

**RESOLUTION TO ENTER INTO A CONTRACT
FOR WEBSITE SERVICES WITH VIBRANT CREATIVE**

A regular meeting of the Troy Community Land Bank Corporation (the "TCLB") was convened pursuant to and was in all respects duly held pursuant to Governor's Executive Order 202.1 (2020) permits the board to consider the use of telephone conferencing, "to the extent necessary to permit any public body to meet and take such actions authorized by the law without permitting in public in-person access to meetings and authorizing such meetings to be held remotely by conference call or similar service, provided that the public has the ability to view or listen to such proceeding and that such meetings are recorded and later transcribed; and due notice of the time and place of said meeting was duly given in accordance with the Governor's Executive Order 202.1 (2020) on October 21, 2020 at 8:30 am o'clock local time, local time.

The meeting was called to order by the Chair of TCLB and, upon roll being called, the following members of the Agency were:

PRESENT:

Heather King	Chair	<u>Present</u>
Suzanne Spellen	Vice-Chair	<u>Present</u>
Sharon Nichols	Treasurer	<u>Present</u>
Brian Barker	Secretary	<u>Present</u>
Andrew Cooper	Member	<u>Present</u>
Jeanette Nicholson	Member	<u>Present</u>
John Cubit	Member	<u>Present</u>
John Carmello	Member	<u>Present</u>
Krystina Marable	Member	<u>Present</u>
Patricia Reilly	Member	<u>Present</u>

**RESOLUTION TO ENTER INTO A CONTRACT
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WHEREAS, the Agency has heretofore requested proposals for website design and maintenance services (hereinafter, the "Services"), said request having been issued and published by the TCLB on August 28, 2020 (hereinafter called the "RFP") requesting proposals to be submitted no later than September 18, 2020; and

WHEREAS, in response thereto, Vibrant Creative has submitted a proposal with estimates on to render the requested Services (hereinafter called the "Proposal"); and

WHEREAS, the Land Bank, through its Chief Procurement Officer, has accepted and recommends the Proposal of the Firm to provide the aforesaid services; and

WHEREAS, in furtherance thereof, the parties executed a fully-integrated agreement with respect thereto, attached to this Resolution as Appendix "A", which is subject to Board approval in

accordance with the Agency's By-laws;

NOW, THEREFORE, BE IT RESOLVED, by the Agency that:

1. The proposed Agreement as attached to this Resolution as Appendix "A" is hereby approved;
2. This Resolution shall be effective immediately upon passage.

The question of the adoption of the foregoing Resolution was duly put to a vote on roll call, which resulted as follows:

Heather King	Chair	VOTING	<u>YES</u>
Suzanne Spellen	Vice-Chair	VOTING	<u>YES</u>
Sharon Nichols	Treasurer	VOTING	<u>YES</u>
Brian Barker	Secretary	VOTING	<u>YES</u>
Andrew Cooper	Member	VOTING	<u>YES</u>
Jeanette Nicholson	Member	VOTING	<u>YES</u>
John Cubit	Member	VOTING	<u>YES</u>
John Carmello	Member	VOTING	<u>YES</u>
Krystina Marable	Member	VOTING	<u>YES</u>
Patricia Reilly	Member	VOTING	<u>YES</u>

The foregoing Resolution was thereupon declared duly adopted unanimously meeting the requirements of the Land Bank's bylaws requiring a majority of the Board approving this resolution.

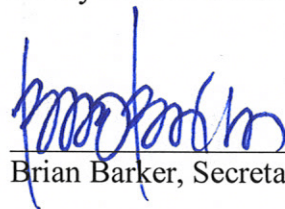
STATE OF NEW YORK)
) SS.:
COUNTY OF RENSSELAER)

I, the undersigned Secretary of the TROY COMMUNITY LAND BANK CORPORATION DOES HEREBY CERTIFY, that I have compared the foregoing annexed extract of the minutes of the meeting of the members of the Land Bank, including the Resolution contained therein, held on October 21, 2020 with the original thereof on file in my office, and that the same is a true and correct copy of said original and of such Resolution contained therein and of the whole of said original so far as the same relates to the subject matters therein referred to.

I FURTHER CERTIFY that (A) all members of the Land Bank had due notice of said meeting; (B) said meeting was in all respects duly held pursuant to Governor's Executive Order 202.1 (2020) permits the board to consider the use of telephone conferencing, "to the extent necessary to permit any public body to meet and take such actions authorized by the law without permitting in public in-person access to meetings and authorizing such meetings to be held remotely by conference call or similar service, provided that the public has the ability to view or listen to such proceeding and that such meetings are recorded and later transcribed; and due notice of the time and place of said meeting was duly given in accordance with the Governor's Executive Order 202.1 (2020); (D) there was a quorum of the members of the Land Bank present throughout said meeting; and (E) Pursuant to the Land Bank Bylaws, a majority of the Board has voted to approve this resolution.

I FURTHER CERTIFY that, as of the date hereof, the attached Resolution is in full force and effect and has not been amended, repealed, or rescinded.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Land Bank this 22nd day of October, 2020.



