juicebox
INTERACTIVE

JEDCO

WEBSITE PROPOSAL

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Let's get acquainted

We are thrilled to present a proposal to JEDCO for the creation of a cutting-edge, state-of-the-art website that will foster strong economic growth in Jefferson Parish.

Your RFP was thorough and we appreciate your attention to detail in giving us an overview of your objectives and the scope of work for the project. Without a doubt, you've identified what needs to be done to make the project successful.

We're excited to introduce ourselves to you and give you a feel for our capabilities, experience and methodology. Our team is comprised of industry veterans who have an extensive amount of experience working with organizations that are comparable in size to yours with each person on our team averaging over twelve years of website and branding work experience.

As a firm, we're passionate about creating great design and known for coupling that with sophisticated technology that is easy to use. We don't do template design work. Everything is custom and each design is refined until it is pixel perfect. Our efforts have been recognized on a national level, recently winning a HOW Interactive award, one of the most prestigious interactive awards.

If you select us to work with you, you can expect to be elated (see house rule #4). We invite you to contact any of our customers to see how much they enjoy working with us.

We would be delighted to work with you on the project.

Looking toward a great future together,

Dale Bentlage
Chief Strategist

1011 N. Ankeny Blvd. #1285
Ankeny. IA 50021

Direct: (515) 401-7891
Office: (515) 244-6633

daleb@juiceboxint.com
juiceboxinteractive.com

A refreshing burst of energy

You've got a lot you want to accomplish in a short period of time. We bring a fresh perspective and the right talent to make your project a gushing success.

Project Objectives

- Make a big splash with your new website, tie it to your brand and style guide and have it equate the quality work you're doing to make your community stronger.
- Move the needle; an important part of this project is about creating deeper engagement and help Jefferson Parish growth skyrocket.
- Create a website that includes useful information for a variety of audiences that's intuitive so people of all ages, education levels and languages feel comfortable using it to find what they're seeking.
- Make the website friendly for people visiting with different devices, drastically improving the experience for phone and tablet users by implementing a responsive design.
- Partner with a firm who shares your values, works with your best interest in mind, who's equally motivated to deliver something remarkable.
- Use WordPress, an open source content management platform you're already familiar with that's ideally suited for government use andprevents you from being locked in to a specific vendor.
- Make it easy for you to update content and update the code on your website without having to pay us to do it for you.

Why Us?

You'll be elated when we're done. We guarantee it. We provide unlimited design revisions for our work at no extra cost—whether it's one round or ten. We keep working until you're thrilled with the outcome.

We've done this before. Many times. The people on our team have been recognized both locally and nationally for producing award-winning work.

We eliminate all possible risk. We do this several ways you'll read about in our proposal. If you're ever unsatisfied at any time, you can walk away–no questions asked.

We do a better job understanding you. We ask more questions than anyone else. Our team-oriented approach ensures that we'll create the right strategy, design, message and functionality.

We understand government + community organizations. We've worked with 80+ government-related organizations, such as museums, city and county economic development authorities, public-private partnerships working on community development projects, shopping districts and a variety of other public-sector groups creating successful branding initiatives, websites and marketing campaigns.

What's inside the box?

Get the juicy details on our background and success.

Our team averages **12 years of experience** and has worked with **300+ clients**.

We host **800+ sites** that receive **9+ million** views per month. Uptime from 2013-2024 exceeds **99.99%**.

People like working here; **80% of our team** joined us after being referred by an employee or client.

