Business of the Village Board
Village of Saranac Lake

SUBJECT: <u>Village Website</u>   Date: 07/08/2024

DEPT OF ORIGIN: <u>Village Manager</u>   Bill # __99-2024__

DATE SUBMITTED: <u>06/27/2024</u>   EXHIBITS: _____

APPROVED AS TO FORM:

_____   _____
Village Attorney   Village Administration

EXPENDITURE   AMOUNT   APPROPRIATION
REQUIRED: BUDGETED: REQUIRED:

SUMMARY STATEMENT:

Approve contract for new Village Website

MOVED BY: __Scollin__   SECONDED BY: __White__

VOTE ON ROLL CALL:

MAYOR WILLIAMS   __yes__

TRUSTEE RYAN   __yes__

TRUSTEE WHITE   __yes__

TRUSTEE SCOLLIN   __yes__

TRUSTEE BRUNETTE   __yes__

Online Solutions to Make Your Life Easier

|TOWN WEB Proposal for a Website & Communication Platform

Prepared for
VILLAGE OF SARANAC LAKE

Delivered on: May 17, 2024 | **Submitted by:** Peter Stanko, Town Web | **Expiring on:** July 26, 2024

Village of Saranac Lake
39 Main Street
Saranac Lake, New York, 12983

Dear Bachana,

Thank you for reaching out to us regarding your new municipal website needs. We appreciate the opportunity to assist you in this important endeavor.

At your municipality, you and your staff are tasked with sharing important information with your local residents. You need to keep them informed and engaged.

A municipal website is *the tool* **to accomplish this**. You need something that is professional-looking, easy to use, and effective in communicating with your constituents. Town Web offers the perfect solution to achieve this!

By choosing Town Web, you can take advantage of a website that is also a powerful communication tool. It is a website and software platform designed specifically for local government.

Our platform makes it easy for you to post official news and notices, community & government events, along with other department-related data. This means the activities within your other departments, such as Public Works, Zoning & Planning, Parks & Recreations, etc. can also be communicated to your local constituents.

Three things that set our solution apart from other municipal web development companies you may be evaluating:

1. Our _sole focus_ is to **make your municipal life easier.** We make it easy for you to go in and post things. We make it easy for your residents to get the information they need. While your residents can always find the information on our website, we go a step further.
   We provide you with a Communication Platform. This means your residents can have these posts and updates sent directly to them via email or text message. Plus, it can all be posted on social media...all without any extra effort on your side!

2. Our Digital Online Solution provides a **user-friendly digital platform** for citizens to interact with their government. This platform features electronic versions of your commonly used forms. It also comes with a citizens' payment portal. This way all of your municipal services and fees can be paid online with a credit card. This innovative solution streamlines the interaction between the government and its citizens, delivering the *level of service they expect and deserve* in a post-pandemic world.

3. With our **white glove service**, you will receive exceptional support from our dedicated and friendly team. They are available 24/7 to assist with both your website and communication tool. *This comprehensive service means you do not need to burden your IT staff.* You can rely on the Town Web staff. We handle the creation of forms, workflows, and payment portals for you. This provides you with a seamless and stress-free experience.

We would like the Village of Saranac Lake to take advantage of the benefits of a professional, easy-to-use, and effective municipal website and communication tool. The following pages in this proposal will show you more about the benefits you and your staff will get from Town Web.

Discover how our platform can simplify your municipal life, streamline communication with your constituents, and provide a user-friendly digital platform for online services and payments!

We also provide a detailed quote for the cost to implement this solution for your municipality. Please contact me or Chris to answer any questions. We both would love to help you take the first step towards a more efficient and effective municipal website and communication tool.

Sincerely,

Peter S

Peter Stanko

New Client Coordinator with Town Web

peter@townweb.com | chris.astrella@heygov.com | Toll-Free: 877-995-TOWN (8696)

The way municipalities communicate with their residents has drastically changed in the past two decades. Our team has interviewed many dozens of city administrators and town clerks.

We learned that it was easier to communicate the happenings and official notices of a municipality in the late 90s. By publishing the official notices in the local newspaper and running the loop of the video recordings on the local cable access television station, everybody would know what was going on. However, things have changed.

Newspapers aren't the primary source of news like they were in the 20th century. Municipalities needed to stay current with modern methods of communication. This includes using newer technology, like text messaging, emails, and various social media avenues.

The channels of communication have multiplied. The demographics of your citizens have become more diverse. Millennials prefer to consume information differently from the Baby Boomer generation.

The challenge of local government is to provide information to **ALL** their constituents. Even if they're considered *"digital dinosaurs"* and want everything on paper and want to write checks. Or if they're *"digital natives"* and want the same information, but accessible on their phone and paying with a credit card.

Or somewhere in between for the rest.

This is precisely the challenge that your website vendor needs to solve for you. Town Web is uniquely positioned to solve this problem in a way that saves you and your staff time. Plus, it provides an online citizen portal that your citizens deserve.

