

submersive

MEDIA



March 2024

Dear David,

It is with great pleasure that we submit this proposal for:
Website Design & Development

In the following pages we've included information about our agency, our team, and our design/development approach. We've also included an overview of the key features & functionality of the core website design, and our proposed project timeline.

With this proposal we aim to demonstrate our commitment to excellence through our body of work. It is our hope that the thoughtfulness we've put into this proposal underscores our passion for the project and our desire to be your partner.

Contact Person:

Adam Spielberger
Co-Owner/Partner
Submersive Media
New York
(917) 604-9651
adam@submersivemedia.com

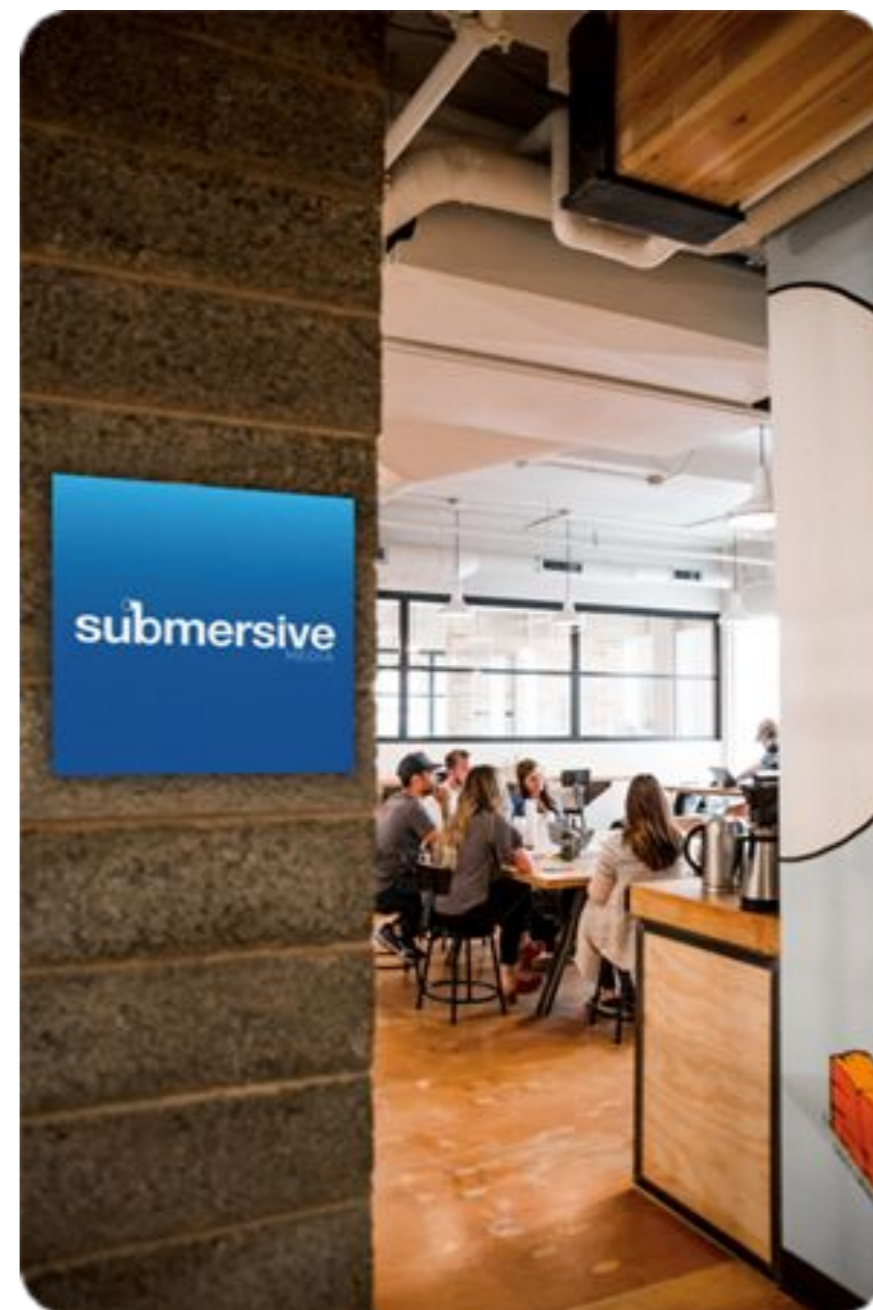
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Statement of Qualifications

Submersive has been providing web design and development services since our inception in 2012. The type and complexity of these projects is varied and defined by the specific needs of our clients. We are always thoughtful and strategic and have never taken the “one-size-fits-all” approach to our web development projects. We have experience working with a variety of technologies and with a wide range of clients.

