

**This is
a proposal
prepared for
Amherst
Industrial
Development
Association.**

A letter from your partners.

19 ideas started from one big one—building a creative agency with an environment that rolls up into better work for our clients and, ultimately, benefits the larger community. After more than a decade in business, hundreds of happy clients, and accounts spanning industries and states, we close in on this goal every day.

We know firsthand that who you choose to bring into your organization is an important decision. Striving to learn the ins and outs of your business and the unique approach you take to your work matters, and it's how we ensure our clients have solutions that not only work but are tailored to their strengths and goals. Like you, we strive for excellence in our field and prioritize tangible results that advance business goals.

This alignment, coupled with a partnership rooted in trust and respect, fosters great work that delivers. We believe that together, we can achieve everything you seek and then some. We hope to be partners in purpose with you.

We thank you for your time and look forward to discussing our proposal with you.

With gratitude,



Katie Krawczyk
CEO & Partner

202 215 3922
katie@19ideas.com



Dan Gigante
CTO & Partner

716 222 0326
dan@19ideas.com

Allow us to introduce ourselves.



We are marketers who believe in partnership; artists who believe in scientific results. Our integrated team is confident in our crafts and prepared to roll up our sleeves so we can stay ahead in our industry and in front of our clients' needs. We're ready for a new challenge — and we're ready to get to know you.



We believe in the collision of art and science. We also believe in relationships - that great partnerships make for exceptional work. Our team works as an extension of our clients' to develop purposeful marketing strategies that make a difference. **That's the real bottom line.**

19TM



We bring partnership to every project.

43NORTH



"We have benefited greatly from our ongoing partnership with 19 Ideas. Redesigning the Institute's brand and logo added energy and passion, and the new website makes our services more accessible and is a huge help with fundraising. 19 Ideas is a responsible and creative partner — they make it easy to use technology to improve our organization!"

Eva Hassett
Executive Director
International Institute of Buffalo



boyden



D'YOUVILLE

Conviction: 9

Good companies keep good company.



"Expanding and building onto an existing campaign is never easy. Add to that the disruption of COVID and that path could've been even rockier. The professionals and 19 Ideas brought new insight and a fresh approach to Just Tell One at the right time, seamlessly. Thank you."

Carol Doggett
Senior Director of Marketing and Outreach
Mental Health Advocates of WNY



We've done our research.

Here's what we've observed about Amherst Industrial Development Association:

- ✓ AIDA needs a new website to serve as the front page for the existing websites AmherstIDA.com and Amherst.NY.US. It's important that the website have an innovative, modern, and appealing look that feels cutting-edge.
- ✓ Those visiting your website are most often C-suite business professionals and consultants, so they need to be able to access the tools and resources they are looking for on your site quickly and easily.
- ✓ Data collected on the website needs to integrate with a CRM that you will choose and implement soon.
- ✓ You are very SEO conscious and know it is important to work with a partner who will build the site with SEO best practices in mind, plus ensure that all foundational SEO elements are in place at the time your site goes live.
- ✓ The site must also be built to feature your GIS/mapping tool.

Our agency capabilities.

About 19 Ideas

19 Ideas is a strategic marketing agency headquartered in Buffalo, NY. We are a New York State Woman-Owned Business Enterprise (WBE) committed to finding value in our relationships, our products and services, and our community.

Our team offers our clients access to a unique array of integrated marketing services, in-house specialties, and experienced marketing professionals. From digital marketing and website development that yield tangible returns on investment to nationally recognized creative and public relations work, we root each of our offerings in strategy. We have a knack for applying creative know-how, technical problem-solving, and attentive service to work that allows our clients to achieve their goals.

19 Ideas' experience in the **economic development space** starts with our CEO & Founding Partner Katie Krawczyk. Before founding 19 Ideas, Katie worked as Director of Communications for Empire State Development. She led communications and public support around projects throughout the 5 counties of WNY, as well as across all Upstate New York and several key Downstate New York projects working with I LOVE NY, Brooklyn Bridge Park Development Corporation, Harlem Community Development Corporation and Moynihan Station Development Corporation.