The current challenge facing many local governments is the difficulty of effectively communicating with their constituents. Many current municipal websites are outdated, difficult to navigate, and lack the necessary tools to keep the local residents informed and engaged.

We hear from countless others who also have problems maintaining a municipal website independently. It's cumbersome and overly complex. Still, many others do not get the type of support or assistance they expect to be successful in maintaining the website.

This problem is even more pressing in a post-pandemic world, where citizens are increasingly expecting digital services and communication from their government. The lack of an effective website and communication tool means that local governments are not able to effectively share news and notices, community and government events, and other department-related data. This has led to a decrease in the effectiveness of public services and an overall lack of engagement with local residents.

THIS IS WHERE TOWN WEB'S ONLINE DIGITAL SOLUTION
HELPS YOU AND YOUR STAFF TREMENDOUSLY

Project Scope

Below are the steps of the website and communication platform's project scope. Also included is an individual extra option for an **Elite Web Design package**. To make the process smooth and streamlined, we recommend that your organization appoint a single person to be our designated point of contact. This person should be the individual who we can work with for coordinating any meetings, and who has the authority to approve all design and project approvals for the project milestones.

Estimated Timeline

Depending on the quantity of content and the chosen layout and style of the website, the project can take between eight to 12 weeks.

The timeline for the Elite Web Design package adds an additional three to eight weeks to the project, depending on how quickly design sign-off is provided by your app.

The timeline for our Online Digital Solution add-on can be an additional four to eight weeks, depending on the number of departments involved and the number of forms you wish to have implemented.

TOWN WEB'S WEBSITE COMMUNICATION PLATFORM

We approach our projects in two distinct stages, each designed to address specific needs and deliver comprehensive solutions. The first stage focuses on the development of a website and communication platform, while the second stage revolves around the implementation of online modules to support government digitalization efforts. **Stage 1 includes:**

1. Designing and developing a website layout and user interface
2. Creating and integrating content such as text, images, videos, and other multimedia
3. Setting up and configuring website hosting and domain name (including a new dot.gov domain name
4. Setting up and configuring new email addresses
5. Optimizing a website for search engine visibility
6. Setting up contact forms, analytics, and other interactive features
7. Writing custom scripts and code for specialized needs
8. Enhancing website security and protection from malware
9. Testing and debugging the website for usability, compatibility, and responsiveness
10. Website training
11. Go Live and website handoff

PROJECT TIMELINE
Enjoy a new site in 8 to 12 weeks!
Town Web's "Select Plus" Package

Account set-up
- Contract Terms
- Sign Electronically
- Remit Payment
- Schedule Onboarding

Content Management

The Data Entry team will migrate over all of the existing content from an old site.

Municipal Representative will also send in any remaining content to be added via email, Dropbox, or Google Drive

The Account Manager will follow up with any questions and check in with status updates.

Gather Feedback & Apply Changes

We will meet once again via Zoom to discuss any edits or additional content needed. You may email edits or a punch-list prior to the meeting so that most changes can be completed beforehand.

Set a date to go LIVE!

Launch

After final approval:
- Launch the site LIVE
- Receive login credentials
- Schedule live training
- Implement emails (add-on)
- Syndicate Facebook (add-on)
- Implement HeyGov (add-on)

Onboarding

Conduct a team meeting via Zoom between Account Manager, Project Manager & Municipal Representative.

- Discuss new or existing domain name + branded emails
- Choose a theme & color-scheme
- Discuss needs, features, existing & future content

Staged Website

Your Project Manager will stage the new website on the chosen theme to create a "staged website link." This is the beginning of organizing the content, navigation & menus. We follow best practices for municipal features and navigation.

When the project is 90% complete, the Account Manager will send you this link as a proof to review and schedule a "reveal meeting" via Zoom to discuss any edits needed.

Finishing Touches

Ensure that the site is optimized for SEO and mobile-view. Make the site loading time as fast possible. Set Google analytics to show up on Google search.

- Enable ADA widget
- Translation widget (add-on)
- Advanced search (add-on)

TOWN WEB
Specializing in Municipal Website Design

(OPTIONAL) TOWN WEB'S ONLINE DIGITAL SOLUTION

For projects that include Town Web's entire Online Digital Solution, a set of additional steps come into play. These steps are executed concurrently with the project scope mentioned above and are handled by our expert team. **Stage 2 includes:**

Building Customized Forms:

- Create customized forms tailored to your municipality's specific services and needs
- Gather necessary information and enable online submissions for efficient processing

Reservation System Development:

- Design and develop a reservation system for municipal facilities and parks and recreation amenities.
- Enable residents to easily book and reserve these resources through your website.

QR Code Generation:

- Generate QR codes for remote payments, such as boat launch permits, facility rentals, and pool passes.
- Enable residents to make secure and convenient payments using their mobile devices.

Workflow Implementation:

- Establish workflows for approvals, notifications, and tracking of each form submission.
- Automate processes to streamline internal operations and enhance efficiency.

