

Item #11:
Village Trustee Weber
Village Website Updates

Creative Packet Components

Enclosed in this packet is information about our company in addition to an overview of website elements. We believe this to be an amazing quoting opportunity and we look forward to presenting the information enclosed in more detail. Before you review this packet our team wanted to provide you with a brief introduction to each element.

1. Introduction Letter – Details regarding who we are and a listing of our additional services.
2. List of Referrals
3. Frequently Asked Questions
4. Website Quote – The Creative Spectacles quote is presented in sections. Each section represents a vital role in the design and implementation process. Section IV reviews additional options that can be added to your website.
5. Website Architecture – The architecture of the website demonstrates how each link will intermingle with one another. This is the document we refer to as we build the website. The final architecture file should represent how you would like to lead your visitors throughout the website.
6. Website Design - Two design concepts were created in the initial phase of the quote. These designs incorporate imagery and ideas for the home page. We are recommending drop down menus which present visitors with a flexible navigation tool throughout the major details of the website.

See you next week!

Thank you for considering Creative Spectacles for your upcoming creative opportunity. Together, the Creative Spectacles team shares boundless creativity and a wide spectrum of skills. Our online portfolio at www.creativespectacles.com provides a comprehensive overview of the projects we have designed and implemented. Each project within our care is treated as our very own; we expect nothing short of the best in service and efficiency. In addition to producing high quality print and web materials, we offer on-going customer care through print template programs, website maintenance plans and optimization packages. Each of these services helps organizations keep their print materials consistent and websites up-to-date. We understand how valuable your time and resources are, which is why we offer quick turnaround times and extremely competitive pricing.

We aim to captivate your audience with the following tools and services:

- Website Creation & Updates (Ask about our optimization services which improves the volume and quality of the traffic that your website receives from popular search engines.)
- eMarketing – eblasts, evites and more.
- Company Identity - Logos, Stationary, Business Cards, Brochures & Forms
- Advertisements
- Image Editing
- Mailings & Direct Mail Campaigns - Postcards, Trifolds & Coupons
- Banners, Signs, Displays & Trade Show Materials
- Flash or PowerPoint Presentations
- Databases
- Marketing Campaigns & Strategies

If you have any questions or wish to arrange a consultation, please contact me by phone at 847.917.3919 or by email at jenn@creativespectacles.com. Thank you for your interest in Creative Spectacles.

Warmest Regards,

Jenn Harrington

LIST OF REFERRALS

American Academy Of Pediatrics

Resources for Pediatric Doctors

Projects: e-marketing, postcard and brochure design

Katy

Ph. 847.434.7868

Elk Grove Village, Illinois

Chicago Paintings

Artist

Projects: website maintenance & computer assistance

Gail

Ph. 847.432.5992

Northbrook, Illinois

Jane Dilworth

Architectural Landscape Design

Projects: website design, maintenance and email support

Heather

Ph. 630.515.1230

Downers Grove, Illinois

Progressive Heating & Air Conditioning

HVAC Company

Projects: website design and maintenance

Patrick

Ph. 847.487.4328

Wauconda, Illinois

Zeman Homes

Midwest Home Builder

Projects: website maintenance, postcards, & displays

Sheri

Ph. 815.416.6902

Minooka, Illinois

FREQUENTLY ASKED QUESTION FOR CREATIVE OPPORTUNITIES & PROJECT ESSENTIALS:

Each project needs extra special care and communication to become a success. Below is a listing of frequently ask question which will provide you with answers to some very essential questions.

1. What type of detailed specifications does Creative Spectacles like to have to quote a creative opportunity (print & web)?

