PROPOSAL

AMHERST IDA: WEBSITE DESIGN

MARKETING FOCUSED WEBSITE & ASSOCIATED SERVICES

PREPARED FOR
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FIRM OVERVIEW
Black Dog Designs

black dog DESIGNS, LLC is a dynamic, full service marketing agency that will deliver on all your marketing needs. Founded in 2007 by Jesse Tyree, we provide services ranging from organizational branding and web design/development, to marketing strategy and content creation. We have grown from a small creative agency in Glens Falls New York, to a team of a dozen, providing comprehensive branding and marketing solutions across the country.

We've worked with a wide range of clients handling economic development, placemaking, PSA, and tourism campaigns/brands. Consisting of small tourism businesses to regional economic development partnerships, each of these clients requires a different set of communication tools and objectives, reflecting our ability to work in multiple capacities. We work with organizations that have clearly developed brand guidelines as well as develop new brands/campaigns and implement these for organizations. These include:

- NYS Economic Development Corporation - trade show/event materials and graphic design
- Drum Country (St. Lawrence, Lewis, & Jefferson counties) - regional economic development branding and placemaking
- Washington County - tourism (acting as TPA), placemaking, and PSA marketing
- Fairport Office of Community & Economic Development - branding, marketing, and web design for IDA, URA, LDC, and Section 8 Housing Program
- Warren-Washington IDA - branding, and web design
- Tour Cayuga - group tourism marketing and graphic design
- Discover Saratoga - group tourism marketing and graphic design
- Saratoga County - "talent" and workforce attraction marketing

FIRM OVERVIEW
Camoin Associates

Camoin Associates was founded by Robert Camoin in 1999 with a commitment to improving the economic well-being of communities. Along the way, we've completed over 1,700 projects in 46 states and the US Virgin Islands and helped advance prosperity for entrepreneurs, small businesses, multinational corporations, rural villages, cities, counties, and metropolitan regions. Our work has been featured in news articles and broadcasts produced by highly respected national media outlets including the Wall Street Journal, National Public Radio (NPR), and CNBC. Today we are 27 highly skilled professionals who work diligently to analyze and understand data, build consensus, and creatively manage complex situations.

As a firm, Camoin Associates provides our clients with start-to-finish economic development services beginning with analyzing data to refine value propositions to designing and implementing specific business marketing tactics. We work with clients all over the country to determine which industries, sectors, and emerging opportunities are best suited for their region and craft marketing strategies that capitalize on existing assets and characteristics to attract companies and investment. Our work has led to billions in investment, thousands of jobs, and most importantly, improved success and clarity of approach for our economic development partners. Our work with economic development organizations around the country to modernize, strengthen, and focus their marketing efforts to respond to the quickly changing economic development environment. We've done this for:

- State of New Hampshire Department of Business and Economic Affairs – provided content and navigation recommendations to improve their website
- Myrtle Beach Regional Economic Development Corporation – provided a website assessment with recommendations for improvement
- Town of Chelmsford, MA – provided content and redesign guidance
- Specifically, Camoin Associates has worked with dozens of Industrial Development Agencies, including:
- Nassau County IDA – provided content and recommendations for a new website, including creation and ongoing maintenance of the online dashboard
- Broome County IDA – creation of an interactive dashboard tracking IDA projects
- Chautauqua County IDA – development of three dashboards to track

PROJECT TEAM
Black Dog Designs

JESSE TYREE (PRINCIPAL)

- **Role: Creative Director**
- Jesse founded BLK DOG after previously working in print and digital media for Verizon and the Lee Enterprises as a print and web designer. Utilizing sales reps, ad relations, and industry connections, Jesse started black dog DESIGNS. The company has steadily grown into one of the leading web, branding, and ad agencies in the area doing B2B work across the state, Northeast, and Canada. With a customer focus, he has developed many successful business relationships in the digital and social realm, as well as through print brokers and commercial printers.
- In 2015 he was named to the Adirondack Chamber's 20 under 40 Business Leaders. In the same year, BLK DOG was nominated for the ARCC Steve Sutton Business of the Year Award.

- **Speaking Engagements:**
  - Presenter at 2023 NYSTIA Annual Conference on "Developing Short Term Rental Partnerships"
  - Jesse has also served as a panel speaker for the NYS Economic Development Corporation

CHRIS COUGHLAN

- **Role: Senior Project Manager**
- Since joining BLKDOG in 2015, Chris has managed numerous branding and marketing projects for clients both directly in and adjacent to the economic development industry. He helps clients find simplicity in their messaging and identity, all while maintaining authenticity. The result is a visually and strategically positioned brand, primed to communicate the impact of their efforts through personalized storytelling.
- During his time here he has managed numerous clients/campaigns including: Washington County Tourism, Fairport OCED, Drum Country (Jefferson-Lewis-St. Lawrence counties), Tour Cayuga, Discover Saratoga, Chautauqua County), Rensselaer County, and more.

- **Speaking Engagements:**
  - Presenter at 2022 NYSTIA Annual Conference on "Tying Tourism Initiatives to Workforce Development"
  - Presenter at 2023 NYSTIA Annual Conference on "Developing Short Term Rental Partnerships"
  - Panel speaker at 2024 NYSEDC Conference on "Economic Development Marketing and Strategic Communications"

PROJECT TEAM
Black Dog Designs

LAUREN OCCHIOGROSSO

- **Role: Lead Graphic Designer**
- Before joining BLK DOG, Lauren earned a BFA at The College of Saint Rose and designed for artists at her internship at Equal Vision Records. She strives to develop unique and impactful brand aesthetics, always content-centered and concept-driven. Her work ranges from visual identity and branding, to packaging, to print and digital design; and her skills in concept development and pre-press production enable her to see the project through from research to completion.
- Since joining, Lauren has developed numerous brand systems for clients such as: Fairport Office of Community & Economic Development, Capital Region Workforce Development, campaign identities for WSWHE BOCES and Drum Country, and more.
- Over the past 5 years, Lauren has been the leading designer on:
    - **5 ADDY Award winning branding and design projects**
    - **2 New York State Economic Development Corporation Excellence in Marketing Awards for brand development**

ALEXIS SHIPPEY

- **Role: Lead Brand Strategist**
- Alexis worked in newsrooms, on corporate marketing campaigns, for a toy magazine, and as a copy editor before coming to BLK DOG in 2019. She is all about consistency, especially when it comes to the Oxford Comma. Even out of the office, Alexis is always looking for weird typefaces or word choices in the wild. She lives in Greenwich, NY with her husband and two cats, loves theme parties, Halloween, hanging with her family, and Caravaggio's paintings, and runs a local non-profit art project in her (very limited) free time.
- During her time at BLK DOG Alexis has handled the development of marketing strategy, messaging and positioning, copywriting, and digital media management for clients such as Washington County Tourism, Drum Country, Discover Saratoga, Fairport Office of Community & Economic Development and more.