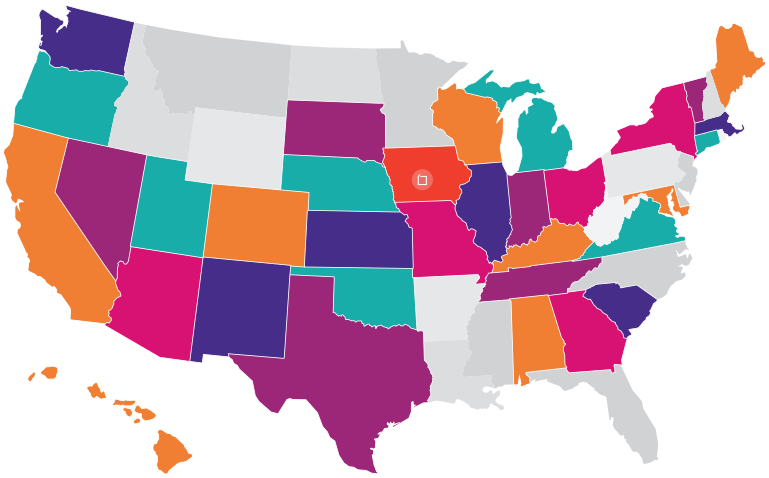
Our work has earned **60+ awards**, including 3 national and 4 regional awards.

OUR EXPERTISE

- Websites
- Branding
- Animations
- Messaging + strategy
- Marketing campaigns
- Mobile apps
- Website accessibility
- Social media

TALENT GUIDED BY VALUES

Founded in 2013, we are headquartered in Des Moines, Iowa. One-third of our team works in Des Moines, while everyone else works remotely. Privately held, employee-owned, with no debt, we've grown 1,500%+ in the past 11 years while serving served 300+ clients in 34 states.



OUR APPROACH

We keep our creativity sharp by working with clients of different sizes, industries and needs. The size and scope of our projects vary widely, yet we always strive to deliver a remarkable and successful experience for our clients.

House Rules

1. **Help clients outsmart, not outspend**
Our job is to help clients outsmart their competition. If we outsmart them, it's not necessary to outspend them. No one should get more bang for the buck than our clients.

2. **Eliminate risk of cost overruns**
Creative work is subjective by nature. Keep working at it until the client loves it and don't charge for revisions. Help clients stick to their budgets.

3. **Get people talking about our clients**
Create work that gives people something irresistible to talk about. In a good way.

4. **Aim for elation**
Satisfied clients are one thing, but elated clients are our goal. Serve clients tirelessly and unselfishly. Make them want to thank us profusely.

5. **Be completely transparent**
Never hand a client an unpleasant surprise. Send no unexpected bills for stock photos, mileage or "studio materials" (whatever those are). Get written approval from clients on all change orders before doing the work and billing for it. Note that pleasant surprises are still allowed, even encouraged.

6. **Raise the bar**
Create work that dares the competition to keep up. Work that sets the standard. Challenge yourself. Expect more of yourself. Deliver excellence every time.

7. **Let creative juices flow**
Don't be afraid to explore, experiment and do something unprecedented. Most importantly, don't be afraid to fail. Learn from failures and avoid them in the future.

8. **Tap wisdom and experience of clients**
Remember that clients are the most insightful people in the room. Learn from them. Ask a lot of questions. Then, ask more.

9. **Tackle product, strategy, design—in that order**
Don't put the cart before the horse. Take the time to assess the client's product or service and devise a strategy before the creative work gets underway.

10. **Make it fun**
Make working with us seriously fun for our clients. Be the highlight of each client's day... no, week... no, year!

Helping you accomplish great things

We've worked with a variety of government clients across the country, providing a broad mix of services to help them engage and delight the people they serve. Here's a snapshot of the services we can provide your organization:

Web presence

Public-facing websites
Tourism websites
Intranets

Accessibility consulting
Custom applications
Microsites

Branding

Logo design
Stationary & digital signatures
Brochures & publications
Signage & wayfinding

Metrics & analysis

Website analytics
ADA compliance monitoring
Online surveys
Focus groups

Mobile

Responsive websites
Mobile app

Communications

Content development
Social media management
E-newsletters

WORDS WE LOVE HEARING

"I really enjoyed working with this team on the design of my new college website. Thanks for a great design and always responding quickly."

