Golden Shovel

GROUNDBREAKING
ONLINE ECONOMIC
DEVELOPMENT

Town of Amherst Industrial Development Agency (AIDA)

Website Design Proposal

David Mingoia

Executive Director

Proposal expiration: **6/20/2024**

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Little Falls, MN 56345

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GoldenShovel.com

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1. EXECUTIVE OVERVIEW

March 14, 2024

Dear Mr. Mingoia,

Golden Shovel is pleased to present our proposal to the Town of Amherst Industrial Development Agency for the development of a fully customized and cohesive economic development website paired with additional tools like our Content Management Service (CMS) and GateKeeper Services. Our proven approach to economic development marketing and communications has enabled us to support the growth of over 285 communities. As you evaluate our proposal, consider the following:

- Golden Shovel is focused exclusively on economic development. By leveraging best practices and our insights into economic development strategies, marketing, tools, and analytics, we can develop a website that promotes your region to site selectors and business executives. We can give you a distinct voice while clearly articulating your value proposition in terms that resonate with this specific audience.
- We have the tools to educate your specific target audiences about the Town of Amherst Industrial Development Agency's unique story and build an audience and pipeline of prospects.
- The Town of Amherst Industrial Development Agency is a unique organization with specific goals. Our broad experience working with clients across North America and Canada assures that we are drawing from a deep well of project experiences to correctly position and promote the Town of Amherst Industrial Development Agency's area. Our experience includes developing and implementing marketing plans, and our capabilities include brand management, website development, copywriting, PR campaigns, digital and print media, success stories, 360 Virtual Reality Familiarization videos, site selector engagement and target industry analysis.
- We know and understand the economic development market and site selection industry . . . it is our passion and expertise.

This proposal has support from myself and detailed input from our entire executive team. Jeff Klaubert will serve as your point of contact. You can reach him at (603) 860-6078 or by email at jklaubert@goldenshovelagency.com.

Sincerely,

Aaron Brossoit, CEO
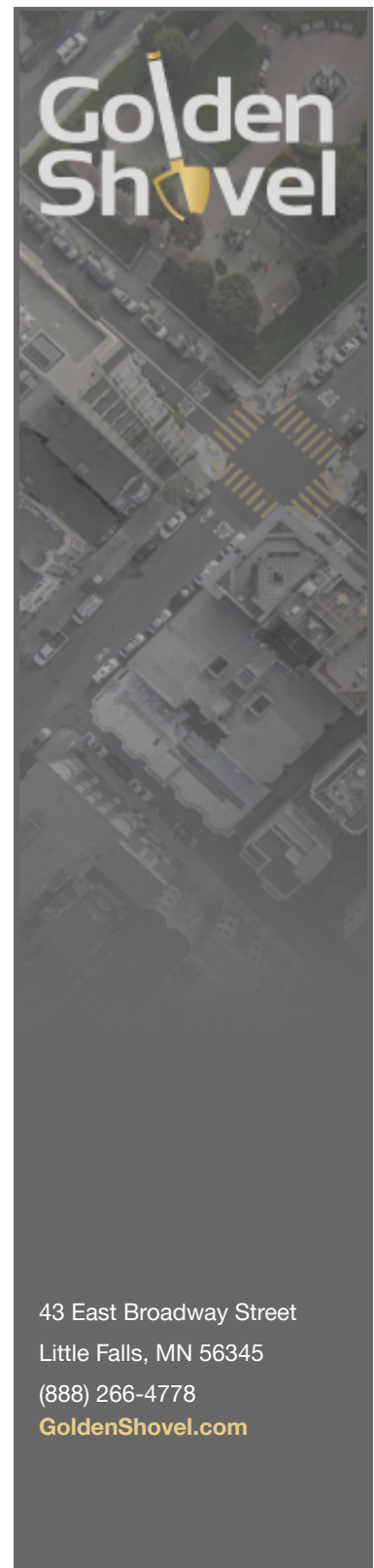
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2. STRATEGIC APPROACH

The Town of Amherst Industrial Development Agency has a goal of creating a new website and communications strategy to promote the strengths and competitive advantages of the Town of Amherst Industrial Development Agency's area - positioning the region as an attractive place to invest and relocate. The strategy will develop the Town of Amherst Industrial Development Agency's website and messaging to help grow awareness through engaging with the Town of Amherst Industrial Development Agency's target audiences. Golden Shovel's team of designers will develop a cohesive business focused website, with accurate, up-to-date information on topics including the organization's departments, events, projects, news, available sites, initiatives, and infographics.

Information on the region must be presented in a manner that is easy for the Town of Amherst Industrial Development Agency's target audiences to understand and relate to. This includes how demographic data, regional assets, and information are presented online in graphic and written forms.

Golden Shovel Agency has substantial experience designing and building award-winning websites, logos, and marketing collateral using proven marketing strategies and expertise. Our team has completed over 285 county, city, and regional economic development projects in the U.S. and Canada, including the design and implementation of websites and marketing initiatives. Our international work extends out of the U.S. into countries like the Caribbean, Panama, Haiti, Guatemala, and West Africa. We also have significant experience working with 3rd party vendors and integrating their API's into numerous clients' websites (HubSpot, GIS Planning, LocationOne, Paypal, etc.).

At Golden Shovel, we believe thriving communities improve everyone's lives. Everything we do connects businesses and talent with communities they'll thrive in. We do this by empowering economic development through Groundbreaking Economic Development Communications.

Goals of the Project

➢ **Website Development:** Build a customized, graphic-rich focused website to facilitate communication and increase awareness about the Town of Amherst Industrial Development Agency's events, programs, and services. The website will be used as a place to drive visitors and increase brand awareness.
- The new website will facilitate the following:
  - ➢ Source pertinent business news and information resources
  - ➢ Present the Town of Amherst Industrial Development Agency's area in its best light
  - ➢ Showcase the value of working with the Town of Amherst Industrial Development Agency
  - ➢ Exponentially increase online presence
  - ➢ Increase communication channels to target industries
  - ➢ Develop a unified approach to communication efforts
  - ➢ Create a network for sending out the Town of Amherst Industrial Development Agency's message
  - ➢ Powerfully influence search engine optimization
  - ➢ Incorporate video, images, and infographics
- The website will be fully responsive and visually appealing, showcasing investors, listings, resources, incentives, events, small business programs, data, and information about Town of Amherst Industrial Development Agency. The website will be built with a Content Management System (CMS) that is easy to update and maintain by staff without programming/development knowledge.
- Develop a cohesive website with accurate data and content for members, business executives, site selectors, investors, real estate developers, and other identified target industries to use as the leading source for information for the Town of Amherst Industrial Development Agency.
- Develop the website with the goal of interacting and engaging target audiences with multiple calls to action.
- Under our Content Management Service, Golden Shovel's team will work hand in hand with the Town of Amherst Industrial Development Agency's staff and become an extension of your IT, design, and marketing team to provide ongoing communications and marketing support to the Town of Amherst Industrial Development Agency.
- Provide an effective website launch campaign for the new website focused on engaging target audiences.

➢ **Content Development:** Our team of copywriters will work with your team to develop key messaging, create a content strategy document, and post new content to the website and social media accounts every week. The writers will develop up-to-date posts and articles that resonate with business owners and individuals in the defined target audiences. With this service, a complimentary website redesign every fourth year is included at no additional charge.

- ➢ **ZoomProspector & Intelligence Components** - ZoomProspector from GIS Planning provides location analysis web services that accelerates and simplifies the process of evaluating regions, properties, and sites for business. Golden Shovel has vast experience and a long-standing strategic partnership with GIS Planning. We have been able to integrate GIS Planning into numerous clients' websites and have the ability to fully incorporate it into Town of Amherst Industrial Development Agency's web portal.

- ➢ **Support:** Golden Shovel will provide a support administrator to assist in implementing the plan effectively and can be thought of as an extension of the Town of Amherst Industrial Development Agency's staff. The administrator provides hands-on support with communication, online monitoring, and plan execution. This includes managing the content calendar that organizes articles and posts throughout campaigns. Once the website is launched, the administrator will meet with the Town of Amherst Industrial Development Agency's team monthly for strategy meetings.

