

TOWN OF AMHERST INDUSTRIAL DEVELOPMENT AGENCY WEBSITE DESIGN PROPOSAL

Prepared by:





Experience of Firm

Look, we understand you've got a lot of these proposals to look at, so we'll keep the introduction brief and get you to the good stuff. We're ABC Creative, an idea-based marketing agency with offices in Syracuse and Binghamton. We've done a lot of great stuff over the years, especially in web and economic development, which is why we're here.

Your website is a critical tool for lead generation and the significance of their ability to appeal to your audiences of selection consultants, C-level company executives, small business owners, entrepreneurs and real estate developers is essential. With those two realities come challenges and we're just the web production partner to address those with you.

We take your objectives and craft digital solutions that tend to win awards. We do this with the idea-based marketing philosophy that makes our agency unique. Essentially, the idea always comes first here. We take all the raw material gathered through research, process it and problem-solve using the great power of creativity.

We're storytellers at heart, so the idea-based approach lends itself to our passion and expertise in the complex constellation of information that goes into web development. All that said, you'll have an incredibly easy time editing and maintaining the site with a custom content management system that updates in real time. You'll get a dynamic, easy-to-navigate site that's just as user-friendly for your staff on the backend.

You can rely on superior experience with us as we've been building websites since the days of dial-up, always integrating the latest trends, best practices and outstanding design in all we do. ABC is full-service, with a talented roster of influential copywriters and innovative designers who contribute to creation of a stellar digital experience filled with editorial and photography content for your visitors. We're technologically savvy, so a GIS/mapping tool for all site and building information is no problem.

We're frequent collaborators with economic development entities on projects just like this. So, we know how to build a website that is aesthetically appealing, easy to read, easy to maneuver through and able to compile information in report form to best serve your various audiences. We'll capture emails and other prospect information that can be funneled into a database for relationship management.

It's all about how those audiences will interact with you and your content. As an experienced economic development partner, we take the time to understand each of your objectives outlined in your RFP as well as the target audiences to develop a premier presentation of your brand.

We take just as much pride in our client-centric approach as we do our creativity. Communication and collaboration are baked into the idea-based philosophy. Let's take a look at what a partnership with ABC can lead to.

Our Approach

ABC's creative team begins with our intense research to gather all the information we need to build the website. This includes a thorough evaluation of existing content. Armed with a full understanding of your brand, industry and audiences, we begin to generate ideas for layout, design and sitemap.

We thoughtfully curate the entire site's content on a home page. We blend best practices from years and years of experience with creativity to build an intuitive and memorable first impression for visitors to your site.

We'll consider user experience to organize your content in an intuitive way and convert that into a layout that includes all the design elements and functionality we've cooked up to accommodate your goals. We present the home page to you along with an example of an internal page to give an idea of how the site will look and flow. Collaboration with you ensues.

With full approval, we then move into the development phase of coding and migrating any existing content from the current site. This is also where we apply SEO to new and existing content to ensure it performs well for search engines. We'll optimize each page's meta tags, headings and other elements at this stage.

All the while, the process remains collaborative as we regularly update you and ask questions as necessary to ensure the finished product does everything you need it to. Your entire scope of work for website development, including ADA compliance, GDPR and third-party software integration will all be accounted for as these are all standard considerations for us.

As the final step, we thoroughly test the site for all screens and take care of any issues prior to launch. You'll get training and support as well at this time.

Features and Functionality

Design

User experience is at the heart of all we do. Our designers will create an engaging site that looks great and performs perfectly. Graphics, layout and copy will all work together to generate more leads for your agency.

Sites and Buildings

Our web developers have superior experience developing databases and interactive tools like GIS/mapping technology that will help your prospects get to the information and resources they need on a site they can use with ease.

Photography

We will artfully integrate your existing photography in an engaging way that illustrates all the benefits of working with the Amherst IDA. With ABC, you don't just get text-image, image-text: We get creative with digital presentations to make you and your imagery stand out.