PROJECT TEAM
Black Dog Designs

LYSSA HOWARD

- **Role: Lead Web Developer**
- Lyssa has been leading website development projects at BLK DOG since she joined in 2013. Developing professionally branded sites combined with top-line functionality involves the writing of custom code (using multiple methods such as PHP, CSS, and HTML) to tailor sites towards individual client needs.
- During her time she has developed websites for all types of clients including Drum Country, the Fairport Office of Community & Economic Development, the Saratoga County Prosperity Partnership, Washington County Tourism, and more.

JULIA HOWARD

- **Role: Graphic Designer**
- Julia is a visual designer who is passionate about expanding the human experience through art and design. Although a traditionally trained graphic designer, she finds her stride in maximalist compositions and brutalist design experimentations. Enthusiastically, she believes the combination of research, writing, and design can change the world into a friendlier all-inclusive place (even if it's only one pixel at a time). When not designing, find her brewing extra strong coffee and dancing to darkwave.

KERRY MASON

- **Role: Billing Manager**
- Kerry has provided accounting and financial services for Black Dog for over 8 years, handling all billing processes, estimation of print/ signage/promotional production, oversight of media purchasing, time management, and the allocation budgets. These tasks ensure that we are accurately forecasting media purchasing, internal/external budgets, and utilizing budgets most efficiently.

PROJECT TEAM
Camoin Associates

ROBERT CAMOIN, CEcD – PRESIDENT & CEO

- Rob began his career in economic and community development with a specific goal in mind: helping people and communities with analysis and strategies that foster private business and real estate investment and result in meaningful job creation.
- The desire to use his business and planning experience to support stronger local economies inspired Rob to start Camoin Associates in 1999. Since its founding, the company has grown to 28 economic development, public policy, and planning professionals, and has helped hundreds of communities, large and small, develop strategies and policies that support prosperity.

RACHEL SELSKY, AICP – VICE PRESIDENT & COO

- Rachel has a background in planning and is one of the firm's most experienced project managers. Her leadership has led to the successful completion of large economic development strategic planning projects with multiple partners and a wide variety of stakeholders. With a focus on finding solutions and opportunities, Rachel's skill is in bringing multiple groups together to see where their interests overlap in order to find a path forward that benefits all parties. Energized by finding actions that can be quickly implemented, Rachel enjoys working with clients to develop a final product that can be utilized to achieve their vision for future economic prosperity.
- Working with IDAs for more than 15 years, Rachel is familiar with the ongoing challenges that IDAs are facing around New York in raising awareness and understanding for the important role they play in economic development.

DILLION ROBERTS

- With over 16 years of versatile expertise spanning project management, sales, marketing, and client account stewardship, Dillion stands as a seasoned professional adept at fostering economic development and driving transformative change. Drawing upon his extensive industry experience, he goes beyond the conventional, elevating his contributions by spearheading business attraction initiatives that fuel growth and innovation. His proficiency in devising and executing lead-generation strategies enhances our client communities' access to high-quality prospects, solidifying his role as a key asset in their expansion endeavors. His impact resonates deeply as he orchestrates a paradigm shift in sales and digital marketing outreach, both within the organization and externally for our clients. His approach to sales has helped to redefine Camoin's internal processes but also created a ripple effect that extends to the clients we serve. His strategic insights and proficiency in navigating the digital landscape empower organizations to harness cutting-edge techniques, thereby amplifying their market presence and engagement.

COMBINED EXPERIENCE
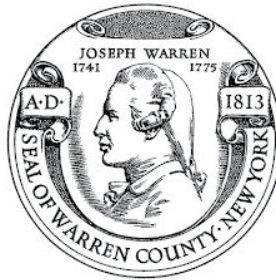
PROJECT OVERVIEW

The Amherst IDA (AIDA) and Town of Amherst Economic Development Department (AED) are looking for a marketing focused website (and associated marketing services) that will build on the recommendations from your 2023 Strategic Economic Development Plan. To effectively join the 2 stakeholders and firmly establish a unified vision, we suggest starting with the development of a place brand for Amherst, which will represent both parties, as well as your initiatives/recommendations that stem from the strategic economic development plan. These recommendations are itemized into six areas, each with their own unique initiatives.

1. Business Retention and Expansion
2. Business Recruitment
3. Existing Asset Development
4. Toolbox Development
5. Outreach, Communication, and Marketing
6. Organization and Coordination

As two separate but collaborative entities, both the AIDA and AED play a pivotal role in economic growth and development in the town. Creating a unified place brand and website that serves as the foundation to your placemaking and marketing efforts will give you a primary marketing tool to promote the town to regional, national, and international audiences for new business, relocations, and expansions.

Once launched this will also serve as a hub for many of the strategies outlined in your strategic plan (EX: toolkit/resources, industry roundtables, start-up services, mentorship program, relocation/development sites, dashboard, etc.). As priorities shift in the future, your place brand will be flexible to adapt to changes in this vision, also allowing additional partners to become involved (EX: chambers, regional partners, etc.).

We have included certain elements that adhere to your proposed economic development goals within the website, as well as outlined post-launch suggestions for other initiatives and content.

Our process starts with meeting you and key stakeholders (EX: AED, affiliated companies, etc.) to gather existing attitudes, perceptions, opportunities, and challenges, as well as understand your ecosystem and how your achieve your strategic vision. Using this information we will then begin creating the place brand, website, and collateral materials.

As a full service marketing agency with extensive experience in economic development, we are well equipped to execute your vision through an engaging place brand and immersive web experience. We've worked with individual EDO's, as well as regional partnerships, branding and marketing these clients, which gives us a unique perspective on developing your place brand.

PROJECT OBJECTIVES

The following project objectives will be achieved through the completion of the website design and development. We have expanded on these throughout our proposal.

- To employ the latest in creative technology
- To present an updated, visually compelling, user-friendly online resource for our target audiences
- To make the site visually appealing with an attractive mix of text, photos, videos, and graphics
- To capture visitor information and develop a customer relationship management (CRM) program that engages repeat visitors
- To provide easy electronic access to public information for use by the target audience
- To create the site with functionality for reporting and tracking analysis
- To create a site where in-house staff can easily maintain the content
- To utilize best SEO practices to increase our site rankings in searches
- To function across all current platforms (desktop, tablet, mobile)

PROJECT APPROACH
Brand Development

ONBOARDING (RESEARCH & LEARNING)

The first step in our process is to determine and finalize the appropriate work flow, team leads in each focus area, and discuss specific deadlines for completing the scope of work. Aligning this vision with the immediate and long term project goals will create a clear path for getting there.

During these onboarding stages we will identify the unique assets that will serve as the focus for branding and website content (as well as the threats, opportunities, and weaknesses). These *in person* sessions will provide well-rounded input as to the current perceptions and positioning of the town's economic development efforts, and how this will work in conjunction with all stakeholders and potential partners (EX: Amherst IDA, Amherst Economic Development Department, Amherst Chamber of Commerce, SBDC, major economic drivers, etc.).

Throughout the contract duration we will also maintain the following schedule of communication:

- Initial onboarding meetings/interviews (in person)
- Biweekly video calls to discuss progress, initiatives, results
- Quarterly report generation (aligning with invoices of completed work)
- End of contract report/presentation to stakeholders

We are also available for additional calls/meetings as needed to ensure that deliverables and timelines are met.

