



CITY of NOVI CITY COUNCIL

Agenda Item J
June 8, 2015

SUBJECT: Approval of contract with Novi Community School District, Northville Public Schools, and Walled Lake Consolidated Schools to share the costs for the development of the creation of an "online community attraction tool" by Basso Design Group.

SUBMITTING DEPARTMENT: City Manager

CITY MANAGER APPROVAL: 

BACKGROUND INFORMATION:

City Council approved a project in the FY 2014-15 Budget listed in the documentation as an "Attraction Tool," commonly referred to as "Hello Novi." The goal of the project is to create and develop an informative and eye-popping web experience for individuals interested in what Novi has to offer from three different angles: traditional informational content, location-based presentation and share-based social media. They will primarily be overlaid on a mapping platform (example: Google Maps) and will utilize both GPS and/or pin-drop location management. The ultimate goal is to attract families locating to Southeast Michigan to the three major school districts in the community. The tool will be, especially, useful for families relocating for limited assignments from overseas as well.

The site's informational content will be a combination of video, external links, photos and mapping coming together to give the user the experience that he/she is traveling down the street and experiencing Novi in augmented reality. Web content, both video and written, will be translated into different languages to further increase the size of the net we cast for potential new residents.

The project was bid a year ago, which produced a winning bid from Basso Design Group for a total development fee of \$60,000. Initially the project was a joint effort with Novi Public Schools. Hearing the feedback from City Council Members during FY 14-15 Budget deliberations City Administration engaged the other two prominent school districts in the area, Walled Lake and Northville to participate. Over the last year, Administration has worked with all three school districts. In that time Basso came back to City Administration and lowered their development fee, to \$ 45,000, in an effort to expedite the process. All parties have reached the point where we can proceed to the next stage of the project. By Thursday, June 6th all three school districts will have taken action on the cost-sharing model for development and maintenance:

<u>Development</u>	<u>Maintenance</u>	<u>Total</u>	
City of Novi	\$22,500	\$3,294	\$25,794
Novi Schools	\$15,99	\$2,342	\$18,336
Walled Lake Schools	\$ 4,07	\$588	\$4,605
Northville Schools	\$2,488	\$364	\$2,852

Costs sharing from the three school districts were developed from their Novi student enrollment numbers. The City of Novi will be the fiduciary representative for the project, responsible for invoices with the developer, Basso, and invoicing the individual districts respectively. The agreement with Basso Design Group appears as a different individual motion.

RECOMMENDED ACTION: Approval of an intergovernmental with Novi Public, Northville Public, and Walled Lake Public Schools for the development of a Novi Attraction tool. subject to approval of agreement by the School Districts and final review as to form, including minor non-substantive changes, by the City Attorney and City Manager.

	1	2	Y	N
Mayor Gatt				
Mayor Pro Tem Staudt				
Council Member Casey				
Council Member Markham				

	1	2	Y	N
Council Member Mutch				
Council Member Poupard				
Council Member Wrobel				

**INTERGOVERNMENTAL AGREEMENT FOR
SHARING WEBSITE DEVELOPMENT AND MAINTENANCE COSTS**

CITY OF NOVI

NOVI COMMUNITY SCHOOL DISTRICT

NORTHVILLE PUBLIC SCHOOLS

WALLED LAKE CONSOLIDATED SCHOOL DISTRICT

The CITY OF NOVI, whose address is 45175 West Ten Mile Road, Novi, MI 48375-3024 ("the City"), the NOVI COMMUNITY SCHOOL DISTRICT, a Michigan general powers school district, organized and operating pursuant to the Revised School Code, MCL 380.1 *et seq.*, whose address is 25345 Taft Road Novi MI 48374, the NORTHVILLE PUBLIC SCHOOLS, also a Michigan general powers school district, whose address is 501 West Main Street, Northville, MI 48167, and the WALLED LAKE CONSOLIDATED SCHOOL DISTRICT, also a Michigan general powers school district, whose address is 850 Ladd Road, Building D, Walled Lake, MI 48390 ("the School Districts") (the City and the School Districts being collectively, "the Parties") hereby enter into the following Agreement for sharing of website development services.

WHEREAS, the City and the School Districts have been made aware of an opportunity to create an "online community attraction tool," or web-based marketing tool, intended to provide a greater "market awareness" of the Novi community, which includes both the City and the School Districts that serve its residents. The attraction/marketing tool more specifically involves the creation and support/maintenance of an interactive website that will provide information to those who access the site about the Greater Novi Community (including the School Districts), its features, attributes, resources, amenities, and the services that the City and the School Districts have to offer both current and prospective residents and businesses; and

WHEREAS, the City of Novi, with the assistance and/or input and/or knowledge of the School Districts, solicited proposals for the establishment of the online community attraction tool/website design services; and

WHEREAS, the City received the bid from Basso Design Group, LLC, for the provision of such services, which such proposal specifically lists a multi-phase method for establishing the website tool that the proposal requested, including, but not limited to: a planning phase in which Basso would meet with the parties (including the School Districts) to determine the information and materials sought to be placed on the website, including, but not limited to, images, photographs, videos, and words; an project execution phase in which the website will actually be created; and a content management/maintenance, support, and hosting phase; and

WHEREAS, the City of Novi has entered into an agreement with Basso Design Group for the provision of such services (the "Project"), a copy of which is attached as Exhibit A; and

WHEREAS, the Parties have agreed to share the cost of such services, as they benefit all of the parties, and not just the City of Novi.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. Cost Sharing For Basso Design Group Website Development/Online Community Attraction Tool.

A. The School Districts shall be given notice of and opportunity to participate in the Preliminary and Strategic Planning Phase and the Website Project Execution Phase of the of the Project, to ensure that the services described in the Proposal and the Agreement between the City and Basso are provided as set forth therein.

The School Districts shall also have input into, and an ability to provide appropriate information, materials, and content for inclusion on the website, both during the initial planning Phase and support/maintenance and hosting Phase.

B. The Parties agree to share the cost of the online community attraction tool/website development for a term of one (1) year effective _____, 2015 through _____, ____, 2016, upon the following terms and conditions:

(1) The Upfront Development Costs (design/discussion, mock up, creation, and execution) of \$45,000 shall be borne as follows:

City of Novi	\$22,500.00
Novi Schools	\$15,994.04
Walled Lake Schools	\$ 4,017.95
Northville Schools	\$ 2,488.02

The City of Novi, upon payment for such Development Costs to Basso pursuant to the Agreement attached as Exhibit A, will invoice the other Parties for said amount. The amount shall be payable within thirty (30) days of receipt. Interest at the rate of 1% per month shall be paid to the City for any amounts not received by the City by the payment due date.

(2) The Content Management/Maintenance cost of \$549.00 per month (\$6,588.00 annually) will be split equally between the Parties as follows:

City of Novi	\$3,294.00
Novi Schools	\$2,342.00
Walled Lake Schools	\$ 588.00
Northville Schools	\$ 364.00

The City of Novi, upon payment for such Management/Maintenance costs to Basso pursuant to the Agreement attached as Exhibit A, will invoice the other Parties for said amount. The amount shall be payable within thirty (30) days of receipt. Interest at the rate of 1% per month shall be paid to the City for any amounts not received by the City by the payment due date.