3. PROPOSED DELIVERABLES

a) Custom Website Development

Golden Shovel will build a customized, user-friendly economic development web portal. We understand the critical role websites play for an organization like the Town of Amherst Industrial Development Agency. Sending the right impression is critical, and that requires a thorough understanding of the region and the target audiences. We will take the information we gain from research of the area, desired target audiences, and build a stand-alone website that will highlight the strengths of the Town of Amherst Industrial Development Agency to make a great first impression. The services include website setup, custom design, CMS, SEO, Google Analytics, infographics, statistics, content population, and training, as well as over a dozen customizable modules.

a.1 Website Architecture

Every economic development website we create begins with a well-thought-out sitemap and system architecture. We will provide recommendations to the Town of Amherst Industrial Development Agency on how best to map out the new economic development site utilizing what we have learned with related projects across the country and our independent research. The entire Economic Gateway system is designed so your website can be easily edited and updated without programming knowledge. Beyond the admin panel, we will provide training and support to staff on how to use the system. Golden Shovel has developed a proven development process that progresses from initial outlines to the final stage when the site is live launched.

a.2 Website Design

The design process progresses from site outlines to final designs. We will provide a design for a selection of layouts and main structure of the website.

- Social Media Integration: Buttons to join Facebook, Twitter, Linkedin, YouTube or other social networking tools will be on the homepage of the website. All pages throughout the site have "click-to-add" functionality so visitors can share the content with their own social media networks.
- Any specific color scheme, brand guidelines, data, imagery, and graphic art provided by the Town of Amherst Industrial Development Agency will be implemented throughout the web portal.
- The Economic Gateway platform will provide the Town of Amherst Industrial Development Agency with a responsive website, hosting, maintenance, software updates, and staff support.
- The platform offers a wide variety of ways to integrate and link to 3rd party web-based service providers. This guarantees that outside data can be fully integrated into our system, such as GIS Databases, e-commerce applications, and other relevant organizations if desired.
- Graphic-rich layout will present data in an easy-to-understand format that is easily navigated.

a.3 Key Features & Functionality

- **Completely editable and easy to maintain by Client:** The Economic Gateway Content Management System has tools designed specifically for economic development. Unlike the more templated CMS software designed for web developers (i.e., WordPress, Joomla, Drupal, etc.), we have removed unnecessary functionality and streamlined the admin functions to make it fully updateable by the client without programming experience.
- **Cross-Platform Compatibility:** Your new website will be viewable on all current computer systems and browsers (Firefox, Chrome, Safari, etc.) and ongoing software updates ensure that the site will stay compatible with all future browsers.
- **Graphics and video**: The website will be built with the capacity for handling video applications and graphics and will incorporate streaming video functionality so multiple access to these information pieces will be available to the public.
- **Search Engine Optimization (SEO):** As part of our process, we incorporate the latest SEO methods and practices into our websites and services. The development phase will include initial SEO to support Google and other searches. Keywords are researched and selected and then strategically placed throughout the website and social media content.
- **User-friendly interface:** The website will be easy to navigate, user-friendly, and built for the multiple audiences of Town of Amherst Industrial Development Agency to navigate easily from the home page. We specialize in making websites that are easy to use and designed specifically for the target audiences.
- **Google Analytics:** Integrated into each website is the Google Analytics™ website analysis software to track site visits and performance. This will provide the Town of Amherst Industrial Development Agency with the necessary data and tools to review web traffic, visitor trends, page views, time on pages, browsers, and platforms.
- **Contact Forms:** Your website will include our Contact Form Manager which will provide you with the ability to create recipients for your contact form without exposing your email addresses, to keep them protected from spammers/spambots so visitors can easily reach out to staff members.
- **Online Forms:** The use of online forms and application submittals will be fully integrated into the website.
- **Mobile-friendly with responsive design:** The Gateway platform is designed to be fully responsive to support handheld mobile devices. Our websites can be viewed on all desktop computers, tablets, and phones.
- **Website Soft Launch:** During the soft launch, only members of the Town of Amherst Industrial Development Agency have access to the site online where they can review and give feedback. Once the website is adjusted and the Town of Amherst Industrial Development Agency approves the final layout, the site becomes live during the website Launch Campaign.
- **Initial and Ongoing Training and Support:** We will provide guidance for the website's launch and initial online training at the time of soft launch and additional training is available after the live launch upon request at no additional cost.
- **Development Guidelines:** We observe coding standards (Section 508 and W3C compliant) as agreed upon by the industry and will ensure the websites are ADA-compliant and accessible to all users.
- **Content Migration:** Our team will migrate any or all of the existing website content Town of Amherst Industrial Development Agency would like on the new website at no additional cost.
- **Infographics:** Golden Shovel's team of designers will develop infographics with current statistics to incorporate into the website design at no additional cost.

a.4 Gateway Modules

The Town of Amherst Industrial Development Agency's website will be built with a full suite of available modules, providing the necessary tools for users to access information and directories, making it easier for audiences to interact with your organization. The website will provide efficient communication, share important website tools and data, and present a unified online presence to your audiences. The Town of Amherst Industrial Development Agency will be able to select the modules that best fit its current needs and have them implemented. All other modules will remain available for implementation at a later time, at no additional cost.

Recommended modules include:

Homepage Showcase

This module will add emphasis to unique programs of interest and link to key features of your site with rotating banner images and text.

News

A key communication tool for keeping visitors apprised of the latest events, press releases, relevant news and to keep fresh content about the region, its growth, and job opportunities.

Incentives Directory

This directory can be used to display information on business opportunities, incentives, training opportunities and workforce available in your region and/or from your organization.

Business Directory

Google Maps-based searchable directory that helps you to promote businesses of interest to your target audiences and industries.

Projects Directory

This module is flexible in design to serve a variety of purposes: Show the impact your organization has on the region by highlighting the economic development projects your business is involved with; Present success stories located across a map; Focus it on identifying specific industry cluster assets. We can help position this powerful tool to best address your goals.

Community Profiles

This section will provide important community data to site selectors, businesses, and communities using a dynamic feed generated through ESRI, the industry-leading data provider. This will be a key module to showcase the business climate and quality of life in the region. Additional community and regional profiles can be added upon request.

FEATURES	
Editable by Client	YES
Mobile-Friendly Responsive Design	YES
Population and Setup (30 hrs)	YES
User-Friendly Interface	YES
Search Engine Optimization	YES
Training Support included	YES
Quarterly Updates & Maintenance	YES
Google Analytics	YES
Cross-Platform Compatibility	YES
Section 508 & W3C Compliant	YES
Translation Tool	YES
Google Keyword Search	YES

Foreign Translation Tool

We integrate a translation tool into the design so viewers can read the website in Spanish, Japanese, Chinese, Korean, German, Italian and many other languages.

Universal Reports

The fast and easy way for you and your users to create customized reports using content from your website. In three easy steps, you can compile location data and create custom info packets. Just use the 'add to report' link found on all eligible pages to populate the content you need for your report. Once you're ready, view your report and you can review and sort your content as well as adding a custom cover page content.

Recommended Uses:

- Compile location data for site selectors
- Generate reports for board members and stakeholders
- Enable site visitors to customize information packets
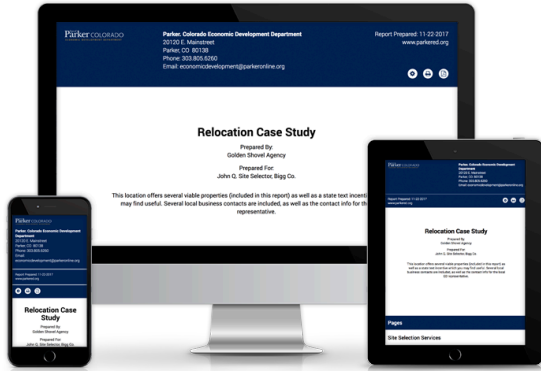
Example of Universal Report

Features:

- 3-Step Reports: Add content, configure your report, and export
- Reports can be printed or exported as PDFs
- Return and edit your existing report for up to one week
- Customizable cover content
- Includes content from multiple modules
  - Real Estate
  - Community Profiles
  - Community Snapshots
  - Incentives Directory
  - Business Directory
  - Projects Directory
  - News
  - Events Calendar
  - Staff Directory
  - People/Membership Directory

Resource Library

Allows for a variety of documents and media files to be organized and viewed online, creating a "media center" with a wide selection of resources such as file downloads, PDF maps, video and audio clips, photos, and links while allowing your site visitors to view them online.