- For a printed pieces:
 - Type: Newsletter, Brochure, Postcard, Company Branding, Other
 - Pages:
 - Colors Needed:
 - Will content be provided?
 - Any additional details or descriptions that will assist in the creative for this project.
 - Will you need us to quote and work with the printer(s)?
 - Will you need the piece delivered or will you picking up the piece from the printer?
- For a web projects:
 - Type: eblast, evite, enewsletter, website, other
 - Pages: (Describe the Purpose of Each Page)
 - Colors Needed:
 - Database Driven or Standard HTML/CSS
 - Will content be provided?
 - Any additional details or descriptions that will assist in the creative for this project.
 - Will you be hosting it or are you interested in hosting it on our servers for \$9.99 per month?
 - A Meeting will need to be schedule to address any additional details or questions that may need to be discussed before a final quote can be submitted.
- Timeline or Target Date for the Completion of the Final Piece/Project

2. How does Creative Spectacles communicate the progress and budget of a project?

- Every large project or several mini projects you are working with us on at one time include the following:
 - A monthly cost detail of the project, what has been completed to date and how much it the project(s) currently cost.
 - A weekly update email regarding the current and open projects you have decided to move forward with.

3. Is there a deposit requirement for all projects and are there payment options available?

- All excepted quotes/projects over \$1000 need a 50% deposit of the estimated cost before it is added to our creative schedule. There are payment options available, please discuss these options at your creative brainstorming session with Jenn Harrington.

- 4. If there is artwork that we need to provide for the materials Creative Spectacles is designing what format do you need?**
 - Any artwork that needs to be included in the piece needs to be art ready (High resolution) and in a standard EPS or TIF format.
- 5. Once a project begins what is Creative Spectacles process for requests not included in the original contract and specification?**
 - Any specifications added to a project that were not included in the original specifications or contract will be submitted to you in a formal written addendum to the contract and will need your approval before we add it to our creative schedule.
- 6. How quickly can projects be added to the creative schedule?**
 - Once an estimate is approved and email or faxed the project will be added to our creative schedule and Jenn will provide you with an expectation of a target date of proof and completion. We strive to add all projects to the schedule within a week of the estimate or contract being approved. Any information regarding the schedule will be thoroughly reviewed and any changes to the schedule will always be communicated ahead of time. We strive to keep our schedules moving swiftly and seamlessly which assist our team in meeting the expectations for your project timeline.
- 7. How often do you bill for a project and how will we receive the bill?**
 - Once your project is complete you will receive an invoice. We finalize and email invoices monthly. If you have approved a project totaling more than \$1000.00, you will receive an initial invoice regarding a 50% deposit. A billing schedule for all larger projects can be requested if you prefer to pay and implement the project in phases. For more information regarding project phases and billing schedules please talk with Jenn Harrington.
- 8. During the revision phase of a project how should I communicate requested changes?**
 - All changes should be submitted to Creative Spectacles in a written format. You can mark up a print out and fax or email it to us or you can type the changes that need to be made and fax or email it to us. Email: jenn@cspects.com or Fax: 847.847.2722
- 9. How will we receive the final files for a project?**
 - You will have access to all final files online at www.cspectsportfolio.com. You will receive a password to the website and will be able to download the file from there.



Long Grove Government Website

Quotation Date: 02.15.11 | Quotation Number: 211 | Project Description: Government Website Design & Implementation

SECTION I: WEBSITE ESSENTIALS		Price	Initial
Domain Name	Optional Yearly Fee.	\$8.99	_____
Hosting Server	Optional Yearly Fee. Can be hosted on your own server with required specifications.	\$119.88	_____
Hosting Database	Optional Yearly Fee. Can be hosted on your own server with required specifications.	\$0.00	_____
Email Link & Creation			N/A
		Section I Total:	\$128.87

SECTION II: WEBSITE DESIGN		Price	Initial
Design Concept		\$1,210.00	_____
Design Previews	Two Included in Contract		_____
Font Choices	TBD by client		_____
Color Choices	TBD by client		_____
		Section II Total	\$1,210.00

SECTION III: WEBSITE IMPLEMENTATION		Price	Initial
Website Structure		\$907.50	
Navigation Chart	Creative Spectacles will submit a navigation chart for review and approval		
Folder Structure	Creative Spectacles will implement a folder structure for the website pages and supporting files		
Header/Footer	Each page will have the same header and footer. Images for the header and footer will be sliced and placed and any text will be formatted in the approved font. The header links will be functioning as drop down menu.		