— Tracy Withrow, Director of Marketing and Public Relations at Richland Community College (Decatur, Illinois)

Meet the ‘boxers

Meet the Juicebox dream team who will be working on your project— a dynamic blend of artistic ingenuity, technical finesse, and organizational prowess, all driven by the power of creativity. Boasting an average of twelve years of experience, your dedicated project team possesses the exceptional skills needed to transform your vision into a remarkable reality. With a track record of over 350 successful projects, we’re renowned for being both fun-loving and easy to work with. Our utmost priority is to genuinely comprehend and surpass your wildest expectations, leaving you utterly thrilled with the outcome.

Dale Bentlage

Chief Strategist + Principal

Meet Dale, a digital marketing maven and Juicebox co-founder who has spent the past two decades helping organizations thrive online. With 20+ years of experience, it’s no surprise that Dale has been sought after by over 300 clients for his expertise in marketing, digital strategy, branding, and business growth. He’s worked with clients in various sectors, including education (higher ed + K-12), private sector, nonprofit, government,and the private sector.

Karl Lang

Project manager/marketing strategist

Get to know Karl, a rare and valuable asset in the world of marketing and technology. With a diverse background as both a director of technology and marketing, Karl brings a unique balance of technical expertise and strategic marketing experience to the table. This makes him an invaluable resource for clients looking for creative solutions to their challenges.

Kiera McGregor

Project manager

Meet Kiera, the project manager who has mastered the art of keeping the show running smoothly. With a background in theater and mass communication, Kiera is no stranger to handling surprises in stride. As a seasoned actor and stage manager, she knows how to roll with the punches and ensure that everything goes off without a hitch. If you ever find yourself at a dinner theater and spot Kiera and need a little inside scoop on who the killer is – she just might have the clues you need.

Maggie Bland

Senior Designer

Maggie is always up for a challenge and eager to learn. She's worked in both print and web worlds and has utilized her talents on a wide array of projects, from brand identities to websites to children's coloring books. Her work has won numerous awards at state and national levels, but her favorite design award so far earned her face a feature in a Nancy Drew video game!

Miranda Finn

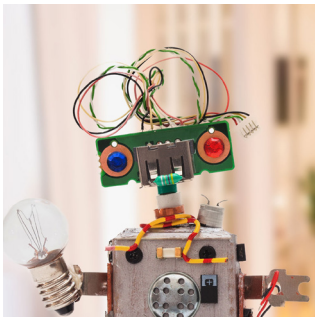
Designer

Miranda is a skilled designer and illustrator who strives to make every client smile. She has a passion for illustration and uses her talents to bring creativity into brands. She shares a passion for design and music and was a part of the Cornhusker marching band. When she's not creating Miranda enjoys sitting down with a good fantasy novel or reminiscing about her college marching band days.

Andy Burchardt

Senior Designer

Meet Andy, a fabulous creative with techie twist! Starting with Mechanical Engineering at the University of Wisconsin-Platteville, he ditched the calc grind for the allure of design. With a unique combination of agency and private sector experience, he's adept at building brands and their digital presence from the ground up and working at a fast pace to keep things on track. Away from Juicebox, catch him geeking out over space or draining threes from deep on the basketball court.



Leah Lukens

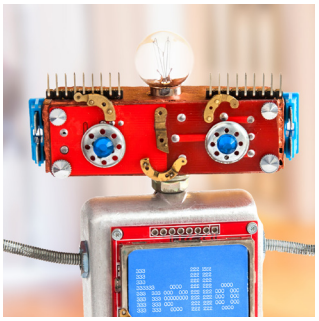
Designer

Leah Luekens is a versatile designer with a wealth of experience across both higher education and the private sector. Her skill set spans digital and print design, with a strong emphasis on branding. Whether crafting a brand identity or creating stunning illustrations, Leah's creativity knows no bounds. Outside of work, she's a passionate college football fan on a mission to visit all Division 1 football stadiums. When she's not cheering on her favorite teams, you'll find her with a good book in hand, indulging her love of reading.