Additionally, throughout our history in Western New York, 19 Ideas has provided marketing and communications services for community-centric organizations working in economic development, community development, construction, and tourism including Erie Canal Harbor Development Corporation, Erie County Industrial Development Agency (via Industrial Land Development Agency), Invest Buffalo Niagara, the Buffalo Niagara Partnership, the Niagara Frontier Transportation Authority, and Visit Buffalo Niagara. We've provided marketing and communications services for several important and notable projects in our region including the Buffalo Niagara Medical Campus, GO Buffalo Niagara, Larkin Square, Erie County Department of Health, and Erie County Department of Social Services.

We understand what matters most to communities and know how governments, non-profits and businesses need to work together to create a thriving region. We also know how people need information to be kept informed about important developments in the community that has an impact on their quality of life and the region's overall economic health and vitality. Between our intimate knowledge of economic development and government workings and our unmatched experience and talent in the digital marketing and web development fields, no one is better suited for this work than 19 Ideas.

Years of Experience

19 Ideas has been providing creative, branding, and web design and development services for nearly 13 years. Additionally, our Chief Technology Officer, Digital Director and Creative Director all have 20+ years designing and developing websites for a variety of clients.

Online Portfolio

We encourage you to view our website and browse our online portfolio of previous design and development projects at <https://19ideas.com/work/>.

Our approach.

No matter how big or small a project, we take a multi-phase approach and work collaboratively with you during each phase of work. This ensures we are aligned on our progress and in-sync with next steps. Each creative and/or development deliverable stage includes two (2) rounds of revisions and one (1) round of approval with minor edits. Each stage will consider ADA Compliance and the site will be built based on coding best practices.

Discovery

During this phase, in-depth meeting(s) between 19 Ideas and your key stakeholders will be held to finalize and document project requirements, gain access to necessary tools and platforms, and initiate creative processes.

Some of the key areas we will focus on include:

- Intended user journeys for your website.
- Auditing and/or planning for all target audiences.
- Review of existing brand guidelines.
- Evaluating technical needs (i.e., forms, etc.) and aligning on conversion goals.
- Defining the approach for required technical integration(s).

During this time, we will establish goals, key performance indicators (KPIs), identify additional project requirements and work with you to define what successful outcomes look like. Following the Discovery phase, 19 Ideas will communicate any changes to the initial scope as originally outlined in the Proposal.

Website Content Strategy, SEO & Sitemap

We will begin the website process by devising a comprehensive content strategy. This will include defining your goals and audiences, building a site navigation structure, and formalizing a recommended sitemap that enables an improved, streamlined user experience. The content strategy will make it clear to the user what content they are accessing and help them continue their journey with links to related topics. Additionally, foundational SEO will be evaluated prior to Website Deployment to ensure best practices are followed for URLs, titles, and meta descriptions.

Content Creation and Training

Once the Content Strategy has been finalized, and in collaboration with the design phases (described below), the content development phase will produce the copy and content elements for the website. For this project specifically, 19 Ideas will provide a content guide and corresponding training materials to allow you and your team to produce/author copy and select/source media assets for use on the website. Prior to Website Deployment 19 Ideas will offer copy proofing on up to twenty (20) individual pages to check for grammar, punctuation, and consistency.

Wireframes

Following approval of the sitemap and website structure, our teams will work collaboratively to confirm fundamental functionality, page layout, features, and content hierarchy for the site through wireframe designs for the home page and ten (10) other key website pages. The deliverable will include a suite of modular elements that will be used to design and build the remainder of the site's standard pages. This will ensure consistency of look and feel to support marketing efforts, ease future maintenance of the site, and allow for flexible page layouts.

High-Fidelity Designs

Once wireframe layouts are approved, our team will then demonstrate the full-color aesthetics and layout of the site through high-fidelity user experience design comps showing how the imagery, integrated video, typography, and graphics will create our desired user journeys.