Brian Barker, Secretary

(SEAL)



September 15, 2020

Troy Community Land Bank Corporation (TCLB)

Proposal for Website Design/Development Services

In response to your RFP, Vibrant Brands is pleased to provide the Troy Community Land Bank Corporation (TCLB) with this proposal for website design/development services. In accordance with your RFP, our proposal provides you with an overview of our firm, process, and capabilities, as well as a detailed scope of work and budget, for all aspects of the strategic, creative and production services to be executed on your behalf by Vibrant.

We are truly excited at the opportunity to partner with the TCLB, as you take this step into transforming your website to be more consistent with the evolving needs of your audience of businesses and residents. As the primary platform and portal to your organization, your website must be engaging, welcoming, informative, simple. It must be designed to meet the diverse needs of many audiences, while growing and evolving with new technologies. The sum total of all of the features and functionalities will be a TCLB website that exemplifies your unique identity, and serves you for years to come.

Vibrant has nearly 20 years of experience working with government agencies, cities/towns, and municipalities all over New York State. Our talented writers, designers and creatives all have relevant experience, and understand the issues and challenges that are unique to public agencies. Our web team specializes in developing both small and heavy content sites, seamless integration of third party content, and incorporation of back-end technology to enable secure transaction and communication. In addition to website design/development, our specialities include:

- Brand development and re-branding
- Website design/development, including SEO / ADA compliance, and website hosting, management and maintenance
- Using digital/online marketing to reach a variety of audiences
- Video production (including motion graphics) and photography
- Social media community-building (including content development)
- Graphic design and writing services for print materials, e-mail campaigns, newsletters, direct mail advertising, and traditional advertising (radio, TV, billboard, print, etc.)

We are excited at this opportunity to collaborate and partner with the TCLB. If you have any immediate questions, or would like to discuss the proposal, you can reach me directly at (518) 331-8776 or rick@vibrantbrands.com

Sincerely,

Rick Langdon
Vice President
Vibrant Brands

This proposal is confidential and is not to be shared with any other agencies or persons outside your organization.



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The Vibrant Difference

In-House Access

- With Vibrant, you will have access to 20 years of branding and marketing experience. Our creative director, Christopher Quereau has worked with hundreds of organizations around the U.S., and is an experienced and regular speaker. Vibrant's internal team consists of a creative director and brand strategist, account management, videographers, photographers, designers, writers, web developers, digital strategists, and social media strategists. Our in-house creative resources allow us to inexpensively and quickly create high-quality marketing materials for ever-changing initiatives.

Award-Winning Creative

- Creative combined with strategy and a focus on results (which are tracked in detail) leads to success. Vibrant will develop creative for your approval and then execute that campaign with our team of industry professionals. Beyond awards, we take our greatest pride in seeing the positive results with our clients, all of which is directly correlated to a sound and effective strategy, and a carefully coordinated effort between agency and client teams.

Focus on Project Management & Process

- Time lines, expectations and communications are first before all else at Vibrant. We use internal project management tools and all staff are versed in our client communication protocols to ensure we meet client goals, stay on deadlines, and produce results.

New York State and Local

- With offices in Albany and Binghamton, and a primary base of clients located around the state, we are committed to helping organizations and businesses of all size within our state to grow and succeed. We bring an informed focus on not only state-wide trends and challenges, but within the local areas where we live and work.

Online Experienced and Focused on Innovation

- Vibrant was one of the first companies in New York to dive into social media and online marketing. Vibrant developed the first tourism app for the Catskills and was one of the first agencies to successfully execute online marketing campaigns. Our in-house team actively handles the online marketing accounts and websites for dozens of clients. Vibrant focuses our efforts on extremely targeted and trackable online solutions which yield not only clear results but bring strong actionable data to each campaign.

When it comes to website design and development, our web team is fluent in a variety of content management systems and back-end platforms, to ensure a site build that is customized based upon your needs and an optimal end-user experience. In line with current market needs, all Vibrant sites are built to be ADA compliant, optimized for SEO, and mobile responsive.

Campaigns are customized based on client needs, goals, and audience personas...there are no one-size-fits-all solutions. From dedicated B2B or B2C campaigns, all creative, content, and media is chosen to fit our strategy and meet the diverse needs of the organization. And because all the best creative and state-of-the-art media is pointless if it doesn't get results, we put a heavy focus on tracking and reporting, to gauge campaign metrics and nimbly pivot as needed, as your needs evolve and change during the course of a campaign.



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Why Vibrant?

Strategy, Collaboration and Sustainability

In addition to developing top-of-class brands, websites, and marketing campaigns, we feel it is important to build meaningful partnerships with our clients. Like most good agencies, we can design beautiful creative and build state-of-the-art marketing materials and campaigns, but at Vibrant we strive to set ourselves apart by developing collaborative partnerships with the people we work with.

We do this by first and foremost listening. Listening to you, your clients, and your key stakeholders. In addition to data and research, there is nothing more important at the onset of a new project, and at any stage of a client relationship, than hearing what our partners have to say and fully appreciating their unique and informed insight into their business, customers, and challenges.

