

**CITY OF GAUTIER
MEMORANDUM**

To: Samantha Abell, City Manager
From: Keith Young, Cultural Services Manager
Through: Eric Meyer, Economic Development and Planning Director
Date: May 24, 2013
Subject: Service Agreement Amendment for Shepard State Park online reservation system

REQUEST:

The Economic Development and Planning Department requests authorization to amend the service agreement with Ad2, Inc. to include the additional cost of a shopping cart plug-in for Shepard State Park's new online reservation system.

BACKGROUND:

The City of Gautier assumed administration of Shepard State Park from the state of Mississippi on January 28, 2013. The state of Mississippi has allowed the City to use their online system during the transition.

DISCUSSION:

Ad2, Inc. has created a website for the park that includes online reservations and booking of amenities. It has been determined that a shopping cart plug-in is needed to enable guests to view available sites by specific dates. This feature will make online reservations faster and more convenient for users. The cost for this service is \$115 per month.

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

RECOMMENDATION:

City staff recommends that City Council authorize amending the current service agreement with Ad2, Inc to include the shopping cart reservation feature at a cost of \$115 per month. City Council may:

1. Authorize entering into the revised 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):

Revised Ad2, Inc. Service Agreement for Shepard State Park Reservation Site



Marketing • PR • Advertising

Shepard State Park Reservations Site

Job# 29-594-0113

May 23, 2013

Ad2, Inc has been contracted for the creation and launch of the Shepard 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 Shepard-Park.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

Integrate preferred reservations plug-in

Plug-In Modification

Coding

Application Development

Browser Testing

Website configuration

Load / Make Live

Dynamic reservation setting and calendaring

SEO/Analytics

Assist in and edit content creation/copywriting

Install SSL Certificate

Social Media Integration

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*