As a recent example, we launched a website for the [St. Lawrence County Industrial Development Agency](#). The goal was to increase new business leads by designing an intuitive site with a fresh & modern aesthetic, and also to present the myriad economic data in engaging ways. We accomplished this by integrating a GIS platform that allows users to drill-down into the demographic, environmental, and infrastructure data they are seeking.

We currently work with [City of New Rochelle](#) maintaining and continuously developing their three websites. We transferred all three websites from a previous vendor to the new hosting and increased security while enhancing the content management system, fixing issues, and maintaining a healthy environment. We are currently developing a strategy to combine their three websites into one cohesive site accomplishing all their longer term goals for an easy to use and comprehensive site.



The Submersive Methodology & Approach



Research - Analysis - Strategy

- A deep dive into the available materials.
- Whether it's a branding, web or marketing campaign, every project requires a knowledge of the space, a competitive analysis and a detailed review of findings.
- Through the findings we gain insights that we then build a strategy and any kind of design on.
- We review these strategies with you to ensure a foundational alignment on principles and practices.



Creative Visualization

- Based on our agreed upon principles we then begin the design stage of our projects. This involves *inspiration gathering, wireframes, site maps, design language sketches* depending on the kind of project.
- We work hand in hand with our clients through the creative process to make sure the work is an accurate and true reflection of the agreed upon strategy.



Implementation - Testing - Launch

- Once the website design or branding project is complete, our team moves into development / implementation mode.
- For website projects this involves rigorous backend and frontend work as well as QA testing, image optimization, a help desk to help you flag issues & feedback items, CMS client training and post launch support as needed.

Company History

Submersive Media is a leading independent digital agency located in New York. Founded in 2012, and currently co-owned by 2 industry veterans, Submersive is at the forefront of creative and digital content production.

Our core services include creative design, web/mobile development, social media management, media buying/advertising, and experiential marketing.

We have a stellar track record in client satisfaction and delivering exceptional work on time and under budget. Submersive Media has worked with a diverse client base, across a variety of industries, including: Non-Profit, Quasi-Governmental, Media and Entertainment, and CPG.

Submersive Media is certified to do business in New York.



Description of Services

Our team will provide the following services, as detailed in subsequent pages.

- Information architecture
- Content strategy and production
- Technical requirements & recommendations
- Design (UI/UX)
- Visual Designs, mockups
- Website development
- Staff training
- Post-launch support + maintenance + new features development



Who We Work With



St. Lawrence County
Industrial Development Agency



References

Patrick Kelly
St. Lawrence County IDA
CEO
Ernest J. LaBaff Industrial Building 19
Commerce Lane, Suite 1 Canton, New
York 13617
(315) 379-9806
pkelly@slcida.com

Patricia Wilson
New York Power Authority
Economic Development Manager / North
Country
St. Lawrence-Franklin D. Roosevelt
Power Project
PO Box 700
830 Barnhart Island Road
Massena, NY 13662
(315) 764-6603
Patricia.Wilson@nypa.gov

Jorge Ventura Ovalles
City of New Rochelle
Senior Real Estate Development
Manager
515 North Avenue, 1st Floor
New Rochelle, NY 10801
jventura@newrochelleny.com

Key Staff Members



Alex Dubin,
Co-Owner & Partner

Over the past 15 years, Alex Dubin has established himself as one of the thought leaders in the digital marketing space.

Before founding Submersive in 2012, Dubin managed the marketing departments at top digital agencies and has run multi-platform marketing campaigns for dozens of Fortune 500 companies, entertainment companies and film studios.



Adam Spielberger,
Co-Owner & Partner

Adam Spielberger has a long history in Digital Marketing and Production and joined Submersive Media in 2015.