2. **Entire Agreement.**

This Agreement contains the entire agreement between the Parties relating to the services described herein. Any prior agreements, promises, negotiations, or representations not expressly set forth in this Agreement are of no force and effect. Subsequently modifications to this Agreement shall be in writing and signed by all Parties.

3. **Severability.**

Waiver of any term, condition, or covenant, or breach of any terms, condition, or covenant, shall not constitute the waiver of any other term, condition, or covenant, or the breach of any other terms, conditions, or covenant. If any term, condition, or covenant of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions of this Agreement shall be valid and binding on the Parties, unless the court's action or holding has the effect of frustrating the purpose of this Agreement.

4. **Notices.**

Written notices under this Agreement shall be given to the Parties at their addresses on page one by personal or registered mail delivery to the attention of the following persons:

City: Maryanne Cornelius, Clerk

Novi Community School District:

Northville Public Schools:

Walled Lake Consolidated School District:

5. **Construction.**

This Agreement shall be governed by and construed, interpreted, and enforced under the laws of the State of Michigan.

6. **Authority.**

The Parties are authorized to enter into this Agreement by virtue of the provisions of the Urban Cooperation Act, Public Act 7 of 1967, as amended, being MCL 124.501, *et seq.*, and the Revised School Code, Public Act 451 of 1976, being MCL 380.1, *et seq.*, and more specifically MCL 380.11a(3) and (4).

7. **No Third Party Beneficiaries.**

Except as provided for the benefit of the Parties, this Agreement does not and is not intended to create any obligation, duty, promise, contractual right or benefit, right to indemnification, right to subrogation and/or any other right in favor of any other person or entity.

8. **Reservation of Rights.**

This Agreement does not, and is not intended to impair, divest, delegate, or contravene any constitutional, statutory, and/or other legal right, privilege, power, obligation, duty, or immunity of the Parties. Nothing in this Agreement shall be construed as a waiver of governmental immunity.

9. **Agreement Modifications or Amendments.**

Any modifications, amendments, recessions, waivers, or releases to this Agreement must be in writing and agreed to by the Parties.

10. **Approvals.**

The Parties have taken all actions and secured all approvals necessary to authorize and complete this Agreement. The persons signing this Agreement on behalf of each Party have legal authority to sign this Agreement and bind the Parties to the terms and conditions contained herein.

11. **Termination.**

- A. This Agreement may be terminated for any reason, and with or without cause, by the mutual written agreement of the Parties, approved by concurrent resolutions of the Novi City Council and the Boards of the respective School Districts.
- B. This Agreement may be terminated by the City if any of the School Districts fail to pay an amount owing under Section 1, including applicable late charges and interest, within sixty (60) days of when the payment was due. Such termination by the City shall be by written notice to the Districts that contains a clearly stated effective date of the termination that is at least 30 days after the date of the notice. Before the City gives notice of termination under this provision, it shall first notify the District

- C. In addition to a termination under subsections (A) or (B), any Party may terminate this Agreement for any reason, and with or without cause, by sixty (60) days' written notice to the other Parties, only if it has, until the date of termination, fully complied with terms and conditions of this Agreement. Termination under this sub-section C does not relieve any Party from any obligations it may have up to the date of termination, including, but not limited to, payment for such work set forth in Section 1 as has been completed and is eligible for payment under the terms of this Agreement through the date of such termination.

12. Filing in Office of the Great Seal

As provided in MCL 124.510, this Agreement and any amendments of it shall be filed with the Oakland County Clerk and Michigan Secretary of State before taking effect.

IN WITNESS WHEREOF, and pursuant to the concurrent resolutions adopted by City of Novi City Council and the respective Boards of the School Districts, approving and authorizing the signing of this Agreement, the undersigned officials have signed this Agreement on the dates indicated next to their signatures.

CITY OF NOVI

NOVI COMMUNITY SCHOOL DISTRICT

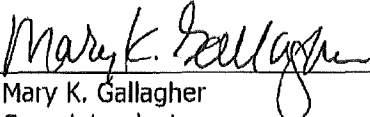
By: Robert J. Gatt
Its: Mayor
Dated:

By:
Its:
Dated:

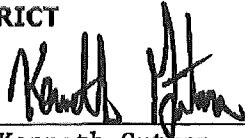
By: Maryanne E. Cornelius
Its: Clerk
Dated:

NORTHVILLE PUBLIC SCHOOLS

WALLED LAKE CONSOLIDATED SCHOOL DISTRICT



By: Mary K. Gallagher
Its: Superintendent
Dated: 5-12-15



By: Kenneth Gutman
Its: Superintendent of Schools
Dated: May 14, 2015

BASSODESIGNGROUP

The Premier Digital Marketing Agency

Services Proposal

City of Novi

Online Community Attraction Tool

(Website Development Proposal)

Submitted By:

Basso Design Group

1050 Wilshire Dr., Suite 345

Troy, MI 48084

Main Contact:

Dan Santonocito - 248.530.6000 x12

dan@bassodesigngroup.com

www.bassodesigngroup.com

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PIXEL AWARDS
PEOPLES CHAMP



Thank You from Basso Design Group

Ladies and Gentlemen,

We would like to personally thank you for the opportunity to work with you in providing a greater market awareness and enhancement of the brand equity and website activities for the City of Novi. Through our extensive background of cohesive integrated and digital strategic offerings, we offer the City of Novi a diverse and highly effective educated execution of a comprehensive digital platform. This in turn will strengthen not only greater connectivity and City pride for your current residents but also serve to entice increased exposure for Novi across multiple forms of regional demographics.

We have done this very task, highly successfully, on a local level with Genesee County and the City of Flint in Michigan paying close attention to regional cultural sensitivity. On a larger, more national scale, we have provided a robust and comprehensive website along with a digital strategy for the entire country of Canada and their diverse cultural tourism growth opportunities. We are also highly confident in our ability to fulfill each and every requirement specified in the RFP as we have done so successfully for many clients employing very similar organizational requirements.

Since 2003, our Agency has provided solutions ranging from simple websites to complex national integrated marketing campaigns for over 500 clients around the world. In that time, we have learned something unique from each and every client.

We understand that the most important component in any project is the relationship between us. A great working relationship results in proper communication, requirements gathering, design ideas, development, and ultimately, a successful project. This proposal is the first step in that process.

In this proposal we have detailed the specific components of your project. We have taken the time to research each and every piece of this project to maximize its effectiveness. If you have any questions at all, please feel free to contact us.

Once again, we thank you for the opportunity, and look forward to working with you.