Development

To develop your new site, we will set up an environment with a functioning user-friendly and mobile-friendly WordPress staging site for reviews, user acceptance testing, and approval of content, imagery, and functionality before going live. We will update your websites page titles and descriptions, then re-submit the site for indexing as a final step in the website deployment phase.

Quality Assurance & User Acceptance Testing

Informed by best-practices, we will undertake a thorough QA process to ensure the website is pixel-perfect for launch and meets all requirements with respect to security, cross-browser functionality, and speed. User acceptance testing is a critical part of this stage. This involves the Client testing and validating that website content and functional requirements have been met and are approved for deployment.

Website Deployment

Following Client performed user acceptance testing (noted above), websites hosted through 19 Ideas preferred provider, Kinsta, we will coordinate with Client stakeholders to update DNS configurations to point at the new webhost at time of deployment and submit the new sitemap for re-indexing. At that time a separate hosting and maintenance agreement will be issued.

For websites to be hosted by the client or through a third-party, 19 Ideas will package and provide website code, database, and media assets in a manner that the website can be deployed by the Client to the preferred hosting provider. If additional support from 19 Ideas is required to deploy the site to an alternative hosting provider, that time can be planned for and included in the final scope of work.

CMS Training

We will facilitate a one-hour virtual group training session to teach staff how to utilize, update and maintain the website.

Additional Service Offerings

On-Site Photo Shoot

Our in-house photographer and videographer resources combined with the experienced art direction our creative team provides makes us a perfect fit for photos, videos, animation work and more. In the beginning phases of this website project, we will come up site and an up to 3-hour photo shoot to collect photo assets for your new website.

In addition to web design and development and photography, 19 Ideas is proud to also offer the following services:

Service	Description
Brand Strategy	Your brand lives everywhere and leaves its fingerprints anywhere your organization goes - every interaction is a brand interaction. We work to harness what people see from you, what they hear from your people, and why it impacts them - in the big moments and the small. "Brand Trust" means you cover ground at every level, in both internal and external communications, and that you're consistent in your "why". We begin developing your brand at the ground floor with your Mission, Vision, and Values. We can also develop shared language We then work our way up through your tonality, and harness your existence through logos, colors and visuals that amplify it all.
Creative Services	Our goal is to make work that meets people where and how they are. We understand that Creative is only as good as its placement and purpose. We focus our efforts on the audience at hand to create location-specific visuals and language that builds trust. What that lands, is an integrated effort including traditional media buys, collateral, digital targeting, web presence, community outreach, video and more. We weigh the different mediums to make sure your brand and our creative arrive at the right place.