Page Implementation: 20 - 40 Pages, Slicing & Placing Images and Formatting Content \$3,025.00

Main Links - Residents, Village Government, Business, Visitors, I Want to..., About

Additional Pages: Long Grove Traffic Study, Building and Permits, Forms & Applications, Leaf Col

Overall Testing Design & Navigation

Optimization \$302.50

Meta Tag Description on home page

Meta Tag/Keywords on home page

Full Website Reviews

Two Included in Contract

Section III Total \$4,235.00

SECTION IV: ADDITIONAL PRICING

Initial

This section will introduce you to the website enhancement features for the website. The pricing of each of the additional items selected will be added to the total cost of the website in section III.

Video Optimization & Implementation (per video) \$242.00 _____

Newsletter Database Archive \$605.00 _____

Calendar Software/Implementation TBD _____

News/Calendar Feature on Home Page \$907.50 _____

Javascript or Flash (5-7 Animation)

Additional Body Design Concept & Implement \$825.00 _____

A page needing an additional layout concept beyond initial design template.

Blog Implementation \$1,100.00 _____

Javascript or Flash Design Concept & Implementation (Price Per Element) \$2,200.00
Implementation of 5 - 10 Interactive Displays

Search Site Options

Google Search Tool **Yearly Fee**	\$100.00
Initial Implementation	\$907.50
Sample of Search Option - http://www.hersheys.com/	
Pico Search Software **Yearly Fee**	\$249.00
Initial Implementation	\$907.50
Sample of Search Option - http://www.celticmerchant.com/	
Offers the most flexibility and customization.	

PROJECT SCOPE | TERMS & CONDITIONS

- 1 Utilizing the components of html (Hypertext Markup Language), .PHP, MY SQL, JavaScript, CSS (Cascading Style Sheets), and Adobe Flash; Creative Spectacles will develop your website.
- 2 All graphics, programming and structure will meet today's technology standards and be optimized by Creatives Spectacles for quick delivery & viewing via the Internet.
- 3 Once a design layout is approved/provided to Creative Spectacles, the project will be taking place and be completed within a 60 day timeframe. Throughout that entire time you will see progress via a test website link that we will send to you on a weekly basis. Comments and questions are welcome throughout the entire scope of the project. The delay of client approvals or required site elements needed to fulfill the project will add additional days to the timeframe.
- 4 Reviewing Site: There will be 2 thorough opportunities at the end of the project to review your site. We ask that you to keep all your changes and requests till you begin the first proofing round of your site. If there is a major change that needs to be made that will impact the entire site and cannot wait till the final proofing round please address it immediately.
- 5 The final estimate for this project shall be paid in two installments. Fifty Percent (50%) of the final total of this proposal is requested before implementation begins. The remaining fifty percent (50%) is due after successful completion of the website and will be paid within 30 days of the site being live.

All the parties involved agree that the a website is deemed successfully completed once 1) all the final requested changes have been fulfilled 2) the website is accessible from a server and no issues or errors are detected for a two week period.
- 6 The specifications stated above are quoted based upon our impression of the details involved in this project. Any future visions or requests which are beyond the scope stated within this estimate will be submitted in a formal amendment to this contract to the Village Board of Trustees for your review and approval.
- 7 Once the added conditions to the project are approved by the Village Board of Trustees, Creative Spectacles will continue with the additional requests as specified. Amendments to the contract will also increase the timeline mentioned in #3. Additional days needed to fulfill each item will be noted in the amendment.

8 All correspondence, artwork and documentation provided will be treated as confidential between Creative Spectacles and the Long Grove Village Board of Trustee. For the information to be shared beyond either parties a written and signed formal consent must be granted.