Events Calendar

A tool to promote and highlight events that are relevant to your organization (like job fairs). Events can be filtered by week or month.
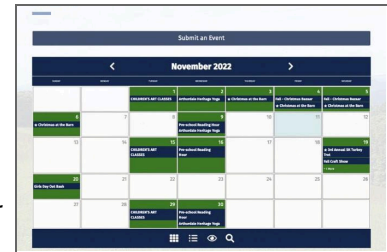
Example of an Events Calendar

Jobs Directory

Google Maps integrated searchable directory that allows your organization to provide prospective workforce with job postings and employer's information. Businesses can upload their available job postings with relevant criteria and contact information. Jobs are posted through a public submission form and approved through a queue system managed by the site administrator. Job postings are designed to be easily shareable through social media channels. The administrator can choose to 'feature' available jobs for more prominent placement in the directory.

JOB SPOTLIGHT

Below is a sampling of the amazing employment opportunities you will find right here in Rock County. SEE MORE JOBS >>

WAREHOUSE ASSOCIATE/SELECTOR ($23-$27 W/INCENTIVES)
Upper Lakes Foods, Janesville, WI

AVID TUTORS (4 POSITIONS) - HIGH SCHOOL
School District Of Milton, Milton, WI

RD&A TECHNOLOGIST
Kerry, Beloit, WI

MAINTENANCE TECHNICIAN**CAN START ASAP**
Aerotek, Beloit, WI

ADMINISTRATIVE ASSISTANT-DC
Dollar General Distribution Center, Janesville, WI

CNC LATHE & MILL MACHINIST POSITIONS
Cotta Transmission Company, LLC.,

Example of the jobs directory on different displays.

Resource Library

Allows for a variety of documents and media files to be organized and viewed online, creating a "media center" with a wide selection of resources such as file downloads, PDF maps, video & audio clips, photos, and links while allowing your site visitors to view them online.

Staff Directory

Allows you to highlight your staff and organization members bringing a human face to the organization while also providing your site visitors with contact info.

Contact Forms

Our Contact Form module will provide you with the ability to create recipients for your contact form so visitors can easily reach out to staff members.

Secure/Private Section (Intranet)

A link for internal staff or board members to log in and view more sensitive information provided by the organization. User levels can be assigned to restrict access to single modules to simplify website administration.

Fast Facts An additional graphical area that combines images and text that rotate randomly on the website to add visual interest to pages and highlight historical facts, testimonials, key events, quotes, trends or any other relevant information.

Custom Form Creator: Collect Information and Invite Audience Input: Custom forms allow you to get input from your users on the topics that matter to you. With scope to create forms as simple as inviting users to send a basic contact message, or as involved as a survey requesting user input on multiple subjects with a wide array of input options. The Custom Form Creator module is a robust solution to many communication needs.

Recommended Uses:
- Invite user communication on targeted marketing pages
- Create a custom contact form requesting additional important information
- Survey users to collect data on important topics
- Create online RSVP forms for special events

b) Hosting, Maintenance, & Technical Support

The Economic Gateway platform includes ongoing updates and expansions as Golden Shovel develops them, at no additional cost to the client. Our maintenance and hosting model provides the Town of Amherst Industrial Development Agency with all the necessary support and assistance for content changes, technical glitches, and support requests related to the website's performance. Our customer support specialists will make sure that your website is accurate and that we are responding to your requests in a timely manner so that your website never gets behind.

b.1 Technical Support

Our hosting and maintenance includes all technology and software updates needed for the website. Unlike other vendors, we do not charge our clients for technology or software updates. Some common requests from clients that are included with the maintenance and hosting service are listed below:

- New page design and set up for a local event
- Video or image uploads
- Image editing and upload to the banner
- Image editing and upload to the banner
- Ongoing training
- Bug fixes and software updates
- Technology updates
- Quarterly software updates and maintenance
- Google Analytics
- Quarterly Analytics Report

b.2 Website Launch Campaign

Included with this service is a marketing campaign for the Town of Amherst Industrial Development Agency's new website. Our team will put together a campaign to promote the launch of your website:

1. Send a press release through online media channels announcing the launch (24-7 Press Release)
2. Provide a press release for the Town of Amherst Industrial Development Agency and assist in the distribution
3. Provide a press release to stakeholders to share with their local media
4. Promote the launch of the website through the Town of Amherst Industrial Development Agency and Golden Shovel's social media channels
5. Promote launch through Golden Shovel's network of site selectors, business consultants, and economic development professionals.
6. Present the new website at Conferences where Golden Shovel or the Town of Amherst Industrial Development Agency is presenting.

c) Professional Website Content Copywriting

Website copywriting refers to the creation of messaging, headers and content for the initial setup of the website. Golden Shovel will provide quality content to your website for the best SEO (Search Engine Optimization) results. We are aware of how important it is to have high-quality content on your website to satisfy the information needs of the Town of Amherst Industrial Development Agency and to increase SEO results. Thus, it is highly relevant for our copywriters to ensure the content aligns with your organization's identity, goals, and initiatives to produce the most effective results. Our copywriters will write original goal-focused content for the website, so there will be a consistent brand voice and messaging. All pages will be goal-focused and written with our client's direction and approval. Content will be populated on your site prior to live launch.

d) GateKeeper Service - Ongoing Marketing & Content Management

Up-to-date, quality content is essential for online success. Our Ongoing Marketing and Content Management/GateKeeper Service will include ongoing management and content support for your website and social media channels to keep them current and engaging. The goal will be to significantly increase the online presence and communication outreach of the organization by sourcing pertinent information that effectively speaks to the target audiences. We will meet with the appropriate Town of Amherst Industrial Development Agency personnel monthly to train, coordinate content, and maximize outreach. We will also create additional original, goal-focused content, as determined by the content strategy document, and provide support in posting it weekly. Our staff will work as an extension of the Town of Amherst Industrial Development Agency's content and marketing division to create key messaging, content, articles, a content strategy document, and post new content to the website and social media accounts every week. The writers develop up-to-date posts and articles that resonate with business owners and individuals in the defined target audiences. Quarterly reports will be provided to track website and social media visitors, gauge effectiveness and make adjustments to ensure success.

The Ongoing Marketing & Content Management/Gatekeeper Service comes with a complimentary, fully redesigned website every 4th year.

GateKeeper Service delivers several types of ongoing marketing, original content creation and strategies by target audience:

Custom Content: Golden Shovel Agency employs writers who are experts in economic development, quality-of-life initiatives, and storytelling. Our team creates content that is customized to the needs of our clients while ensuring that each content piece is unique to that community. Our writers meet with each client to create a custom content strategy based on a community's unique assets and target audience. We recommend articles that will tell your story in a powerful way while bridging the gap between your community's assets and the needs of your target audience.

This custom content can include: • Storytelling based on interviews with community members and businesses • News articles that present the community and local news in the best light • Press releases to share important announcements • Robust social media content to promote events or programs • Quarterly whitepapers that take a deeper dive into community assets, programs and why the target audience should choose to invest or relocate to the community

SEO Content: Search Engine Optimization (SEO) Content is content that helps your website rank higher in the search engines when someone conducts an organic search. SEO content is different from traditional content in that the structure of the content, how keywords are used and where they are placed, is prioritized over the traditional flow of content. Golden Shovel Agency's writing team has expertise in structuring the content correctly while ensuring it is still relevant for economic development. We offer several levels of SEO content, based on client needs and budgets. If completed within the traditional GateKeeper service, SEO content is created based on the keywords provided by the client and published on a similar schedule as the Introductory Content. Clients who wish to engage our services for a more robust approach to SEO will receive additional keyword research, keyword optimization across the site, and additional content creation and promotion.