With best regards,



Gregory P. Basso
Managing Partner

**** Please note that due to the ever-evolving technology industry, all services, descriptions and prices quoted in this proposal are valid until January 30, 2014 ****

PORTFOLIO/PRIOR EXPERIENCE

Basso Background & Capabilities

Basso Design Group

1050 Wilshire Drive, Suite 345
Troy Michigan 48084-1526

Phone: 248.530.6000

Fax: 248.479.0670

Principals:

Gregory Basso, Managing Partner

Dan Santonocito, Managing Partner

Founded: 2003; privately held



Number of Employees: 15

Basso Design Group is a multi-award winning interactive digital marketing agency proud to be recognized as one of the top digital marketing agencies in Michigan and around that nation. We have an incredibly creative team of marketing specialists providing highly artistic and rich web experiences, along with comprehensive marketing campaigns for clients around the world. Services include communications consulting and interactive marketing planning, interactive media, web design and development, social media strategies, search-engine marketing and optimization, email marketing, graphic design, branding and corporate identity. With over 500 medium to large businesses as clients, we have provided services for all market verticals in various disciplines and demographic reach. Our breadth of clients range from the country of Canada to Campbells, Kellogg, Tour Connection, The Kresge Foundation, Autorama and the national Championship Autoshow, Huron-Clinton Metroparks, the Woodward Dream Cruise, etc.

Examples of the prestigious awards won are the Gold Communicator Award for Excellence in the field of interactive design, multiple International Davey Awards including Best in Show, W3 Award for interactive design, Pixel Award People's Choice Award, Clarion Award, Webby Awards honoree, 2012 Corp! Magazine Economic Bright Spot Award, and recognition as one of the top five interactive design agencies in Michigan by the Michigan Design Awards Association.

Although visual design and strategic marketing is our hallmark, our programming and development team has successfully developed intricate database projects for rigorous applications, including complex data management and mining, as well as full e-commerce. Our projects at their core are

developed with maximum scalability and heavy traffic in mind. Our client websites see traffic in excess of millions of visitors per month, all powered by robust and bandwidth conscious data architecture.

Since 2003, we have provided our clients with highly creative designs and technically superior applications which put them head and shoulders above their competition. We believe that a company's web site should become an integral part of a company's marketing objectives, often revolutionizing the very way they conduct business.

In 2006, Basso Design Group partnered with Automation Alley, an organization of leaders and businesses using their visionary talents to transform southeastern Michigan into a technology powerhouse. We also are very active in sponsoring community events and local charities to provide in-touch collaboration with our community leaders and serve on various boards seeking the marketing and technology insight to lead. Our business and community efforts have been recognized in various media publications including CBS, Fox 2, The Detroit News, Crains Business, The Oakland Press, Metromode magazine, Corp! Magazine, Entrepreneur magazine, and The Great Lakes IT Report.

We pride ourselves on the fact that we employ all Michigan based talent. Our full time production team is comprised of project management, research, design and development. We do not use any subcontractors or employ technical support from outside the U.S.

PROJECT TEAM Basso Leadership – 248.530.6000

Strategic Marketing, Business Process and Creative

Leader: Gregory P. Basso – Managing Partner, Extension 13

With over 15 years experience in marketing, communications and a proven Internet background, Greg injects the marketing and communications prowess into the projects Basso Design Group produces. Greg has overseen many visible web campaigns for industries including automotive, government and the consumer markets. Greg's natural ability to know the right marketing fit for the business need is what helps set Basso Design Group apart as a leader in the interactive and marketing field. Greg holds an MBA from Western Michigan University.

Cathy Grace – Account Manager, Extension 14 (Also Mobile: 248-924-6454)

Cathy is a skilled project and account manager with 20 years experience in advertising and marketing in traditional media and in digital platforms. Clients cite her commitment to providing the highest level of customer service and her willingness to go above and beyond as the key ingredients in their successful program implementations.

Jayne Ludwig – Art Director, Extension 15

Jayne is an interactive designer with exceptional design skills and technical competency in virtually all digital media platforms. Jayne's experience includes brand identity, web design layouts and organization, user-interface architecture as well as print design.

Development, Technical Strategy

Leader: Dan Santonocito – Managing Partner, Extension 12

Bringing over 14 years of development and technical expertise to Basso Design Group, Dan oversees all of the developers that design and develop applications for our clients. Dan's career spans stints at the Big 3 automakers, their suppliers and along with the tourism industry. He has worked on national campaigns for many of his clients, and brings a unique expertise to Basso Design Group.

Jason Frans – Sr. Developer, Extension 17

Jason is a sr. level software/web application developer skilled in Visual Studio, HTML, CSS, ASP.NET, JavaScript and SQL. Whether it's updating an existing product or building something new, he enjoys all aspects of the development process from conceptualization to completion. Jason enjoys working with a team of like-minded individuals to achieve exceptional results.

Kelly Salowitz – Project Manager, Extension 16

Kelly handles project coordination and communication for all Basso Design Group projects. Kelly is well versed at keeping important tasks on schedule along with assuring project milestones are met on both the client and production side. Kelly is a graduate from Oakland University in the field of marketing and management.

PRIOR EXPERIENCE

Depth and Strength

Basso Design Group holds 10 years of experience designing and developing complex, high-performing Content Management System (CMS)-based websites for over 500 clients worldwide, including the Country of Canada's Tourism, City of Flint and Genesee County, Tour Connection, Huron-Clinton Metroparks, Detroit Historical Society, and many more. We know and pride ourselves on developing highly visible destination focused and local government resource websites. Our websites are developed to scale appropriately based on load and required user-constraints. Our client sites currently receive up to one million unique viewers per month, and perform up to the strict standards of government-focused websites. We design and develop our web experiences to be intuitive, easy to use with not having to click more than three times to navigate anywhere on the website. We pride our success on the initial approach we direct our client's through. Thorough and exhaustive planning precedes any design or development. Analyzing current navigation and user usage habits are paramount to crafting a successful web experience.

Our websites are developed in WordPress CMS, however we remain versatile in instances where your organization prefers another CMS product. This allows us to scale the system as the project requires. As part of the discovery and research phase of this project, we will provide suggestions as to additional features once we better understand your organization. We consider ourselves partners with our clients and pride ourselves on giving relevant advice during the project. As we see a need arise, we will offer pertinent solutions to each item. To do so beforehand would only provide you with general suggestions, which we feel, would not benefit you at this time. It is during our discovery phase where we learn about your current experiences and demographic challenges. Through this involvement we provide a roadmap for success directing not only this project's end result but also a continued advancement for your future initiatives as they relate to your overall digital strategy.

In addition to our strength in website creation, our Digital Agency also possesses a keen eye on crafting a comprehensive and intelligent digital strategy. By refining current success trends your organization is employing but also recommending necessary products to enhance the market awareness to your city, we provide an inclusive benefit to your current visitor base and help entice new visitations to your region. Basso Design Group also welcomes working and collaborating with your chosen brand and communications vendor. We have done this with the city of Flint and Genesee County working with Pure Michigan, Michigan's destination brand name, as a project partner. Through our collaboration, we are providing the Genesee County and the city of Flint with an impressive and powerful destination and resource website.

To exemplify our process and success, the Case Studies, on the following pages, provide examples of the level of experience and success factor we have with clients similar to your requirements.

PORTFOLIO Case Studies / References

Flint & Genesee / See What's Possible

www.flintandgenesee.org

Contact:

Sherry Tompkins, Director of Marketing

Phone: 810.600.1428

Email: stompkins@thegrcc.org

Opportunity:

The Genesee Regional Chamber of Commerce in cooperation with Pure Michigan set out to merge their four main business units, and multiple city and county websites, into one cohesive brand. The Convention and Visitor's Bureau, Economic Development, Business Services and Education and Learning provide extensive services for visitors and business entities to interact and develop a relationship with the Flint & Genesee County area. A completely new interactive website, full communications and marketing strategy and digital marketing execution was tasked to Basso Design Group to complete. Over 20 major communication agencies and technical companies bid on the project and Basso Design Group was chosen based on its background and proven history of developing large scale projects and marketing campaigns to capture a wide diverse audience with a heavily trafficked and database intensive website.