Secure Payment System Integration:

- Integrate a secure payment system and payment portal for online transactions.
- Ensure the confidentiality and security of residents' financial information.

Plugin and Widget Development:

- Develop plugins and widgets to embed forms and payment portals seamlessly within your website.
- Enhance the user experience by providing easy access to online services.

Accounting and Billing Integration:

- Connect the payment portal with your accounting and billing package.
- Streamline financial processes and facilitate accurate record-keeping.

Comprehensive Training and Support:

- Provide comprehensive training to familiarize you and your team with the integrated solution.
- Ensure you have the necessary knowledge to manage and utilize the system effectively.

Seamless Integration:

- Seamlessly integrate Town Web's Online Digital Solution within your new website.
- Ensure a cohesive and consistent user experience throughout your online platforms.

Ongoing Technical Support and Updates:

- Offer continuous technical support to address any issues or questions that arise.
- Provide regular updates to keep the solution up to date with the latest features and security measures.

By separating our projects into two stages and offering the option of Town Web's Online Digital Solution, we provide a comprehensive approach to meet your municipality's evolving needs. Whether you require a professional website and communication platform or seek to leverage advanced digital modules, we have the expertise and dedication to deliver solutions that empower your government to thrive in the digital age.

ELITE DESIGN PACKAGE

For municipalities that select the Elite Web Design Package, we provide additional steps in the project's scope of work. This includes more extensive branding and design work:

1. Branding and styling design
2. Selection of premium typography/fonts
3. Development of a UX/UI (User Experience/User Interface) style guide for desktop and mobile
4. Custom illustration or iconography
5. Custom page design for the homepage
6. Custom theme design for the department homepages
7. Custom image and illustration selection
8. Custom coding of the page and theme designs into website CMS

Discovery
Week 1

Meet via Zoom with our Creative Director. We discuss in detail your target audience and website goals.

Developing
Weeks 5-10

We send mockup files to our development team for development. Internal pages will be designed based on the homepage style. The inside pages share the same top navigation menu, background, style, and page footer. The Data Entry team will migrate over all of the existing content from an old site. We do theme-testing to make sure the design works across all platforms, devices and browser types.

Staging
Weeks 15-19

Project Manager will stage the new website to create a "staged website link." This is the beginning of organizing the content, nevigation & menus. We follow best practices for features end friendly navigation.

Launching
Week 20

After final approval:
- Launch the site LIVE
- Receive login credentials
- Schedule live training

Design
Weeks 2-4

We will create 3 high-fidelity mockups of the homepage. Designed with mobile and desktop layout in mind. We will incorporate ideas, colors, photographs and typography that was discussed in the initial design interview.
Included are three (3) rounds of small design changes to make your homepage look perfect. We work on the layout, colors and typography to ensure an intuitive, yet informative design. Once a mockup is approved, we code the custom theme based on the design.

Feedback
Weeks 11-14

We will meet once again via Zoom to discuss any edits or additional content needed. You may email edits or a punch-list prior to the meeting so that most changes can be completed beforehand. Set a date to go LIVE, unless a set date is predetermined.

Finishing
Week 20

Ensure that the site is optimized for SEO and mobile-view. Make the site loading time as fast possible. Set Google analytics to show up on Google search.
- Enable ADA widget
- Translation widget
- Advanced search

Design Concept and Approach

The design concept and approach for the new website for the municipality follow a user-centric design approach. Our goal is to create a website that is easy to use and understand for all users, regardless of their background or level of technical understanding.

The design will be modern and contemporary in its look and feel while remaining highly functional and organized. It will also be mobile-friendly since a sizable and growing chunk of your municipality's demographics will be Millennials. They will want to take advantage of a solution that is mobile-optimized.

Therefore our focus will be on creating a website that is aesthetically pleasing, while also being intuitive and easy to navigate, whether viewed on a desktop or on a mobile device or tablet. Plus, it will be ADA-compliant.

WEBSITE AND COMMUNICATION PLATFORM

Our lowest cost option for a new website and communication platform is to select from one of our readily available themes. Each of these is already designed, which saves on the cost of development and deployment. They can each be customized for your municipality by applying a new color scheme to the template and adding photographs provided by your organization. Once the project is approved, you'll work with your Project Manager and Account Manager to select a theme.

ELITE WEB DESIGN PACKAGE - OPTIONAL

For a bespoke web design option, you can select the Elite Web Design Package as an option. You will get the "full service" for a new custom web design. This means you will also be working directly with our branding team.

This extra work includes special meetings focused specifically on design. They also include facilitated Discovery and Branding exercises that you and your stakeholders are expected to attend to give their thoughts and inspiration.

These sessions are truly a lot of fun, with a lot of engagement both from our design and branding team and also from your side. It's considered a really enjoyable portion of the design portion of a new web design project.

Many attendees have said time and time again "This was a lot more fun than I expected!"