9 All images, files, information, code and design of the website belong to you. Creative Spectacles will not share any web security information, code or design with anyone other than you.

Initial each item you would like to proceed with. The project scope, pricing and details stated above have been reviewed and Creative Spectacles has your approval to begin this project as specified. Please sign this proposal and email it to jamie@cspects.com or fax it to 847.847.2722.

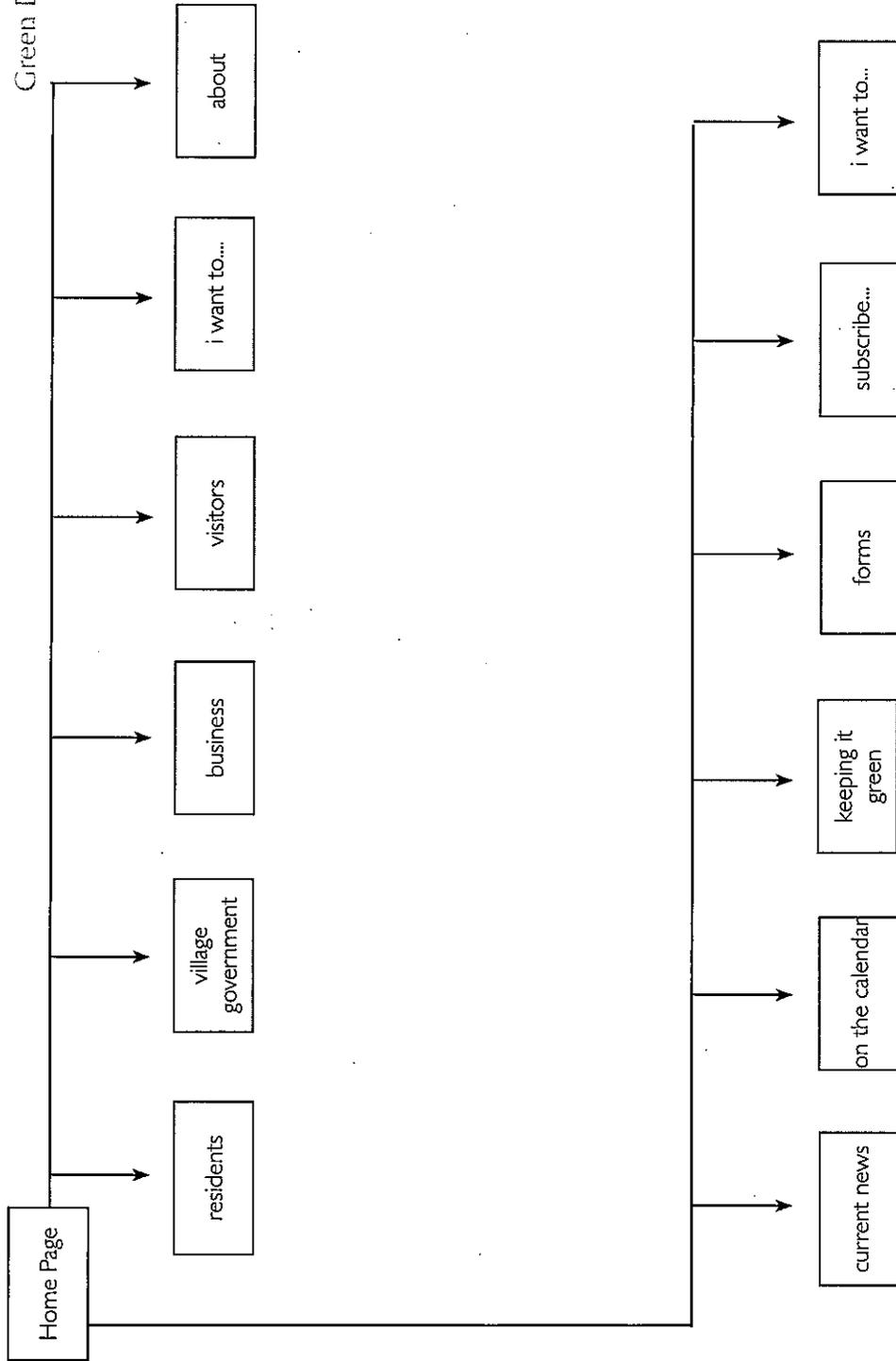
Long Grove Village Board of Trustees
(Print & Sign)