Content Management

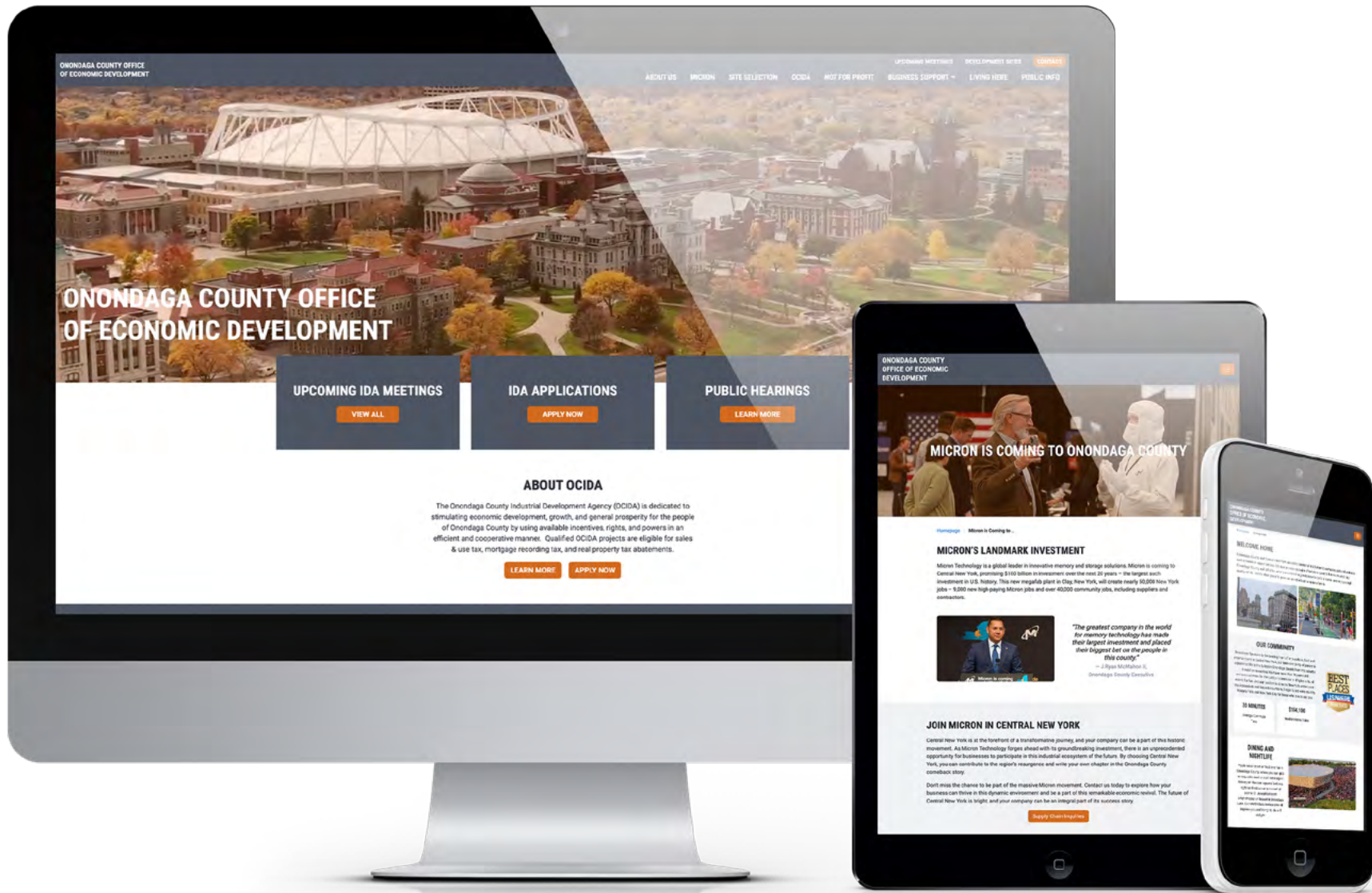
We give you a WordPress CMS, but not an off-the-shelf version. It will be completely customized for supreme functionality for your staff. We'll make it easy to perform updates of any kind in real time. On the public-facing side, your visitors will be able to find information and resources easily. We'll take all your existing documents, logically organize them and funnel them into an intuitive database where the public can easily access them. You'll also be able to add and subtract documents easily.