These meetings guide the creation of your custom UX/UI (User Experience/User Interface) for the website. The same team will create a new style guide. The style guide will be used for the development of the desktop and mobile experiences of your new website. Our approach is an iterative process where you and your staff can provide feedback.

All work from the design and branding requires custom coding and theme development for the CMS.

Technical Overview

One of the biggest advantages you have with choosing Town Web is that we take care of the technical needs. You don't need to consume the resources of your internal or contract IT staff. We manage and maintain the infrastructure for the service and products that we deliver to you.

WEBSITE COMMUNICATION PLATFORM

We include all the hardware and software to manage your new Website and Communication Platform. The below list includes everything we manage and maintain on your behalf.

- Domain name management (including annual renewal)
- DNS (domain name service) service management, including MX (mail server) records
- Server maintenance (dedicated server or cloud servers)
- CMS (Content Management Service) Web hosting with a 99.9% uptime guarantee
- Database hosting
- Media file hosting (PDFs, images, and other related content)
- Site backups (including core website CMS files, media files, and database files) on a separate cloud server
- SSL (secure socket layer) certificates
- API (Application Programming Interface)

As part of our White Glove Service, you receive 24/7 Tier 1 technical support should any issues arise.

All of these requirements must be met in order to ensure that your new website is secure, reliable, and accessible to all users.

(OPTIONAL) TOWN WEB'S ONLINE DIGITAL SOLUTION

Town Web's Online Digital Solution is a comprehensive suite of government tools designed to streamline municipal processes and reduce administrative workload. With our solution, we facilitate the transition from traditional paper-based systems to efficient online platforms, saving valuable time for municipal staff. Our platform acts as a centralized hub, connecting citizens, departments, and local businesses onto one digital platform for seamless information flow.

By utilizing Town Web's Online Digital Solution, you can digitize forms, licenses, and applications, eliminating the need for manual paperwork. The submitted information can easily and securely traverse your entire organization, improving communication and data accessibility. Moreover, our solution includes a convenient payment portal, enabling you to collect credit card payments for municipal fees and services online, in person, and remotely. To enhance user experience, the forms, licenses, and applications built with Town Web's Online Digital Solution can be seamlessly embedded within your website. This integration allows for streamlined data collection and provides a user-friendly interface for citizens and businesses to submit information and make payments. With our solution, you can consolidate these essential functionalities within your website, simplifying the online experience for your constituents.

Additionally, we offer the "White-Glove" Service as part of our comprehensive package. Our experienced team will provide personalized onboarding assistance and support, working side-by-side with your staff and department heads. This "Done With You Service" ensures a smooth transition and empowers your team to leverage the full potential of Town Web's Online Digital Solution.

With Town Web's Online Digital Solution, you gain a powerful toolkit to digitize processes, streamline communication, and optimize efficiency within your municipality. Our solution brings together the necessary components for effective online governance, empowering your municipality to thrive in the digital era.

Current Accounting and Utility Billing Integrations:

- Banyon Data
- Caselle / CivicSystems
- GovPayNow
- MuniciPay
- Workhorse Software

Many Municipal Vendors and IT Staff have mentioned how open and easy-going it was to work with the Town Web tech team.
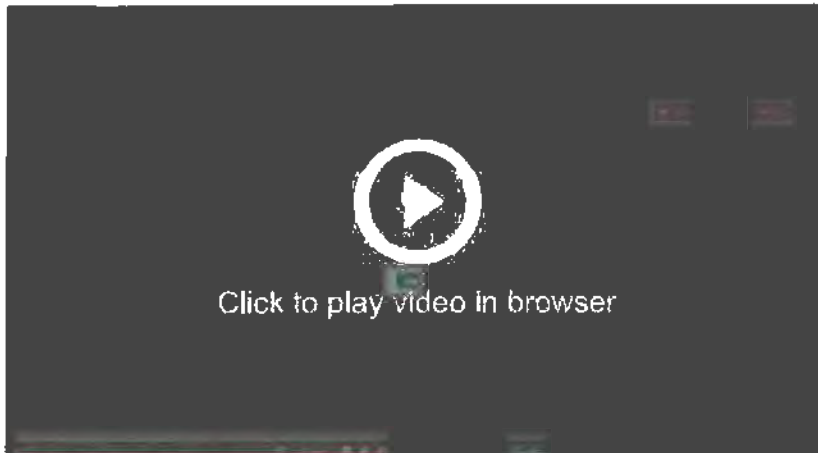
Website and Communication Platform

THE DASHBOARD

(THE PART THAT YOU AND YOUR STAFF WILL ACCESS REGULARLY)

The Dashboard is the administration area of a municipal website. This is where you and your municipal staff can manage the content of your website. It contains all the easy-to-use elements required to keep your residents informed.

- **Content Management System (CMS):** A CMS allows you to create, edit, and publish content on the website. This includes posts, pages, images, files and other images.