Date

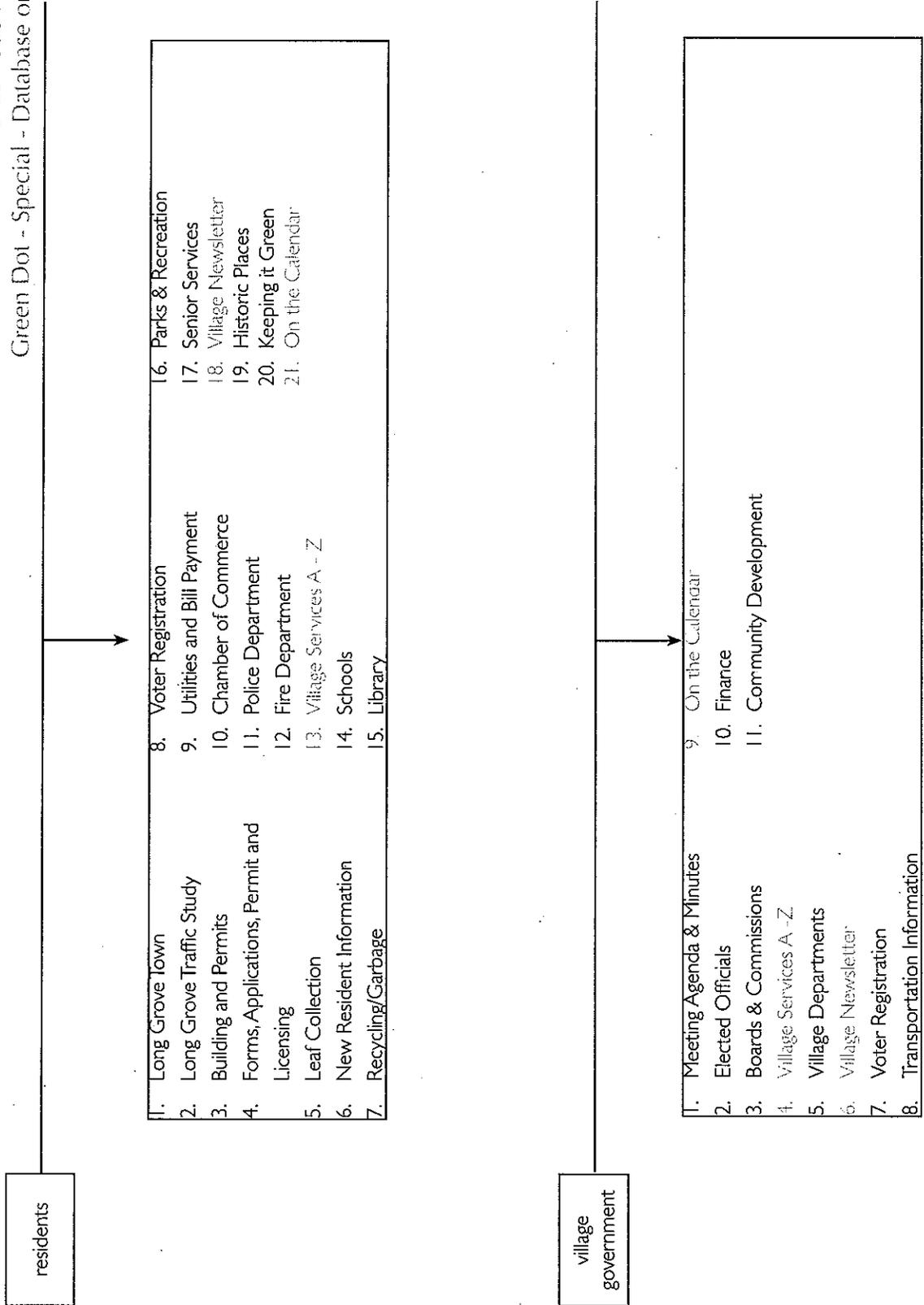
Jenn Harrington - Creative Spectacles

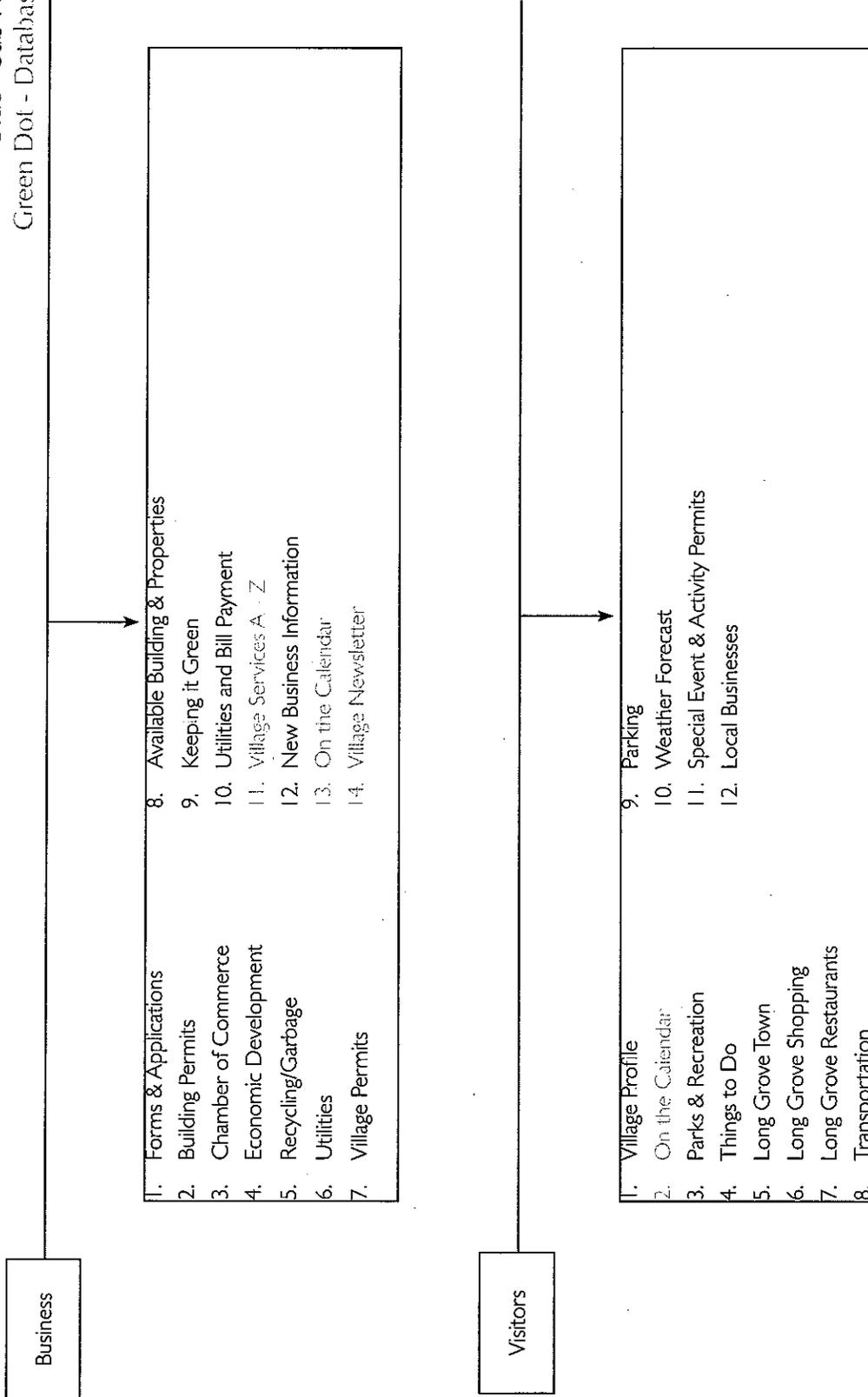
Date

Red - Header / Footer Navigation
Blue - Sub Navigation
Green Dot - Database Design



Red - Header / Footer Navigation
 Blue - Sub Navigation
 Green Dot - Special - Database or Software





i want to...

1. Apply for Report
2. Learn about View
3. Locate Attend
4. Contact the City
5. Start a Business
6. Subscribe
7. Download
8. Volunteer

about

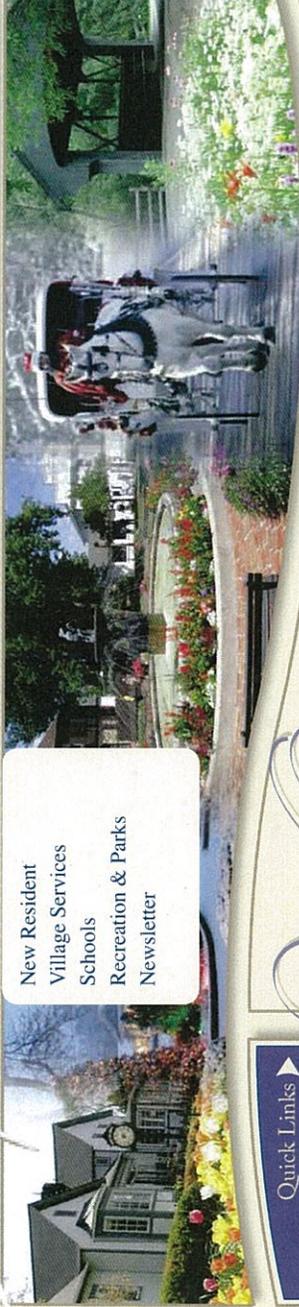
1. On the Calendar
2. Things to Do
3. Photo Albums /Gallery
4. News & Updates
5. Contact Information
6. Demographics
7. History
8. Keeping it Green
9. Village Newsletter