Website Content: Golden Shovel Agency creates custom content for economic development, talent attraction and tourism websites. Our team of writers has economic development expertise. Because we understand the industry, its unique approach and how to position communities and the organizations who support them, clients do not spend time "educating" our team on what economic development is, or how they wish to communicate. This saves countless hours when compared to working with a non-economic development marketing firm. Clients typically engage our website writing services when having their economic development website built by Golden Shovel. Over time, additional pages may be created that require website content. Within the GateKeeper service, writers can complete limited website content to ensure that new pages are clearly conveying the necessary information. Clients who wish to have their website rewritten during the redesign process, or every couple of years, can engage our services to receive a content strategy session and full website content development.

d.1 Setup & Training

The Golden Shovel Agency team will support the Town of Amherst Industrial Development Agency and provide assistance in implementing the marketing and content plans effectively. Our support includes monthly strategy meetings with key team members and support from a support administrator assigned to your account.

- Golden Shovel will set up any needed social media accounts and populate the recommended social media assets to assure the most significant impact.
- We will provide staff training and also a general review of social media assets.
- Ongoing Social Media management and training will be provided by Golden Shovel representatives.

d.2 Monthly Strategy Meetings

Golden Shovel Agency will work with your team monthly to ensure the strategy is executed and the content is published as planned. A Golden Shovel Account Representative will be the point of contact for the Town of Amherst Industrial Development Agency project and will meet monthly with designated Town of Amherst Industrial Development Agency personnel. Quarterly reports are provided and reviewed in the monthly meetings.

- The Content Management Service will be customized to the support level that best fits the Town of Amherst Industrial Development Agency's needs and the Golden Shovel Account Representative will coordinate with the designated staff members to make sure services are aligned with the Town of Amherst Industrial Development Agency's goals and objectives.

- Content recommendations are made monthly to keep content current and fresh

- Monthly review meeting for content strategy changes and training

- Quarterly goal reviews for strategy changes and plan implementation

d.3 Examples of Work

Golden Shovel has extensive experience creating website and marketing content. We invite you to view the many success stories we have created and published by clicking the links below.

- [Monogram Quality Foods Brings the Bacon in Denison, Iowa](#)
- [Ramsey County Fab Lab](#)
- [Celebrating Manufacturing Month in Phelps County, Nebraska](#)
- [Red Wing Park Project Builds Community](#)
- [Higher Orbits - Go For Launch! - Midland, TX](#)
- [St. Landry Parish is the Equine Capital of Louisiana](#)

Golden Shovel launches websites 56% faster than the industry standard. Our experience and efficient process is unmatched by other design companies. This means your organization will gain attention and traffic sooner. Guaranteed!

e) GIS Planning ZoomProspector (Optional Upgrade)

Visitors to economic development organization websites want to visualize and analyze the site selection data they find on your pages, not just review static reports. ZoomProspector Enterprise puts an impressive array of analytical tools in the hands of potential investors, so they can see how your location fits with their business needs. GIS Planning data tools give them the answers. Put the power of true location analysis directly on your wesite so site selectors and businesses can research, analyze, and drill down into your data with an unparalleled range of analytical tools. ZoomProspector offers the newest version of online site selection web tools in the industry.

4. COMPARABLE PROJECTS

Below are some examples of project websites we have successfully developed for cities, counties, and regions to enhance their economic development and marketing efforts. Additional examples are available at **Golden Shovel - Our Work**.

- **Greater Columbus Georgia Chamber of Commerce Economic Development (GA) - (http://www.choosecolumbusga.com/)** Economic development website and marketing strategy for business and workforce attraction. The project includes a Website Development, Business Attraction Campaign, Targeted LinkedIn Digital Campaign, Workforce Attraction Campaign, Copywriting, Content Management Service, Website Lead Generation & Tracking, and Hosting, Maintenance & Technical Support - Customer since March 2017

- **Liberty Hill Economic Development Corporation (TX) - ([Liberty Hill (TX) Economic Development Corporation (libertyhilledc.com)](libertyhilledc.com)** The project includes Brand & Logo Strategy, Website Development, Copywriting, Content Management Service, Hosting, Maintenance & Technical Support - Customer since May 2023
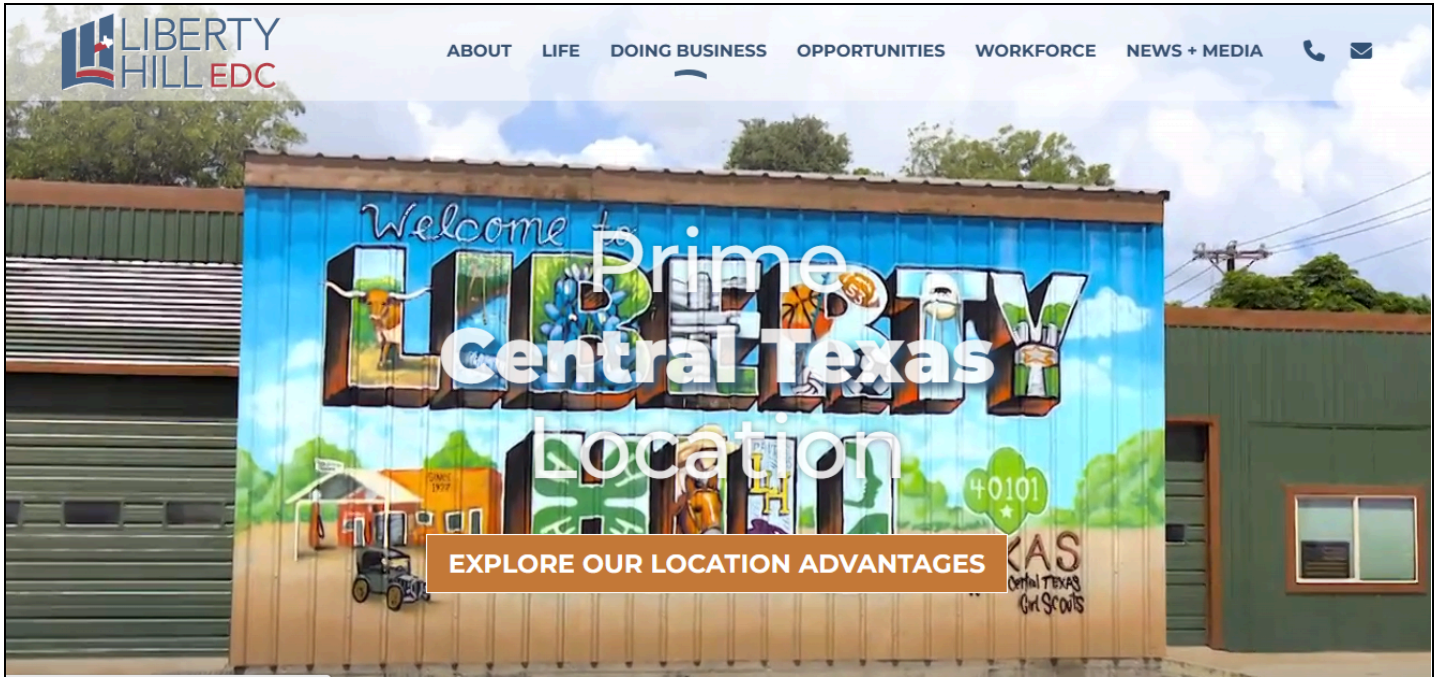
- **AdvanceCT (CT) - (AdvanceCT)** The project includes Website Development, Copywriting, Content Management Service, Website Lead Tracking, and Hosting, Maintenance & Technical Support - Customer since February 2021