Justin Cook

Back-end Development Team Lead

With over a decade of experience under his belt, Justin has conquered countless challenges in the education sector—and beyond. He's led the charge on 100+ projects, ranging from sleek websites to cutting-edge applications and intranets. But Justin's talents don't stop at tech. When he's not coding or strategizing, you'll find him in the kitchen, whipping up culinary masterpieces. His secret? A knack for making everything from scratch, including his signature PB&J, with peanuts ground to perfection by none other than himself.



Brandon Stack

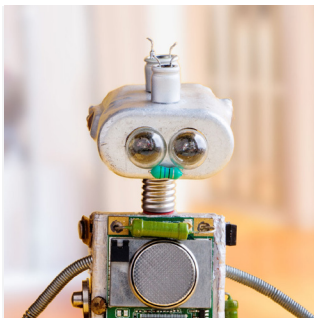
Senior Front-end Developer

Brandon is all about crafting user experiences that are not only visually stunning but also intuitive for everyone. With a background in graphic design, he brings a unique eye for detail to his development work, making him an even better developer. Over nearly ten years, he's collaborated with a diverse range of clients, from top-tier universities to Fortune 500 giants. Brandon thrives on tackling tough challenges in the digital world. When he's not creating the next big web experience, you'll find him outdoors, chasing adventure and always on the hunt for his next big catch.

Greg Hauenstein

Senior Developer

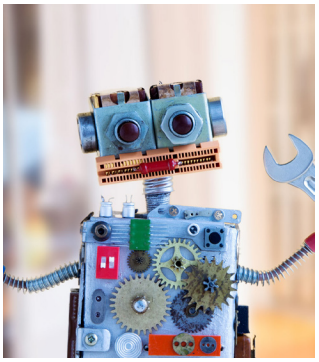
Greg's a super-talented creator whose 12+ years of experience touch all phases of the creative process. After studying video production in college, he followed his passion while overseeing video production and photography in Iowa and Colorado for the Obama campaign. At Juicebox, he brings websites to life as a key member of our development team, along with guiding video production and photography.



Ken Villanueva

Senior Developer

Ken is a highly skilled developer with over 11 years of experience in the field. While his expertise shines brightest in front-end development—particularly in HTML and CSS—he's also well-versed in back-end technologies, making his approach to problem-solving incredibly balanced. Whether tackling a complex user experience challenge or diving into code, Ken's knowledge spans both ends of the development spectrum. In his spare time, he loves to delve into blockchain code, constantly pushing his boundaries in the digital world.