BRAND MESSAGING & POSITIONING

Your brand messaging and positioning are a vital factor towards leaving a lasting, positive impression on those who view your content through a variety of channels. This is also extremely important as you must clearly communicate initiatives and messaging, at times to different audiences and working with various partners.

Focusing on the place brand's messaging and positioning will help all parties (internal and external) to understand your positioning and how it aligns with your objectives/vision. The result will be a cohesive approach to economic development in Amherst, with certain partners specializing in different areas to deliver comprehensive value.

This most importantly starts with the key value proposition that is communicated, and how this will apply to certain industries and audiences. We will begin by curating your brand vision based on our initial research. This includes the defining and organizing of the following:

PROJECT APPROACH
Brand Development

- Brand story - core brand messaging to be used in all marketing content
- Brand purpose - why are we doing what we're doing?
- Brand tone of voice - how do we communicate with ALL audiences?
- Functional benefits - what will make people want to contact us?
- Emotional benefits - how will we connect and resonate with new/existing businesses, the workforce, and specific industries we're looking to attract/retain
- Reasons to believe - why should individuals/businesses believe in us?

Organizing and documenting your vision, resources/assistance, and sources of differentiation into a conveyable message and identity will position you to better reflect the value you collectively offer, and also make it clear as to how you work together. This includes the creation of a multi-faceted copy deck that organizes core messaging into taglines for usage in marketing.

Your positioning and messaging are the backbone to a successful brand that maximizes your reach within specific audiences that are ideal matches. Without this it will be difficult to understand why a prospective employer, partner, or resident should choose Amherst.

BRAND IDENTITY

Just as important as the brand messaging and positioning is the visual identity that will guide all branding, website, and marketing efforts (through "Amherst Leads"). Without a recognizable identity with clear intentions it will be difficult to build retention and educate employers, partners, and residents of the value you provide.

This segment of the brand development project consists of the following:

- Presentation of concept boards for design style direction
- 5 initial logo concepts
- 5 rounds of revisions
- 1 final selection for the brand. This includes:
  - Primary logomarks
  - Secondary logomarks/variations
- Creation of brand style guide with full rights usage and graphic standards for digital, print, and collateral material that includes colors, fonts, name, logo, tagline, and any related phrases, graphics, and templates

The core purpose of the visual development is to create a multi-faceted logo and brand asset collection. Presenting initial mood boards/logo concepts to key stakeholders will give valuable input as to how these concepts align with the values and interests of those who you are targeting.

PROJECT APPROACH
Brand Development

Working hand in hand with the brand identity will be the graphical elements and other visual descriptors used on your print/digital collateral, website, marketing content, and other placements. These will aid in communicating key points such as site selection data, specific services/industries, and more. Providing you all the appropriate file types upon completion will give you the flexibility to apply on your own in both digital and print mediums as you see fit.

Once the logo design and all branding work are approved we will create and provide all final files. This includes vector artwork and the appropriate web and print file types. We also will identify and provide you ALL font types used in accordance with your brand. Color specifications will be identified giving you the CMYK (print), RGB (web), and Pantone values. All of the brand development deliverables will be provided in a brand guidelines document for reference as the brand lives on through different mediums.

MARKETING ASSETS

Once the visual identity and guidelines are finalized it is important that your print/digital collateral, signage, website, and all marketing content align with the developed identity and message. Listed below are marketing assets we have included in this scope of work:

- Stationary set - business cards, letterhead, envelopes, folders
- Quality of Life Brochure - highlighting living, workforce opportunities, cost of living, and quality of life assets of the area.
- Target industry materials - detailing key industries and support for businesses in these areas
- Incentive sheets - reflecting local, county, and statewide programs applicable to certain industries
- Business testimonial/success book - highlighting "success stories" of existing businesses succeeding in Amherst
- Property assemblage book - highlighting catalytic land assets identified in each of the economic activity centers
- Event promotion materials - table cover, standing banner
- Social media creatives - profile imagery and ad/story/post templates
- Email marketing template
- Print/digital ad templates

These materials will be designed with an eye for quickly providing the information most frequently needed by site selectors, decision makers, business owners, and economic development professionals in mind. More specifics regarding each of these pieces has been provided in the cost proposal section.

PROJECT APPROACH
Web Design & Development

SITE STRUCTURE/LAYOUT

The first step towards developing the new site is to finalize the sitemap and create a wireframe. The sitemap and wireframe are important steps in determining the proper page focuses and the best keywords to use on each to maximize your visibility. This also will define a clear path that users will take to find relevant information. Through SEO research we will lay out the appropriate keywords, page titles, SEO titles, and meta descriptions for the site in the beginning phases of the project. We have provided a tentative sitemap later in this proposal. This is subject to change based on further conversations with you in regards to the priority of pages and content.

GRAPHIC DESIGN

With the site structure set we will focus on the website design following the agreed upon page structure. Everything from the font, the slogans, the calls to action, and page designs will be thought of and considered during this process (utilizing your brand guidelines). We will provide flat (pdf) designs for website pages. Once the flat designs are approved, this format will be developed online using Wordpress and visible via a live testing domain as we work through the development process. Your team will be able to review the site exactly how it will function on your live domain after the project is complete. Once the site is approved we will then transfer the content from the live testing domain to your actual domain.

WEB DEVELOPMENT

The website will have a fluid and visual web presence, giving users a consistent experience regardless of the device they are viewing it on (smartphone, tablet, computer, etc. IE: "Responsive Design"). It is important that the website does not simply function on a mobile device, but is optimized for mobile usage first and foremost. Combining this design with organized content will help to further increase your Google SEO ranking. Using the approved flat website designs the site will then be built and tested online to ensure a desirable user experience while maintaining an ease of use for editing/managing content.

The website will be developed in Wordpress using a visual-based site editor. The CMS foundation (Content Managed System) will give the back end user the ability to easily edit text, data tables, images, pdfs, and more. Wordpress is one of the most customizable website platforms, enabling it to grow with your brand and integrate with numerous other platforms and services.

PROJECT APPROACH
Web Design & Development

CONTACT FORMS

Also featured is the ability to receive emails via customizable contact forms. These will be filled out and sent to a designated email provided by you. Upon submitting, users will receive an auto-responder email confirming their message was received and that you will be in touch with them shortly. Information on top of how to contact can be worked into the forms so the site manager will have all the necessary information they need prior to contacting. We only suggest that any private and sensitive information is not included on these forms for security reasons.

If desired these forms will also be created using your CRM to automatically sync form entries into your database. We can also guide you on selecting a new CRM if you are looking to implement into the website from scratch.

SOCIAL MEDIA

The website will integrate social media accounts, showing live feeds (or links) directly on the site. The website will pull these feeds directly from your accounts, showing posts on the site, or contain outbound links to the desired social profiles.