Editorial

Our professional wordsmiths are experienced in copywriting for economic development specifically. They'll use their unique brand of storytelling to engage your audiences and generate leads. Their persuasive prose will complement graphics and imagery with strong messaging firmly based on your brand with expert consideration for SEO so your prospects can find you.



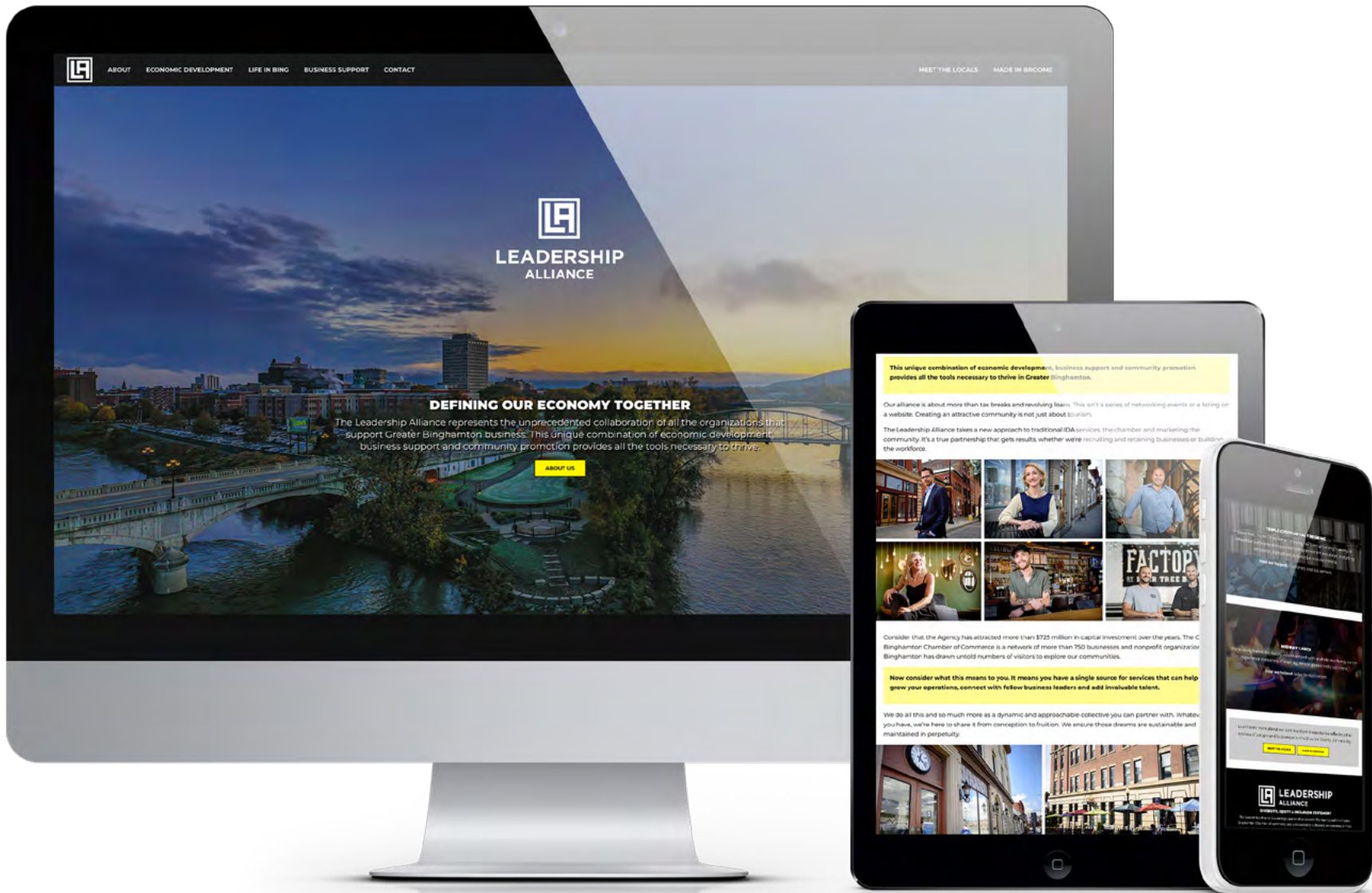
Samples of Work



OCIDA

We worked with the Onondaga County Industrial Development Agency to build a site highlighting their litany of economic amenities with persuasive copy, attractive graphics and an easy-to-navigate layout. Their resources were compiled in a database that users could easily filter to find the information and reports they needed.

