At First Site, Inc.

Web Studio

Dynamic ASP / SQL Web Site Package for Gahanna.org
Package Options:

At First Site, Inc. would develop and maintain a new, dynamic web application to improve site design and management and provide Gahanna staff increased control over web site content. The City of Gahanna would realize improved effectiveness of web updates, added functionality with search, calendar and file management features.

General Requirements:
- System will run on a Windows 2000 Server environment with a SQL Server database and Active Server Page (ASP) web interface program.
- Security will be managed through a user/password system maintained at your server level from your system users list.
- This proposal is based on the revised specifications provided.
- Site will be compatible with version 4 browsers and will use standard code. Source code will be transferred to the Gahanna server and design will be based on a template style created with Macromedia's Dreamweaver UltraDev 4.

Consultation and Project Management

Services include research into similar online sites, effective practices and site planning. Meetings with key personnel for effective management of project are included. 15 hours suggested over duration of project. Our staff is easily accessible via phone and e-mail during normal business hours. You will have a project manager assigned to your project that will coordinate all efforts of our staff and provide a central point of communication between our organizations.

Site Design (Graphic) Development

Design Theme - Development of a graphic design theme and feel to reflect client's requirements and potential audience. Included in the design theme phase is the creation of 3 mock up pages (home page and two inside pages). Client is encouraged to provide photography and marketing materials for consistency between print and web media. Client feedback regarding the design theme is used to modify the design and then progress to Page Development.

Page Development for up to 60 Web pages:

Site development includes taking the graphic design and placing it into an HTML format with the addition of interactive features and text layout. JavaScript and animated gifs may be used for movement. Page development includes one initial approval for the first 10 designed pages, and then a second approval for the remainder of the site. Changes made to the site after the second approval will be considered updates and are billed at the hourly rate. Pages needed for Interactive Elements are not counted in this area.

Pages are also optimized for the search engines using advanced META tag and coding techniques. The proper design of your pages will greatly enhance the visitors that your site will receive after regular search engine submissions. We typically do not design our sites in 'frames' so that search engines are able to read the HTML effectively.

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Active Server Page (ASP) and Microsoft NT Based Database Site
Dynamic web site structure would be attained through the use of compatible Microsoft products and programming. ASP pages would allow for database generated web pages that would pull information from a Microsoft SQL Server database. Items included:

Database Structure and Development – Consultation to refine the structure of the database – allowing for future growth – as well as the actual development of the database system. Sample dataset included, though database population (with your data) is not included in this quote.

Software License for SQL Server - is provided by At First Site, Inc. if database system is hosted on our servers. If system is hosted in a different environment, a license will need to be obtained for an additional charge.

ASP Pages - Design – 20 pages as outlined in the revised guidelines. The design will follow your requirements and will allow for fast web load times. This section includes the graphic design work and the HTML layout system for application pages. ASP pages are viewed with Netscape 3.0 and higher and Internet Explorer 3.0 and higher.

ASP Modules – Programming – Each section of the program is taken and connected to the database incorporating additional user features and validation. Major modules follow:

<u>User Login</u> – login information is maintained at the IIS level and will not be controlled using ASP pages.

<u>Administration Area</u> – The administrator will be shown the following:
Links to updateable page forms (for content management)
Link to manage site search engine
Link to manage calendar items
Link to file management area

<u>Page Update Module</u> – The page update module will allow for the update of pre-defined fields on specific web pages. Pages will be listed for the administrator to choose, and when selected, open fields (up to 6) will be displayed for the entering of text. If the administrator needs to add hyperlinks or special formatting, he will need to enter HTML code. When the page is submitted, it will update the database with the new text. The site will be updated in real-time once those changes have been made.

Up to 10 pages may be updated using these forms. Additional pages may be added at a later date if needed.

<u>Site Calendar</u> – The creation of a calendar module will be available from either third parties (and then integrated) or custom built. We have provided two prices – one for integration of a third party program and for custom creation. See http://www.devx.com/upload/free/features/getstarted/2000/sp00/mksp00/mksp00.asp for an example of sample custom code.

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Site Search Engine – Common ASP indexing methods would be created for the indexing of pages using HTTP. A simple one line search box is requested. This module includes the administrator's control panel for the indexing of files. The administrator enters the URL of the page and the system will index it for searching. Additional controls are not specified at this time.

Site Document Management Module – We would recommend the objects created by http://www.saflleup.com as the best for ASP development. License and installation of the object(s) on your server will be the responsibility of your system administrator. This module includes your specifications and/or those listed on the SAFileUP web site.

Update Services
Includes the programming required to update pages on the site on regular basis. Discounted rates ($59/hr) available when purchased on a contracted basis. Pay-as-you-go update services are also available for our current hourly rate of $95. We have included 1 hour a month so we can monitor application and database functioning to reduce down time.

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Package Prices:

Basics:

Consultation and Project Management (up to 15 hours)	$ 1,425
Design Theme (up to 16 hours)	$ 1,520
Page Development – 60 Pages	$ 5,700
One time submission to the major search engines.	$ included

Active Server Page (ASP) and Microsoft NT Based Database Site

Database Structure and Development- up to 16 hours.	$ 1,520
ASP Page Design – includes up to 20 ASP pages including interior graphics.	$ 3,750
ASP Module – Administration Area	$ 250
ASP Module – Page Update Module – 10 pages	$ 3,800
ASP Module – Site Calendar (custom)	$ 2,230
ASP Module – Site Search Engine	$ 1,980
ASP Module – Site Document Management	$ 4,175
Training and Troubleshooting – up to 10 hours at your site	$ 950

*hourly rate for services exceeding scope of this proposal is $95

Major Items As Proposed:

Basics	$ 8,645
ASP & Training	$ 18,655
Total:	**$ 27,300**

Monthly Charges (billed quarterly):

Web Site Administration – 1 hour per month	$ 59

Terms: 33% deposit due at contract signing, 33% at first review, and remainder due at site launch. All credit cards accepted and corporate checks.

Signing below indicates that you approve of this proposal and wish for work to commence. Signed service contract and deposit also required for project start.

X_____   Date: _____
Customer Acceptance

Proposal offered on 7/19/01, prices expire within 30 days. At First Site, Inc. 614-501-7550