EMAIL MARKETING

The website will integrate email marketing signup forms into the site, helping you to grow your email contact list and communicate new/updated resources, success stories, and more. We have worked with multiple email marketing platforms such as MailChimp, Constant Contact, Hubspot, and Klaviyo in a variety of capacities. Working together with you we will determine the best CRM/email marketing platform and integrate into the website so that entries are automatically added to your database.

INTERACTIVE MAPPING

To show site selection data we will create an interactive map for site selectors and prospective businesses seeking to relocate/expand. In addition to featuring sites/locations you could also feature activity centers that are either developed or present a development opportunity to create amenitized, walkable areas within the town.

This interactive map will be branded in accordance with the developed standards and website design, while also detailing key highlights of locations that are applicable. Users will be able to click on these locations to view

PROJECT APPROACH
Web Design & Development

more property information, photos, and other details. This will give users applicable information directly from the site as well as help them locate it. This will require *client-provided* GIS files.

EVENTS CALENDAR

As the primary marketing tool for promoting the Town of Amherst it is important that you both support your existing businesses, as well as show prospective businesses/developers the support system available here. By creating an interactive, categorized calendar you will be able to feature numerous events such as:

- Roundtables (EX: for retailers, MWBE's, professional services, healthcare, etc.)
- Monthly networking meetings with the community and partners (EX: SBDC, SBA, etc.)
- Lecture series
- Community update meetings
- Webinars

Implementing these and using the site to feature the events will increase awareness for the support that AIDA, AED, and your affiliated companies offer. Many of these can also be recorded and featured on the website to build out an educational section of content.

BUSINESS SUPPORT & EDUCATION

Your strategic plan has multiple mentions of "expanding the entrepreneurial ecosystem," retention efforts, strengthening connections, and engaging the community. This can be achieved by developing a robust library of business support resources (EX: your toolkit) that are hosted virtually for entrepreneurs or investors to use. Topics may include: guides to development in Amherst, small business marketing (working with SBDC/SBA), accounting, and more. This section may also include your mentorship program if ready to launch.

We have included this as a section on the proposed sitemap. To completely populate the page with content may require working with partners to implement post-launch. These may take the form of pdf documents, screen recorded videos, and more.

PROJECT APPROACH
Web Design & Development

ON-SITE SEO (SEARCH ENGINE OPTIMIZATION)

Many users only look at the top few search results, so making sure your website is one of them is crucial. We will use Yoast, an SEO plugin to complete the on-site SEO work. This includes the addition of focus and meta keywords, meta descriptions, alt tags, and meeting the proper keyword densities.

This feature offers extensive capabilities to improve your SEO ranking and updates as Google's algorithms change over time. Working seamlessly with a content management system you will be able to make changes to SEO content as needed. For example Yoast will show what all pages will look like in Google's search results. The page analysis tool double checks simple things (such as focus keywords and length of posts) to see if they are in line with what search engines are looking for.

PROSPECTENGAGE™ (LEAD GENERATION SOLUTION)

ProspectEngage Lite: Identification of businesses visiting your website, research and vetting of target industry prospects, and real-time intelligence to enhance prospect engagement.

Camoin Associates' ProspectEngage tool will help you to identify and convert website visitors to retention, expansion, and relocation prospects. AIDA will be able to use ProspectEngage to monitor visitors to important pages, such as resources, available properties, key industries, and other key target pages. It will also monitor any targeted industry traffic on the website using NAICS codes that fit the organization's defined target industries or clusters. AIDA will be able to use the lead score on the ProspectEngage dashboard to identify and filter the highest-quality prospects, which are prioritized for outreach and/or marketing purposes. Historically, ProspectEngage delivers 1 qualified lead per 47 target industry business website visits, considerably better than traditional cold phone, LinkedIn, and email outreach techniques.

You will also be able to utilize the tool for:

• Industry Intelligence and Research
• Business Retention Engagement
• Segmenting Data for Marketing Initiatives
• Quantitative Reporting to Boards & Committees
• Direct Outreach to Prospects

PROJECT APPROACH
Web Design & Development

Includes 6 months of unlimited user access to the ProspectEngage dashboard, weekly visitation reports, and monthly comprehensive reports. After this time period the client will need to pay to keep access.

INTERACTIVE DASHBOARDS

Camoin Associates will create two dashboards for inclusion on the new website, one focused on the impact of the IDA and a second that highlights key economic metrics for business and talent attraction. These are itemized separately from the remainder of the website project.

1) IDA Impact Dashboard

Camoin Associates will create a comprehensive dashboard with data that focuses on the impact the organization is making. Camoin Associates will work with the Client to determine the data that the Client has available for inclusion in a dashboard. We will work with the Client to define the list of data to be included on the dashboard. Examples include:

- NCIDA Dashboard: Microsoft Power BI
- Broome County IDA Dashboard: Microsoft Power BI

2) Economic and Demographic Data for Business and Talent Attraction

Camoin Associates will work with the County to create a list of key economic, workforce, and quality of life attributes of the region that are important to highlight on the website as it relates to business attraction efforts. Using our experience supporting other economic development organizations to improve their websites, our team will review your website and provide guidance on how to enhance it using data dashboards to highlight key assets. We will then collect and prepare necessary dashboards and data visualizations that the Town can use on the website to showcase the strength of the region's key economic development indicators.

A calculator will also be included that compares Erie County to all other counties in the United States in terms of the cost of living index. This will be prepared in map format that will allow individuals considering moving to the area to compare their home county to Erie County in terms of whether the cost of living is more of less.

- Example: State of Utah Dashboard: Microsoft Power BI

PROJECT APPROACH

Web Design & Development

GOOGLE ANALYTICS

Using Google Analytics you will be able to gain valuable feedback as to how users are navigating the site, what pages are most visited, who these people are, and where they are located. This will develop data on how your site performs and drive website content decisions. When combined with Prospect Engage and other digital marketing efforts you will get a full spectrum view of what works best and where to send users from external locations online all the way through contacting you, downloading resources, and more.

QUALITY ASSURANCE & TESTING

Once the final site content is approved we will begin testing of each page to ensure it functions properly on all devices, browsers, and screen sizes. Included in this will be the testing of all plugins such as contact forms, plugins, and any other functionality on the website. We also will proofread all website copy for any spelling or grammatical errors. Using an itemized checklist the site will only be published live when all criteria are met. We prefer to make this one of the last steps before launching on the live domain, once all content is final.

TRAINING SESSION

Include in the total project investment are 3 training sessions on how to update your website and content. These sessions also come with documentation (guide) detailing the steps to do so. We are available in the event you have additional questions on how to update site content. When the time comes that new features, updates, or functionality are added to the site we will provide you training and documentation on how to use these.

SSL CERTIFICATE (REQUIRED)

Additional website security in the form of an SSL (Secure Sockets Layer) certificate will protect against fraudulent activity and also play a role in your site's SEO score. This is a digital certificate that verifies the identity of your website and acts as a padlock that protects you and users from having their searches, history, and other private information tracked by fraudulent parties (EX: email, credit card info). An SSL has also become an increasingly important factor to your SEO as Google has placed an emphasis on providing users applicable and secure websites. Any site you see with "https" or a green lock to the left of the URL is using an SSL certificate. The annual investment (through BLK DOG) is stated in the cost section.

