



Prepared exclusively for:



Prepared on December 26, 2014 by:

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Vice President

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Director of Brand Strategy

-confidential-

## INTRODUCTION-

Maximum Velocity conducted an audit of the Lorain Port Authority website and has determined that the site has become outdated in a number of ways. In particular the graphics need to be updated with a more current look and feel that would be consistent with the new branding initiatives that have been discussed. Also, the content could be refreshed to support the new branding as well. The functionality of the site would need to also be improved to allow more of a user friendly operation.

Google analytics will need to be further analyzed and additional steps taken to help improve the current results on searches and social media.

## PROJECT SPECIFICATIONS-

The main website would be a complete redesign using customized programming (no Word Press or other pre-programmed software) developed specifically for this site. The look, feel and navigation would be consistent with today's design standards and would help develop the LPA brand and its' mission/messaging.

The site will be optimized to fit various screen sizes (i.e. Computer, tablet, smart phone). If a specific mobile site is required, that would be an additional project/budget.

New content will be written and new photos and/or video included in the redesign. LPA can provide photos or MV is available to shoot photos or video at an additional cost.

A content management system (CMS) would be in place for LPA to make revisions to the text as needed throughout the year. Included in the CMS would be a calendar plug-in to list and highlight all LPA events.

There would also be a basic ecommerce platform to allow reservations/ticket purchases for any port boat tours or concert events. Maximum Velocity will provide training for the CMS usage to any LPA staff that will interact with the site.

Google analytics will provide tracking and usage information and the site will be optimized to Google specifications for enhanced results.

These specifications are based on the current website and submitted as a preliminary proposal. Once the final scope of the project is determined, MV reserves the right to re-submit pricing based on the final specifications.

## PROJECT TEAM-

The MV project team would consist of:

Dan Repas – Senior Account Manager  
Mindi Carr – Account Manager/Project Coordinator  
Suzanne Tansey – Account Support  
Bill Fischer – Account Manager

MV staff (to be assigned depending upon schedule/workload) -  
Web Designer  
Web Programmer  
Web Copy Writer

## WEBSITE OUTLINE (final content TBD)-

### HOMEPAGE

- Scrolling Images/Announcements (Main Feature)
- Three Buckets with Key Messages
  - o Economic Development
  - o #2 (TBD – Events?)
  - o #3 (TBD)
- What's New
- Events
- Enews Sign-up
- Navigation to other pages

### OVERVIEW

Dropdown linking to the following content:

- Vision/Mission
- Board Membership & Members
- Board Meetings
- History
- Facts
- FAQ
- Links

### SERVICES

Dropdown linking to the following content:

- Events @ Black River Landing
- Boat Tour Ticket Sales
- Jet Express
- Facility Rental

### DEVELOPMENT

Dropdown linking to the following content:

- Programs
- Current Projects
- Highlights

### MEDIA ROOM

Dropdown linking to the following content:

- Press Release
- Photos/Videos
- In the News

### CONTACT

Dropdown linking to the following content:

- Volunteer
- Directions & Map
- Parking
- Contact
- Submission Form



**BUDGET-**

Services to include:

- Website Design
- Framework
- Concept & Development
- Execution
- Programming
- Copywriting
- Project Management

Total Estimated Project Cost: \$18,850.00

On-going monthly maintenance and support: \$750 per month.

If needed, MV provides hosting services and can submit pricing.

Thank you for the opportunity to be of service.

Agreed to this date: \_\_\_\_\_

\_\_\_\_\_  
Lorain Port Authority

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Maximum Velocity