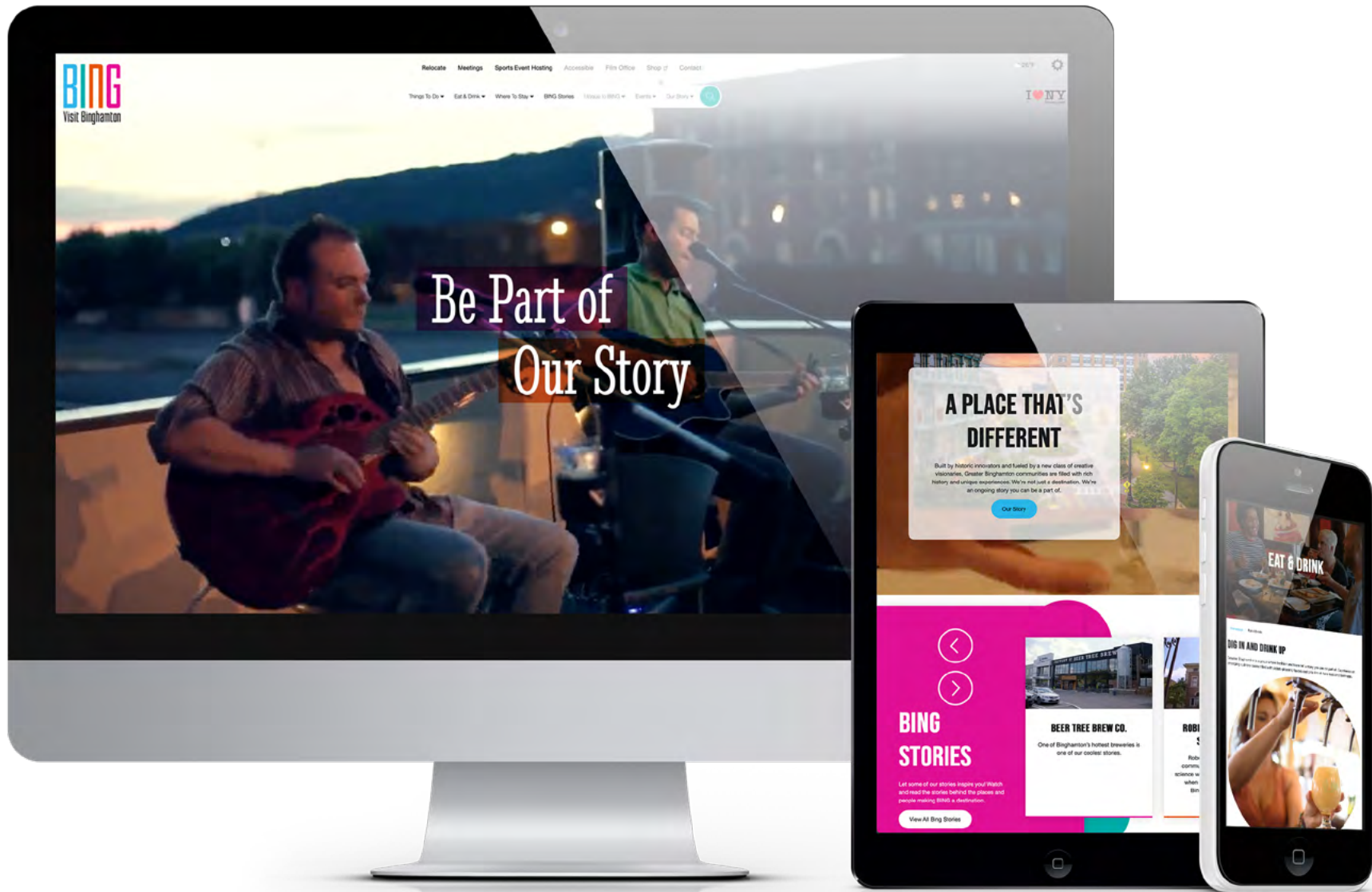
**LAUNCH DATE:
APRIL 2024**



LEADERSHIP ALLIANCE

We worked with Broome County's IDA, the Greater Binghamton Chamber of Commerce and Visit Binghamton to craft a comprehensive site aimed at several different audiences from developers to talent looking to relocate. We used an innovative design to organize all the content in an intuitive way that made it easy for users to navigate to relevant information.

[CLICK TO VISIT](#)



VISIT BINGHAMTON

This is an example of our capabilities when it comes to innovative design. The Visit Binghamton website draws in potential tourists with lots of vivid visuals. At the same time, the site is focused on user experience and ease of use.

[CLICK TO VISIT](#)



References



ONONDAGA COUNTY
INDUSTRIAL DEVELOPMENT AGENCY

ROBERT PETROVICH *EXECUTIVE DIRECTOR*

Onondaga County Industrial Development Agency

robertpetrovich@ongov.net

(315) 435-3770



JUDI HESS *DIRECTOR*

Visit Binghamton

judi@visitbinghamton.org

(607) 772-8863, ext. 329



MONTGOMERY
C O U N T Y NY

BUSINESS DEVELOPMENT CENTER

VINCENZO NICOSIA *DIRECTOR OF PROGRAM DEVELOPMENT*

Montgomery County Business Development Center

vnicosia2@co.montgomery.ny.us

(518) 853-8334

Project Team



TRAVIS BORT

OWNER AND CREATIVE DIRECTOR

Travis' passion for advertising has evolved over the past 29 years into an unrelenting dedication to outstanding marketing creative and strategy. Over the decades, he's created the idea-based marketing philosophy: Getting to know the client inside out, learning about the successes and failures, then spinning that into an idea that builds a better outcome. That's the cornerstone he's built his creative-first agency on since buying the place in 2005. ABC has grown exponentially since then both in terms of people and clients. Local, regional, national, manufacturing, tech, tourism, finance, B2B and B2C: Travis has greatly expanded services over the years to accommodate them all.



NICK ZAPPIA

DIRECTOR OF ACCOUNT SERVICE

Nick's strong background in both marketing and sales gives him solid footing for taking client requests and exceeding expectations on a regular basis. His firm belief in marketing's power to inspire movement drives his dedication to exemplary day-to-day communications with clients. Nick serves as a liaison between the client and Creative Department, taking in key information, then analyzing and communicating that with his colleagues. He's an expert project manager, who takes a high-level view of the many, many tasks at hand and refines all that raw data into a plan that actually gets the job done.



JON BROCKETT

SENIOR WEB DEVELOPER

With years of experience in web development and bringing design to life in the digital space, Jon brings a great aptitude and sharp skill set to the table with any web project he touches. These include award-winning websites for organizations that sport complex features like interactive maps, listings or specialized content delivery. Jon is an expert in compliance and well familiar with all best practices. This all compliments a creative mind capable of building stunning digital displays and outstanding user experiences.



ATO ARKHURST

WEB DEVELOPER

Ato's strong background in coding makes him a key member of ABC's award-winning Web Department. Prior to joining ABC, Ato grew his experience in web development with a mix of retail and app projects. The creative and collaborative environment here drew him to ABC, where he continues to grow his varied skill set.