- **User Management:** You'll be able to manage and assign roles to different users with varying levels of access to the administration area

- **Site Navigation:** A site navigation system allows staff to manage the website's menu structure and create new pages or sections as needed

- **Media Library:** A media library is a central repository for all media files used on the website, including documents and images

- **Meeting Repository:** This is a subset of the Media Library and it's focused specifically on storing documents for your municipal meetings. All agendas, agenda packets, and meeting minutes are contained in this section

- **Department & Personnel Management:** This is the "who's who" at your municipality. Each person can be a member of a department. You can easily manage a directory of your municipality by the department. It's like building an official org chart

- **Subscribers:** Your residents and interested parties can subscribe to get notifications of the topics and news that they're most interested in. They also get to choose how they want to receive notifications (as in text, email, or social media posts)

- **Calendar of Events:** Each meeting and its related documents can be linked and embedded in the day's calendar of that event. Likewise, community events and other notices can be added and viewable within the calendar. It's also possible to include facility rentals/bookings in the calendar through our Online Digital Solution

- **Emergency Alerts:** This is the specific section to use when there is the need for a specific department to make an immediate post that is delivered and visible to all residents

- **Social Media Integration:** There are many channels for people to stay notified about the happenings of your municipality. Our software makes it easy to draft a message and blast it out through various social media channels

Click the rectangle to play the embedded video in the online version of the proposal!

OR:

Scan the QR Code - it will take you to YouTube to see the video on your smartphone:

THE WEBSITE

(THE PART THAT YOUR RESIDENTS WILL VIEW)

The Web is the administration area of a municipal website. This is where you and your municipal staff can manage the content of your website. It contains all the easy-to-use elements required to keep your residents informed.

1. Your residents will have access to a modern website and communication platform
2. It will be built to be mobile-friendly and ADA compliant
3. One of the greatest advantages is that they can Subscribe to notifications
4. This lets the pick and choose the categories and topics they want to get notified about
5. They can also select how they get notified, either as a text message or email
6. Plus, these same notifications can be viewed on social media
7. With a Town Web website and Communication Platform, your residents stay informed

ELITE WEB DESIGN PACKAGE

THE DESIGN PROCESS

For a visually enhanced website, we'll work with you and your stakeholders on a new design. This starts with facilitated Discovery and Branding exercises which you and your stakeholders are expected to attend to give their thoughts and inspiration.

We will be working on the UX/UI (User Experience/User Interface) and branding it to your municipality's personality.

We work on the specific aspects of typography/fonts. We'll create custom illustrations or iconography to provide elements of more personality and uniqueness.

We create an appealing new design for your homepage. And also spend a great deal of time building your new pages for your department.

Town Web's Online Digital Solution - Modules

Town Web's Online Digital Solution is a digital cloud-based software platform with a payment portal that offers various capabilities and services as described below. It's built to help municipalities reduce their workload and save time by moving their systems online. In order to make it more accessible and understandable to our customers, we've divided it into modules, and branded them all as "HeyGov"

A large benefit of Town Web's Online Digital Solution is how it connects various people, departments, and citizens onto one digital platform. At a basic level, it provides tools to draft, edit, and manage documents. The forms, licenses, and applications that are built with it can be embedded within your website. The forms can be tied to your payment system, allowing for seamless payments to be collected with each form and facilitating your bookkeeping.

HEYLICENCE

HeyGov digitizes and implements a transfer and ow process of your paperwork. With the HeyLicense Module, you can receive, and process any type of municipal form, license, application, or other document such as dog licenses, building permits, operators licenses, boat launch permits, and land use applications. When your citizens and local businesses are all out for their forms, licenses, and other documents, their submitted information can more easily ow throughout your entire organization. The HeyGov solution means that your "paperwork" will now be digital. Information flows and routes efficiently through your organization will custom-built workflow rules.

HEYGOV PAY

You also get to use HeyGov's payment portal and start collecting credit card payments through the HeyGov Pay Module. Municipal fees and payments can be collected online, in person, and remotely. Collected payments can reconcile directly with your Utility Billing or Accounting software for easy reconciliation.

HEYRESERVE

Should you wish to make your city more accessible for community or personal activities, HeyReserve Module allows your constituents and/or visitors to book city amenities such as park shelters and pavilions. Constituents and/or visitors are also able to review town rules, and policies, pay fees, and more.

HEY311

Hey311 enhances communication between citizens and your city. The platform provides a user-friendly interface for citizens to submit service requests and report non-emergency issues to the city. Your city can manage and respond to these requests efficiently, ensuring that all requests are tracked, assigned, and resolved in a timely manner.