He has held senior roles at a variety of top agencies including 42West, LBI and Special Ops Media. Over the course of his career he has worked on projects for a variety of companies including The Boy Scouts of America, LG, Comcast, Universal and Calvin Klein,



Lydia Terillo,
Sr. Creative Producer

Lydia Terillo is a versatile creative tech producer of problem-solving emerging media solutions.

Lydia is a former PM of a Brooklyn based creative design firm, and has many years of experience managing digital and physical media production.



Dave Morreale,
Senior Technical PM /
Lead Developer

Dave has nearly 20 years experience leading and contributing on web projects for both multinational corporations and nonprofits. Dave is a full-stack developer specializing in open-source CMS development on platforms like Wordpress, Drupal and Magento. He has worked on all size sites, including for Robert Wood Johnson Foundation, Prudential and Edna McConnell Clark Foundation.



Dana Wagner,
Creative Director /
Lead Designer

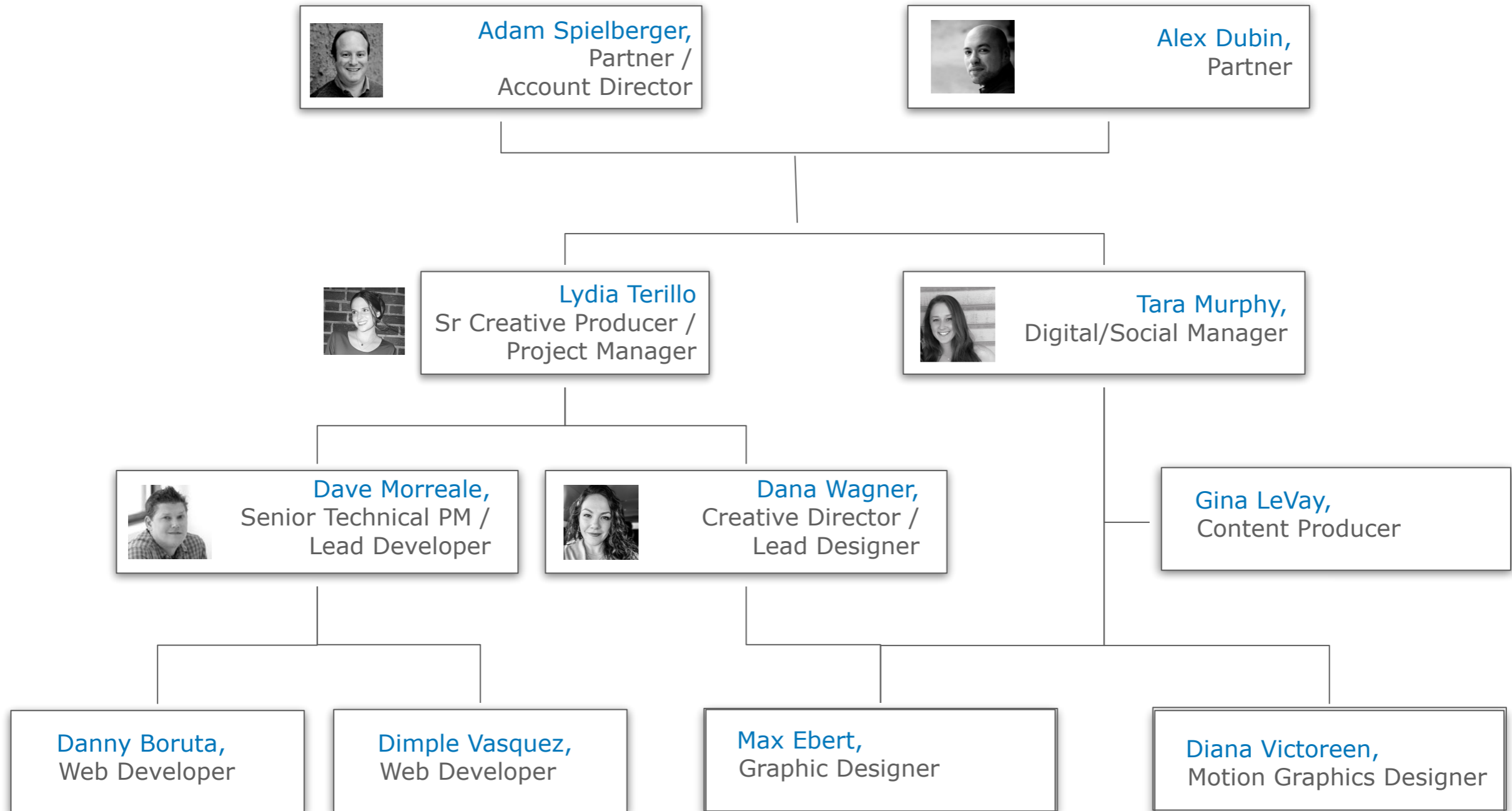
Dana is a multidisciplinary art director and designer with a primary focus on digital design, branding, and campaign concept development. With more than a decade of experience, she has spent most of her professional career crafting a variety of creative pieces for a wide range of clients ranging from non-profit, retail and consumer to healthcare and finance.