It's at this juncture that a true collaboration occurs. When our experience and understanding of the industry, market, and other outside influencing factors, combines with our clients' inside experience, vision, and knowledge, to work together to build an impactful strategy and supporting creative that is both unique and sustainable.

During Vibrant's nearly 20 years, we have built relationships with clients that span 5, 10, and even 15 years. We have built and launched successful brands for a variety of businesses and organizations, including several municipalities, tourism bureaus, and governmental agencies, such as City/Town of Oneonta, City of Cohoes IDA, Greater Binghamton Airport, Catskill Region Tourism, and Town of Roscoe. In addition to sustaining those relationships by continuing to provide thoughtfully crafted strategies and eye-catching creative, we strengthen those relationships by continuing to listen, collaborate, and work together to make those campaigns a success....and turn projects into partnerships.

Working with these clients over multiple iterations of brands, websites, and campaigns; each evolving with the introduction of new technologies and the sophistication of the market, makes us an ideal partner for the Airport to grow with, as you chart your future for continued success and fly to new heights.



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Don't Just Take Our Word For It...

"We've been providing services to the community for over 75 years. Vibrant helped us reinforce our brand through focusing on our mission, and broadcast our message in a modern way, leading to amazing new opportunities for the future."

Greg Sorrentino
President/Chief Executive Officer
Center for Disability Services

"Our community is one-of-a-kind. Vibrant helped us find and create a unique voice, so that people know how special our services really are. We have been able to reach more people than ever before and truly build our awareness"

Paul Landers
President & CEO
Pathfinder Village

"Vibrant finds creative ways to showcase what's great about our credit union. With their support, we can focus on what we do best--serving our members."

Mark Filbert
President/CEO
NE PA Federal Credit Union

"As a provider of hospice services, connecting with individuals and their families in our community is crucial in providing the best personalized care possible. Vibrant's work is more than just distinct projects like our website and marketing materials — it helped us resonate with the community and deliver our mission of honoring life, giving care and bringing comfort."

Donna Branca,
Director of Marketing & Public Relations
United Hospice

"With Vibrant, we're not doing what everyone else is doing. We're separating ourselves from the pack and growing."

Carole Wands
Vice President Marketing
Sunmark FCU

"With Vibrant's help, we have been successful growing our programs and services. We have helped bring the gift of hospice to more people in more areas."

Rob Puglisi
Director of Marketing and Communications
Community Hospice

"Working with Vibrant has helped Belvedere develop our brand as a premier provider of health services. Thanks to Vibrant, Belvedere sends a clear message to the community that highlights our unique value. Vibrant always over-delivers and provides insights into marketing and positioning that we didn't even know we should be paying attention to."

John McCooey and Jen Barnett
Belvedere Health Care

"Our working relationship with Vibrant has armed us with tools to spread awareness about FCA's services to the vulnerable members of our community who are in need. Equally important, Vibrant's work helped us deliver our message to those looking to support our mission, through fundraising events. Thanks to Vibrant, FCA has an overall broader impact."

Jeffrey Reynolds
President and Chief Executive Officer
Family and Children's Association

"Vibrant has helped build our brand through creative marketing and we have grown to provide more services to more members in more areas."

Keith May
V.P. Marketing
SFCU



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Key Personnel

Vibrant is a full-service agency, with a team that includes, strategists, designers, writers, programmers and online marketing specialists. The breadth and diversity of our in-house team allows us to cost-effectively and quickly create marketing materials for ever-changing initiatives, combined with strategy and a focus on results, that leads to success. All Vibrant work is conducted by our in-house team that includes the following talented and experienced creatives, producers, and directors:

Christopher Quereau - President/Creative Director

Christopher manages the campaign, making sure that all of the key players are working together to create the best solution possible. Christopher presents research findings, recommendations and creative to the client.

Teresa DeLaurentiis - Director of Client Relations

Teresa works as the liaison between the creative staff and clients to execute the campaign. Teresa communicates regularly with the client to ensure expectations are managed and project details are communicated.

Rick Langdon - Vice President, Business Development

Rick is an experienced agency professional that helps to onboard new clients, and work with existing clients on everything from creative and strategy, to oversight of client work.

Brandy Aldrich, Chris Steckline, Matt Carrera and Rob Pfeifer - Designers

Brandy, Chris, Matt and Rob comprise our creative and experienced design team. The designers develop designs and materials for the campaign.

Michael Sloane, Ben Ratliff, Bob Dennett and Peter Ames - Web Developers/Programmers

Michael, Ben, Bob and Peter are responsible for developing websites and other online tools, as well as training clients on the use of these tools. They also handle programming of our websites and setting up and installing databases.

Phil Ashby - Online Marketing

Phil is responsible for setting up online advertising and monitoring campaign progress. Phil also provides regular reporting to clients and makes adjustments to campaigns.

Kevin Wheatley, Gillian Scott and Sable Trappenburg - Writers

Kevin, Gillian and Sable are professional writers with experience working in journalism, advertising and public relations. Their chief goal is creating an authentic message for each client, and customized content for web, digital, print, and other advertising materials.