- **Economic Development Council of Mason County (WA)** - (http://www.choosemason.com/) Project includes the creation of website development, copywriting, hosting, maintenance & technical support, content development and implementation, ongoing content creation and marketing strategy - Customer since April 2019.
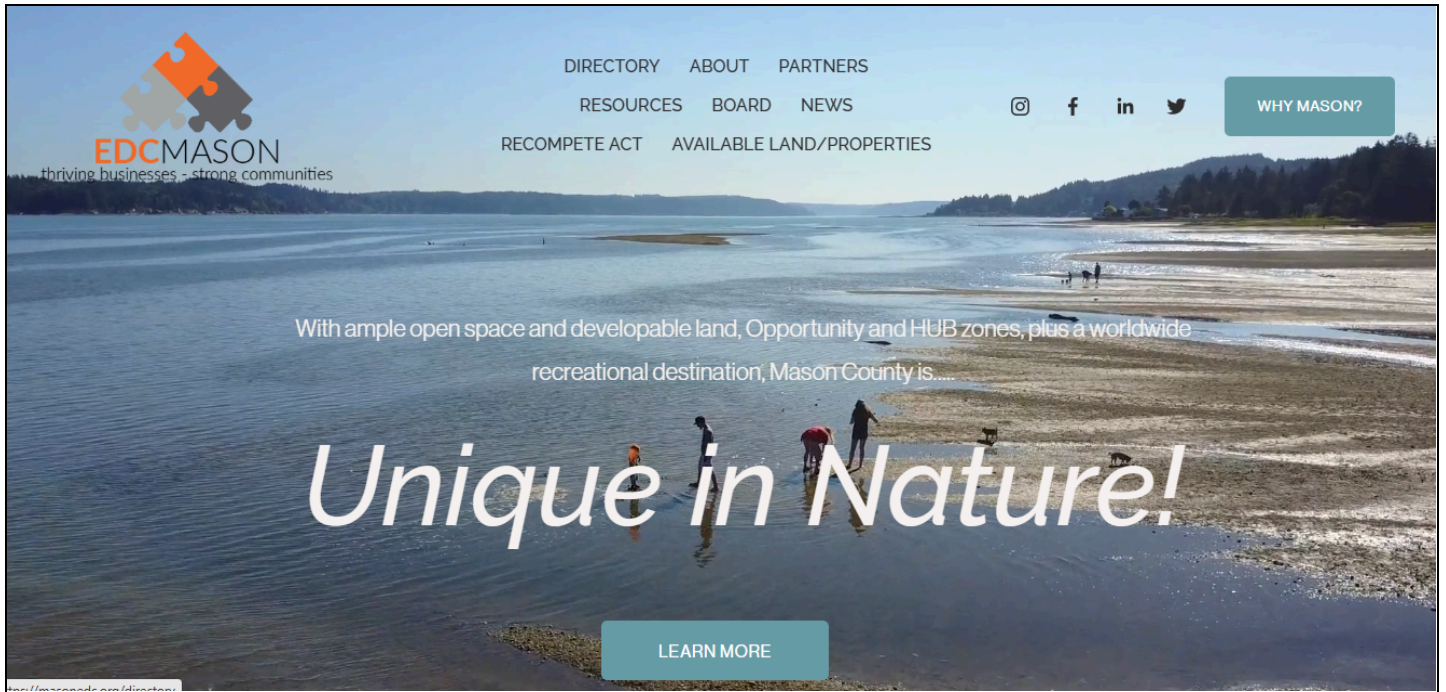
- **Broken Arrow Economic Development Corporation (OK)** - (Broken Arrow Economic Development Corporation (BAEDC) (beinba.com) The project includes Marketing Blueprint, Website Development, Website Copywriting, Photography & Social Media Videos, and Hosting, Maintenance & Technical Support - Customer since June 2023
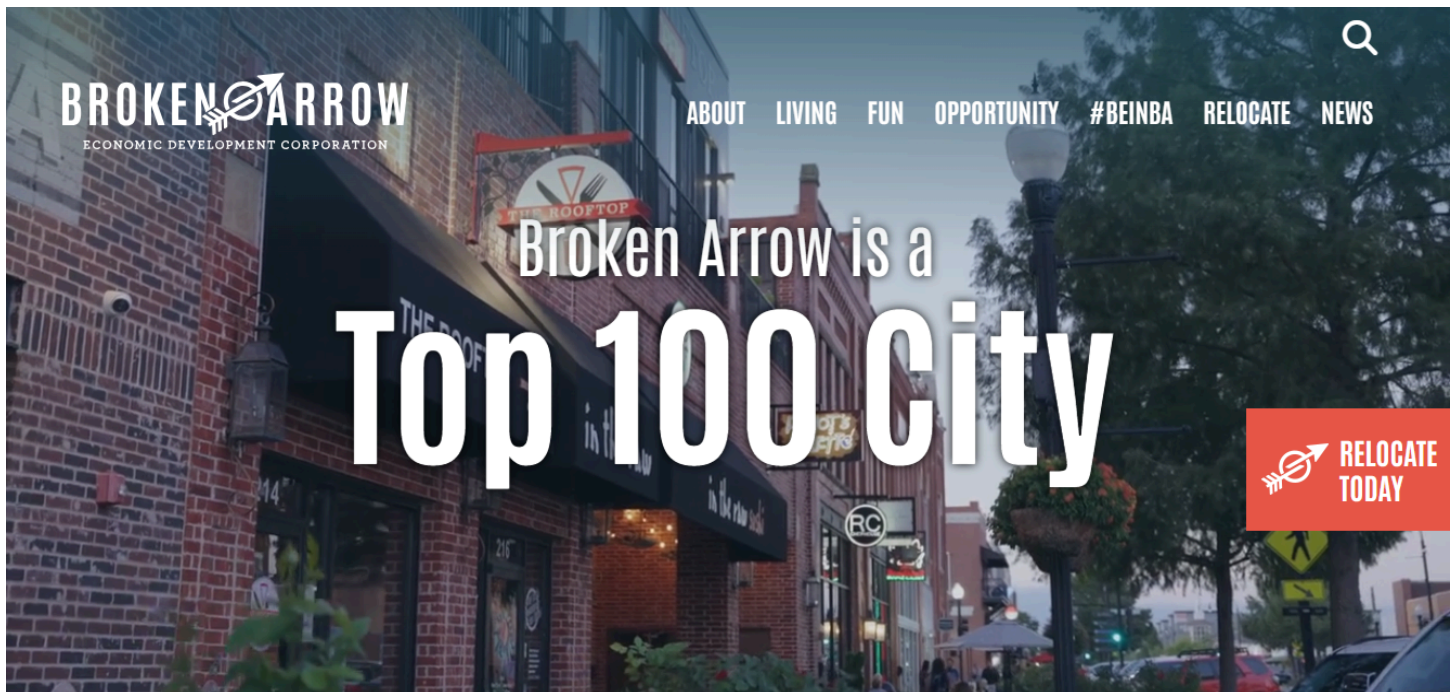
- **Steuben County (IN) Economic Development Corp (IN) - (**Steuben County Economic Development Corporation (steubenedc.com)**)** The project includes Website Development, Copywriting, Content Management Service, Website Lead Tracking, and Hosting, Maintenance & Technical Support - Customer since April 2023
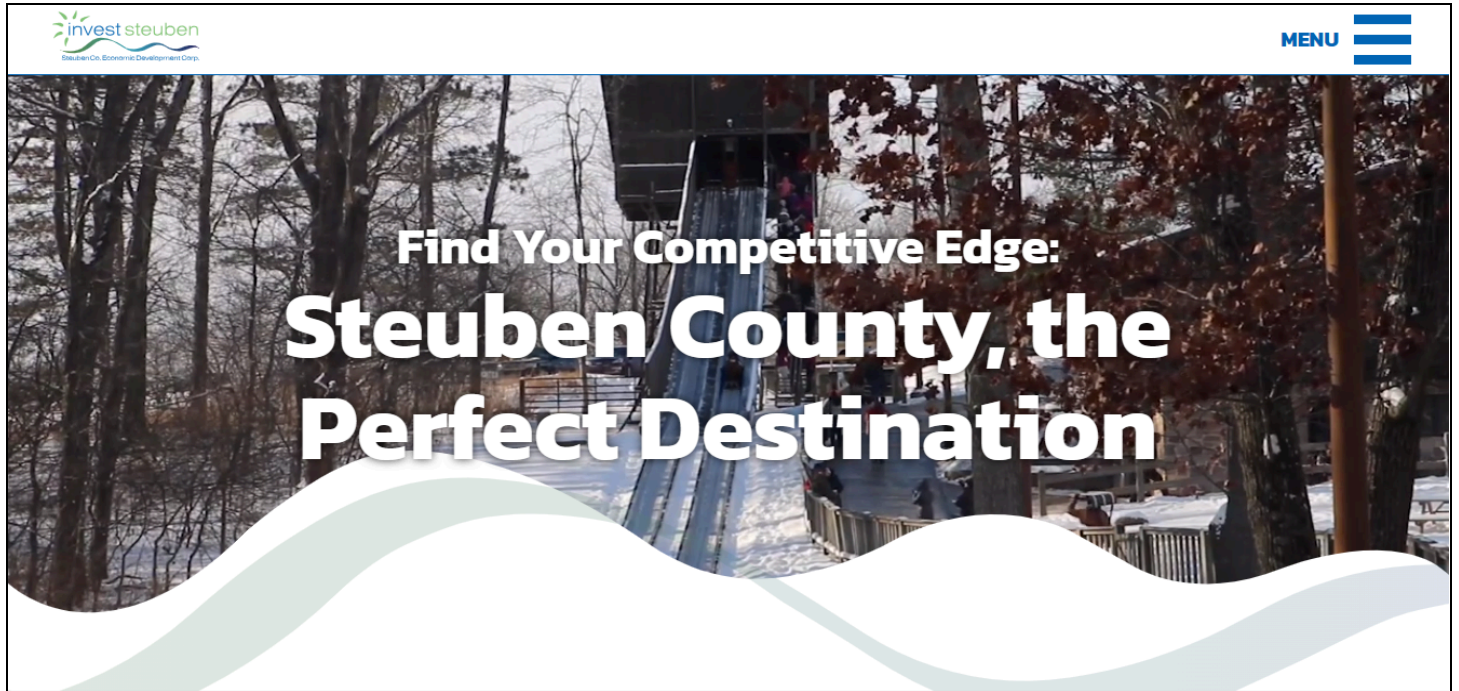
- **City of Spruce Grove Economic & Business Development (Alberta) - (**City of Spruce Grove Economic and Business Development (investsprucegrove.ca)**)** The project includes Website Development, Copywriting, Content Management Service, GIS Planning Integration, and Hosting, Maintenance & Technical Support - Customer since October 2016
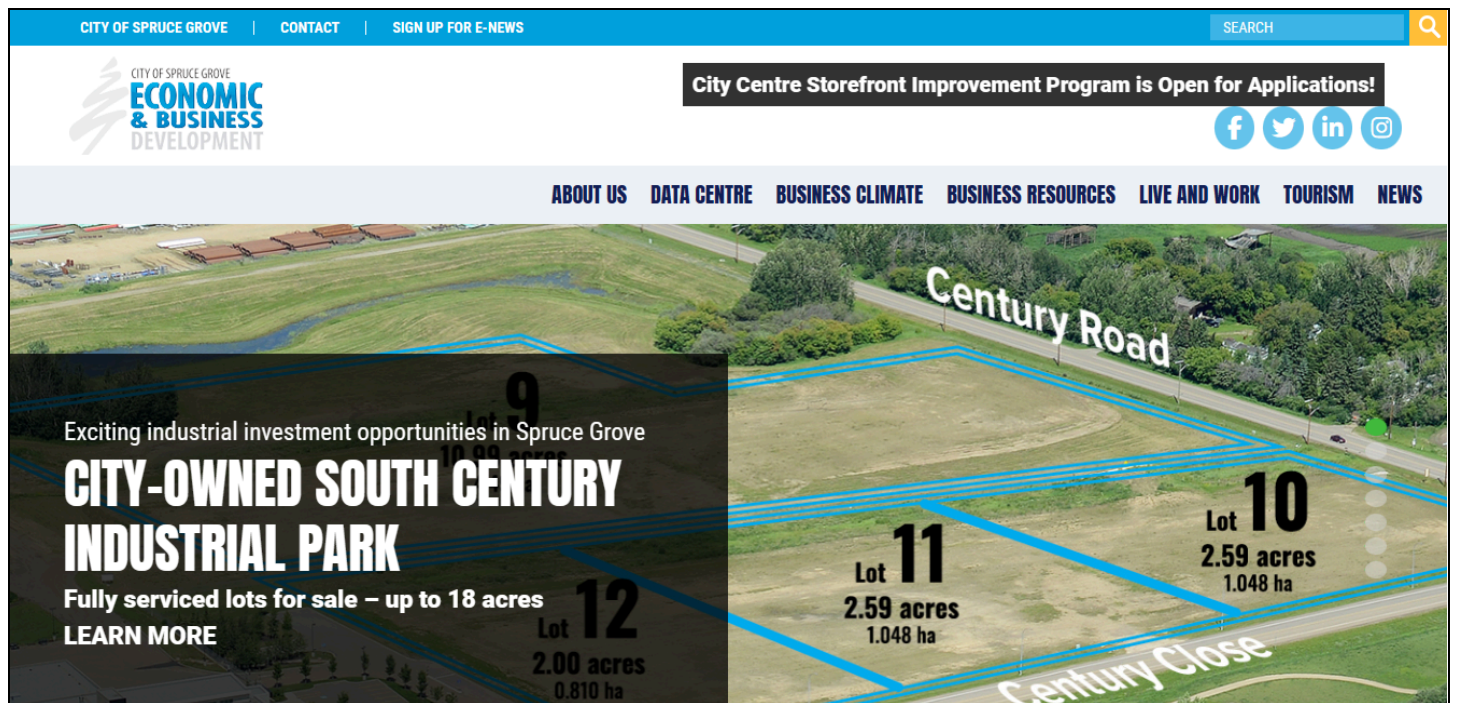
5. CLIENT AWARDS