Solution:

Basso Design Group worked with all levels of stakeholders and industry leaders to collaborate a solution that will benefit the area of Flint & Genesee County. Exhaustive research with multiple city interview sessions were conducted to solidify current processes employed by each city unit with response to increasing exposure for the region along with providing a more effective and easy-to-use tool for website visitors. Exposure of all County and City assets were thoroughly scrutinized for the diverse cultural makeup of the area. In addition, cultural diversity played a significant part in the assessment of the state-wide and national campaign to promote the area. Through those efforts, Basso was able to develop a multi-year digital communication plan along with a technically superior and visually stunning web presence. Public visitors can actively plan out their visit to the area, businesses have a bevy of tools to plan business functions and events, a wide list of online services suit site planners working with the economic development division, along with heavy impact for universities and schools interacting with the organization. Flint & Genesee County is an active client that utilizes Basso for all levels of marketing and technology superiority.

Project Screenshots Next 3 Pages

(New Website Displayed)

BASSO DESIGN GROUP

The Premier Digital Marketing Agency

The screenshot shows the homepage of the Flint & Genesee Chamber of Commerce website. At the top, there is a navigation bar with links for 'ABOUT', 'NEWS ROOM', and 'CONTACT', along with a weather widget showing '88°'. The main header features the 'Flint & Genesee' logo with the tagline 'see what's possible' and a search bar. Below the header is a horizontal menu with categories: VISIT, WORK, BUILD, LEARN. The main content area is a large banner with a scenic background of a lake and trees. The banner text asks 'What do you see?' and 'and see what's possible.' It highlights '11K acres of woods, water and trails in Michigan's largest county park system.' Below the banner are icons for various services and a section titled 'Growing Connections' with silhouettes of people and a 'click to view stories' link. To the right is an 'EXPLORE' section with a map and placeholder text. The 'LATEST NEWS & EVENTS' section is divided into a 'newsroom' and 'full calendar' tab. The newsroom shows three articles with images and brief descriptions. The full calendar shows a list of events for August, including 'Art / Culture', 'Networking', and 'Workshop/Seminar'. The footer contains a grid of service categories: VISIT, WORK, BUILD, LEARN, NEWS ROOM, and ABOUT, each with a list of sub-links. A 'Stay in Touch & Informed' section includes an email sign-up form and social media icons for RSS, Facebook, LinkedIn, and Twitter. The footer also contains the copyright notice: 'Copyright © Flint & Genesee Chamber of Commerce. All Rights Reserved.'

BASSO DESIGN GROUP

The Premier Digital Marketing Agency

Genesee Regional Chamber of Commerce

COMMUNITY | ABOUT | NEWS ROOM | CALENDAR | CONTACT

Flint Genesee
see what's possible

Enter Search Terms **Search Entire Site**

VISIT CONNECT DEVELOP LEARN

Building a business is like setting out on a journey. You never know exactly what you're going to see.

click to **SEE** what's possible

Join The Chamber

The Genesee Regional Chamber of Commerce is the largest business advocacy organization in Genesee County. The Regional Chamber's primary goal is to improve the business climate for all businesses. The benefits of membership are many and the cost is low.

Download **The 12 Membership Brochure & Application** [Learn More](#)

Member Directory
Click here to view **1000 MEMBERS STRONG & Counting**

OUTSTANDING REASONS TO JOIN

1 2 3 4 5 6 7

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vel nunc nisl, quis rutrum est. Duis sem felis, laoreet quis molestie vitae, tristique non justo. Pellentesque pulvinar diam id urna tristique
John Doe, **Company Name** >

[more testimonials](#)

[view video testimonial](#)

Recent News

9.07.12
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus trincidunt
[Read](#)

9.07.12
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus trincidunt
[Read](#)

[see all news](#)

Upcoming Events

Sep 01 2012
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus trincidunt eleifend.
[view details](#)

Nov 18 2012
Lorem ipsum dolor sit amet, adipiscing elit. Sed tempus
[view details](#)

[see all events](#)

Areas Of Interest

[Committees](#)

[More Opportunities](#)

[Contact Information](#)

VISIT
Convention & Visitors Bureau
Plan a Visit
Plan a Convention
About The CVB
Facilities
Events
Contact

CONNECT
Member Services
Join
Benefits
Testimonials
Member Directory
Committees
More Opportunities
Events

NEWS ROOM
Inside Business
Speakers Bureau
Partners for Progress

COMMUNITY
Profile Reports
Community & Culture
Shared Services
Community Links

ABOUT
Staff Listing
Operating Board of Directors
Strategic Board of Directors
Regional Leadership Council
Genesee Area Focus Fund
Annual Report

CONTACT

DEVELOP
Economic Development
Site Selection
Regional Data
Government Contracting
Business Services
Expand & Relocate
Available Properties

LEARN
Education & Training
Business Training
Higher Education
Youth Quest
Teen Quest
Summer Youth Initiative
K-12 Workshops
Events

Genesee Regional Chamber of Commerce
519 S. SAS/NAW ST.
SUITE 200
FLINT, MI 48902
PHONE: 810.600.1404
FAX: 810.600.1461
INFO@THEGRCC.ORG

Stay in Touch & Informed
Please enter your email address to sign up for our mailing list.

Enter Email Address **Submit**

what will I receive?

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BASSO DESIGN GROUP

The Premier Digital Marketing Agency

Genesee Regional Chamber of Commerce

COMMUNITY | ABOUT | NEWS ROOM | CALENDAR | CONTACT

Flint & Genesee
see what's possible

Filter Search Terms Search Entire Site

VISIT CONNECT DEVELOP LEARN

We see the work of world-renowned artists throughout our **810,000** museums showcasing over beautiful works of art

EAT PLAY STAY

EXPLORE Plan a Visit Plan a Convention
FLINT & GENESEE AND SEE WHAT'S POSSIBLE

UPCOMING EVENTS
[View all events](#)

Become a Flint & Genesee County Community Champion!
The Flint-Genesee Regional Convention & Visitors Bureau is looking for Community Champions. It could be you! Visit to Flint and Genesee County mean local jobs and revenue. We want to bring more business.
[Read More >](#)

Festival of Quilts Returning to Flint
September 12-15
Marvel at the magnificent artistry of quilters from around the country at the 8th annual Flint Festival of Quilts, Sept. 12-15 through the 15. View and admire themed quilts at a variety of unique sites that will hold your
[Read More >](#)

The Flint Institute of Arts presents "Abstract Expressionist Works on Paper"
Abstract Expressionist artists are most well known for their large-scale, sometimes larger-than-life sized paintings. This color illustration offers an intimate look at smaller works on paper by artists such as Paul Jenkins.
[Read More >](#)

