECT	\$8,500
*ANNUAL HOSTING FEE	\$350

Our Project Cost estimate is based on a thorough review of your RFP, your current website, the inner workings and conversations of what we understand are primary needs for a site of this nature. We stand behind our quote and will deliver a new website to you at or below this price based on the above components listed.

Should the specifications of the project change throughout the process of completing it, the final cost will be adjusted accordingly. Additional work outside of scope is billable at \$125 per hour.

Payment installments are as follows = 50% at execution of contract (signed acceptance of proposal), 50% upon completion of design & development and delivery of site in preview stage. Tax is additional.

CONCLUSION

The City of Madison is poised to take a tremendous leap forward with a new and an engaging website. With a fully functioning, user friendly website, you will be able to effectively leverage the power of the web to further advance your purposes and mission online. With a state of the art website, backed by strong digital marketing messaging and user functionality your online audience will have no problem accessing information on your site, and leveraging the tools made available.

Simplicity and easy access to desired and relevant information is paramount for your website visitors, as is maintaining a consistent website, with structured, useful, and up-to-date information. Our CMS allows for ease of use and the ability to achieve those results. The presentation of information and flow will be seamless throughout the site, providing visitors, both new and returning, with the ability to obtain the relevant information desired in as few clicks as possible.

44 Interactive has considerable experience supporting complex websites with robust, yet easy to use CMS solutions and tools. As for digital marketing, 44 Interactive services clients of all sizes with technologies and strategies related to search engine optimization, search engine marketing, social media management and marketing, email marketing, banner advertising and video. If it involves marketing to your audience online, we have the technology and expertise to deliver and generate results.

We are ready and prepared to provide you with a state of the art, fully responsive website that exceeds expectations, increases online interaction, and creates efficiencies. Couple this with our custom, award-winning designs, mobile friendly "responsive" development & unique website tools, and it is clear 44 Interactive is positioned to deliver on a new website for the City of Madison. We are excited to ensure your goals and objectives are achieved in a manner that will make a lasting and positive impact.

We very much look forward to adding the City of Madison to our long list of satisfied customers, and building you a **WINNING** website **THAT WORKS!**

Sincerely,

Jon Peterson
Digital Account Manager