PROJECT APPROACH
Web Design & Development

ADA compliance details have been provided in the cost section of this document. Please note the site WILL NOT be compliant if those options are not selected.

DOMAIN AND HOSTING SERVICES

We offer domain and hosting services on our private server. In the event that the site experiences any issues while on our server we will be the primary contact for website hosting. Pricing and deliverables for this are provided on the cost section.

WEBSITE SUPPORT/MAINTENANCE PLAN

We also offer a website maintenance plan for keeping your site up to date and functioning as it does upon the initial launch. This includes:

• Technical website support Monday-Friday from 8am to 4pm
• Includes core updates to Wordpress
• Maintaining and updating of all plugins/extensions used on site
• Maintaining and testing of all contact forms on site
• Correcting of any unwarranted file modifications, attempted logins, and other security issues
• Quarterly PHP review and updating

In the event the site experiences technical issues after launch, the correcting of these issues becomes our first priority over design/ development work. Content updates that are not deemed "technical" will be quoted based on our hourly rate of $120/hour. Upon client approval of the estimates this work will then begin.

DETAILS:

• Use of brand standards to solidify and reinforce a cohesive brand identity that can be carried across all mediums for consistency in digital marketing efforts.
• 2 unique website design options provided for the home page. Once a flat design mockup is approved for the home page, internal pages will be designed. The site will be developed and customized on a live testing link after design approval.
• Development of the website in Wordpress (CMS) using a visual composer so that AIDA can easily manage/edit the site after launch.
• Addition of any new images from available assets
• Creation of secure email forms (integrating with a CRM).
• Push to dial text on mobile devices.
• SEO development (all pages will be optimized). This includes the addition of focus and meta keywords, meta descriptions, alt tags, and meeting the proper keyword densities.
• Included up to 30 pages (based on tentative sitemap, subject to change)

PROJECT APPROACH
Web Design & Development

*ADA compliance details have been provided in the cost section of this document. Please note the site WILL NOT be compliant if those options are not selected.

- meeting the proper keyword densities.
- Included up to 30 pages (based on tentative sitemap, subject to change)
- Creation of a portfolio of past successful projects/businesses
- Addition of up to 10 projects/success stories to the site
- Addition of up to 10 news articles to the site
- Creation of a categorized events calendar for roundtables, networking meetings, lecture series, community updates, webinars, and more
- Addition of up to 10 events to the site
- Creation of an interactive map that feeds in site selection data/activity centers for users to view (Client must provide site/location files)
- Integration of an SSL Certificate
- Google Analytics 4 integration
- Addition of live social media feeds/links on the site
- Integration of email marketing account to create both static and interactive email marketing sign up forms.
- Integration of live chat functionality (either static plugins or a CRM)
- Integration of ProspectEngage Lite: Identification of businesses visiting your website, research and vetting of target industry prospects, and real-time intelligence to enhance prospect engagement.
- Creation of IDA Impact Dashboard - Camoin Associates will create a dashboard in Microsoft Power BI using the data and information provided by the Client. The dashboard will be created using colors and branding that align with the Client's website, where possible. Camoin Associates will provide an HTML code necessary to integrate the dashboard.
- Creation of Economic and Demographic Data for Business and Talent Attraction Dashboard - Camoin Associates will create a dashboard in Microsoft Power BI highlighting the agreed upon data points. The dashboard will be created using colors and branding that align with the County's website, where possible. Camoin Associates will provide an HTML code necessary to integrate the dashboard.
- Quality assurance and site testing prior to launch. Content will be optimized to improve the user experience.
- Site will be available for live preview while created on testing domain.
- FULL ADMIN RIGHTS (You control ALL aspects of site after launch).
- 3 training sessions on how to manage content on your site.
- PDF documentation detailing how to update your site.
- Includes 10 hours of website support/content updates (for first 3 weeks)

PROJECT APPROACH
**Web Design
& Development**

TENTATIVE SITE MAP

The following site map is based on our initial research and findings from your strategic plan. This is subject to change based on further discussions.
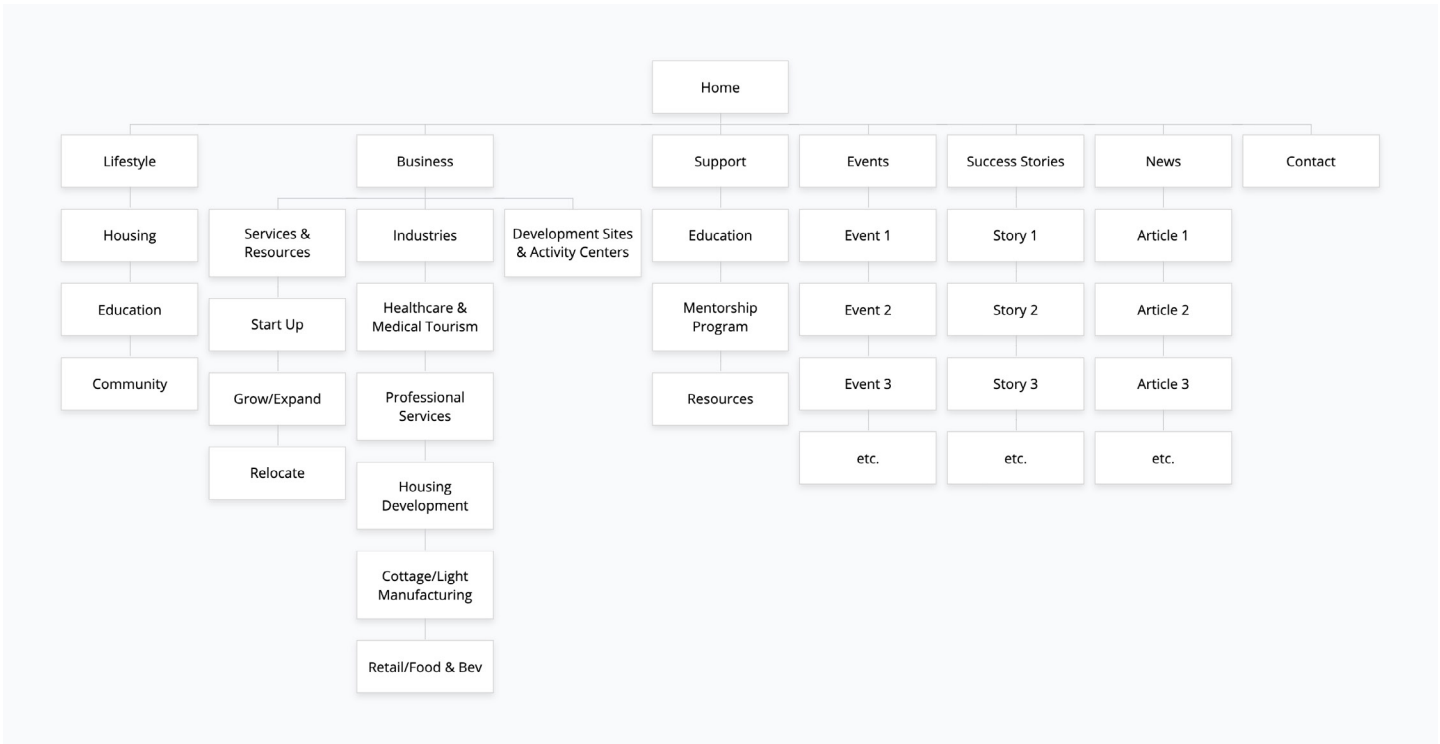
PROJECT APPROACH
Summary

Starting with the brand development for the Amherst Leads marketing website will ensure that you have a unified identity and message to engage multiple target audiences and effectively tell your story. The site will personalize your offerings through success stories and utilizing current design trends/photography.