10. Parks & Recreation
11. Library
12. Schools
13. Mission Statement
14. Village Services A-Z

Red - Header / Footer Navigation
Blue - Sub Navigation
Green Dot - Database Design/Software

Quick Links



1. Long Grove Town
2. Contact Us
3. Links
4. Parks & Recreations
5. Library
6. Upcoming Events
7. FAQ's
8. Building Application
9. Schools
10. Village Newsletter
11. Keeping it Green
12. State of Illinois



New Resident
Village Services
Schools
Recreation & Parks
Newsletter

Quick Links ▶

Village Calendar

I Want to...

Subscribe to eConnect

Welcome

to the Village of Long Grove,
the town flourishing with yesterdays charm in the lifestyle of today.

Current News

- Swine Flu information
CDC update
Current Lake County Health update
- SWALCO Household Chemical Waste
Collections
- Menard's and Sunset Grove

On the Calendar

- Annual Meeting of Joint Review Board
October 13, 2009 at 5:00 p.m.

IDEAS FOR

keeping
it green



DOWNLOAD

forms &

3110 RED | Long Grove, IL 60047 | Tel 847.634.6440 | Fax 847.634.9408 | Email connect@longgrove.net

The Village of LONG GROVE

Search this site

home residents village government business visitors i want to... about

- New Resident
- Village Services
- Schools
- Recreation & Parks
- Ministerial



Welcome

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QUICK LINKS

- Village Calendar
- I Want to...