Tara Murphy,
Digital Marketing/Social
Media Manager

Tara has managed social media and digital marketing campaigns for a variety of clients including the St Lawrence County Industrial Development Agency, LG, and MGM

Team & Structure



Municipal Government Work

Submersive Media has been working with non-profit organizations and government municipalities for the past 7 years. We currently have several government contracts as either a prime contractor or approved sub-contractor. We are currently engaged with the following entities:

- St Lawrence County IDA [\[link\]](#)
- New York Power Authority (NYPA)
- New York State Energy Research and Development Authority (NYSERDA) [\[link\]](#)
- City of New Rochelle [\[link\]](#)
- County of Rockland, New York



St. Lawrence County
Industrial Development Agency



NEW ROCHELLE
IDEALLY YOURS



NEW YORK COMMUNITY COLLEGES
ENERGY EQUITY CONSORTIUM



Similar Work: St Lawrence County IDA

Develop and execute a 360 Degree digital marketing effort for the St. Lawrence County IDA with the goal of promoting the expansion of current businesses, and attracting new business and people to the North Country as an amazing place to live and work.

- Branding/Logo redesign
- Design and Development of a new website
 - Content Management System
 - Technical Direction
 - Technical Training
 - Website Hosting
- Sizzle Reel / Corporate Video production
- Video Business Spotlights
- **Jobs Integration**
- **CRM implementation**
- **GIS Implementation**
- Social Media Strategy & Management
 - Facebook, YouTube, LinkedIn, Twitter
- Paid Media Strategy + Lead Generation
- Copy Writing + Content Development
- ABO document compliance - meetings, minutes, etc
- Cohesive Brand Look & Feel

Site: <http://www.slcida.com>

Business Spotlight Video:

<https://www.instagram.com/tv/CgAclaZNuuG/>

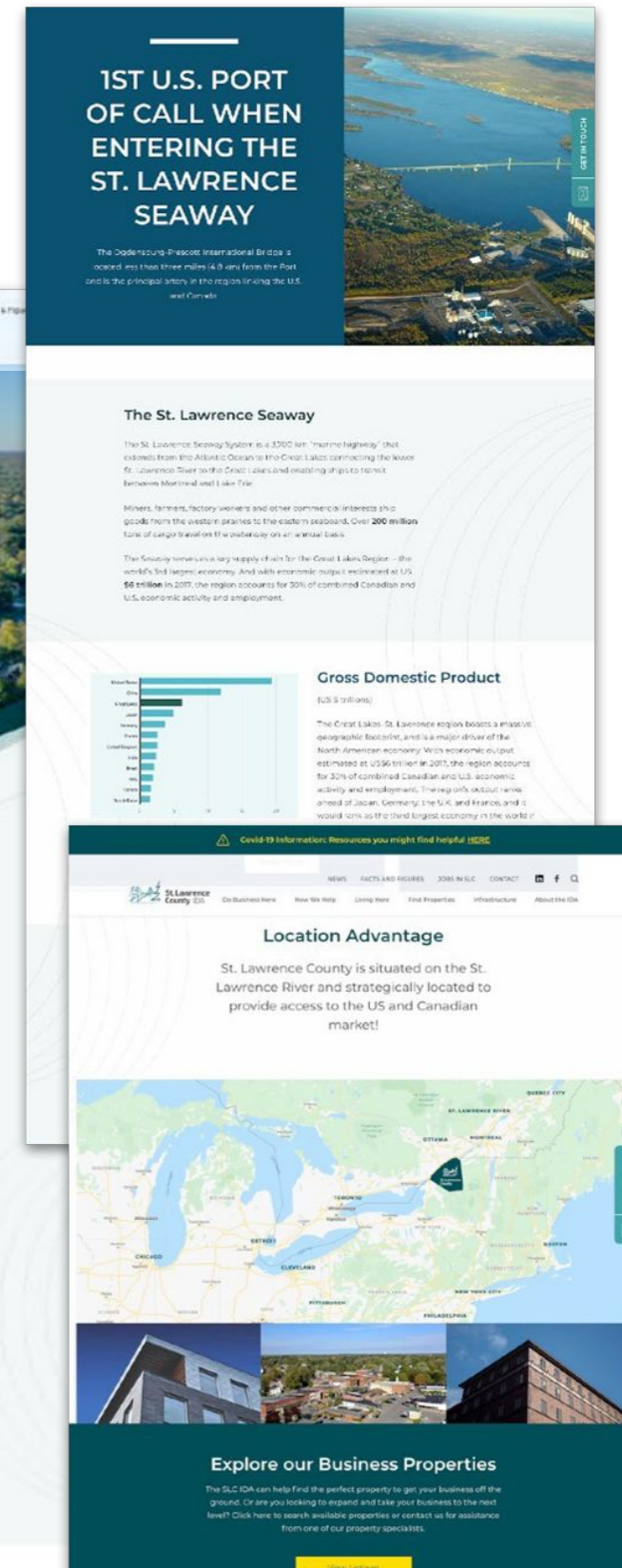
REFERENCE: Patrick Kelly, CEO

(315) 379-9806

pkelly@slcida.com



St. Lawrence County
Industrial Development Agency



St Lawrence County “Come Home Campaign”

In an effort to appeal to visitors from outside the county and previous residents, the St. Lawrence County IDA launched the Come Home Campaign. The campaign has been intended to provide details to non-residents about the quality of life, cost of living, and business opportunities in the county.

As a part of the campaign we made creative assets like the badge to include in social media posts. Through the help of our team we have been able to do a lot with our creative. This badge can be its own static image, can be layered over posts, and animated to create motion content. Making assets from scratch allows unique content to be created.

Additionally we ran ad’s, posted organically, and included hashtags on posts to drive attention to the campaign.

Through this strategy we saw an increase in engagement, impressions, and followers to the pages.