Content Development	Presenting and representing your brand through words is just as important as the visuals. Deploying your brand's voice and tone to create clear, actionable messaging that resonates with your target audiences is our goal with respect to all types of content development. We execute thorough research, writing and editing, as well as long-term planning for ongoing content development programs.
Pitch & Presentation Decks	Often the first opportunity new customers have with you and your brand is through a presentation deck. It's critical they represent your brand and your services well. Our team can create visually engaging, instructive pitch and presentation decks that are tailored to your audiences. For leave-behind decks, these may need to include more copy to guide the audience through the presentation. For decks that a team will be presenting, copy may be more limited with transitional slides to go between topics.
Campaign Development, Strategy & Management	Campaign Strategy is the overall framework and planning that will shape and guide development and execution of marketing campaign(s). We focus on identifying and reaching your target audience(s), finding ways to accomplish your desired action(s), identifying, and tracking key performance indicators (KPIs), as well as highlighting your competitive point of difference (POD). Our team can handle both the high-level strategy and planning, as well as the tactical execution of your marketing initiatives including SEO/SEM, paid digital and social marketing.
Web, App & Software Development Services	Our Development Services, like our Creative Services, are comprehensive and include both front-end user interaction and user experience (UI/UX) development - bringing to life what our creative team designs, as well as middleware and back-end development to create the connective tissue and corresponding data layers that support larger, enterprise-scale solutions. We can not only provide execution support, but also higher-level planning and system architecture and consulting services to make sure that you are utilizing the best tool for the job. We will consult and make recommendations regarding buy vs. build technology and serve as a consultative resource for teams without a robust internal IT team.
Persona Research & Focus Groups	Persona Research and Focus Groups are mechanisms that allow our team to better understand your target audience(s). We focus on building a narrative through qualitative, 'human-centric' research, and a combination of both qualitative and quantitative surveys and questions that allow us to explore overall awareness, engagement with your brand, customer/consumer preferences and reactions. Building personas allows us to differentiate the wants, needs, expectations, behaviors, and goals for each type of customer you have, and enables us to create content, digital and marketing strategies to engage with these different audiences effectively. Your brand has a distinct story and a unique point of difference - this process allows us to uncover and expose that, and then leverage that into strategic customer journeys that align with your key business objectives.
Copywriting & Copy Editing	Our copywriters are responsible for presenting your brand in a clear, articulate, and thoughtful manner that resonates with your audiences. It can take many forms, whether it is a headline for an ad, a blog or article for a website, or even the tagline for your brand. Additionally, we can provide copy editing services to optimize existing copy for keywords in digital projects and to ensure all written materials adhere to Brand Strategy and Brand Voice.
Public Relations	Public Relations involves strategic communications from your brand to the public. These communications are carefully crafted to manage and preserve your brand's public image and reputation across owned, paid, earned and shared media channels.
Ongoing Digital Marketing	Our Digital Marketing team is well-versed in executing campaigns across multiple digital touchpoints to help your brand achieve its marketing goals. Using the top digital marketing techniques in SEO, PPC, content marketing, social media marketing, and analytics, we craft an integrated digital marketing strategy that is unique to your business needs. We believe in precision targeting and data-driven analysis to ensure that every digital marketing dollar is maximized for your business.
Photography & Video	Our in-house photographer and videographer resources combined with the experienced art direction our creative team provides makes us a perfect fit for photos, videos, animation work and more.

Account service that supports your business.

Collaborative Approach

We welcome and encourage collaboration with all our clients! We begin the engagement with a kickoff meeting where we cover introductions, roles/responsibilities, and review the project timeline and client expectations. We feel it is critical to ensure that all key stakeholders have a comfort level with the team and project approach. We will review the project goals and objectives, both current and future state, and walk through our proposed solution explaining how the solution is helping to achieve those goals and objectives. Throughout the project, there will be multiple checkpoints and reviews both at the creative and the development stages, to allow for feedback to be incorporated. Ultimately, we want you and your team to feel just as invested in the solution as us. We want to reach the finish line and launch your new website, together, with everyone feeling a sense of accomplishment for the role they played in making it happen.

Performance Management

While there are standard metrics that we look at – website traffic, bounce rates, time on page, click-throughs, referral links, etc., every client is unique, and we will always establish Key Performance Indicators (KPIs) that align with our client’s specific goals. For example, you are looking to increase website traffic, but you are also looking to make sure you are engaging with a multitude of target audiences. We are going to want to monitor overall traffic to the site, but also traffic to landing pages that target these individual audiences. Even further, we are going to want to monitor how long those individuals stay on those pages, what content they are downloading/engaging with, do they submit a lead gen form, etc.

Account Team

We feel “fit” is hugely important. We focus on fit with our new hires, as well as our project assignments. We assign our project teams based on a combination of factors including the project work, business verticals, and your current and future business goals and objectives. The team members above were strategically selected for this project and include the following key resources that you will engage with regularly:

- **Brand Manager:** Your primary point of contact for the project. Your Brand Manager will facilitate all project meetings and will coordinate with the 19 Ideas team to execute the project.
- **Account Sponsor:** The Account Sponsor will be a member of the 19 Ideas leadership team, holding a position of Director or higher, and will serve as both a strategic project resource and escalation contact.

Meet your project team.

Combined, your project team has 60+ years of experience in web design and development. To learn more about everyone, please feel free to check out their full bios online at <https://19ideas.com/about/>



Marley McCormick
Brand Manager



Bob Henry
Digital Experience
Director



Hannah Lin
Associate Creative
Director



Brian Battenfeld
Senior Front-End
Developer



Christa Glennie
Senior Copywriter



Bill Dubiel
Digital Marketing
Specialist



Janelle Harb
Project Coordinator

Summary of pricing, billing, and timing.