Golden Shovel Agency is fortunate to collaborate with vibrant clients throughout the world. These economic development agencies and their talented professionals have been routinely recognized for their prolific work and innovative ideas that further economic development in their communities. Additional examples are available at **Client Awards | Golden Shovel Agency**.

NEDA NEBRASKA ECONOMIC DEVELOPERS ASSOCIATION YORK COUNTY DEVELOPMENT CORPORATION (LISA HURLEY)	**TEDC** TEXAS ECONOMIC DEVELOPMENT COUNCIL PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION	**EDAM** ECONOMIC DEVELOPMENT ASSOCIATION of MINNESOTA ITASCA ECONOMIC DEVELOPMENT CORPORATION
NREDA National. Rural. Connected. PHELPS COUNTY DEVELOPMENT CORPORATION	2020 INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS PASADENA ECONOMIC DEVELOPMENT CORPORATION	**TEDC** TEXAS ECONOMIC DEVELOPMENT COUNCIL SEGUIN ECONOMIC DEVELOPMENT CORPORATION
ACCREDITED ECONOMIC DEVELOPMENT ORGANIZATION International Economic Development Council PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION	2022 EXCELLENCE IN ECONOMIC DEVELOPMENT ACADIANA PLANNING COMMISSION	2022 EXCELLENCE IN ECONOMIC DEVELOPMENT CONROE ECONOMIC DEVELOPMENT COUNCIL
2022 EXCELLENCE IN ECONOMIC DEVELOPMENT KITSAP ECONOMIC DEVELOPMENT ALLIANCE	2022 EXCELLENCE IN ECONOMIC DEVELOPMENT PASADENA ECONOMIC DEVELOPMENT CORPORATION	2022 EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ROANOKE COUNTY

6. EXPERIENCE AND QUALIFICATIONS

a) Agency Overview

Golden Shovel Agency has the experience and qualifications to meet the specific promotional goals of Town of Amherst Industrial Development Agency. At Golden Shovel, we bring a team of professionals with diverse industry experience to combine strategy, marketing, technology, and communications to present our clients in their best light. Our key assets are creativity, industry knowledge, and foresight. We evaluate the latest technologies and trends and provide them as marketing solutions to our clients. Golden Shovel provides groundbreaking communications strategies.

Since the company's inception in 2009, Golden Shovel Agency has earned the trust of 285+ clients, with customers ranging from small rural communities to large national associations with hundreds of members. Our number one goal is customer satisfaction leading to long-term relationships. Golden Shovel Agency proudly has retained over 95% of our customers who have engaged our marketing and communications services. This is an industry-leading indicator of our growth and stability in the marketing and communications arena and a predictor of strong growth in years to come. We genuinely believe in our client's satisfaction and provide all clients with a 30-day prorated out clause on all of our contacts. Golden Shovel is the leader in economic development marketing, websites, and communications with over 285 websites and marketing strategies launched in 37 US states. Our work has won state, regional and international design awards. We are solely focused on the economic development industry with a strong understanding of the needs of economic developers and industry consultants from perspectives all across North America.