**MIKE HAINES***SENIOR ART DIRECTOR*

Mike and his 30 years of industry experience are ground zero for graphic design here at ABC, where he's served as Senior Art Director for more than 15 years. Mike dives into every design task with the client's needs and goals as his basis, creating visuals that capture brands and missions at a high level. As the leader of the art department and many website projects, Mike makes sure each piece of print or digital creative that leaves his care is relevant to an organization's objective and demonstrates the high creative standards of ABC.

**SEAN MCMANUS***SENIOR GRAPHIC DESIGNER*

Sean showcases his 10-plus years of industry experience in every piece he creates, including engaging concepts for print and digital projects. He is a master of image manipulation, development of graphics and execution of layout.

**BRYCE BORT***GRAPHIC DESIGNER*

Bryce is well-versed in creative thinking and the art of design, capably taking on any task that comes his way. He's an invaluable member of the staff who is constantly coming up with cool compositions for application in all media.

**SHANE LIEBLER***DIRECTOR OF CONTENT DEVELOPMENT*

Shane is a 20-year veteran of content development and a master storyteller when it comes to marketing destinations and attractions. His deliverables are nothing short of inspiring, whether he's crafting campaign narratives, feature stories or web copy. He's done this continuously throughout his decade-long tenure with ABC and he's consistently earned industry awards for his efforts.

**RACHEL KELLY***DIRECTOR OF AGENCY OPERATIONS*

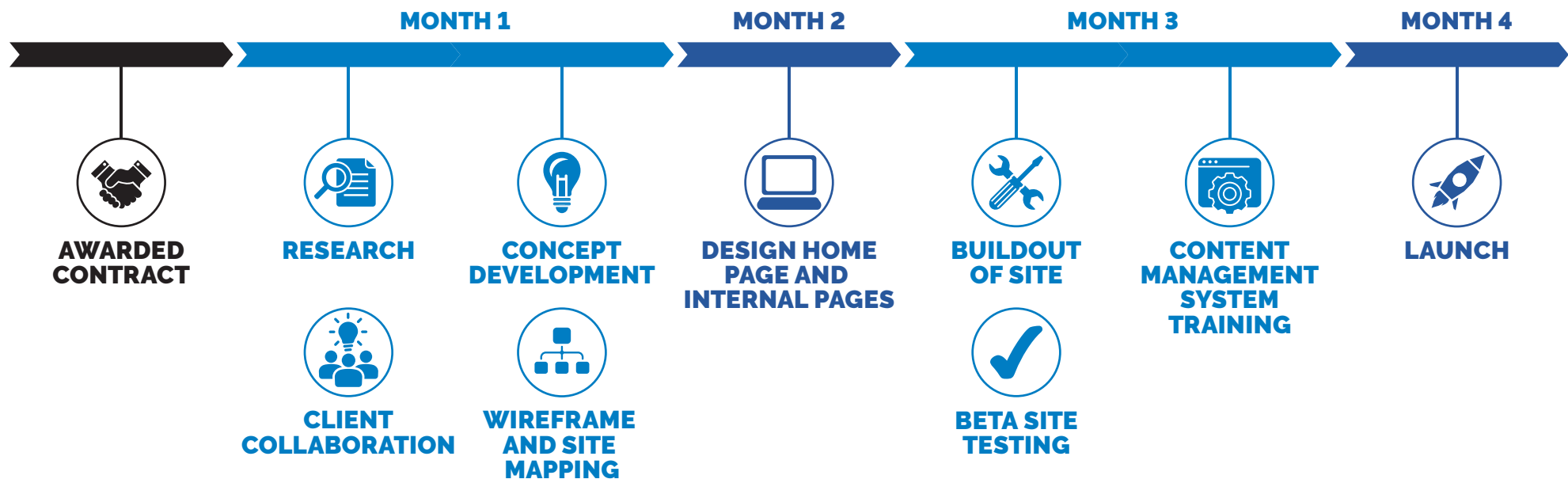
Rachel brings more than 15 years of experience in marketing to ABC in her role as master coordinator of everything that goes on in our busy agency. Rachel works closely with ABC's Creative Director and Account Managers to meet client expectations before, during and after each project. She keeps projects moving efficiently, making sure they're on time and match the budget so clients don't get any surprises.