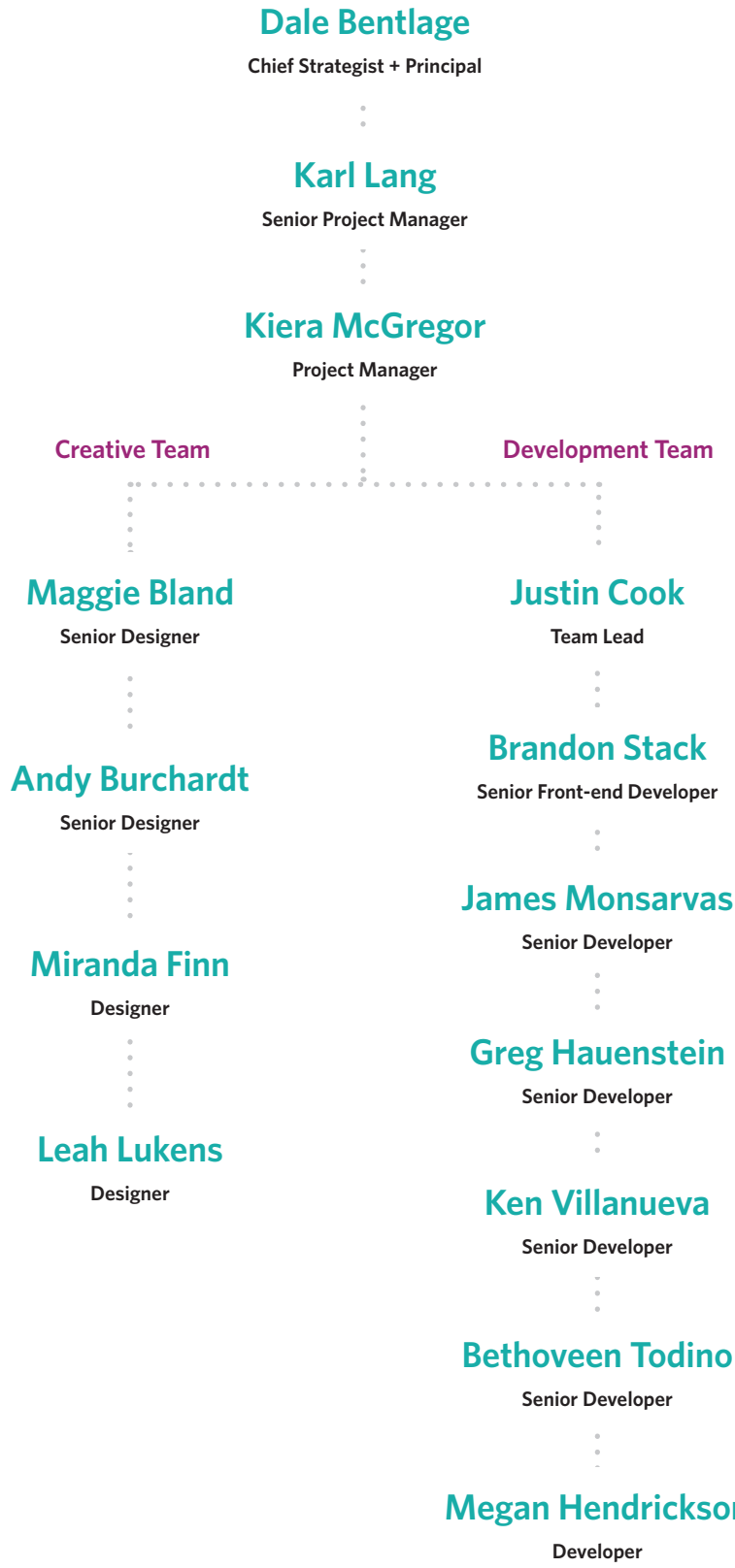


Megan Hendrickson

Developer

Megan Hendrickson is a dynamic developer with a knack for bringing ideas to life in the digital world. As a Google Analytics specialist on the Juicebox team, she not only ensures that we track all the right information about the user experience of site visitors but also helps explain how to make the most of those insights. Whether she's crafting seamless user experiences or diving into back-end development, Megan's attention to detail and analytical skills make her an invaluable part of the team.

Team Organization Chart



Our WordPress government suite

We've created a variety of tools specifically for the unique needs of government organizations. These custom components give you the best of both worlds with functionality attuned to your specific needs while leveraging the strengths of WordPress, the most popular content management platform in the world. Here's a list of the site components you'll read about in our proposal:

- Events system
- Staff directory
- Emergency alert system
- Project status system
- Third-party integrations
- Content approval routing process
- Mobile app
- Community and non-profit activities
- Policies
- Board meetings and agendas system
- Two-factor authentication/single sign on (SSO)
- RFP procurement system
- Notification system (via text, email)
- Microsite system
- Intranet
- Web accessibility validation tool
- E-newsletter system
- Integrated e-newsletters
- Automatically publish news to social media channels simultaneously
- Enhanced security measures including off-site backups and DOS protection
- Park and community maps

Awards

Life isn't about hardware, but it is rewarding when your work is recognized for being the best of the best nationally and regionally. You can expect the same level of excellence and tenacity for perfection for your project.

