

Geeks & Creatives of wisnet
987 S. Main St.
Fond du Lac, WI 54935
920-322-9522

Endless Shores
Sarah Diedrick-Kasdorf
22 E. Mifflin Street, Suite 900
Madison, WI 53703

Dear Sarah,

Thanks for including wisnet as you seek a partner for website needs! We are excited at the prospect of helping you and your team with improving your business and website. We feel we'd be a great fit to continue to work together.

In our proposals, we try to ensure that we address each of your needs with a solution. Based on conversations to this point, here are some key focal points of evaluation we heard that will help you make a determination on your chosen partner:

1. Streamline and organize to more of a portal site with links to partner sites.
2. Through an updated design and best practices in usability, help visitors discover and explore more about Endless Shores and what you have to offer
3. More simple, the better
4. Focus more on using the blog for See & Do and Trip Ideas

What's included here is what we believe is needed to make your website successful. If we need to scale back, there are ways for us to do that. We can find ways to reduce scope and still arrive at a final product you're happy with based on updated expectations after reviewing this proposal. If that's the case, by all means let me know and we'll regroup to hit your desired budget.

Let us know if you have any questions, or if there's anything in the proposal that doesn't align with the conversations we've had to this point.

We're excited to be your team of Geeks & Creatives to help you go fearless into the net!

All the best,

Tracy Freund
Account Manager
wisnet.com, LLC
920-322-9522
customercare@wisnet.com

Website Design & Development

Phase 1: Design

24 hours = \$3,000

In this phase, wisnet's creative team will design the website's layout, look, and feel. Designs will follow any previously established brand standards and brand desires.

- Homepage design concept
- Estimated design concepts of 3 interior pages, plus theme elements
- Up to 2 rounds of revisions.
 - *Additional revisions will be estimated at our hourly billable rate of \$125/hour.*

Phase 2: Development

64 hours = \$8,000

In this phase, wisnet's developers will program and build the approved design from Phase 1, including CMS installation and customization, CSS & SCSS, scripting, jquery, javascript, ajax calls, database connections, user permissions & accessibility, and more. An early outline & estimate includes:

- With top priorities focusing on functionality within:
 - Scalability & Ease of Growth
 - SEO Foundation
 - Custom Content Blocks
- A user-friendly page builder to allow Endless Shores to quickly and easily add/edit/remove content post launch
- Training on the editor for Endless Shores to get familiar with the toolset

Phase 3: Content Migration

16 hours = \$2,000

In this phase, wisnet's team will build out pages and migrate content over from the current site.

Estimated Total Cost: \$13,000

Phase 4: Post-Launch Refinement and Support

As a means of coming to terms with the realities of development, let's say it out loud together on three. One... Two... Three!

"Bugs happen!"

There. Now, doesn't that feel better?

The truth of the matter is that bug fixing is just another part of development. And, believe it or not, fixing a bug found by an end user or administrator is less expensive than our team spending hundreds of hours trying to find and define a bug (which may or may not even exist). So instead, we outline what we can, and test what we can, within the scope of the project – knowing that it covers 95% or more of typical user interactions. To try and define every feature, workflow, and external factor in advance would be darn near impossible to achieve. Let alone fit it into the budget for you and your project.

Because of this, wisnet charges for bug fixes. Bugs happen all over the place with every sized team. From large corporate entities with 1,000's of developers and testers on payroll, down to our humble but mighty team of a baker's dozen. We're always striving to be as transparent as possible and deliver the very best end-product, so if you have questions on how we quote and carry out projects, let us know!

With that out of the way, during Phase 1 we'll work with your team to outline what support will look like for post launch requests and issues that get raised by your initial user base. As well as how you'd like to tackle those items along the way. Typically these workflows are leveraged for either larger scale websites or web applications, but for your reference here are some examples of what we've structured for other projects:

Weekly Budget Threshold

- We'd set a threshold of X hours per week to work on a prioritized queue set by you, the client, for our team to then tackle in order, leveraging the hours available each week.

Issue Threshold

- Issues would be submitted by you, the client, for our team to review. If estimated billable time is under X hours, then they are performed and submitted for review. If estimated billable time is at or above X hours, then a quote is shared for you, the client, to approve or reject the adjustment. If approved, development ensues. If rejected, it is put into the backlog until deemed valuable to pursue development.

Issue by Issue

- Our team would be funneled issues by you, the client, only when you want us to scope out the adjustment and then tackle it after given explicit approval to incur the project cost and timeline.

Hourly rate: \$125/hour

Billed to the quarter hour

SEO/Social Media Management Outline

After reviewing this, please reach out to wisnet and we'll answer any questions you might have. We hope to be your team of geeks & creatives to take you fearlessly into the net!

SEO Optimization \$300

The art and science of getting pages to rank higher in search engines such as Google.

- The optimization takes about 30 days to complete. One Time Setup fee. The process starts with an audit of your website. The audit returns results showing what aspects of your website need to be fixed to help enhance your SEO offering. We will log into your website to fix these issues.

Blog \$100/per article

A blog article (max of 1,000 words) will be written and shared out to social media

- Blog articles will be written to include keywords, locations and services pertaining to Endless Shores.

Google AdWords \$400 setup then 20% (\$25 min a month)

Also known as Pay Per Click or PPC

- The average spend for this campaign to be successful is \$500 to \$1,500 (depends on the cost per keywords) a month and requires the business to run this campaign for 9 to 12 months to be effective.