Similar Work: City of New Rochelle Economic Development

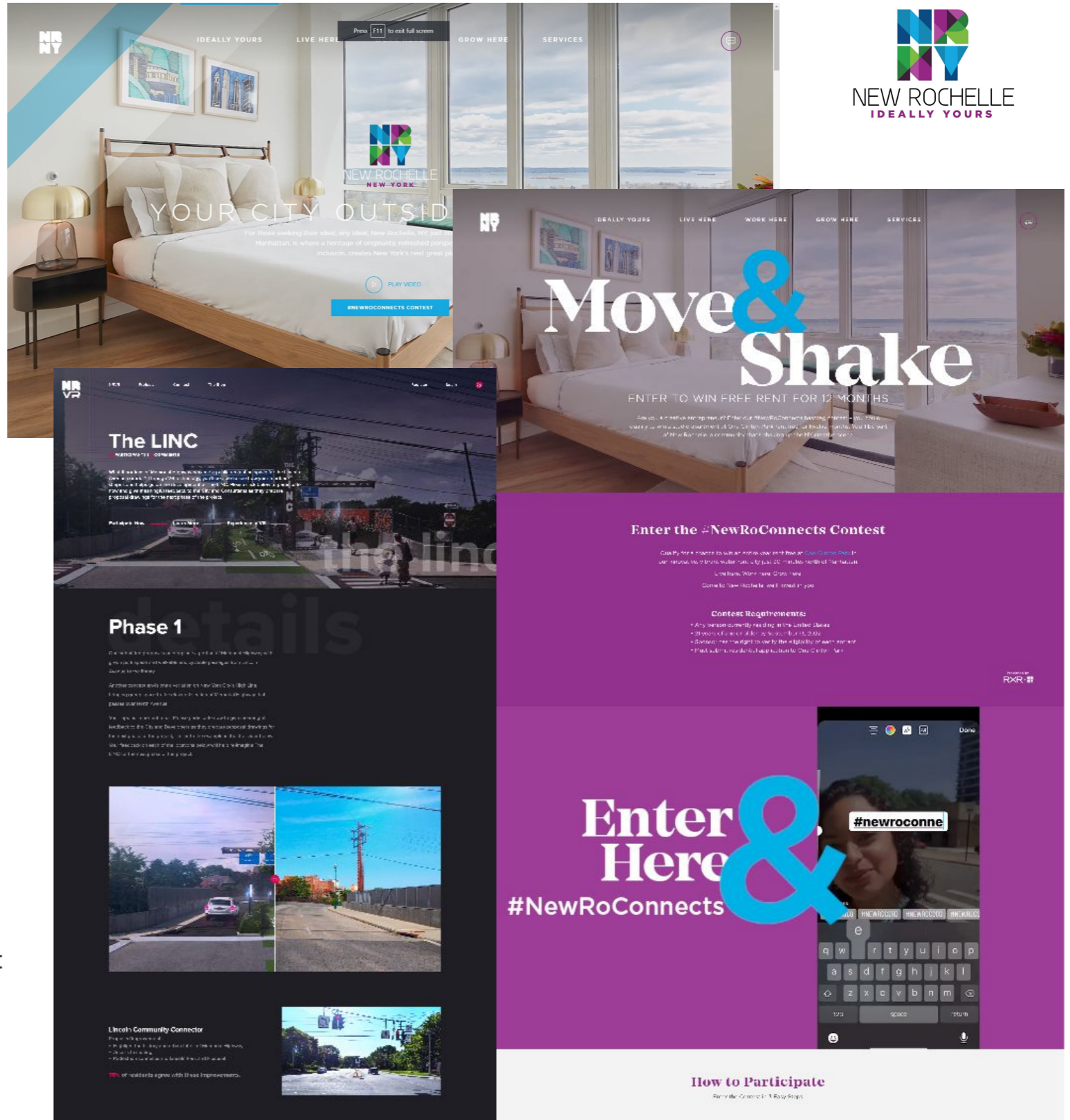
Transfer of three websites from a previous vendor to the new hosting and increased security. Ongoing site maintenance, content management, and strategy to combine three websites into one cohesive site accomplishing all their goals with a easy for user navigation.

- Full transfer of three websites to new hosting and domains
- Maintenance of three websites
- Design and Development of a new pages and campaigns
 - Technical Direction
 - Design Creation
 - Technical Training
- Social Media Integration
- RSS Feed implementation
- Copy Writing + Content Development
- Content Management System training
- Currently performing discovery for the design and development of a new website

SITES: <http://ideallynewrochelle.com>
<http://www.engagenr.com>
<http://www.newrochelledri.com>

REFERENCE:

Jorge Ventura Ovalles, Director of Economic Development
jventura@newrochelleny.com



Similar Work: NYSERDA

Development of a microsite to promote job opportunities and Clean Energy Job Training and for Underserved New Yorkers

- Website development & production
 - Backend setup:
 - Hosting
 - Domain Setup
 - Wordpress CMS
 - Frontend production by custom designs
- Responsive for tablet, desktop and mobile
- Email lead capture tool and auto response
- Building strategy around the website use
- Search Engine Optimization (SEO)
- Google Analytics setup
- Documentation
- Training

Site: <https://nyccee.org/>

REFERENCE: Arch Street Comms
Nora Madonick, CEO
nmadonick@asc-pr.com



train tomorrow's workforce.



Supported by New York State Energy Research and Development Authority (NYSERDA) and the New York State Department of Labor (NYSDOL). NYCCEE is a consortium of 24 SUNY/CUNY community colleges, employers, community organizations, unions, faith leaders, and state and local governments. Together we are building an unprecedented, statewide skills training and jobs on-ramp for New Yorkers who have been left out of the energy transition.