GREAT ACTIVITIES FOR THE FAMILY

Image 1: Deer in a field
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi

Image 2: Family in water
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi

Image 3: Artwork
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi

Image 4: Car wheel
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi

VISIT
Registration & Visitors Bureau
Plan a Visit
Plan a Convention
About The CVR
Photoops
Fairs & Events
Contact

CONNECT
Member Services
Join
Donate
Volunteer
Member Directory
Committees
More Opportunities
Events

ABOUT
Staff Listing
Operating Board of Directors
Strategic Board of Directors
Regional Leadership Council
Genesee Area Food's Fund
Annual Report

CONTACT

NEWS ROOM
Inside Business
Speakers Bureau
Partners for Progress

COMMUNITY
Profile Pages
Community & Culture
Shared Services
Community Link

DEVELOP
Economic Development
Site Selection
Regional Data
Government Contracting
Business Services
Export & Import
Available Properties

LEARN
Education & Training
Business Training
Higher Education
Youth Quest
Youth Quest
Summer Youth Initiative
6-12 Workforce
Events

Genesee Regional Chamber of Commerce
619 S. SAUNDERS ST.
SUITE 300
FLINT, MI 48906
PHONE: 810.600.1404
FAX: 810.600.1406
INFO@THEGRCC.ORG

Stay in Touch & Informed
Please enter your email address to sign up for our mailing list.
Enter Email Address Submit
what will I receive?

Copyright © Genesee Regional Chamber of Commerce. All Rights Reserved. [Website by Basso Design Group](#)

Team Canada Tourism

www.teamcanadatourism.com

Contact:

Shelley MacDonald, Executive Director
Phone: 416.252.5336

Opportunity:

Team Canada Tourism's existing website includes a members-only section with a membership directory with an in-bound link to the member's website. Team Canada Tourism wanted to offer its members new features and benefits by having a new website constructed with enhanced, modernized functionality, while keeping ease-of-use as a top priority. The main features of the new website were to include a content-managed information portion that would be visible to the public as well as a members-only section that would allow members to communicate with other members and Team Canada Tourism. The challenge presented was being able to include numerous travel and multiple CVB's into one cohesive website.

Solution:

Basso Design Group was chosen from a group of fifteen invited companies, from both Canada and the United States, to submit a proposal for this important coalition of companies that support all aspects of tourism in Canada. The site highlights benefits of membership, allows new companies to join and showcases current member companies through banner ads and categorized directories. The site's audience includes travel and tourism industry professionals in the U.S. and Canada, so all upcoming events are posted as well. A content-management system enables all parties to update information as necessary.

Basso Design Group continues to support the activities of Team Canada Tourism by providing not only consistent and updated functionality but also plays an integral part in their digital communication planning.

Project Screenshots Next Page

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Detroit Historical Society

www.detroithistorical.org

Contact:

Peter Poulos, Senior Director of Communications and Sales

Phone: 313.922.5000

Email: peter@michiganalliance.org

Opportunity:

The Detroit Historical Society (DHS) needed a new custom website to help drive traffic to its museums and build enthusiasm for the history of the City of Detroit. In addition to the new site, they also required a content management system that would allow their employees to maintain the site themselves.

Being a non-profit, the solution had to fit a minimal budget, but it had to be full-featured enough to manage content across the entire site. Given the DHS is a non-profit, it seeks out a new vendor for each iteration of their website and Basso Design Group was proudly chosen for this version (2008-2012).

Along with the main website, DHS requested a separate website for fund-raising activities to support the renovations of their museums.

Solution:

Basso Design Group became an integral part of the DHS marketing team and developed a custom web design and content management system that fit within their budget and timeline. The DHS had significant press scheduled for the release of the new site in major newspapers and radio ads, so maintaining a strict schedule was extremely important.

We developed a complex database application that updates information on the site's home page automatically and archives vast amounts of information regarding the history of the City, including artifacts and an encyclopedia.

In the first 30 days of launch, the site had more than 30,000 unique visitors and traffic to the museums subsequently increased as well. Basso Design Group was honored to have played a part in the history of the DHS and to be part of their digital strategic team.

Past Forward, the DHS fund-raising website, provided an easy to use interface that details the history of the museums, City of Detroit, and grants visitors the ability to donate funds to the program.

Project Screenshots Next 2 Pages

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PAST > FORWARD
CAMPAIGN

Brought to you by the Detroit Historical Society

Detroit

[HOME](#) | [LEARN ABOUT PAST > FORWARD](#) | [JOIN THE CAMPAIGN](#) | [EXCITING CHANGES](#)

VIEW OUR STORY

MAKE A DONATION



explore DETROIT'S RICH history



Everyone has a story. Click the video above to watch ours.

about PAST > FORWARD

Through more than three centuries of existence, the people of metro Detroit have changed the business, cultural and social fabric of our nation, improving the ways in which we communicate, work, learn and live our lives. These are the stories that the Detroit

Historical Society will capture, preserve and share throughout the next century, helping to grow a new generation of leaders, entrepreneurs and innovators.



[LEARN MORE](#)

JOIN THE Campaign

HELP US REACH OUR GOAL



10.8

20.1 MILLION

[click here to DONATE](#)

Copyright Detroit Historical Society. All Rights Reserved
5401 Woodward | Detroit, MI 48202 | P: 313.833.7935

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Search Our Website

▶ Go

HOME

DETROIT HISTORICAL MUSEUM

DOSSIN GREAT LAKES MUSEUM

COLLECTIONS

UPCOMING EVENTS AND PROGRAMS

- About Us
- Museum Tours
- Membership & Support
- Volunteer Opportunities
- Museum Rentals
- Online Store
- Subscribe to eNews
- Calendar
- Contact Us

Come Explore Detroit's History...

- ▶ Encyclopedia of Detroit
- ▶ Collections
- ▶ Monuments

Featured Event

A TASTE OF THE D
FRIDAY, OCTOBER 19TH

Event Sponsors



View

Upcoming Events

Explore what is going on and what events are coming up for you to attend and enjoy.

▶ Learn More



Visit

Our Museums

Come visit our wonderful and exciting museums and learn more about the city of Detroit.

▶ Learn More



Voice

Your Support

Help out the Detroit Historical Society by lending your help and support.

▶ Learn More



Detroit History Minute

The following handbill posted throughout Detroit told Underground Railroad supporters that 29 slaves had reached freedom in Canada. Because of its proximity to Canada, Detroit played a critical role in the railroad's success.

▶ Learn More



Home | Press Room | Jobs | Calendar | Contact

Tour Connection

www.tourconnectionbeta.com

Contact:

Allan Goetz

phone: 248.650.3070

email: allan@tourconnection.com

Opportunity:

Since 1990, Tour Connection has been the entertainment industry's tour guide as the primary online and printed resource for most of the world's top entertainment travel agents, connecting them with venues and amenities in thousand of cities worldwide. Tour Connection needed to re-design their existing website and modify their image, including their offline branding. They put out a competitive bid and did extensive research on a number of companies nationwide. Basso Design Group was chosen because of the strength of our portfolio and our ability to design a database application that would accommodate a tremendous amount of information for hotels and entertainment support companies.