- Our agency's capabilities include:
    - Website Design and Development
    - Marketing Strategy Development & Implementation
    - Public Relations Campaigns
    - Lead and Influencer Attraction
    - Media Pitch and Media Relations
    - Advertisement Development
    - Earned Media
    - Paid Media
    - Copywriting and Content Development
    - Video Production
    - Inbound Marketing Strategies
    - Social Media Management
    - Graphic Design
    - Search Engine Optimization
    - Lead Tracking and Analytics Benchmarking
    - Standard key performance indicators and data analytics

We differentiate from our competitors. Golden Shovel is not an ordinary marketing firm. We are exclusive to the economic development industry with highly trained experts that help communities throughout the world reach the right audience with their story.

We are a communications firm. Great marketing happens when great content finds the right audience. Whether attracting a business in a target industry, or a type of worker, we create custom content tailored for the economic development audiences. We accurately target and measure results through online communication channels.

We are a technology company. As developers of the Economic Gateway software-as-a-service platform, as well as our PlaceVR virtual reality video solutions, we are continually developing new communications solutions for our clients. Golden Shovel is the first to bring this vision to the industry and keeps us committed to the latest trends online.

Extremely high client satisfaction. Since Golden Shovel's inception, we have retained over 95% of our clients. We attribute this to an emphasis on high-touch customer service and engagement as well as our continued search for new cutting-edge technology and communications strategies.

Very low employee turnover. Golden Shovel has a team of 35 people ready to work diligently on your project. Most of our department leads have been with the company for over 4 years. We strive to have consistency with client relationships and project execution.

Industry expertise. Golden Shovel has built strong relationships within the site selection and economic development communities over the years. Our executives are routinely requested to present at conferences as experts on marketing and communications trends.

National, Regional, and Local association partnerships. Golden Shovel currently does marketing and public relations work for the following state and national associations: NREDA (National Rural Economic Development Association), MAEDC (Mid-America Economic Development Corporation), Touchstone Energy, Wyoming, Kansas and Kentucky.

b) Proposed Team for the Town of Amherst Industrial Development Agency Project

Our team consists of 33 members covering a wide array of expertise. We will have our top staff assigned to this project to ensure the best possible results. The following key team members will be assigned to the project with assistance from other appropriate staff members as needed:

Jeff Klaubert, Territory Sales Manager: Jeff has been with Golden Shovel Agency since April 2023. Jeff has earned his Bachelor of Science Degree, where he studied Electronic Systems Management at Granite State University. Prior to joining Golden Shovel, Jeff enjoyed a long career in the networking technology field and is a U.S. Navy veteran. Jeff's day-to-day responsibilities include connecting and building relationships with economic developers, understanding their needs and goals, and seeing where Golden Shovel can add value. Jeff is honored to work with the economic developers who do so much work behind the scenes to foster such strong communities. He is always curious about the projects they are working on and what goals they are helping their communities achieve.

John Marshall, President: John is a partner with Golden Shovel and has 15 years of experience in financial analysis, sales and business development in the privately owned business market and is a well-respected economic development advisor and strategist. He is a member of the Mid-America EDC, NREDA, SEDC, IEDC, President of the Upton Economic Development Board, member of the Wyoming Workforce Advisory Group and Board Member of the Wyoming Economic Development Association.

Aaron Brossoit, CEO: Aaron Brossoit is a founder and partner of Golden Shovel Agency. He has worked with hundreds of communities all across the country focusing on their business attraction, retention and workforce marketing and strategies. Brossoit is a board member for the Mid-America Economic Development Council (MAEDC) and a frequent presenter at state and regional economic development conferences.

Ron Kresha, COO/CFO: Ron Kresha's career spans COO, CFO, Business/Financial Manager and Technology Coordinator for technology, small business and education markets. Kresha is an accomplished economic development adviser helping communities create successful brands to expand their economic gardening and outward-facing economic development efforts. His financial executive experience includes the ability to oversee, develop, and organize complex financial control policies and analytics for software-based companies.

Bethany Quinn, Executive Vice President: Bethany joined Golden Shovel in 2016. As Executive Vice President, Bethany oversees operations and works with the CEO to develop and implement growth strategies, including the creation of new products and services. Bethany is passionate about finding new ways to tackle historic challenges and is responsible for much of the company's thought leadership. She is a co-host of our podcast, ShovelTalk, and presents to economic development associations throughout North America.

Darren Varley, Vice President of Client Retention & Creative Services: Darren has been with Golden Shovel since 2012. He manages website project and coordinates with clients throughout the entire development process. Darren also provides ongoing assistance for marketing strategy development, training, social media, quarterly report reviews and ongoing maintenance. He has been working with the team for over 10 years, creating a wide array of designs with a high level of customization to ensure we fulfill client's expectations.

Ryan Morris, Website Developer: Ryan has been with Golden Shovel since 2019. Ryan has a Bachelor's Degree in Information Systems from St. Cloud State University. He has over 7 years of web development, computer programming and app development experience. Ryan's responsibilities include setting up new websites, module development for the Economic Gateway and programming support for new development and VR.

Chuck Friedbauer, Director of Content Management: Chuck has been with Golden Shovel since 2019 and has grown from Copywriter to Director of Content Management. Prior to Golden Shovel, Chuck had 13 years of experience as a journalist and content writer. He also has a degree in Chemical Engineering and was a Chemical Engineer for 12 years. Chuck's day-to-day responsibilities include writing ongoing economic development promotional content and website redevelopment content for various clients around the country. The satisfaction he gets from helping communities improve their economic well-being and quality of life makes every project enjoyable. Chuck's favorite thing about working with economic development organizations is combining his technical background with inspiring stories of economic success in communities across the country.

Jesse Molnau, Graphic Designer: Jesse has been with Golden Shovel Agency since 2019. Jesse has an Associate's Degree in Graphic Design. Jesse also brought over 20 years of experience in print and digital graphic design work for various freelance clients, as well as a national direct-mail and e-commerce retailer. Jesse's day-to-day responsibilities include designing custom layouts based on each client's individual needs and goals that are used to give each client a visual representation of what their site will look like prior to the actual site development. Jesse's favorite thing about working with economic development organizations is learning about each of his clients' communities. He enjoys reading each client brief and discovering what aspects of their community they are most proud of and wish to show off to the world. He takes personal satisfaction in turning each client's verbal input and goals and turning them into visual reality.

Erica Franks, Gatekeeper Client Manager: Erica has been with Golden Shovel since August of 2023. Her past experience includes a Marketing Specialist role where she focused on SEO and Google Ad Grants for nonprofits in addition to working as a freelance marketer, completing projects for social media management, content marketing, and consulting services. Erica has certificates in Email Marketing and Project Management and is currently working on her Bachelor's in Business Administration with a focus in Marketing from CSU Chico.

Audrey Anderson, Director of Marketing & Communications: Audrey has been with Golden Shovel since 2020. She creates original marketing content and manages the company's social media presence. Her experience in a variety of different industries allows us to reach targeted audiences and form relevant connections. Audrey graduated from Minnesota State University Moorhead with Bachelors' in Communication Studies, with an emphasis in event planning, and Public Relations.

Daija Williams, Social Media Specialist: Daija Williams has been with Golden Shovel Agency since February 2022. She has a Bachelor's Degree in Communications with a Marketing minor from the University of Minnesota. She is also a brand ambassador for multiple marketing agencies. Daija's day-to-day responsibilities include reaching out to clients, creating social media content, digital ads, and Google My Business profiles, in addition to writing content for articles and newsletters.