James Graham, Willie Peterson and Stephen Schweitzer - Video, Photography, & Motion Graphics

James, Willie and Stephen have years of professional experience including radio, live television, and video production for television and web; including motion graphics/animation, voiceover, writing, and brand development for local, regional, national and international clients.



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Website RFP Scope of Work & Agency Responsibilities

Based upon our review of your RFP, and subsequent addenda, we understand the following to be expectations, features, and technical functionality requirements for the new TCLB website. All requested design, content, technical and functionality features are included with Vibrant's website process and CMS, and the scope of work that is outlined for you as part of our proposal. The features and functionality for the TCLB website include, but are not limited to, the following:

Website Discovery, Research, & Review

- Evaluate current website, design/layout, user experience, and site architecture.
- Review of competitor websites and adherence to industry website/digital best practices.
- Engaging, intuitive, easy-to-use interface that provides helpful information to users and guides them to easily access services, information, resources, and key site features on a 24-hour basis.

Website Features and Functionality Components

- Engaging, intuitive, easy-to-use interface that presents the TCLB brand, provides clearly defined pathways for users to navigate to most relevant content, and simplified site architecture. Anticipate a website of approximately 25 - 30 pages.
- Dynamic and open source CMS; preferably Concrete 5 or other (please note, Concrete 5 is typically the recommended CMS for most website design/builds by Vibrant).
- Transfer TCLB domain hosting from GoDaddy to an alternative reliable hosting service; preferably WPEngine, Kinsta, Site Ground, GreenGeeks, Cloudways or other hosting service recommended by the selected consultant. Non-preferred hosting service include any such service provide owned by or affiliated with GoDaddy, Endurance International Group, Bluehost or HostGator. As part of Vibrant's discovery phase with TCLB (at project kick-off), we'll work with you to identify a host provider that suits your needs and requirements.
- Seamless and easy capability to post PDF documents, video/audio files, and URL links that can be shared with the public, including but not limited to Zoom and YouTube streaming and/or audio/video files
- Integrate an events calendar, that is easy to update for the sharing meeting dates and public announcements. Ideally, the posts or announcements can be integrated with an event calendar.
- Content organization and consolidation, to ensure an optimized and seamless user experience.
- Integrate an easy-to-use, search plug-in (to help visitors find content).
- HTTPS domain hosting and additional measures required to ensure a secure site (including SSL).
- Transition of "Media" section to "News" (with new section including a large blog format).
- Access to multi-lingual posted files and links for persons whose primary language in non-English, which may include translation and/or transcription capabilities.
- Contact page with key contact information and a form
- Meet Americans with Disability Act Compliance standards and Accessibility standards WCAG 2.0
- SEO and on-site page optimization for standard pages
- User training and guidelines including a checklist for publishing content to both an existing and a new page, and for the use of images.
- Institute a plan for hosting, security and support
- Warranty
- Integration of blog section, with shareable icons in blog section so that visitors may share content on social media and by e-mail is a requirement.
- Mobile responsive design that ensures that all users will be able to view our site, no matter what device they are using.
- Analytics to track conversions from a button click to a completed application, including the ability to view statistics by page or section in the dashboard of the new CMS.
- Vibrant will provide a detailed time line from start to finish for implementation, upon project kick-off, and every aspect of the project, including all communications, will be guided by a dedicated project manager..



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Web Development Project Features/Scope of Work

Vibrant believes that the best results come from a battle-tested process, heart-stopping creative, and meaningful collaboration with our clients. From our first meeting, up until site launch, our process runs full circle as we continue to monitor and improve the websites we create, to enhance user experience and position our clients' digital doorways to the world for long-term success. While every element of our web design and build process may not be applicable to your project, the rigid attention to detail, rigorous adherence to process, and dedication to a fruitful partnership is at the heart of every project we initiate on your behalf.

Discover and Define

Research and Analysis

Never assume. That is especially true when it comes to websites. Research, data, and information is a critical first step in any website design project. We'll conduct or review research, take a look at analytics and heat mapping, conduct keyword research and check out your competitors to ensure we start off informed and with a sound strategy.

Persona Profiles

Websites are built for the people who use them, so one of our first steps is to create personas based on your typical users. Who are your audiences? What are they looking for on your site? Are they web savvy? All of these details build a profile of a potential real user – someone we can keep in mind throughout our process in order to tailor the ideal online experience.

Strategy

A website is a complex branding and marketing platform that needs to be approached in the right way. We take the time to establish goals, review your competitors' websites, see what other industry players are doing online, and apply all that information to your new website. We combine this research with your existing and future marketing efforts to produce a cohesive experience. Establishing a strong project strategy is key to creating an effective and sustainable website.

Sitemap

Information architecture is truly an art and a science. The sitemap is arguably one of the most important parts of a website project. We'll map out your entire site based upon our strategy, goals, and user needs. We have experience working with websites large and small, organizing content and pages in a way that makes the right information easy for users to find. We will develop an intelligent information architecture for the site, that is scalable and built to evolve with new technologies and features.