Solution:

Tour Connection's previous brand was limiting because they were perceived as being solely devoted to the music industry and not offering their true service of a resource powerhouse for tour agents for celebrity productions. Basso Design Group designed and developed their new five-star brand identity and digital communication plan, including a website and other marketing materials to encompass the entire entertainment industry. Thorough, exhaustive research was conducted to solidify a national brand and digital communication plan to assist them grow into new markets and capture new verticals. After the communication plan and website were launched, Tour Connection revealed that they had experienced the strongest growth of their 18 years in business, directly because of the new website and marketing plan.

Now five years later, Tour Connection has challenged Basso Design Group once again to build out the next iteration of their website. The website in production offers a much more sleek and powerful interface. Serving up content for tens of thousands of hotels and destination spots, along with granting tour agents the ability to completely plan out an entertainment production's tour, the new website is geared to solidify Tour Connection's rank as the nation's primary resource for the entertainment industry.

Tour Connection has become the leader in their field due in part to our efforts, and we continue to participate as a key partner of their strategic marketing team.

Project Screenshots Next 2 Pages

(New Website Displayed - In Production)

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The screenshot shows the homepage of the Tour Connection website. At the top, there is a navigation bar with the logo 'TC TOUR CONNECTION' and links for 'Home', 'About Us', 'Contact', 'Sign-up', 'Agent Login', and a phone icon. Below the navigation bar is a large hero image of a hotel room with a view of a city skyline at night. The text 'The Entertainment Industry's Tour Guide' is overlaid on the image. Below the hero image, there is a section titled 'Tour Connection is The Entertainment Industry's Tour Guide' with a sub-headline 'Why use Tour Connection hotels? let us explain' and a 'Sign-Up' button. To the right of this section is a testimonial from John G., Hotel Manager at Four Seasons, New York. Below this is a section titled 'Highlights From Our 2012 Nashville Event' with a video player and a gallery of event photos. At the bottom, there are sections for 'Events' and 'News', each featuring a grid of event photos and news articles.

TC TOUR CONNECTION

Home | About Us | Contact | Sign-up | Agent Login | [book now!](#)

The Entertainment Industry's Tour Guide

membership | news | events | testimonials | agents

Royal Park Hotel Rochester, MI | Nearest Headlining Venue - Palace of Auburn Hills

VIEW AND BOOK THIS HOTEL

Tour Connection is The Entertainment Industry's Tour Guide

We are the primary on-line and printed resource for most of the top entertainment travel agents in the world. In addition, we host three entertainment events each year, Los Angeles, New York and Nashville, where the top entertainment travel agents in the world meet Tour Connection members.

[More About](#) [More Testimonials](#)

“ Praesent sit amet eros a erat bibendum pretium. Quisque sodales quam eget sem tincid Lorem sit. ”

- John G., Hotel Manager - Four Seasons, New York

Sign-Up

Highlights From Our 2012 Nashville Event

check out the footage

TC LA 2012 at the about regularly

More Event Footage

- Los Angeles 2012
- New York 2012

Event Photos

“ Praesent sit amet eros a erat bibendum pretium. Quisque sodales quam. ”

- John G., Hotel Manager - Four Seasons, New York

Events

click to see past and upcoming events

- Los Angeles 2012
- New York City 2012
- Nashville 2012

News

recent publications from Tour Connection

Tour Connection partners with Stein Eriksen Lodge, Montage Deer Valley, and Hotel Monaco Salt Lake City for our 2nd Annual TCU Event. We're looking forward to an amazing weekend retreat!

Read

TCU News

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The screenshot displays the Tour Connection website interface. At the top, there is a navigation bar with links for Home, About Us, Contact, Sign-up, and Agent Login. Below this is a search bar with fields for 'Type Hotel or Venue Name', 'State/Province', and 'City or Zip Code'. A 'Refine your Search' sidebar on the left offers various filters such as Smoking Rooms, Pet Friendly, Do windows open, Bus Parking, Internet, Diamond Rating, and Star Rating. The main content area shows a list of hotel cards, each featuring a photo, the hotel name, address, and contact details for a representative. The hotels listed include The Colonnade Hotel, The Langham Boston, Dream Downtown, 70 Park Avenue Hotel (A Kimpton Hotel), Paramount Hotel, Fairfield Inn & Suites Marriott New York/Times Square, and Golden Arrow Lakeside Resort. A pagination bar at the bottom of the list indicates 10 results, with the first page currently selected.

PROJECT METHODOLOGY

The Solution: Detailed Requirements

The following project components are being recommended to achieve the overall goals of the City of Novi. We have broken items up into phases that we drive our clients through to allow for greater flexibility and assist in devising an overall roadmap for success. As an integral part of your communications team, Basso Design Group will work closely with you during all phases of the design, development and implementation of your website project. This ensures that the website and its applications are built exactly to your standards and incorporate every piece of functionality required.

PHASE 1 - Preliminary Strategic Planning:

Website Logistics Consultation and Digital Marketing Review

The initial step in our engagement will be conducting a full review of your current website collection along with digital marketing initiatives for the City of Novi as it relates to this project. This is a critical step for the goals expressed and will help us understand and compile all the necessary stakeholders and website logistics for inclusion into the main website. This review will serve as a roadmap for your organization's website implementation and ultimately your project's success.

This project phase consists of the following pieces:

- *Review of current site maps and logistical flow of content and website functionality*
- *Review of current digital and traditional marketing initiatives*
- *Review of current brand influence and demographic reach*
- *Social and Digital Marketing plan design and implementation strategy (if requested)*

PHASE 2 - Website Project Execution:

Hello Novi – Online Community Attraction Tool

Your Basso Design Group custom designed community attraction tool will provide your visitors an exciting pathway into the wealth of information and services the City of Novi has to offer. Your new interactive website will show the region that you accept nothing less than perfection, and that potential visitors and current residents of the City of Novi can be confident planning their next shopping trip or business venture with you.

The following specifications are included in the price detailed in the Cost and Summary section.

- SOZO/PIVOTAL will provide imagery and design elements
- The City of Novi will provide all photos and videos
- A Stock photo budget will be included (value up to \$500 – if budget is exceeded, quote will be provided) if necessary

Site Structure and Page Count

- **(Up to 40*)** Website pages included

**NOTE: Additional pages beyond the amount shown above will be quoted separately and agreed upon before work is performed.*

- Preliminary site map of entire website

Custom Functionality

- **In our expertise, a custom content management system will need to be created and implemented to meet this site's requirements. We have done many websites that integrate with Google Maps and their respective local points of interest, and have found that it will be extremely difficult to integrate an already existing mapping widget into a CMS such as WordPress.**
- Website coded to be compliant with Section 508 of the Americans with Disabilities Act
- Website will integrate Google Maps as the mapping technology of choice. Google allows for flexibility in overlaying custom content and integrating directly with Google data.
- Responsive design allowing for site to appear correctly on mobile devices
- Website will incorporate a translation feature for non-English users. We highly suggest using the Google Translator tool integrated into a common element such as the header to automatically translate page elements.
- The website will be based upon an interactive map of the city, which will serve as the background on all pages/sections.
- There will be three primary page layouts – split screen, 2/3 screen, external site overlay and maps with points interest
- The design will integrate the City's existing and future social media sites

- The design will feature high quality images, the ability to embed video and live-streaming applications.
- The design will include a central image repository and the ability to create separate image galleries
- Basso Design Group will provide ongoing updates to versions of software
- Basso Design Group will provide maintenance support and hosting. We highly recommend a dedicated hosting platform to ensure security and speed.