Tonya Tyus, Copywriter: Tonya Tyus has been with Golden Shovel Agency since June of 2021. She has a Bachelor's degree in Journalism and has been a creative copy, and content writer for more than 20 years in various capacities. Tonya's day-to-day responsibilities include creating, researching, and writing content for economic development organizations. Her favorite thing is when she can connect so well with the economic developers and their communities that she's able to write a story that is approved on the first draft.
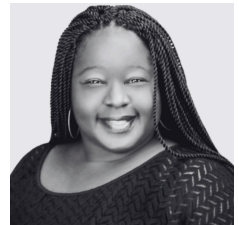
c) Industry Experience

We are coming up on our 15th year singularly focused on the economic development industry. All of our 285+ clients are in this exact industry. Our team members attend state and national Economic Development conferences monthly to network and stay current on best practices and industry innovations. Below are some of the conferences we have attended recently:

State	National
- California (**CALED**) - Idaho (**IEDA**) - Illinois (**IRAC**) - Iowa (**PDI**) - Kansas (**KEDA**) - Kentucky **(KAED)** - Minnesota (**EDAM**) - Mississippi **(MEDC)** - Montana (**MEDA**) - Nebraska (**NEDA**) - North Dakota (**EDND**) - Ohio (**OEDA**) - Oklahoma **(OEDC)** - South Dakota (**GOED**) - Tennessee **(TEDC)** - Texas (**TEDC**) - Utah (**UAED**) - Wisconsin (**WEDA**) - Wyoming (**WEDA**)	**APPA** - American Public Power Association **IAMC** - Industrial Asset Management Council **ICSC** - International Council of Shopping Centers **IEDC** - International Economic Development Council **IEDC** - Leadership Summit **MAEDC** - Mid America Economic Development Council **NADO** - National Association of Development Organizations **NREDA** - National Rural Economic Developers Association **SEDC** - Southeast Economic Development Council **SELECT USA** - Annual International Conference **UEDA** - Utility Economic Development Association

d) Why Hiring a Local Design Firm Can Backfire

WHY HIRING A LOCAL DESIGN FIRM CAN BACKFIRE

20 SEP 2021   News, Blog

BEFORE YOU HIRE A LOCAL DESIGN FIRM TO CREATE YOUR NEW WEBSITE, CONSIDER THIS:

We understand why you may feel honor-bound to do business locally. In most cases, we agree. However, when it comes to creating your online presence, that choice may be detrimental to the very community you're working so hard to serve. The reason is simple. Economic development organizations are specific, nuanced, and hard to thoroughly explain to anyone outside the industry.

Design firms know design. They'll take any client, in any industry, who'll pay the fee. If you go with one, be prepared to explain what an EDO is, and what it does. Don't be surprised if they conflate some of your goals and needs with those of a Chamber of Commerce or Convention and Visitors Bureau. Six months later, on average, they'll deliver a slick-looking website. You'll be proud of it until it starts to lose its "new" - which won't be long. Nobody knows every industry, and design firms don't know enough about site selectors to anticipate their ongoing needs.

In contrast, Golden Shovel Agency has been a leading expert in Economic Development Marketing for years. We've never built or maintained a website for any other industry. We never plan to. Economic development organizations who go with us have a better experience and get better results.

IF YOU THINK DOING IT RIGHT COSTS TOO MUCH, CONSIDER THE COST OF DOING IT OVER.

Many of our clients come to us for replacement sites after price shopping, choosing a local design firm with a stunning portfolio and great general references, but no economic development experience. Sadly, they soon realize that the first investment they made misses the mark in today's fast-paced, remote-centric

Read the full article here: **Why Hiring a Local Design Firm Can Backfire**

e) Closing Words

The Town of Amherst Industrial Development Agency would be a valued addition to Golden Shovel Agency's client partners. Golden Shovel Agency has spent over a decade establishing itself as a leader in the economic development and site selection field. One of the benefits of partnering with Golden Shovel on this project is that our team is already highly trained in economic development marketing and communications and works with your target audiences on a daily basis. The learning curve and transition would be extremely short. Partnering with the Town of Amherst Industrial Development Agency would be a tremendous addition to that endeavor and our team would be all hands on deck to leverage and maximize this relationship.

7. TESTIMONIALS

Our clients are the best reflection of our services and expertise. One of the best and most valuable resources we have for accomplishing this goal is the feedback that we frequently receive from clients and business partners. The following are con-camera videos and written comments about the quality of work provided by Golden Shovel:

View more on-camera testimonials for Golden Shovel through YouTube: [Golden Shovel Agency Testimonials](#)

"Although it looked a bit overwhelming at the beginning, the entire process has been seamless. Working with Golden Shovel and their online solutions and its team is the most responsive we have ever worked with!"
   ~Gerri Lawing, Guadalupe Valley Electric Cooperative (Client since August 2015)

"As York County Development Corporation undertook the design of the website in partnership with Golden Shovel, we had some high-level goals. In today's competitive world, it is imperative to stand out, yet have our site answer the questions a business or site selector would have. Golden Shovel has been an invaluable partner in our efforts."
   ~Lisa Hurley, York County Development Corporation (Client since February 2014)

"I have been working with Golden Shovel Agency to build an economic development portal for Great River Energy and our 28 member co-ops. The economic development-focused tools and software as part of our website solution will not only help Great River Energy promote our economic development online, but will also provide focused websites for our co-ops to promote their economic development efforts for rural Minnesota. The team at Golden Shovel Agency customizes their solution to meet the individual needs of their clients. The professionalism, attention to detail, and customer service that Golden Shovel provides is outstanding."
   ~Tom Lambrecht, Great River Energy (Client since March 2013)

"Working with Chuck Friedbauer has been wonderful! I appreciate how he just takes the story idea and runs with it. Even when given a short turnaround time, Chuck always comes through with an interesting and informative article. His articles have really enhanced our monthly newsletter and allowed us to feature the great work happening throughout Ramsey County in workforce development."
   ~Becky Milbrandt, Ramsey County (Client since April 2019)

8. SCHEDULE ESTIMATE

Below is an estimated schedule based on the proposed work.

	Month 1	Month 2	Month 3	Month 4	Monthly
Custom Website Development	X	X	X		
Ongoing Marketing & Content		X	X	X	X
Website Copywriting	X	X	X		
GIS Planning ZoomProspector		X	X		X

9. INVESTMENT OVERVIEW

<u>**Website, Content & Social Media Development**</u>:

- **Website Design & Development** — $18,500 (one-time fee)

- **Ongoing Content/GateKeeper Service & Website Hosting, Maintenance, & Technical Support** — $11,350/yr
  - ✓ Monthly Strategy Meetings
  - ✓ Website Analytics
  - ✓ Includes <u>new website design</u> every 4th year at <u>no cost</u>

- **ESRI demographic data feed & community profile infographics** — Included in package

- **Professional Copywriting of Entire Website** *(Optional Upgrade)* — $6,500 (one-time fee)

- **GIS Planning ZoomProspector Integration** *(Optional Upgrade)* — $12,500/yr

* All costs are all in, and you will not receive any additional billing for the project

10. CLIENT REFERENCES

Horton Hobbs

hhobbs@greaterspringfield.com

Vice President of Economic Development

EXPAND Greater Springfield

Springfield, Ohio

Ph: 937.521.1935

- Customer since June 2016

http://www.expandgreaterspringfield.com/springfield

Services provided: Website Development, Website Copywriting, Content Management Service, Advanced Website Lead Generation/Tracking, GIS Planning Integration

Steve Jahn

steve@momentumwest.org

Executive Director

Momentum West

Ph. 715.874.4673

http://www.momentumwest.org/momentum-west

- Customer since February 2015

http://www.mcohio.org

Services Provided: Website Development, Website Copywriting, Content Management Service, Website Hosting & Maintenance, & Digital Strategies

Lea Hoover

lhoover@otecc.com

Manager of Administration and Strategic Services

Oregon Trail Electric Cooperation

Baker City, Oregon

Ph: 937.521.1935

- Customer since January 2019

http://economicdevelopment.otec.coop/

Services provided: Website Development, Website Copywriting, Content Management Service, Advanced Website Lead Generation/Tracking, Website Hosting & Maintenance, Virtual Reality FAM Tour Video

Lisa Hurley, CEcD

lhurley@yorkdevco.com

Executive Director

York County Development Corporation

York, Nebraska

Ph: 402.362.3333

- Customer since March 2014

http://www.yorkdevco.com/york

Services provided: Website Development, Website Copywriting, Content Management Service, Advanced Website Lead Generation/Tracking, Virtual Reality FAM Tour