THE ADMIN AREA

(FOR YOU AND YOUR STAFF)

As administrative users of the HeyGov section, you'll be able to manage all of the below information from within the Admin dashboard viewable at *https://app.heygov.com*

- **Department Management:** You can add and manage different departments
- **User Management:** You'll be able to manage the user roles of staff members in their respective department
- **License & Form Management:** You can create, edit, and manage forms, licenses, and permit applications using a drop & drag editor
- **Workflow Management:** Each form, license, or application can have a custom workflow added
- **Bank Account Management:** You can manage which bank account is used for each department
- **Payment Logic:** You can set the fees for each form/application with various combinations (e.g. non-resident fees, deposit fees, etc.)
- **Licencing & Forms Portal:** View all license and form applications, from draft to in progress, to complete
- **Payment Portal:** You can view all bills generated and paid
- **Citizens Portal:** You can view a list of all personnel who have filled out forms, and applications, make payments, or submitted 311 issues
- **311 Issue Tracker:** You can view and manage all reported issues & questions submitted by residents
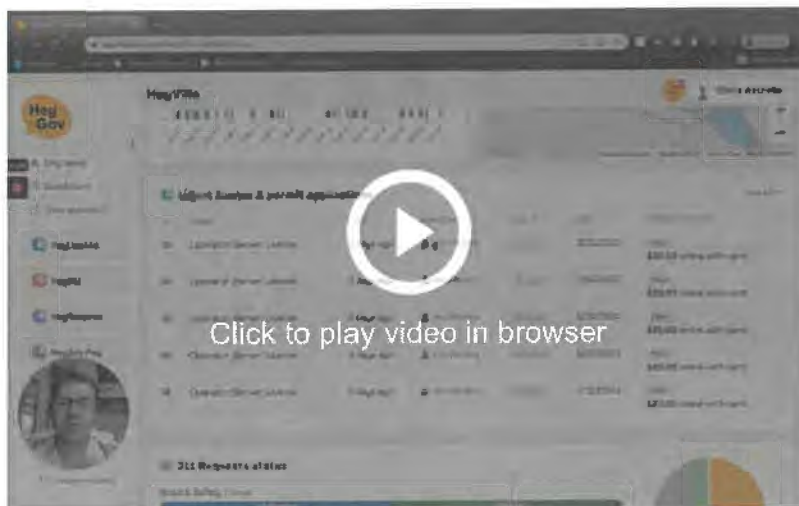
Click to play video in browser

Click the rectangle to play the embedded video in the online version of the proposal!

OR:

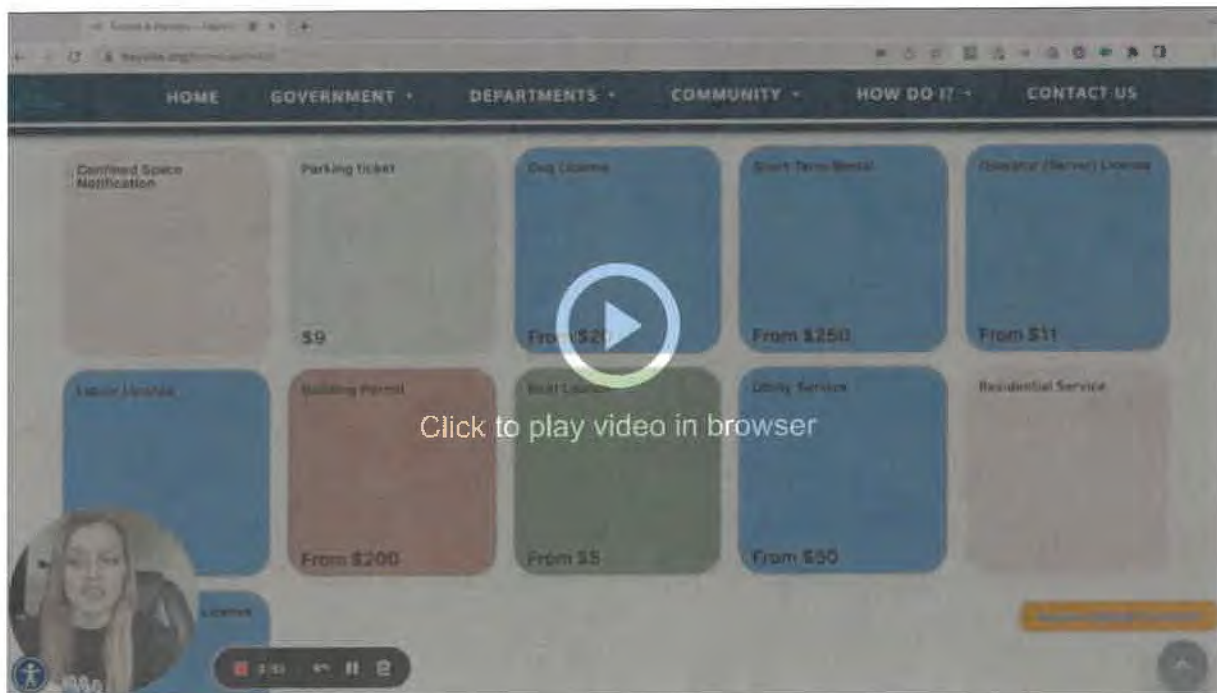**Scan the QR Code - it will take you to YouTube to see the video on your smartphone:**

THE FRONT END

(FOR YOUR RESIDENTS)

On the front end, your residents will have access to a widget that is embedded on your site for them to report any issues or ask questions as part of the "311" service.

