CITY OF GAUTIER
MEMORANDUM

To: Samantha Abell, City Manager

From: Patty Huffman, Grants & Projects Manager

Through: Eric Meyer, Economic Development and Planning Director

Date: February 13, 2013

Subject: Service Agreement for Shepard State Park website creation and launch

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REQUEST:
The Economic Development and Planning Department requests authorization to enter into a service agreement with Ad2, Inc. for the creation and launch of a website and online reservation system for Shepard State Park.

BACKGROUND:
The City of Gautier assumed administration of Shepard State Park from the state of Mississippi on January 28, 2013. The current online reservation system through the state will be discontinued by March 31, 2013.

DISCUSSION:
Ad2, Inc. has proposed to create and launch a website for the park that will include online reservations and booking of amenities. It is estimated that the beta version can be live within 4 weeks of agreement signing and that the finalized site can be live within 4 weeks of beta approval.

The fee for building the site is $3,275.00.
Hosting fees are $25 per month.
Yearly fees include a SSL Certificate for $65.00 and Domain Registrations for $50.00.

(See the attached proposal/agreement for further details.)

RECOMMENDATION:
City staff recommends that City Council authorize entering into a service agreement with Ad2, Inc. for the creation and launch of a website and reservations system for Shepard State Park as outlined above. City Council may:

1. Authorize entering into the service agreement as presented; or
2. Authorize entering into the service agreement with changes; or
3. Disapprove entering into the service agreement as presented.

ATTACHMENT(S):
Ad2, Inc. Proposal/Service Agreement for Shepard State Park Reservation Site

Art : Photography of each site and the park provided by City staff

Host Server: Ad2, Inc. VPS

Timeline:

The estimated timeline is based on the assumption that all approvals, requests for assets, and other client dependant interactions are done in a timely manner. With this in mind, the beta version can be live within 4 weeks of agreement and finalized site within 4 weeks of beta approval. This timeline is dependent upon the client's ability to provide access to requested information.

Site Build Fees: $3,275.00

Additional charges:

SSL Certificate: $65/year
Hosting: $25/month
Domain Registrations: $50/year

*Additional fees, such as shopping cart or financial processing fees, will be in addition to the contract and will be presented to client for prior approval.

City of Gautier, P O Box 670, Gautier, MS 39553

Printed Name, Title Date

This is an estimate based on current information. Changes in the scope of work will be reflected in the actual billing. Billing may be more or less, in the event changes occur that will increase the cost, the client will be notified in writing for preapproval. Standard terms are 1/2 at template review, 1/4 upon beta version approval; balance due upon site completion or 45 days from work commencement, whichever comes first. Finance charges of 1.5% will be applied to any/all past due balances. Your signature indicates authorization of the assessment of late charges on any past due amounts and agree to pay any collection expenses incurred by Ad2, Inc. on your account (which includes but is not limited to collections, legal fees, etc.)

Recognized by the Ms. Dept. of Economic Development
as a Woman Owned Business

Shepard State Park
Reservations Site

Job# 29-594-0213

February 13, 2013

Ad2, Inc has been contracted for the creation and launch of the Shepard State Park website, including reservations and booking of amenities as follows:

Scope of Work:
The cost and specifications for the design and development of the website & online reservations application for Shepard Park & Campground is as follows

Specifications:
Register domain names (ShepardStatePark.com and ShepardPark.com)
Direct domains to site
Create site template including integration and modification of reservations plug in demo, proof for client approval
Graphic comps and design
Plug-In Modification
Application Development
Website configuration
Dynamic reservation setting and calendaring
Assist in and edit content creation/copywriting
Social Media Integration
Integrate preferred reservations plug-in
Coding
Browser Testing
Load / Make Live
SEO/Analytics
Install SSL Certificate
Submission to Free Web Crawling
Product/service loading (pavilion rental, boat rental, field rental etc...)
Shopping cart integration for reservation payment acceptance*
Authorize.net software integration with financial institution*

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