Additional Information

- **(Up to 50 Hours)** Revisions included as part of this project component. These hours are for changes and updates to design and/or functionality prior to the project's launch.
- Client is responsible for providing all site content, photos and videos in a digital, copy-able format
- Client is responsible for all copywriting and grammar corrections prior to providing site content to Basso Design Group

Additional specifications not detailed above will be determined and presented for approval before being integrated into your new website.

PHASE 3: Support and Maintenance

Website Hosting

Basso Design Group website hosting plans have been designed to fit the exact need for your website and business requirements. Plans allow your website to grow with your business to keep costs low and manageable. All hosted servers are maintained in a secure, private data center utilizing the fastest possible Internet connection available.

The City of Novi's website will have a dedicated hosting facility optimized for website hosting and administration. The hosting facility is equipped with redundant power sources and an automatic transfer switch to maintain accessibility in the event of a power failure.

Website Hosting Security Statement

All Basso Design Group websites follow industry standard security practices. Depending on the technology that is used to build the website and the hosting plan selected, the specific security precautions taken may vary. These include daily malware scans, hardware firewalls, SSL certificates, PCI-compliant servers, encrypted mail servers, and more. The individual security requirements for your website will be determined at the beginning of your project.

Website Minimum Up-Time

Basso Design Group website servers maintain a 99.9% up time percentage across all of its servers. Whether your website resides on a shared basic plan, or a dedicated server, we have established security policies across all servers to maintain a secure environment and high percentage of site up time.

During our past 10 years, our sites have experienced only a handful of outages, all of which were the result of power outages or "acts of God" at our equipment datacenters. At worst, these outages lasted only a handful of hours while new servers were built up and the data was copied back to the machines. In all cases all data was properly backed up and able to be restored.

NOTE: *Our nationally located hosting centers back up all data daily and utilize redundant systems for maximum uptime. Unlimited technical maintenance is included in monthly hosting cost. In addition, all server equipment is upgraded on a regular basis.*

Website Maintenance Plans

Website maintenance plans provide your website the full attention it needs to keep your company information current and informative for your visitors. Our website maintenance plans come in a variety of sizes and can be used for tasks such as content maintenance, design updates, or development updates. Please remember, you must sign for at least a year to receive the reduced hour price that is determined in the plan.

All revisions, unless considered to be major, are accomplished within 72 business-day hours. All revisions are billed in 15-minute increments. When revisions are completed and have been released from the quality control process, you will be notified of the maintenance-plan time that was used and the number of hours left in the plan for that particular quarter.

Our website maintenance plans are as follows:

- Bronze Plan: 3 hours/month \$299/month (savings of 21% off hourly rate)
- Silver Plan: 6 hours/month \$549/month (savings of 27% off hourly rate)
- Gold Plan: 10 hours/month \$849/month (savings of 32% off hourly rate)
- Platinum Plan: 20 hours/month \$1,499/month (savings of 40% off hourly rate)

NOTE: 12-month minimum term required for above prices. Normal hourly rate is \$125/hour without a website maintenance plan. Unused hours are applied to the following month through the end of each quarter. At the end of the each quarter, unused hours are forfeited.

PROJECT PROCESS

As an integral part of your communications team, Basso Design Group will work closely with you during all phases of the design, development and implementation of your website project. This ensures that the website and its applications are built exactly to your standards and incorporate every piece of functionality required.

Phase 1 – Project Questionnaire

First, we provide you with a Project Questionnaire to gather initial thoughts from you, your partners and colleagues. This is a very important phase and includes the compilation of all communications standards information and other key elements, such as brand identity elements, target audience etc.

Phase 2 – Discovery and Requirements Meeting

We then schedule a discovery and requirements meeting to determine the exact design and functionality expected for the project. In this meeting, we discuss and document all the features needed and also provide consultation on how to improve any processes that will be involved. During this phase, the exact scope of the project will be solidified. If additional functionality or project components are requested beyond what is specified in this document, additional fees will be determined and presented for approval.

Phase 3 – Design and Development

In the design phase of the project, we provide electronic proofs/comps for your review. Once approved, we begin integration of the design, development of the applications and general construction of the website. During this phase, we consistently communicate with you regarding status of the project and give access to a review area so you can view your website as it is being built.

Phase 4 – Quality Assurance

Each website undergoes a rigorous in-house testing regimen, through beta testing and beyond, to ensure that each link is properly connected and that all navigation is sound. This process usually takes 1-2 weeks. The project coordinator and testing team test each aspect of the website and submit changes as required. The program manager then tests the entire website and submits revisions. Finally, the development leader tests the entire website after the first two rounds of revisions have been implemented.

Phase 5 – Project Launch

Once all project components have been developed, you are encouraged to test each and every aspect. This process allows you to provide feedback and become familiar with all project components. Once approved, Basso Design Group will launch the site into production and provide you with instructions specific to the components of your new website.

PROJECT DELIVERY TIME TABLE

The following are estimated completion times for each of the listed projects:

PHASE 1 - Preliminary Strategic Planning:

Website Logistics Consultation & Digital Marketing Review:

Requirements Gathering

Research Phase

1 Week

Week 1

Week 1

PHASE 2 - Website Project Execution:

Custom Designed Website - City of Novi

Discovery and Requirements Meeting

Consult with Designer on User/Web Interface

Client Provides Content and Assets

Website Development

Client Content Approval

Quality Assurance and Testing

Soft Launch to Client

Public Launch

12-14 Weeks

Week 1

Weeks 2-4

Week 4**

Weeks 4-10

Week 10**

Week 10-14*

Week 11

Week 14*

* Completion time is determined based upon final project design or search engine specification approvals

** For every week past this client milestone, add two weeks to the project completion target date.

Point of Contact Information

Prior to project inception, your point of contact is your account manager:

Dan Santonocito

Phone: 248.530.6000 x12

Email: dan@bassodesigngroup.com

After we begin working together, our project coordinator, Kelly Salowitz will be your primary point of contact for status updates and questions about your project. In the project coordinator's absence, please contact your account manager.

PLEASE NOTE! All client assets and revision information **MUST** be submitted to the following email address in order to assure timely attention in our production schedule: clients@bassodesigngroup.com.

Cost and Summary

Below is a summary of the available project components. Please **initial each item** you would like and sign both the agreement and terms and conditions sections of the proposal in the space provided. Once signed, please fax back to Basso Design Group at 248.479.0670.



Items marked with a star are highly recommended by Basso Design Group.

Phase 1 & 2 - Strategic Planning & Website Project Execution:

Preliminary Strategic Planning



INCLUDED Website Logistics Consultation and Digital Marketing Review

(GOVERNMENT MUNICIPALITY IN-KIND DONATION: Original Price: \$7,500)

Custom Designed Website - City of Novi Website



_____ \$45,000 project cost

(NON-PROFIT / MUNICIPALITY DISCOUNT: Original Price: \$55,500)

(Price is based on current website analysis. Based on City Budget, price can scale up or down dependent on City of Novi desired features.)