When combined with Prospect Engage (lead generation tool), gated collateral available for download, an economic impact dashboard, educational content, events, your mentorship program, and business support resources, the site will provide a wealth of information to both users directly as well as the AIDA and AED.

Upon completion of the project you will be positioned to implement a targeted marketing strategy towards specific industries and audiences, educating them not only of the services you can provide, but WHY Amherst is the best place for their business, family, and career.

POST-LAUNCH SUGGESTIONS

Once the brand, website, and collateral are complete, the below actions may be implemented through your ongoing marketing strategy and content creation. BLKDOG is able to assist in building out many of these strategies/ initiatives listed below.

BUSINESS RETENTION EFFORTS

- Creation of a private business group on Facebook for posting updates and building communication between businesses
- Segmented email newsletters (topics may be education, events, quarterly state of the town, etc.)
- Automated welcome email series - developing 3-5 initial emails that a new subscriber will receive, educating them of what is happening in Amherst (based on location of sign up)
- Creation of how-to guides for defined subject matter (EX: marketing, event planning, finance/taxes, etc.). These may be formatted as pdf guides or even screen recorded and moderated videos (EX: Loom).
- Building of roundtable/lecture series where you bring together businesses in a certain niche, detail economic development progress of the town, and how you're supporting these businesses/initiatives
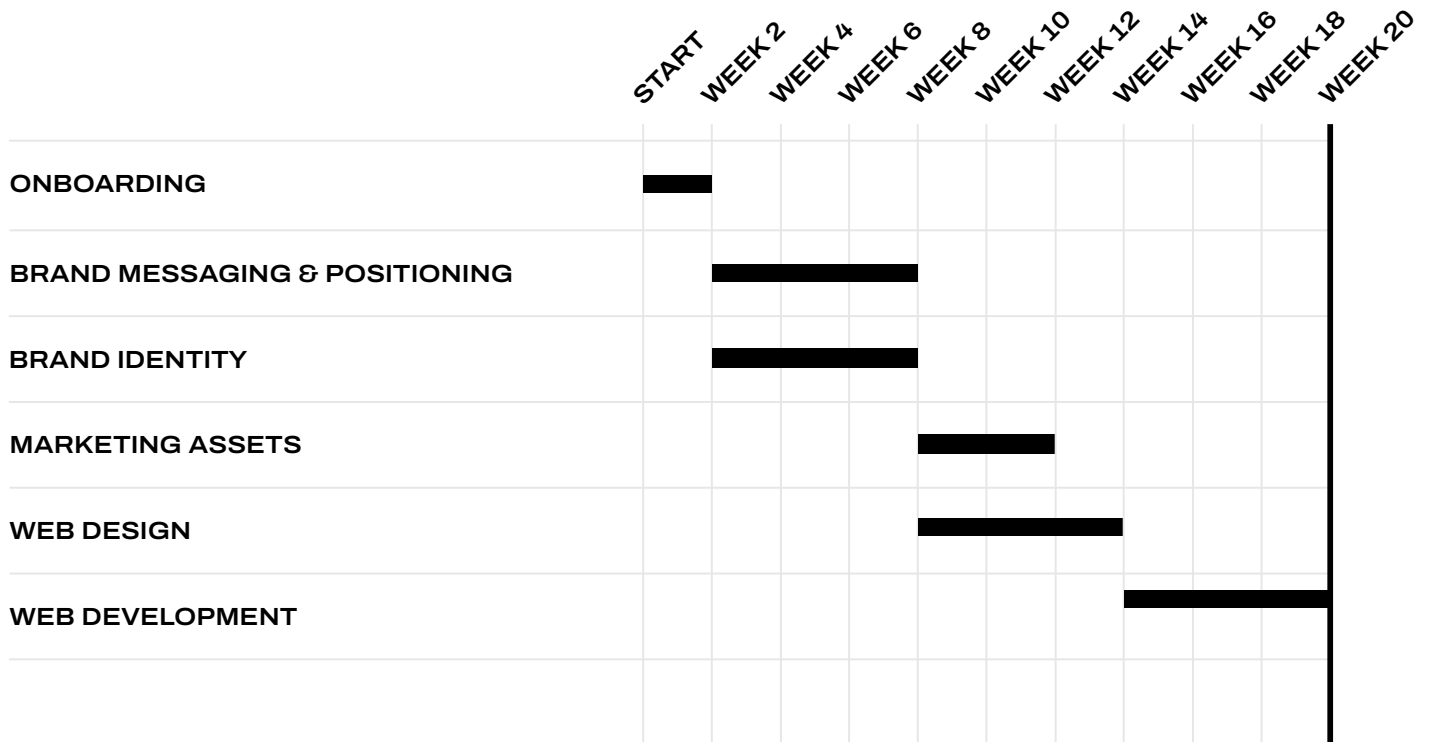
STORYTELLING CAMPAIGN

- Interview community members/businesses about their experience and/ or success in Amherst
- Videos can be used as a video testimonial, formatted into an article for your site, and help to capture additional photo/video assets for your content

CONVERSION CAMPAIGN

- Aim for targeted/paid content to drive traffic back to the site to either sign up for events or download collateral (Quality of life brochure, incentives profile sheets, success stories guide, target industry collateral, etc.).
- To download/register users must provide you their contact information

PROJECT SCHEDULE

Below is our estimated schedule for completing the deliverables outlined in this proposal. The deliverables and timeline are subject to change based on your input. Meeting these deadlines is subject to timely feedback and content delivered on time. Adjustments will be made throughout the contract as needed to align with other internal deadlines, board meetings, and more.