Social Media Programs \$149, \$199, or \$249

Pure Creative Content - Consistent posting to your favorite social media platforms

- \$149 for 1 platform; \$199 for 2 platforms; \$249 for 3-5 platforms
- Strategic Content Posted 5 Days a Week
- Content Curated for Your Business Voice
- Strategic Content Calendar for your Business

Social Media Design Package \$349

Consistency is key! - Consistent graphics across your social media platforms

- Facebook (cover + profile image); Twitter (cover + profile image); LinkedIn (cover + profile image); YouTube (cover + profile image); Instagram (profile image only)

Additional Services Offered

Over the past 26 years, wisnet has grown in many ways that could directly support your business. Whether that's via website development, feature enhancement/implementation services, or helping to branch out into hosting, design, web applications, digital signage, branding, marketing, and more.

Custom Application Development

The wisnet team also works with partners on completely custom portals that break away from the WordPress architecture in order to allow for even more flexibility. These systems are for internal use that don't have any sort of branding component necessary and allows for our partners to automate specific processes to save time and human capital. Whether that's building a database and interface for a large contractor to easily create and update resumes for the purposes of bidding on projects or allowing a pond management organization to keep track of the chemicals and services administered on a pond by pond basis. We primarily develop these projects in PHP and leverage Laravel as our favorite framework to utilize. These custom applications are typically built to help alleviate all of the busy-work that consumes teams, preventing them from working on the things that truly matter. Think about what processes could be automated with your team and what value would that drive to your bottom line?

Markey Digital Signage

Markey Digital Signage is a low-cost yet very powerful marketing and branding solution for your lobbies, employee break rooms, conference rooms, intake rooms, and more. It's an easy-to-use, template-based system. Just pick a pre-built template, add your dynamic content, and go. Markey works on any TV through an Amazon Fire TV device and can be installed in minutes. Say goodbye to fumbling with flash drives and PowerPoints, and say hello to simply smart, culture-and-marketing-made-easy.

Google Workspace

If you'd like to benefit from the power of Google Workspace to infuse Gmail, Google Drive and more into your team, wisnet can help you get setup. This includes up to 30GB of data for each account, and access to Google's suite of apps like Docs, Sheets, Slides, Forms, Drive and much more. It's the same price Google charges working directly with them but through us you get a full team of Geeks & Creatives to help support whenever you hit a roadblock or have a question!

PROJECT AGREEMENT

VENDOR *(us, we, our, wisnet)*

wisnet.com, LLC
987 S. Main St, Fond du Lac, WI 54935
Phone: 920-322-9522
Email: customercare@wisnet.com

CUSTOMER *(you, your, CLIENT)*

Endless Shores
ATTN: Sarah Diedrick-Kasdorf
22 E. Mifflin Street, Suite 900
Madison, WI 53703

INVOICES

Payment is due upon receipt of invoice. You may not withhold any amounts due and we reserve the right to cease work without prejudice if amounts are not paid when due.

PAYMENT

Payments are due upon completion of deliverables. If you delayed the execution or performance of a deliverable we reserve the right to make payments due upon the estimated due date. Alternate payments plans can be worked out on request.

<u>Deliverable</u>	<u>Amount (\$)</u>	<u>Estimated Due Date</u>
Agreement Signing 50% Down	6,500.00	September 1, 2023
New Site Launch 50% Remainder	6,500.00	February 1, 2024
Monthly Hosting w/Smart Plugin	54.95	Monthly

Ownership and Usage Rights

Upon receipt of full payment, the CLIENT is hereby granted exclusive and unlimited usage and reproduction rights to the final designs prepared for the CLIENT as part of this project. wisnet.com, LLC reserves the right to reproduce any and all designs created in print and electronic media for wisnet.com's promotional purposes.

Content Entry

Unless otherwise specified in the "PROJECT SCOPE OF WORK & DELIVERABLES" section of this proposal, the CLIENT is responsible for all content entry, including but not limited to, text, photos, videos, other media, and blog posts.

Errors

CLIENT has responsibility to proofread and review all work produced during the project. As a result, the client is fully responsible for any errors in spelling, typography, illustrative layout, photography or other errors discovered after client approval or for any work performed by third-parties selected by the CLIENT.

Payment Terms

Payment terms are net fifteen (15) days from the date of invoice initiation. Pricing from this proposal is valid for 30 days and subject to re-quoting thereafter.

Cancellation / Project Delay

In the event CLIENT cancels this agreement prior to completion, within five (5) business days of such cancellation, CLIENT shall pay wisnet.com, LLC for: (1) all work performed up to the date of termination; (2) all outside expenses and commitments that have been incurred and cannot be canceled; and, (3) a cancellation fee equal to 15% of the remaining fees that would otherwise have been paid if the project would have been completed.

In the event CLIENT delays a stage of the project for more than 45 days, CLIENT shall pay wisnet.com, LLC for: (1) all work performed up to date; (2) all outside expenses and commitments that have been incurred and cannot be canceled; and, (3) a cancellation fee equal to 15% of the remaining fees that would otherwise have been paid if the project would have been completed. The balance of the project may need to be re-quoted to continue development.

ENTIRE AGREEMENT

This document together with any attachments, as well as any new, different or additional terms, conditions or policies which we may establish from time to time, and any agreement that we are currently bound by or will be bound by in the future, constitutes the complete and exclusive agreement between you and us concerning your engagement of us on this project, and supersede and govern all prior written and verbal communications.

SIGNATURE

By signing this document you represent to us that you are a duly authorized representative of your organization and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorize the commencement and payment for the project described above.

BY: _____

TITLE: _____

NAME: _____

DATE: _____