Cost and Budget

After carefully reviewing your current website and doing a full site audit, we recommend a budget of \$26,000. This includes all concept development, client communication, research, meetings, design, copywriting and web development. Further updates, changes and other maintenance are available and charged at an hourly rate of \$110 for maintenance and \$140 for design. Hosting, including security updates, plug-in updates and bug fixes to keep your site running smoothly, is available for \$995 per year.



Schedule



Thank You

We thank you for the opportunity to partner with the Town of Amherst IDA and tell your story. We'll leave you with a few things to consider ...

We work hard and play hard here at ABC and often those are one in the same. Take a look at some of our recent projects and even take a peek behind the scenes.

THE WORK
abcideabased.com/work



Get a flavor for what makes ABC Creative so, well, creative on our social media, where we share the latest office shenanigans, new work, insightful thoughts and anything else that comes to mind.

INSTAGRAM
instagram.com/abccreativesyr



FACEBOOK
facebook.com/abccreativegroup



LINKEDIN
linkedin.com/company/abc-creative-group



Our blog is where we expose all of our marketing know-how and opinions to the world. We cover important and slightly-less-than-essential topics in well-written form.

THE BLOG
abcideabased.com/blog



Get to know our company culture with a compilation of behind-the-scenes images, our yearbooks, collection of classic holiday videos and much more.

OUR SCRAPBOOK
abcideabased.com/scrapbook



ABCIDEABASED.COM

SYRACUSE

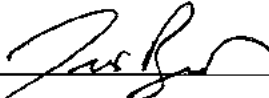
235 WALTON STREET, SUITE 201
SYRACUSE, NY 13202
315.471.1002

BINGHAMTON

FIVE SOUTH COLLEGE DRIVE, SUITE 204
BINGHAMTON, NY 13905
607.235.5336

Procurement Lobbying Restrictions

ATTACHMENT 2

Offerer Certification:	
I certify that all information provided to AIDA with respect to State Finance Law §139-k is complete, true and accurate.	
By: <u></u>	Date: <u>3-6-24</u>
Name [printed]: <u>TRAVIS BORT</u>	Title: <u>OWNER</u>
Offerer Name: <u>ABC CREATIVE GROUP</u>	
Offerer Address: <u>235 WALTON ST STE 201</u>	
<u>SYRACUSE NY 13202</u>	

Procurement Lobbying Restrictions

ATTACHMENT 3

Offerer Disclosure of Prior Non-Responsibility Determinations

Name of Individual or Entity Seeking to Enter into the Procurement Contract:

ABC CREATIVE GROUP

Address: 235 WALTON ST STE. 201

SYRACUSE NY 13202

Name and Title of Person Submitting this Form: TRAVIS BART OWNER

Date: 3-6-24

1. Has any Governmental Entity made a finding of non-responsibility regarding the individual or entity seeking to enter into the Procurement Contract in the previous four years? (Please circle):

No Yes

If yes, please answer the next questions:

2. Was the basis for the finding of non-responsibility due to a violation of State Finance Law §139-j (Please circle):

No Yes

3. Was the basis for the finding of non-responsibility due to the intentional provision of false or incomplete information to a Governmental Entity? (Please circle):

No Yes

4. If you answered yes to any of the above questions, please provide details regarding the finding of non-responsibility below.

Governmental Entity:

Date of Finding of Non-responsibility:

Basis of Finding of Non-Responsibility:

(Add additional pages as necessary)

5. Has any Governmental Entity or other governmental agency terminated or withheld a Procurement Contract with the above-named individual or entity due to the intentional provision of false or incomplete information? (Please circle):

No Yes

6. If yes, please provide details below.

Governmental Entity:

Date of Termination or Withholding of Contract:

Basis of Termination or Withholding:

(Add additional pages as necessary)

Offerer certifies that all information provided to AIDA with respect to State Finance Law §139-k is complete, true and accurate.

By: Travis Bart Date: 3-6-24
Signature

Name: TRAVIS BART Title: OWNER