Residents can also access the citizen services and payment portal from within your website. We embed each form, license, and permit application onto the relevant page(s) within your municipal website.

Furthermore, they also have access to their citizen portal by logging into their account at *https://app.heygov.com*. Plus they can also use the iOS or Android apps, which are downloadable from the App Store and Android Play Store, respectively.

Click the rectangle above to play the embedded video in the online version of the proposal!

OR:

Scan the QR Code - it will take you to YouTube to see the video on your smartphone:

How we go the extra mile to make your life easier

We want to make you successful. We want you and your staff to get more done with less effort. We already provide you with White Glove Service. You and your team have access to 24/7 tech support.

You might be thinking, *"What else could we get that shows we go the extra mile?"*
I am so glad you asked. Because there is even more! I'll list what they are below each section.

TOWN WEB'S ONLINE DIGITAL SOLUTION

Content Migration is Done For You.
When you choose to switch over to a Town Web, we'll do the entire content migration for you. You don't have to lift a finger! (or click a mouse, for that matter)

Free Website Homepage Refresh Every Three Years.
Technology changes. The design comes and goes out of style. We want to show we're committed to a long-lasting relationship with you. This means you'll get a digital facelift every three years. This is a tremendous value for you and your residents. It ensures you are continually updated with the latest design trends and functionality.

Website Search.
A big feature our customers love is having an on-page web search engine. It's so good that many of your residents can use it to find what they're looking for instead of calling you!

Ability to Make Edits on Your Own.
Another thing that many of our new clients like having is the ability to edit page content on their own. Apparently, other systems prevent them from editing their own website. We don't lock you out. You have the freedom to make the needed website edits. But of course, you can *always* depend on us to help you whenever you want, because that's what White Glove Service is for.

Designing Pages for Tourism, Economic Development, and Business.
Several of our clients are focused on tourism. Larger organizations have Economic Development. And many others want to provide a listing directory of all local area businesses. Working with Town Web, we make this possible. These sections are included when you choose Town Web as your local government website and communication platform vendor.

Done-For-You Form Building.
So many times while onboarding new clients, they tell us they were sold on the "done-for-you" form-building service we offer. After all, we feel it's our duty. We're committed to saving your time and reducing the burden that your IT staff would have in supporting a technology solution.

We decided early on to always help new clients get up and running right away. The way to do this is to build the forms for you. We know how to do it. We can do it quickly. And heck, if you want to see how we do it, we'll be happy to record a video walk-through of how we build each of your forms.

Custom Integrations with your Accounting Package and/or Utility Billing Software.
We don't agree with "vendor lockdown". We've seen this with several other companies. Our stance is to "play nice" with other municipal software vendors. We want you, after all, to save time. Because of this, we are committed to doing a 2-way API sync or file swap of payment details to/from Town Web to/from your Accounting Package or Utility Billing Software.

Branded Email Addresses (optional)

Introducing our Branded Email Addresses, a comprehensive email solution powered by Google Workspace. As a Google Certified Partner, we are proud to offer this tailored service specifically designed for municipalities. In partnership with Jatheon, a trusted provider of email archiving solutions, we ensure seamless communication, data retention compliance, and enhanced productivity.

RELIABILITY OF EMAIL SERVICE

Google Workspace is an enterprise-level solution of Gmail and is a leader in email services. It is known primarily for its reliable, uninterrupted email access to many millions of users worldwide. Its resilient infrastructure is trusted by numerous industries, including also government bodies. With Google Workspace, your municipality can rely on a consistent, high-quality service that guarantees seamless communication at all times.

UNPARALLELED SECURITY AND SPAM FILTERING

Experience the unparalleled security and reliability of Google Workspace. Its advanced technologies offer robust data protection, including encryption and cutting-edge spam and phishing detection, to keep your municipality's sensitive information safe. With features like Safe Browsing and two-step verification, Google Workspace provides an all-inclusive secure platform trusted by governments worldwide.

DATA RETENTION COMPLIANCE THROUGH JATHEON EMAIL ARCHIVING

Comply with data retention regulations effortlessly through our partnership with Jatheon. Their comprehensive email archiving solution captures, indexes, and securely stores all inbound and outbound emails. Simplify compliance with data retention requirements and easily retrieve archived emails when needed.

AMPLE STORAGE FOR YOUR MUNICIPALITY'S EMAILS

Enjoy ample storage capacity for your municipality's emails and files with our Branded Email Addresses powered by Google Workspace. Say goodbye to storage limitations and have peace of mind knowing that you have generous storage space for your business-related data. Store, manage, and access your information efficiently and effortlessly.

MOBILE ACCESSIBILITY FOR PRODUCTIVITY ON THE GO

Stay connected and productive from anywhere with the mobile accessibility of our Branded Email Addresses. Access your emails, documents, and calendars on any device, including smartphones and tablets. Remain responsive and productive, even when you are away from your desk or out in the field.