Create and Craft

UI/UX Best Practices

Great design is a given. Just as important though, a website has to be easy to use. There is a reason behind how content is presented, page layouts, and the application of every line and color that goes into our designs. All are working toward the goal of easy, seamless usability for each member of your audience. A website that doesn't make users think, hunt or peck, and simply guides them toward where they want to go is the mark of truly great site.

Branding and Design

Before diving into a design, we'll review your brand guidelines, print materials and all other marketing initiatives to ensure we create an extension of your brand. Your brand is the foundation upon which all marketing is built, and your website is (usually) the biggest component of all your marketing. It leads your brand. It is your primary interface with everyone you serve and support, and the entire world. The design of your site will inspire involvement and engagement by all audiences. In addition to home page and other secondary page designs, we may also create a series of specific landing pages, intended to tie into current or future online marketing campaigns.



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Content Development and Editing

Consistent with design, copy content is key. Messaging must be concise, relevant, informative, and interesting. Informed by our strategy, we'll craft copy content for your site meets the needs of your audiences and guides them toward whatever next step is needed (filling a form, clicking a link, picking up the phone, etc.). Our content development team will organize selected content, write new content and re-use current content. Content will be optimized for SEO and marketing, to meet the needs of evolving web crawlers/rankings, and to ensure that your users are engaged and informed.

Video and Photography

In spite of the talent of our brilliant writers, and deep insights and content we will receive from you, let's face it, most of your audience isn't going to read as much as we want. That's where video and photography come in. When we can, we strongly encourage clients to leverage the power of video and imagery to convey their story, educate and inform users, and just make things look so much better on your site. We have talented photographers and videographers on staff that know how to point a camera and tell a compelling story through the power of images and voices...and make your website infinitely better for it.

Mobile Responsive

With so many devices and screen sizes on the market, there is a lot to account for. We design for ALL screen sizes—from the largest desktop monitor down to the smallest smartphone, and everything in between. We make strategic decisions for specific screen sizes, knowing that users can have different goals depending on what devices they're using.

Build and Develop

Content Management System

From open source PHP to third-party systems, our developers have built sites in a variety of CMS platforms. For the majority of websites we build, we recommend the use of an open source CMS, Concrete 5. Concrete 5 is our preferred CMS, and it features a constantly expanding pool of developer tools and plug-ins that integrate with existing components of your site, as well as nearly any third-party features (including platforms for donations/e-commerce). The CMS works on sites of all sizes and security needs. Whether you choose Concrete 5 or another CMS, Vibrant will work with you during the Discover phase to arrive at a CMS solution that meets your unique needs.

SEO Strategy

SEO is a major component of any successful website, and with Vibrant, you'll have an SEO strategy built right in to your new website. Keyword research, competitor reviews, strategic content placement and more will ensure your newly-launched site is ready to compete the moment you launch. From there, we offer ongoing auditing and support to ensure optimization of your site.

ADA Compliance

Stricter enforcement of ADA compliance requires not only greater attention to building a site within ADA compliance (ensuring ease of access for individuals with visual, hearing, and other impairments), but also ongoing maintenance and periodic auditing of your website to ensure that it stays within compliance (as you continue to update copy, images, and other elements of the site).

Social Media Integration

We integrate the social media experience safely into the website and train staff on the effective use of these tools for user engagement and awareness. Social media embeds can be customized to show as much you want, where you want, on your site.

User Testing and Analysis

We make sure that site functionality and user experience are consistently monitored throughout the build phase to stay the course on strategy and address issues with interface, function, and key features are optimized and performing as you expect, and we demand.



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Fast Page Loads

A beautiful, easy-to-use website doesn't matter if it takes a lifetime to load. We take special measures throughout our process to make sure your website loads as quickly as possible. Optimizing images and testing often helps avoid any slow-loading surprises.

Browser and Device Testing

One of the most important parts of the development process is frequent and thorough testing. With responsive design, we're coding for a variety of devices, browsers and screen sizes that we test throughout the process to ensure your website works flawlessly for all users. We test using real devices and software that allows us to mimic different device and browser combinations.

Custom Functionality

We've built countless custom-developed pieces and integrated a variety of trusted third-party platforms (for rates, mapping, etc.) that help take our websites to the next level. Whether you need custom map integration, databases, file sharing, secured platforms for boards or employees, or something totally new, we can build something specific to your needs that will integrate with your internal systems for a truly custom fit. We customize our recommended CMS to administer this system providing the client with a one-stop shop for complete administration of their website and users.

Launch and Support

Training & Administration

It's your site and you should be able to self-administer and manage it to any extent that you want. We'll of course help with any ongoing updates, management, and support too, if you'd like. We set up customized trainings for you. As for administration of the site, during site build we'll work with you to determine how you'd like to configure administration. You can set up one main level of administration (putting one person or department in charge of your site), or we can help to set up an endless combination of tiered access (allowing other individuals and/or departments with specific levels of access for administration of the site).

Hosting

If you choose, Vibrant offers the convenience of hosting your new website, giving you the complete website package...meaning you only have one call to make for all your website needs. We work only with trusted hosting providers that we have vetted (and use for our own site!). Our providers are fast, reliable, and secure. Along with our own technical support you'll also have the advantage of 24/7/365 hosting support. As part of our Discovery process, we will work with TCLB to identify a host provider that meets your needs for security, stability, support, and overall performance.