Pricing Structure

Our pricing structure is based on the estimated level of effort to complete the requested work. Our estimates are meant to be comprehensive, meaning if the scope of work doesn't change, neither will our price, even if it means we need to put in a bit of extra time to get the project done right.

Project Cost

Based on the outline of the project as presented, we estimate that the comprehensive project cost will be \$35,000, pending final creative and technical requirements analysis and alignment. Please note that this estimate assumes that the Client will have the responsibility to create the content and enter the data on all subsequent pages, following the delivery of the initial representative page template by 19 Ideas. For example, 19 Ideas would design, develop, and provide a team bio detail page, and subsequent team bio detail pages would be authored and published by the Client.

Additional Service Offerings

Onsite photoshoot and other service offerings will be scoped separately. Half day (four hour), onsite photoshoots start at \$2,400, pricing is inclusive of preplanning/meetings and necessary postproduction.

Signing Discount

19 Ideas offers a 5% Agency Fee discount when a Statement of Work is signed within 10 business days of proposal.

Ongoing Costs

The following are costs that would be ongoing following the launch of the website.

Service	Description	Cost
Possibilities Retainer	To support the future evolution of your website, we offer scalable support engagements, or "Possibilities Retainer", starting at a minimum of sixteen (16) hours, to accommodate future needs. This bank of hours will be used to implement changes and provide ad hoc support and can be used towards any services provided by 19 Ideas. Hours purchased in quantity are offered at a discount and expire after one (1) calendar year. Hours can be purchased in either a one-time or monthly recurring manner and as the bank of hours is used, additional hours can be purchased to ensure 19 Ideas is continually retained to support your website.	Starting at \$2,320/year
Licenses & 3rd Party Fees	At present, we would expect to utilize the following 3rd party tools as part of the website implementation: <ul style="list-style-type: none"> Gravity Forms – A flexible and highly-customizable website form creation and management tool. A license is provided as a part of our annual Website Hosting & Maintenance service. GIS Service – We will vet a 3rd party integration such as LOIS or similar. Pricing models to be determined at that time. Cost for purchasing 3rd party integration is outside the scope of this estimate, but integrating your selection into the website falls within this scope of work. <p>If during the discovery process if we identify a tool, plugin or service that would be beneficial and fulfill a project requirement(s), the use case will be documented, and you will be provided with the opportunity to review and accept any additional fees associated with the recommended items.</p>	TBD
Website Hosting	Hosting with 19 Ideas is not required, however, it is highly recommended and results in a reduction in support cost and improved response times. Details about Kinsta, its infrastructure, privacy, redundancy, security, and up-time are provided in the technical portion of this proposal. Additional details can be provided upon request.	\$995/year*

	<p>Website Hosting & Maintenance costs will be determined by maintenance cadence and website traffic and storage details provided in the Discovery phase. The initial invoice will be based on the live deployment date of the website and the amount will be prorated through the end of that calendar year.</p>	<p><i>*Based on the RFP, we are comfortable recommending this hosting tier, but are happy to review the hosting tier options with you with respect to redundancy, capacity, etc.</i></p>
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Project Plan

As we move into the execution of work, and have a formal start date, we will provide a more detailed Gantt chart view that outlines various dependencies and efficiencies that allow us to execute work in parallel, factors in holidays, etc. Approvals for header, footer and homepage are critical at the wireframing phase (allowing us to begin High Fidelity creative while key inner page wireframes are completed) and those same site elements (header, footer, and homepage) receiving High Fidelity creative approval allows us to begin development.

Phase	Length of time needed
Discovery & Onboarding	1 – 2 weeks
Brand Audit	2 – 3 weeks
Brand Story	2 – 3 weeks
Visual Brand Development	4 weeks
Content Strategy & Wireframes	4 – 6 weeks
High-Fidelity Designs & Copywriting	5 – 7 weeks
Development	5 - 7 weeks
QA and Testing	2 - 3 weeks
Site Launch & Training	1 week

Our work speaks for itself.