Website and Communication Platform Pricing Details

THE WEBSITE AND COMMUNICATION PLATFORM SETUP AND SUPPORT DETAILS

The setup is a one-time fee. It is the cost to build your site and is discounted with a three-year hosting agreement.

You will work with an Account Manager and Project Manager in real time for the design of your new municipal website. During the Onboarding Meeting, you will be shown all of our pre-built municipal themes from our design library. You get to select one, which we customize for you. We will customize the menu items, and the quick links and will custom design a banner based on the photographs you provide.

Included in your Website and Communication Platform setup fee:

- If you have an existing site, **we migrate all your old website content**
- You collaborate in real-time with a **dedicated Account Manager and Project Manager**

You can have:

- **Unlimited** web pages
- **Contact us** forms (5)
- Simple nav menu **with dropdown and site search** option
- **Up to 4** Quick Links on the home page
- **Single-page** business directory
- **Three (5)** calendars
- **Up to 10** Minutes & Agendas categories
- News and Notices **with images**
- **Mobile-responsive** design
- Mass Notification System to
- Residents who **subscribe on the website, via email and/or text messaging**

The following are included in Town Web's hosting, maintenance, and support package:

- **24x7 technical support** that is "All-You-Can-Eat" via email with **8-hour SLA** (Service-Level Agreement)
- **"White-Glove" Customer Service** - Send us content, and **we will upload it for you at no additional charge**
- You also get your own login and password so you can make updates to the site on your own
- **24x7 website monitoring**
- Technical and security updates are applied automatically
- Weekly website backups stored off-site
- 3 months backup retention with immediate website restores (if ever needed)
- One-on-one quarterly training
- Access to our **free training and support library**

Village of Saranac Lake Proposed Pricing

Description	Price	Qty	Total
Setup fee (one-time fee) • Web Design / Theme Design • Data Entry / Content Migration • Advanced Business Directory • Town Web's Communication Platform • **Town Web's Citizens' Engagement & Reporting App Hey31**			$1,800
Elite Web Design Package (one-time fee)			$9,500
Website Hosting & Maintenance			$600/year
Unlimited 24/7 Tech Support			$600/year
White-Glove Customer Service via Email			$1,400/year
White-Glove Customer Service via Email and Phone			$1,200/year
Town Web's Online Digital Solution - Digital Government Bundle Can be checked/unchecked in the online version of the proposal; Can be divided into independent modules • **HeyGov Pay** - Collect Online Payments (citizens payment portal) - starts at $1,200.00/year • **HeyLicense** - Online Digital Forms (up to 12 forms and digital workflows) - starts at $1,200.00/year • **HeyReserve** - Online Bookings for Facility Rentals (up to 12 venues) - starts at $1,200.00/year			$4,800/year
Branded Email Addresses	$216/year	1	$216/year
Facebook Syndication			$300/year
Domain Name Management The annual renewal fee for a .com, .org, .net, .us. Pricing is per domain.			$20/year

TOTAL	$4,420

Village of Saranac Lake Signature Page

At Town Web Design, LLC, we want to make sure that the Village of Saranac Lake's new digital solutions be the last municipal digital solution that you'll ever need. You can be proud that your residents, tourists, and visitors will never say your municipal services are outdated.

The term of the contract is for three years.

The 1st year's fee: $4,420.00
The 1st year's fee will be invoiced the day after the proposal is signed, and is due 60 days after invoicing.

The 2nd year's fee: $2,620.00
The 2nd year's fee will be invoiced 12 months after the Website and Communication Platform goes live.

The 3rd year's fee: $2,620.00
The 3rd year's fee will be invoiced 24 months after the Website and Communication Platform goes live.

By signing this quote, you will get everything listed in the Pricing Details section of the proposal.

The three big benefits to you include:

1. **Website and Communication Platform**
   Your residents can gain 100% transparency in municipal decision-making by elected officials. They can stay up-to-date on topics that are important to them. They will be able to get instant notifications whenever categories they've subscribed to have new items posted.

2. **Payment Solution that Reduces Your Workload**
   Town Web's Online Digital Solution is the world's most advanced payment platform for local government. It allows anything to be paid using any funding source through any device. Our solution is built to slash the administrative workloads of busy staff across America. Likewise, it provides the convenience that millions of demanding citizens want to have.

3. **24x7 Technical Support that is "All-You-Can-Eat"**
   Your municipal staff at the Village of Saranac Lake will love having us as your website provider because they will be able to rely on us for anything related to your website. All it takes is a call, email, or chat message (including Facebook Messenger) and we can help them with their question or issue, and for no additional charges, we can even post or edit something on their behalf. This type of support will save you and your staff time and money.

Bachana Tsiklauri
_____

_____
Bachana Tsiklauri, Village of Saranac Lake, Village Manager

To accept this quote, you can electronically sign it above, or sign and fax it to 321-600-9008. Once we have a signed copy, we will email you an invoice. Once the invoice is paid, your Account Manager Angi will contact you to schedule your Onboarding meeting!