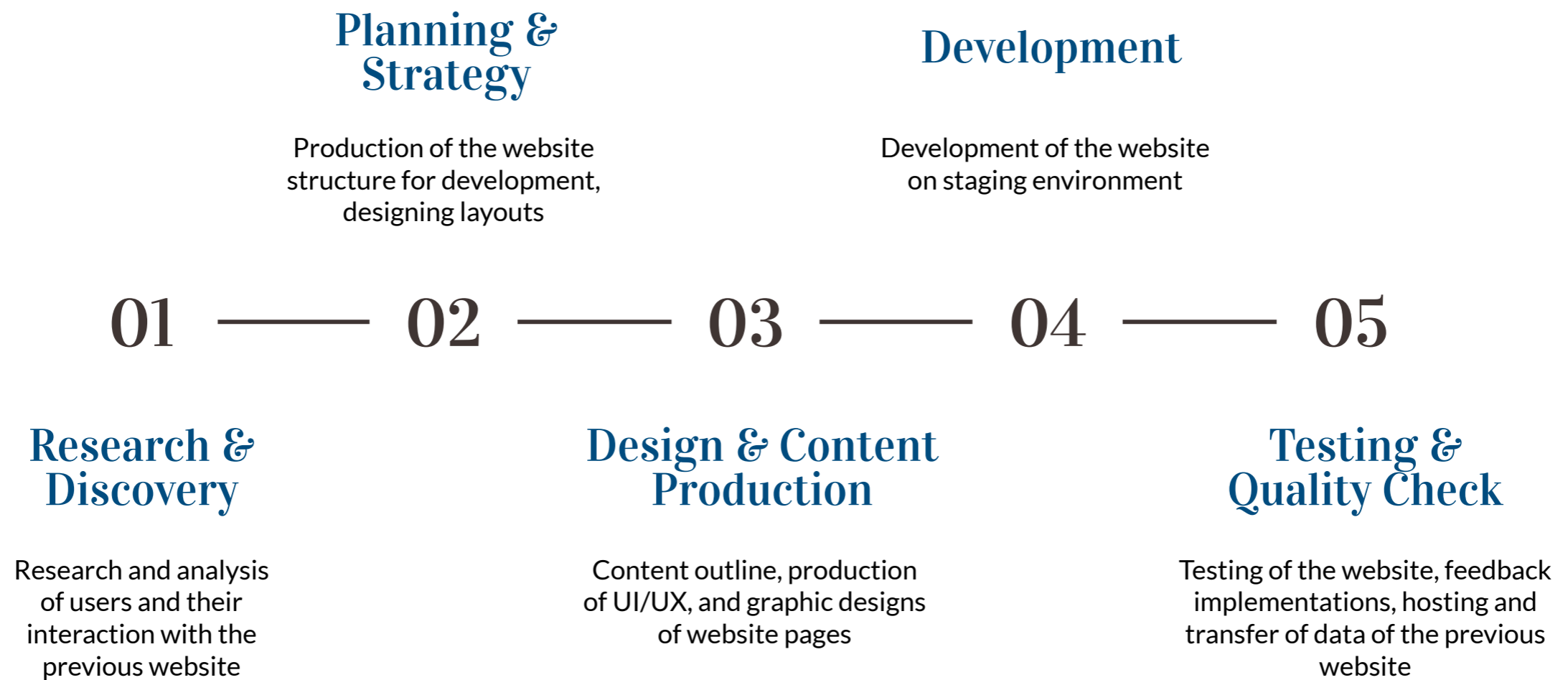


SOLICITATION FOR WEBSITE DEVELOPMENT

Website Production Life Cycle

Submersive Media will complete a full life cycle of production starting with an in-depth research of the existing analytics and developing the strategy of the website that is easy to navigate and serves it's users and prospects

Throughout all 5 stages of the production process we will conduct meetings with the stakeholders to ensure a collaborative working environment.