Conversion Optimization

We don't believe in launching websites and just hoping for the best. Instead, we monitor your site and perform 90-day reviews to see just how users are interacting with what we built. Using this information, we'll provide suggestions for continuing to improve the usability of your website and increase conversion rates.

Tracking & Effectiveness

New and comprehensive tracking tools will be incorporated to study the patterns and progression of site development. Tracking is also a crucial tool for modification of site content and process - especially with a new media website. We can setup custom reports relative to your interests and have them delivered to your e-mail box automatically daily, weekly, monthly or yearly.

On-Time Deployment

Throughout the entire project, we're all working toward a successful launch. To ensure everything goes smoothly, we establish a project time line from the beginning and raise our hands if anything comes up that might affect the budget or launch date. Prior to launch, we'll provide a rundown of exactly how the launch day will go so you don't have any surprises...just the pure bliss of a new site launched on time, and within budget!



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The Vibrant Creative Development Process

Phase 1: Site Visit and Creative Kick-Off

We feel it's important that our key staff know who and what they are creating the website for. The Creative Kick-Off is held to introduce the personalities involved, interview your stakeholders and gain insight into the organization. Intended to inform an overall creative approach for the website, while also focusing on a content and functionality strategy.

Phase 2: Research and Discovery

Review existing research/data, if necessary initiate additional market research, to inform strategy, creative, and overall approach with the site and the project.

Phase 3: Presentation of Design, Outline, and Site Strategy

Based on approved recommendations (from discovery and research), we develop initial designs for your website. Designs include initial flat designs for website home page, key secondary pages, and mobile format. Additionally, the presentation will include an overall content structure (site map, navigation, content hierarchy), UX recommendations, and overall strategy for the development of the site and content.

Phase 4: Site Build Out of Site

Upon approval of site strategy, site map/architecture, and designs, we then begin the website build out. Our writer(s) and designer(s) work with the client to revise/develop the creative and content. During this time, our web developers are building templates, setting up supportive technology and getting the site ready to receive content. Once the content is approved, our developers format it for the website and input it. The designers and creative director review the site and then send it to the client for the R1 Review. During this same time, ongoing UX, browser, and device testing, along with QA continues, leading up to phase 5.

Phase 5: R1 Review and Revisions

The next review milestone that occurs within our process is the R1 Review. The R1 is a 90% completed site, which usually is only pending small updates/changes as this is the first time the client sees a working website with all of their approved content and supportive new media tools. Vibrant works with the client to make their changes and prep the site for launch. At this same time, more robust UX and QA testing occurs, with reporting and review back to client, as we collectively work to bring a completed site to fruition.

Phase 6: Soft Launch & In Person Training

Soft launch is an unannounced launch of the website to work out any technical issues as well as to get your staff comfortable with using and updating the site in a live mode. Additional UX/QA testing may also be executed in conjunction with this soft launch. During the soft launch phase, we also train staff on updating the site and associated tools.

Phase 7: Announced Launch

Announced launch is the advertising and marketing to inform the public about the launch of the new website. We usually do a free press release and invitation to use direct mail design for our clients to announce their new site to their constituencies. Following site launch our maintenance agreement can keep us an active participant in the site.

Approximate Time Line: 3 - 5 Months

(Final schedule will be developed following kick-off meeting and determination of scope of initial research/testing.)



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Website Design/Development Project Budget

Website Strategy/Architecture/User Experience.....Included

Based on research, Vibrant will develop strategic recommendations for site, including content strategy/hierarchy, site architecture and navigation, page wireframes, and other key UX functionality that will inform the overall creative and design for the site.

Website Design.....Included

Development of designs for the website by our on-staff graphic design team. 3 rounds of revisions included. Design includes the development of templates and creative assets for the site.

Content Development/Editing.....Included

Development of any new content for primary pages, as well as review/editing of existing or client-provided content (for marketing and SEO value).

SEO.....Included

Vibrant will optimize all site content (copy, imagery, etc.), including meta tags, meta descriptions, etc. Includes development of plan for ongoing SEO auditing and optimization of site content.

ADA Compliance.....Included

Review/editing of all copy and creative content, and development of site assets/features, for ADA value. Site content will also be built within Level A or Level AA ADA compliance (including copy, imagery, graphics, etc.). Vibrant will also provide recommendations for best practices for adhering within ADA compliance (or review recommended subscription options for ongoing review, auditing, and maintenance).

Development/Programming.....Included

Actual building of the website based on the designs, installation of any third party technologies, and development of necessary databases by our on-staff web development team. Easy to use software will be implemented to allow you to make modifications to your website. Vibrant provides setup, training and a license for the software.

Back-end User Management.....Included


Integration of a back-end user management systems. Includes user administration and management features.

Quality Assurance.....Included

Ongoing review/testing/auditing of all aspect of site (design, content, functionality, etc.), throughout build and launch.