Phase 3 - Support and Maintenance:

Website Maintenance Plans (12-month minimum term required for the following pricing)

_____ Bronze Plan - (3 hours/month) - \$299/month (21% savings over hourly rate)

_____ Silver Plan - (6 hours/month) - \$549/month (27% savings over hourly rate)



_____ Gold Plan - (10 hours/month) - \$849/month (32% savings over hourly rate)

_____ Platinum Plan - (20 hours/month) - \$1,449/month (40% savings over hourly rate)

Continued on next page

Website Hosting - City of Novi Website

★ Dedicated - \$499/Month*

*(Small plans are available if required by budget)

Payment Terms

Main Project Components

Payment Terms

40% down payment due at project initiation

30% due at design approval

30% due at conclusion of the project close-out meeting

Agreement

By signing below, I agree to the payment terms, prices and lengths as detailed on the previous pages and attest that I am an authorized signer for my company.

X: _____

X: _____

Name: _____

Name: _____

Date: _____

Date: _____

For City of Novi

For Basso Design Group

Once items are selected, please fax to Basso Design Group at 248.479.0670. If you have any questions, you may call us at 248.530.6000.

Terms and Conditions

Please note that these Terms and Conditions are general guidelines and open to discussion.

The "Agency" refers to Basso Design Group.

1. **Governing law and consent to jurisdiction.** This Contract shall be governed by the laws of the state of Michigan. The parties agree that any action for enforcement may be brought in the Circuit Court of Oakland County, Michigan and consent to Oakland County as the venue for any such action. The Client shall pay Agency all court costs, reasonable attorney's fees, and legal interest on any award of judgment in favor of the Agency. The Agency shall pay Client all Court costs, reasonable attorney's fees, and legal interest on any award of judgment in favor of the Client.
2. **Time for payment.** Unless otherwise negotiated, all invoices are payable upon completion of the project. The grant of any license or right of copyright is conditioned on receipt of full payment.
3. **Late fees.** If payment is not received within the due date specified in section 2 above and/or specified on received invoice, Agency may, at its option, assess a late fee in the amount of 5% of amount due to be added to the principal amount owed. Should Agency choose to assess a late fee, Agency agrees not to bring any action for enforcement so long as payment of the amount due and the late fee is received within fifteen days of the due date specified.
4. **Default.** Default occurs if payment is not received within thirty days of the due date specified in section 2 above and/or specified on received invoice. Should Client default: the amount due and owing shall be accelerated; interest at the rate of nine percent per annum shall be assessed on the entire amount of principal due and owing; Agency shall be entitled to bring an action for enforcement; and unpaid late fees shall be deemed part of the principal amount due and owing. The Client shall assume responsibility for all collection of legal fees incurred by the Agency, necessitated by default in payment.
5. **Estimates.** If this document is used for an estimate or assignment confirmation, the fees and expenses shown may be minimum estimates only. Final fees and expenses shall be shown when invoice is rendered. Client's approval shall be obtained for any significant increase in fees or expenses. Client shall reimburse Agency for all reasonable expenses arising from this assignment and expenses in excess of \$500.00 must be subject of mutual agreement.
6. **Changes.** Ten hours of revisions are included as part of this agreement. Requested revisions beyond this limit will be quoted by the Agency and approved by the client before being executed.
7. **Cancellation.** In the event of client cancellation of this assignment, the client shall retain any artwork or project files which have been paid for to that point in time. The Agency also retains the right to cancel the project, at which point in time any project files and/or artwork which have been paid for will be transferred to the client.
8. **Self Promotion.** If exclusive copyrights of the artwork are transferred to the Client, the Agency may still reproduce the artwork, limited for its own self promotion. If the Agency uses licensed, registered, or trademark images in a design project, the Agency may reproduce the design project, limited to his own self promotion.
9. **Modification.** Modification of the Agreement must be written, including the authorization of any additional work.

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10. Concept artwork. All concepts pencil sketches, concept color roughs, and preliminary, creative stage electronic designs are the property of the Agency and may not be finished or altered without written authorization from the Agency. Creative stage concept artwork may only be used for its intended purpose, and may not be used or copied, by the Client, for final design. Concepts not used for final artwork are the property of the Agency.
11. Internet and Social Marketing. The Agency makes no guarantees as to the results of Internet and Social Marketing programs. Because of the highly dynamic nature of these products, and due to proprietary search engine algorithms, results are not guaranteed.
12. Resignation. At each major milestone, Agency reserves the right to resign the project. All files paid for by the client at that point will be provided in a format that will allow the client to take the project to another Agency.
13. Limitation of Liability. Client agrees that the timetable specified in this proposal is an estimate to the best of our ability to complete the project in a timely manner. Client agrees that this timetable may be modified as the project progresses due to scope change, client –dependent milestone delays (such as approval delays, content delivery, etc.), or outside factors beyond the Agency’s control.
14. Client takes full responsibility for any and all content placed on website or in marketing materials. Client agrees not to hold Agency liable for any and all material provided by or placed on the website by client that can be deemed defamatory, derogatory, copyright infringement, etc. Client agrees to be fully responsible for the materials placed on website and marketing materials.
15. Agency and Client waive claims against each other for consequential damages relating to this contract.
16. Ownership of code and assets. Upon completion of project and once all project invoices have been paid in full, all code, art, and files will be transferred to client.

By signing below, I agree to the terms and conditions detailed on the previous page(s) and attest that I am an authorized signer for my organization.

X: _____

X: _____

Name: _____

Name: _____

Date: _____

Date: _____

For City of Novi

For Basso Design Group

Appendix (Reference Sheet)

Reference 1

Contact Name: Sherry Tompkins
Title: Director of Marketing
Municipality: Genesee County
Web address: www.flintandgenesee.org
Phone: 810.600.1428

Reference 2

Contact Name: Allan Goetz
Title: President
Business: Tour Connection
Web address: www.tourconnectionbeta.com & www.tourconnection.com
Phone: 248.650.3070

Reference 3

Contact Name: Peter Poulos
Title: Director of Marketing
Organization: Detroit Historical Society & CrimeStoppers
Web address: www.detroithistorical.org
Phone: 313.922.5000

REFERENCES: Please provide at least three client (3) references for projects of similar scope done in the last 3 years.

Company Genesee County + City of Flint
Address www.flintandgenesee.org
Phone 810-606-1428 Contact name Sherry Tompkins

Company Tour Connection
Address www.tourconnection.com
Phone 248-650-3070 contact name Allan Goetz

Company Detroit Historical Society
Address www.detroithistorical.org
Phone 313-922-5000 Contact name Peter Poulos

THIS PROPOSAL SUBMITTED BY:

Company (Legal Registration) Basso Design Group
Address 1050 Wilshire Dr, Ste 305
City Troy State MI Zip 48084
Telephone 248-530-6000 Fax 248-479-0670

Agent's Name ~~***~~ CATHERINE GRACE
Agent's Title DIGITAL ACCOUNT EXECUTIVE
Signature Catherine A Grace
E-mail Cathy@bassodesigngroup.com
Date July 31, 2013