Our work has been recognized by:

- How International Design Awards
- American Advertising Federation
- Logo Lounge 8, 9, 11
- National School Public Relations Association
- Public Relations Society of America (Iowa)
- Art Directors Association of Iowa
- Iowa School Public Relations Association
- Colorado Business Marketing Association
- Arizona School Public Relations Association
- Iowa Tourism Awards

Our **websites** have been awarded **30+ times** nationally, regionally and statewide.

Our **logos** have been awarded **9 times** and published by LogoLounge.

Our **video and interactive media** work has received a total of **9 awards**.

A FEW MILESTONES

We've taken home 60+ awards in 6 years.

We created one of the few 3D websites in the world which won the Interactive Award of Merit from How International Design Awards.

People we've worked with

Our firm is comprised of people who have a lot of experience creating websites for private sectory, professional services, government institutions and nonprofits. To understand what we've done, here's a snapshot of a few clients. We'd be delighted to add you to our list!

Partial Client List

Government

- City of Des Moines
- City of Johns Creek
- The 712 Initiative (regional economic dev.)
- City of Foley (Foley Sports Tourism)
- Pocahontas County (Economic Development + County)
- County of Kauai
- South Carolina National Heritage Corridor
- City of Johnston (Johnston Town Center)
- Iowa Secretary of State
- Decatur Parks District
- Governor's Office of Economic Development (Utah)
- Governor's Office of Workforce Innovation (Nevada)
- Kent County
- Upper Shore Regional Council
- Treasure of the State of Iowa
- Basin Recreation
- City of Tualatin

Libraries

- Johnson City Public Library
- Swampscott Public Library
- Westland Public Library

Higher education

- Texas A&M University
- University of Texas (Blanton Art Museum)
- University of Connecticut
- Iowa State University
- University of Missouri
- Tyler Junior College
- Community College of Vermont
- Richland Community College
- Oklahoma Panhandle State University
- Sampson Community College
- York County Community College
- Luna Community College
- Ministry Resource Center at Milligan University
- University of Montevallo
- Rogers State University

Nonprofit

- The 712 Initiative (regional economic dev.)
- SE New Mexico Community Action Corp
- Practical Farmers of Iowa
- Mid-Iowa Community Action
- Mid-American Council Boy Scouts of America
- Global Eco Adventures
- Hoyt Sherman Place
- Iowa Architecture Foundation
- Catholic Charities
- Joppa
- DMARC
- St. Francis of Assisi
- Lutheran Church of Hope
- Special Olympics
- The Englert Theatre
- Texas Book Festival
- Student Achievement Partners

Professional services

- OPN Architects
- frk architects + engineers
- SVPA
- Avant Architecture
- Wells + associates
- Otten Johnson
- Crary Huff Law
- Deaf Services Unlimited
- Raker Rhodes Engineering
- Carney Law Firm
- RDG Planning & Design
- Bishop Engineering

School districts

- Des Moines Public Schools
- Waukee Community School District
- Ankeny Community Schools
- Johnston Community School District
- Urbandale Community Schools
- Ames Community Schools
- Cedar Rapids Community Schools
- College Community Schools
- Laveen Elementary School District
- Rapid City Area Schools
- Linn-Mar Community Schools
- Gilbert Community Schools
- Heartland AEA
- Iowa AEA system
- Gilbert Community School District
- Liberty Elementary School District

Business

- Wendy's
- Teradata
- Harbach Lofts
- Pillars of Wall Street
- Street Smarts
- KMC University
- Truckers Insurance Associates
- Wright Service Corp
- Brillion

Financial

- Midwest Bank
- Redstone Bank
- Premier Credit Union
- Denver Savings Bank
- Peoples Savings Bank
- Capitol View Credit Union

References

City of Johns Creek

Jennifer Chapman, *Senior Communications Manager*

City of Johns Creek, GA 30097

Jennifer.Chapman@johnscreekga.gov | (678) 512-3309

1,000 employees

2023-present

Web design and development

City of Tualatin

Heidi Stanley, *Creative Communications & Marketing Program Manager*

hstanley@tualatin.gov | (503) 691-3016

Megan George, *Deputy City Manager*

mgeorge@tualatin.gov | (503) 691-3065

City of Tualatin, OR 97062

500 employees

2024-present

We've recently started a project to create a new site for the city.