	START	WEEK 2	WEEK 4	WEEK 6	WEEK 8	WEEK 10	WEEK 12	WEEK 14	WEEK 16	WEEK 18	WEEK 20
ONBOARDING	▬										
BRAND MESSAGING & POSITIONING		▬▬▬▬▬									
BRAND IDENTITY		▬▬▬▬▬									
MARKETING ASSETS					▬▬▬						
WEB DESIGN					▬▬▬▬						
WEB DEVELOPMENT								▬▬▬▬▬			

COST PROPOSAL   Brand Development

BRAND MESSAGING & POSITIONING

- Delivery of primary brand tagline/message (1 sentence)
- Delivery of brand vision. This includes:
  - Brand story - core brand messaging to be used in marketing content
  - Brand purpose - why are we doing what we're doing?
  - Brand tone of voice - how do we communicate with ALL audiences?
  - Functional benefits - what will make people want to contact us?
  - Emotional benefits - how will we connect and resonate with new/ existing businesses, the workforce, and specific industries we're looking to attract/retain
  - Reasons to believe - why should individuals believe in us?
- Creation of campaign copy deck - multiple headlines/taglines and descriptions

Project Investment: $4,000

BRAND IDENTITY

- Presentation of concept boards for design style direction
- 5 initial logo concepts
- 5 rounds of revisions
- 1 final selection for the brand. This includes:
  - Primary logomarks
  - Secondary logomarks/variations
- Creation of brand style guide with full rights usage and graphic standards for digital, print, and collateral material that includes colors, fonts, name, logo, tagline, and any related phrases, graphics, and templates
- Delivery of the branding deliverables in a pdf brand book
- All ownership rights releases upon final payment

Project Investment: $3,000

MARKETING ASSETS

- Graphic design of stationary set:
  - 3.5" x 2" business cards
  - #10 envelopes (4.125" x 9.5")
  - 8.5" x 11" letterhead
  - 9" x 12" presentation folder
- Graphic Design of (1) 11" x 17" Quality of Life brochure (Finished Size: 8.5" x 11" w/4 panels)
- Graphic design of up to (4) 8.5" x 11" incentives profile sheets detailing local, county, and statewide programs applicable to certain industries

COST PROPOSAL

- Graphic Design of (1) 11" x 17" Success Stories Guide (Finished Size: 8.5" x 11" w/4 panels)
- Graphic Design of (1) 11" x 17" Property Assemblage Guide (Finished Size: 8.5" x 11" w/4 panels)
- Graphic design of (6) 8.5" x 11" target industry profile sheets (industries subject to change pending further discussions):
    1. Healthcare & Medical Tourism
    2. Professional Services
    3. Housing Development
    4. Cottage/Light Manufacturing
    5. Retail/Food & Beverage
    6. Flex/TBD
- Graphic design of a 33" x 81" standing retractable banner
- Graphic design of an 8ft table cover
- Creation of social media assets:
    - Design of profile and header imagery for: Facebook, Twitter, Instagram, LinkedIn, etc.
    - Creation of 3 social media post templates
    - Creation of 3 social media ad templates
    - Creation of 3 social media story templates
- Graphic design of 1 branded email marketing template and building of template in client's email marketing platform
- Graphic design of 3 digital/print ad placements. These will each include vertical, horizontal, and square variations.
- Workable files to be provided to client in editable format (Canva or InDesign)

Project Investment: $4,500

Website

DESIGN & DEVELOPMENT

- All details of proposal included

Project Investment: $13,500

INTERACTIVE DASHBOARDS

- Camoin Associates will create a dashboard in Microsoft Power BI using the data and information provided by the Client. The dashboard will be created using colors and branding that align with the Client's website, where possible. Camoin Associates will provide an HTML code necessary to integrate the dashboard.

COST PROPOSAL

- Camoin Associates will create a dashboard in Microsoft Power BI highlighting the agreed upon data points. The dashboard will be created using colors and branding that align with the County's website, where possible. Camoin Associates will provide an HTML code necessary to integrate the dashboard.

Project Investment: $10,000

Total Cost Breakdown

BRAND DEVELOPMENT

Brand Messaging & Positioning	$4,000
Brand Identity	$3,000
Marketing Assets	$4,500
Web Design & Development	$13,500
Interactive Dashboards	$10,000
TOTAL PROJECT INVESTMENT:	**$35,000**

Ongoing Website Costs
Optional through BLKDOG

VPS WEBSITE HOSTING

- The website will be installed onto its own CPanel account. Access to the Cpanel account can be shared with the client.
- Backups, monitoring, alert tools and expert support
- Dedicated IP
- Advantages of VPS hosting over shared hosting:
  - Higher resources and bandwidth/traffic
  - Faster load times and unlimited traffic
  - More admin control over security
  - Less vulnerable to hackers

Annual Investment: $250 per year

SSL CERTIFICATE

- Secures one site
- Protects you and users from having their searches, history, and other private
  information tracked by fraudulent parties.

28

COST PROPOSAL

- Boosts your Google ranking

Annual Investment: $179.99 per year

WEBSITE SUPPORT/MAINTENANCE PLAN

- Technical website support between Monday and Friday from 8am to 4pm
- Includes core updates to Wordpress and PHP
- Maintaining and updating of all plugins/extensions used on site
- Maintaining and testing of all contact forms on site
- Correcting of any unwarranted file modifications, logins, and security issues

Monthly Investment: $200 per month

ACCESSIBE (ADA COMPLIANCE)

Includes:

- For websites under 10,000 pages
- Compliance with ADA, AODA, EAA, WCAG & more
- Accessibility statement & certification of performance
- AI-Powered screen reader & keyboard navigation
- Accessibility widget for UI and design remediation
- AI-Powered daily compliance monitoring and scans
- Monthly AI-Powered accessibility compliance audits
- Litigation Support Package - Dedicated personal assistance, including a bulk of compliance-supporting documentation if your compliance is challenged.
- Receive priority support with shorter SLAs over email, chat, and phone rather than email and chat only.
- A monthly PDF report of changes accessWidget has applied to your website to make it accessible.
- Automatically view and track accessWidget's user interaction as events in your Google Analytics account.

Annual Investment: $1,490 per year
If not renewed then the website will no longer be ADA compliant

WORK SAMPLES
BLKDOG

Washington County Tourism
Laura Oswald
Director of Economic
Development
loswald@co.washington.ny.us
518-746-2291

Annual Report
(available via QR code)

Since 2018 we have handled all of Washington County Tourism's marketing strategy, design, website, PR, and media purchasing, acting as the TPA for the county.

In addition to consumer marketing efforts we have built a business support series: "Meeting of the Minds" which focuses on unique topics to support businesses in the county. These include: short term rentals, event organizers, and general county updates. This includes the brand development, event planning, marketing, and creation of targeted collateral, and how to guides/videos.

Since launch the overall campaign has generated a 400% increase in website traffic.