Blog/News Integration.....Included

Integration of blog and/or news feed within site, to appear on home page and other areas of the site, where designated.

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Website Design/Development Project Budget (continued)

Browser/Device Testing and Ongoing Website QA/Testing.....Included
Throughout build phase, Vibrant development team will continually be UX testing/QA all facets of CMS and third-party features, as well as all elements of site performance, right on up through completion of R1 development. Includes regular testing in all primary web browsers and mobile formats for optimal performance and appearance of website.

Final Preparations/Testing/Launch.....Included
Following approval, we then prepare site for final launch. Final QA and UX testing, and all other pre-launch set up to prepare for go-live date and soft launch/hard launch of site.

Analytics/Tracking.....Included
Incorporate of Google Analytics and other back-end reporting technology to monitor site traffic, performance, data, etc. Includes client access to all reporting, as well as provision of reporting and data.


Website Hosting
First year of hosting is waived. Subsequent years of hosting billed at \$500 - \$3,000 per year annually (depending upon host provider chosen). If the TCLB maintains a subscription with Vibrant following launch of the site, hosting fee is waived for duration of subscription. Determination on a hosting provider will be made with the TCLB as part of our Discovery phase.

Training.....Included
We will provide web-based and/or in-person training for self management of your website. Vibrant will determine a training schedule with you during site build phase. May include one or multiple training sessions.

Total Website Budget.....\$10,000

Date: _____ **Client Signature:** _____
Client agrees to begin project based on terms outlined within this proposal.

Date Client representative name and title

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Maintenance Service Subscriptions

For your review, we are presenting the TCLB with TWO subscription options for ongoing technical, creative, and content support for the new website (post-launch). Many of Vibrant's clients choose to work with us on a subscription basis, which affords you a considerable amount of flexibility in selecting how you would like to utilize our services, based on priorities and needs, and enables you to leverage any/all of our capabilities (including web, online/digital, print, social media, design/writing services, and photography/video).

There is NO contract, and subscription can be completed/cancelled as soon as all accrued hours are paid for. Unused hours roll over and continue to roll over until used (typically within one-year). Each subscription level is based on an allocation of monthly hours. You have the option to pre-use hours to pay for a larger expenditure (such as using your subscription to fund a larger project or projects), or to use a greater level of hours in particular months than you do in other months.

ALL levels provide you with access to ALL of our agency services, with the greatest difference being the higher the subscription level, the more hours available to take advantage of those services. Since there is no contract, you may also adjust your subscription level at any time (raising the level to accommodate an increased level of work, and decreasing the level when needed). **Third party costs (such as Google, Facebook, printing, and other media costs) are not included and would be separate from your subscription budget.**

Maintenance Subscription A.....Monthly.....\$500

\$500.00 per month. Price includes up to 4 hours per month. This maintenance level subscription would cover all website technical support and maintenance, including, but not limited to, the following:

- SEO auditing, updates, and adjustments
- ADA auditing, updates, and adjustments (to ensure ongoing compliance) and adjustments
- Website tracking/reporting (via Google Analytics)
- Website maintenance and on-demand technical support
- Hosting and all related technical support
- Routine creative/content updates (to address copy edits/additions, design edits, image placements, add/remove pages, etc.)

Maintenance Subscription B.....Monthly.....\$1,000

\$1,000.00 per month. Price includes up to 8 hours per month. This maintenance level subscription would cover all website technical support and maintenance, including, but not limited to, the following:

- SEO auditing, updates, and adjustments
- ADA auditing, updates, and adjustments (to ensure ongoing compliance) and adjustments
- Website tracking/reporting (via Google Analytics)
- Website maintenance and on-demand technical support
- Hosting and all related technical support
- Routine creative/content updates (to address copy edits/additions, design edits, image placements, add/remove pages, etc.)

Date:

Client Signature:

Client agrees to begin project based on terms outlined within this proposal.

Date

Client representative name and title



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TERMS

Payment Schedule: The billing will be based on the agreed to services. Project billing is done in halves, with 50% down (upon project agreement), followed by a final payment of 50% at project completion. Projects under \$4,500.00 are billed in full up front. Subscription billing is billed 3 months down followed by monthly payments each month starting at the end of month four. Subscription billing may be used to pay for projects but must be maintained to cover the project cost. A monthly hours report will accompany each subscription invoice. Hours will roll over as long as some level of subscription is maintained. If the hours are owed at cancellation of the subscription, the client must pay for the remaining unbilled hours. If client cancels the subscription and Vibrant owes hours to the client, those hours are voided.

Overages, Change Orders: Work change orders (WCOs) will be issued for additional work and changes requested after approvals or commencement of work. WCOs include a description of the change/addition requested, estimated additional costs, and changes to work schedules/project completion. Client's signature is required on WCOs to proceed with changes/additions. Vibrant will not bill for any additional work that is not previously agreed upon by the client through an authorized change order executed by an authorized client. Third party expenses are not included unless otherwise indicated in this proposal. Third party expenses will be authorized by client before any purchases are made.