Website Development and Deployment Timeline

Milestones:

- Design Stage 1: 2 weeks
- Client Feedback: 1 week
- Design Stage 2: 2 weeks
- Development: 5 weeks
- QA, Revisions, Deployment: 2 weeks
- Documentation & Training: 1 weeks

Total: 13 weeks

* Design timeline is dependent on client feedback being received within above timeframe

Scope of Services

The website will be developed in Wordpress with a robust Content Management System (CMS) to allow for easy content updates. The site will include all of the functionality and elements specified in the RFP, as well as some new components. The main components of the home pages could include: hero intro video, featured announcement, categories of live here / work here / grow here that guide users to other parts of the website and the other Amherst sites (<https://www.amherstida.com/> and <https://www.amherst.ny.us/>), GIS/Site Selection tool, a calendar with the upcoming events, featured businesses, and a email capture form as well as links for social media.

Other important elements could include:

- **Event calendar**
- **Tool: find how we can help!**
- **Document Directory**
- **Jobs Openings**
- **Real Estate tool**
- **Statistical Data**

Additional tools: SEO and Google Analytics setup, email lead capture form, pop up window, branded link url and more.

Deliverables	Title	Amount
Design Stage		\$11,000.00
1. Design Concepting <ul style="list-style-type: none"> a. Concept Creation - 2 homepage design options b. Content Outline c. Client Feedback d. 1 round of revisions 2. Design Production <ul style="list-style-type: none"> a. Finalized Homepage b. Design for the following pages (or similar): <ul style="list-style-type: none"> i. Do Business Here Page ii. Find a Property Page iii. How We Help Page c. 1 round of revisions d. Finalized Designs 	Account Director	
	Creative Director	
	Project Manager	
Development Stage		\$13,200.00
1. Development <ul style="list-style-type: none"> a. Backend Setup <ul style="list-style-type: none"> i. Hosting setup ii. Domain setup iii. Security b. Frontend Development <ul style="list-style-type: none"> i. Homepage ii. Secondary pages iii. Tertiary pages c. Additional Functionality <ul style="list-style-type: none"> i. Email Lead Capture ii. ADA & WCAG Compliance iii. Analytics Integration iv. Social Integration v. SEO 	Account Director	
	Project Manager	
	Tech Lead	
	Programmer	
QA & Deployment		\$4,400.00
1. Quality Assurance testing for desktop and mobile devices 2. Live deployment	Account Director	
	Project Manager	
	Tech Lead	
	Programmer	
Documentation & Training		Included
1. Documentation 2. CMS Training	Account Director	
	Tech Lead	
	Project Manager	
TOTAL:		\$28,600.00

Maintenance and Hosting Fees

Ongoing updates and maintenance of the site can be done at a rate of \$200.00 per hour. If larger updates are or changes are required they can be scoped as a new project. If preferred, we are happy to provide a monthly maintenance program once we have a sense of the amount of work/hours required each month on an ongoing basis.

For hosting, we typically recommend WPEngine for reliable security and speed. Hosting fees are estimated at \$50.00 monthly. Depending on the selected hosting platform and site traffic, these fees can vary.

Thank You!

Adam Spielberger
adam@submersivemedia.com

www.submersivemedia.com

+1 (917) 604-9651

ATTACHMENTS



Procurement Lobbying Restrictions

ATTACHMENT 1

**Affirmation of Understanding and Agreement
Pursuant to State Finance Law §139-j(3) and §139-j(6)(b)**

I affirm that I understand and agree to comply with the procedures of AIDA relative to permissible contacts as required by State Finance Law §139-j(3) and §139-j(6)(b).

By:  Date: 3/13/24

Name: ADAM SPIELBERGER

Title: CO-OWNER

Offerer Name: SUBMERSIVE MEDIA

Offerer Address: 10 MANOR PLACE

DOBBS FERRY, NY 10522

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:  Date: 3/13/24

Name [printed]: ADAM SPIELBERGER Title: CO-OWNER

Offerer Name: SUBMERSIVE MEDIA

Offerer Address: 10 MANOR PLACE, DOBBS FERRY NY 10522

Procurement Lobbying Restrictions

ATTACHMENT 3

Offerer Disclosure of Prior Non-Responsibility Determinations

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

SUBMERSIVE MEDIA

Address: 10 MANOR PLACE, DOBBS FERRY, NY 10522

Name and Title of Person Submitting this Form: ADAM SPIELBERGER

Date: 3/13/24

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:  Date: 3/13/24
Signature

Name: ADAM SPIELBERGER Title: CO-OWNER