See Taste Explore
WASHINGTON COUNTY NY
WASHINGTONCOUNTY.FUN

12 TUESDAY, SEPTEMBER 12, 2023 AT 5 PM
Washington County Event Organizers Roundtable
Scotlander Brewing Co.

17 THURSDAY, NOVEMBER 17, 2022 AT 6 PM
Short Term Rental Owners Roundtable
196 N Main St, Salem, NY 12865-3123, United States

WORK SAMPLES
BLKDOG

Development Authority of the North Country
Michelle Capone
Director of Regional Development
mcapone@danc.org
(315) 661-3200
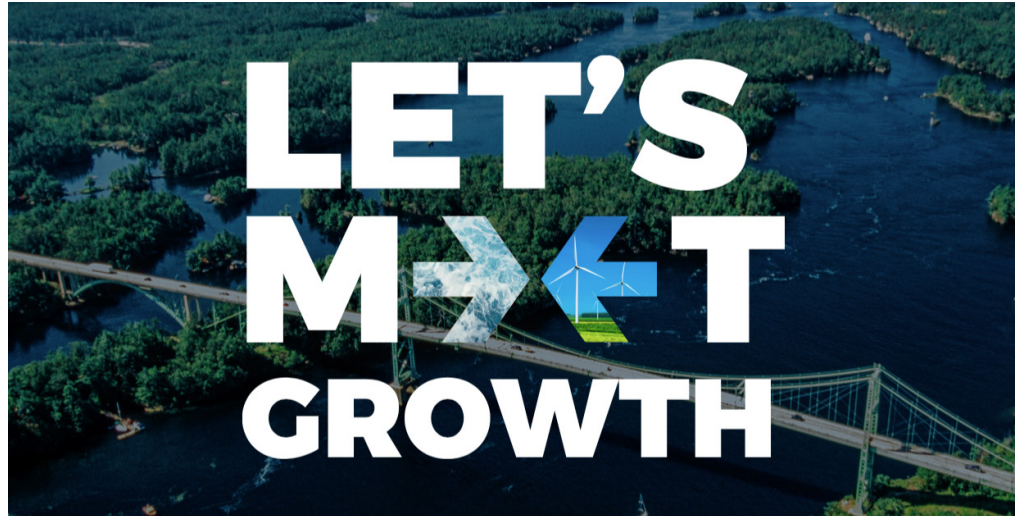
Campaign Guide
(available via QR code)

We worked with the Development Authority of the North Country to create the Drum Country initiative. This is a regional campaign representing 6+ primary organizations, and 3 counties, which are economically impacted by Fort Drum.

We developed a much bolder, progressive identity to better position the initiative. This included the logo design, design and production of marketing collateral targeting key industries, and the website design and development.
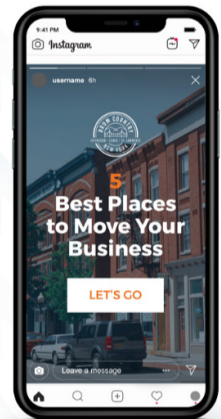
Over the past 4 years we have managed their digital campaign focused on workforce and business recruitment/retention with a emphasis on military markets, communities, and individuals.
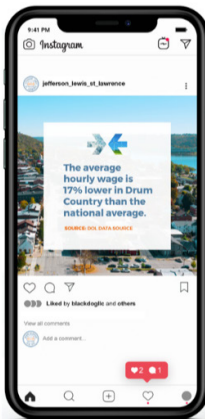
Educational Post   Event Post   Interactive Story

WORK SAMPLES
BLKDOG

Fairport Office of Community & Economic Development
Martha M. Malone
Executive Director
marthamalone@fairportny.com
(585) 421-3240

Brand Guide
(available via QR code)

The Fairport Office of Community & Economic Development (OCED) is an umbrella agency consisting of the following entities: URA, Section 8 Program, LDC, and IDA.

Over the past year we have worked together to rebrand the organization, focusing on their brand messaging, positioning, identity, website, and marketing collateral.

This process began with stakeholder interviews, as there has historically been confusion as to what the organization does for the community and services they provide. The new branding has positioned them to be a more "elevated" brand, representing their personalized approach towards working with businesses and individuals.

WORK SAMPLES
Camoin Associates

Economic Development and Branding Strategy

Nassau County IDA

SERVICES:

- Website Redesign and Deployment
- Economic Development Conditions Analysis
- Benchmark Assessment
- Real Estate Market Analysis
- Target Industry Analysis
- Branding Material
- Stakeholder Interviews
- Strategy Development

THE CHALLENGE

In early 2020, the Nassau County Industrial Development Agency (NCIDA) recognized the need for an economic development strategy that combined marketing, brand strategy, and the latest economic research. This strategic planning process occurred during a difficult time when industries and businesses were disrupted, and economic uncertainty was brought to light amid the COVID-19 pandemic. With this in mind, it became critical to home in on key economic opportunities to create a diverse and resilient economy able to withstand future economic disruptions.

THE SOLUTION

Nassau County IDA commissioned a team led by Camoin Associates to complete an Economic Development and Branding Strategy. This planning process included significant analysis of economic development conditions, real estate trends, target industries, and competitor locations as well as engagement with business, industry, and economic development leaders in the Nassau County community. Together this research, analysis, and stakeholder input culminated in key initiatives to drive Nassau County IDA towards their goals of improved brand position, enhanced IDA services, and expanded economic development leadership, capacity, and funding. The website created highlighted the county's value proposition in a way that was clear, accessible, and impactful for the key audiences.

THE IMPACT

The Nassau County IDA is actively working towards the goals identified in the 2020 Strategic Plan. Since the plan was completed, the IDA has launched an updated website with marketing materials that clearly directs businesses and partners to IDA services, information, and sites. Camoin Associates' work helped to install dashboards on their website to track the performance of Nassau County and its targeted industries.

Website: https://nassauida.org/

WORK SAMPLES
Camoin Associates

Business Attraction Strategy and Website Redesign

State of New Hampshire
Adam Boltik
International Trade Resource Manager
Adam.T.Boltik@livefree.nh.gov
(603) 271-0331

SERVICES:

• Value Proposition and Positioning Assessment
• Target Industry Analysis
• Business Recruitment Strategy
• Stakeholder Interviews
• Organizational Assessment

THE CHALLENGE

Following the economic disruption of 2020, the State of New Hampshire Department of Business and Economic Affairs (DBEA) was eager for a fresh perspective to guide its business and investment attraction efforts. The Department wanted an approach that considered the state's most competitive sectors for attraction, refined and clarified the messaging and channels for marketing, and provided guidance on how to present the state's opportunities to target audiences.

THE SOLUTION

In coordination with efforts related to understanding the New Hampshire Life Sciences sector and the state's workforce opportunities, DBEA initiated a business recruitment and expansion strategy to guide the DBEA and their partners' efforts in the immediate and mid-term. The effort included significant research and data collection around the state's target industries, a state perception survey of non-New Hampshire based businesses, stakeholder interviews with industry and statewide leaders, best practice review, and strategic consideration of resource allocation.

THE IMPACT

The resulting strategy established protocols, programs, and approaches to attract private investment to New Hampshire. Specifically, recommendations to redesign the state's primary business attraction website (NHEconomy.com) and talent attraction website (ChooseNH.com) to incorporate best practices for economic development organization sites. Camoin Associates has since been hired to assist with the redesign of two of the state's key websites to better speak to the key audiences, ease navigation, and provide the type of information that is most critical to design makers. These efforts are still underway.

THANK YOU

If you have questions about anything entailed in this proposal please give us a call and we will happily discuss with you. As a customer-driven company we value our relationships with clients and work round the clock to satisfy your needs to the fullest extent. We strive with sincerity and commitment to deliver marketing and advertising services that will exceed your expectations. Our projects are built around close working, long-term relationships that deliver value and excellence for your organization. Through passion, commitment, and flexibility we promise to generate results that give you the tools to take your business to the next level. Our culture is to be with you each step of the way for skill and support, and to treat you as friends in each interaction.

CONTACT US

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