43North

Web Development / Creative

With a fresh brand guide and a sleek new website, 43North is poised to grow into an even more significant player in the startup ecosystem. Its new online look shows the world how, since its inception in 2014, 43North has held its own in the accelerator space and is poised to attract investors and founders who believe Buffalo, NY, is the right place to foster and focus their business interests.

Learn more: 19ideas.com/work/43n-web



International Institute of Buffalo

Branding / Creative / Web

Tasked with creating a new brand and website for the International Institute of Buffalo, we used data and research to establish an identity that works for the Institute in multiple ways. We created a logo that composes an identity system representing the Institute and each of the four departments within. We also tied the new brand strategy to the website content and user experience.

Learn more: 19ideas.com/work/international-institute-of-buffalo



Freedom Network USA

Branding / Creative / Strategy / Digital / Public Relations

As Freedom Network USA's strategic partner, we worked to create new, comprehensive logo, as well as a fully responsive mobile website to serve as an informational resource. We've also worked with FNUSA on content development, social media channel management and strategic counsel to bring audience education, engagement and action to the forefront of their work.

Learn more: 19ideas.com/work/freedom-network

Our diversity practices.

Diversity Statement

19 Ideas is committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion.

Our people are the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and company's achievement as well.

We embrace and encourage our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique.

19 Ideas diversity initiatives are applicable—but not limited—to our practices and policies on recruitment and selection; compensation and benefits; professional development and training; promotions; social and recreational programs; layoffs; terminations; and the ongoing development of a work environment built on the premise of gender and diversity equity that encourages and enforces:

- Respectful communication and cooperation between all employees.
- Teamwork and employee participation, permitting the representation of all groups and employee perspectives.
- Work/life balance through flexible work schedules to accommodate employees' varying needs.
- Employer and employee contributions to the communities we serve to promote a greater understanding and respect for diversity.

All employees of 19 Ideas have a responsibility to always treat others with dignity and respect. All employees are expected to exhibit conduct that reflects inclusion during work, at work functions on or off the work site, and at all other company-sponsored and participative events. All employees are also required to attend and complete annual diversity awareness training to enhance their knowledge to fulfill this responsibility.

Any employee found to have exhibited any inappropriate conduct or behavior against others may be subject to disciplinary action.

Employees who believe they have been subjected to any kind of discrimination that conflicts with the company's diversity policy and initiatives should seek assistance from a supervisor or an HR representative.

We believe in what we do. So do our partners.

Benjamin Grant ("BG"), Vice President for Student Affairs, D'Youville University
Years worked with: 2019 – Present



"Working with 19 Ideas has been a tremendous benefit to D'Youville University. Over the past few years, we have been able to take advantage of the full bandwidth offered by an external agency while still receiving the personalized attention of an internal division. While the services offered by 19 Ideas are what created our partnership, the personalities and care given by the staff are what keep us connected."



Erin Grajek, COO, Buffalo and Erie County Botanical Gardens
Years worked with: 2023 – Present

"The 19 Ideas team is a pleasure to work with. They are thoughtful, honest, and creative and we feel that they really listened to our story. They challenged us to think about our organization in a way that created an authentic approach to bring out the vibrant and charming personality of our brand."

Mike Damiano, Executive Director, Clarity Wellness Community
Years worked with: 2018 – 2019



"Working with 19 Ideas was an incredible experience; we were able to get such great feedback from people, partners, the community, Board Members, and staff. Information was given to us in a meaningful way that helped shape who we think we are and hope to become as an agency. We have embraced the brand attributes and core values and use them often in decisions we make including hiring people who will fit well with our team. We also use them in terms of who we are or want to be both separately and collectively. I would highly recommend 19 Ideas to anyone looking to better define who they are as agency and where they want the future to lead them."



**We look
forward to
what's next.**

19Ideas™
Strategic Marketing Agency

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