Single Point of Contact: A single point of contact is required for all projects to disseminate and organize changes/information provided to our agency. In the event designs are approved and then a new party is brought in, the new party may not retroactively reject any approved designs. The client may not develop alternative designs as part of this project ie: engage multiple parties to work together on the same designs.

Liability: Under no circumstances is Vibrant liable for the success or failure of any marketing project. The client is responsible for final proofing on any project developed. Vibrant is not responsible for any errors or omissions on any projects. Vibrant is not responsible for any damages related to any projects we undertake. Web Hosting is a third party fee billed through Vibrant. Vibrant is not liable for any issues related to web hosting including but not limited to; outages, lost files, cyber attacks etc. The client will incur all legal fees in any unsuccessful effort to take action against Vibrant Brands.

Early Termination: Client and Vibrant may agree to terminate project based upon mutually agreeable terms to be determined in writing, either prior to signing of this proposal or within the final client-Vibrant contract. As each stage of the project is paid, as per this agreement, if the project is discontinued by Vibrant and client before completion, there will be no additional cancellation fee charged. If the client cancels the project before completion, the entire amount due will be collected. All work will remain Vibrant's property should the project be cancelled. Once paid in full the client will at that point own the artwork, however Vibrant reserves the right to use the project(s) in their marketing efforts.

Project Communication Delays: Should the project remain idle for 30 days waiting for client-dependent material, review/feedback, or client directives, the project will be placed in an "inactive" status. If the project remains idle for three months, payment in full is required. Should the project remain inactive for six months, an hourly rate will be charged to rework the project based upon new client feedback/direction and to reacquaint the design team with the project. This includes project management, activities or e-mail/telephone correspondence, and face-to-face meetings, including drive-time as well as research, design and programming production time. Should the project remain idle for 12 months, Vibrant reserves the right to re-estimate the project. No refunds will be issued for unfinished projects due to delay or project cancellation on the client's part.

Client Privacy: All information about the client that is gathered by Vibrant during the creative process is considered confidential and will not be shared with any other clients or other parties. Vibrant may work with more than one client in the same or similar industries but will never share confidential information or strategies between related clients.

Rights to work: Upon full payment of all fees and costs, the following rights to the use of the designs and/or artwork transfer to client. Final artwork is the property of client however build or construction files are the property of Vibrant and will only be transferred at Vibrant's discretion.

Design Credit: Unless otherwise agreed Vibrant may use any final or un-finalized artwork for the promotion of Vibrant Brands. Promotion may include online and offline marketing including but not limited to; print advertising, website, online portfolios, e-newsletters, mailers, etc.

Stock Photography: A limited amount and selection of stock images are included as part of Vibrant projects. Stock images are not available to the client outside of Vibrant work unless purchased separately. Included stock images are covered under a Getty license which only allows Vibrant to handle the stock images.



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VIBRANT BRANDS

References

Below represents a small sample of clients who have had their brands, websites, and marketing developed and managed by Vibrant. Please feel free to contact any of these clients about their experiences with us. You can see many additional references and case studies online at www.VibrantBrands.com.

Bijoy Datta
Deputy County Executive (former)
Greater Binghamton Regional Airport
P.O. Box 2404
Binghamton, NY 13902
(607) 768-7088 bijoy@brightsidecommunications.us

Herb Clark
VP, Marketing
Sullivan Catskills Visitors Association
15 Sullivan Avenue, Liberty, NY 12754
(845) 747-4449

Rob Puglisi
Director of Marketing and Communications
St. Peter's Health Partners
295 Valley View Blvd., Rensselaer, NY 12144
(518) 285-8150 rpuglisi@communityhospice.org

Greg Sorrentino
CEO
Center for Disability Services
3 Cedar Street, Cohoes, NY 12047
(518) 437-5700 Sorrentino@cfdnsny.org

Sari O'Connor
Executive Director
Albany Police and Fire Foundation
P.O. Box 8537
Albany, NY 12208
(518) 728-5766 sari.oconnor@gmail.com

Website Examples

Below represents examples of a variety of websites that Vibrant has created for other organizations. We take great pride in making websites that not only get noticed and look great, but meet client needs for user experience, SEO, ADA compliance, and optimal transaction of products and services. Please visit www.VibrantBrands.com for more samples of website work.

www.oneonta.ny.us
www.cfdnsny.org
www.belvederehealthservices.com
www.sunmarkfcu.org
www.usnja.org
www.nyfb.org
www.pathfindervillage.org
www.fcail.org
www.ehs.org
www.communityhospice.org
www.myrrhythmnow.com
www.nyfoa.org
www.in-res.org
www.onehopeunited.org
www.newhopecommunity.org
www.cahpc.org
www.ioxus.com
www.brooksbbq.com
www.cooperstownallstarvillage.com
www.sfcuonline.org
www.unalam.com
www.wightmalnumber.com

Video Showcase:

Please visit these links that showcase Vibrant's experience and examples in video production. Our turn-key approach to video production has helped countless organizations with everything from TV spots and gala videos, to a variety of long-form and short-form videos. In addition to on-location production and editing, we also provide motion graphics and animation services.

<https://www.vibrantbrands.com/#video>

<https://vimeo.com/user3665286/albums>



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