Johnson City Public Library

Eric Jon Jōb, *Technology and Media Manager*

eric.job@jcpl.org | (423) 434-4468

Hannah Kiger, *Marketing Coordinator*

hannah.kiger@jcpl.org | (423) 434-4450

Johnson City Public Library

100 West Millard Street, Johnson City, TN 37604

40 employees

2021-present

Web design and development

Rapid City Area Schools

Shane Daniel, *Director of Information Technology*

3302 West Saint Cloud St., Rapid City, SD 57701

shane.daniel@k12.sd.us | (605) 394-6629

1,000 employees

2018-present

Web design and development

Encore Properties (Harbach Lofts)

Kent Mauck, *President*

516 3rd Street, Ste. 208, Des Moines, IA 50309

kmauck@encoreiowa.com | (515) 975-6149

5 employees

2013-Present

Branding, web design and development, marketing, copywriting

Johnston Town Center/Hansen Company

Grant Taylor, *LEED AP, Vice President*

5665 Greendale Rd., Suite A, Johnston, IA 50131

grantt@hansencompany.com | (515) 270-1117

10 employees

2021-present

Branding, web design and development, marketing, copywriting

College Community Schools

Steve K. Doser, *Community Relations Director*

401 76th Avenue SW, Cedar Rapids, Iowa 52404

sdoser@crprairie.org | (319) 848-5437

Eric Townsley, *Director of Information + Technology*

401 76th Avenue SW, Cedar Rapids, Iowa 52404-7034

etownsley@crprairie.org | (319)-848-5419

900 employees

2020-present

Web design and development

York County Community College

Stacy B. Chilicki, *Director of Marketing & Public Relations*

112 College Drive, Wells, ME 04090

SChilicki@yccc.edu | (207)216-4312

500 employees

2020-present

Web design and development

County of Kauai

Sandy Kaauwai, *Economic Development Specialist IV/ Film Commissioner*

4444 Rice St. Suite 200, Lihue, HI 96766

skaauwai@kauai.gov | (808) 241-4953

400 employees

2021-present

Web design and development, branding

Texas A&M University

Hailey Yamada, *Web & Information Designer*

400 Bizzell St., College Station, TX 77843

haileyy@tamu.edu | (979) 862-3396

20,000 employees

2020-present

Web design and development

Swampscott Public Library

Jonathan Nichols, *Library Director*

61 Burrill Street, Swampscott, MA 01907

(781) 596-8867

1,000 employees

2023-present

Web design and development

Blanton Museum of Art, The University of Texas at Austin

Carlotta Stankiewicz *(stan-KEV-itch)*, *Director of Marketing & Communications*

lottacar11@gmail.com | (512) 791-8310

Carlotta recently left The Blanton so we've listed her personal contact information. We're currently workong on a new website for the Blanton Art Museum and plan to launch it this winter!

20,000 employees

2022-present

Web design and development

Ankeny Community School District

Michelle Siefkas, *Webmaster & Communications Specialist*

306 SW School St. , Ankeny, IA 50023

michelle.siefkas@ankenyschools.org | (515) 289-3951

Samantha Aukes, *Communications & Marketing Manager*

306 SW School St., Ankeny, IA 50023

samantha.aukes@ankenyschools.org | (515) 259-3950

Basin Recreation

Lily Chirico, *Marketing Supervisorer*

1388 Center Drive, Park City, UT 84098

lily@basinrecreation.org | (435) 649-1564 x129

Justine Kadziel, *Community Outreach Manager*

justine@basinrecreation.org | (435) 649-1564 x115

1388 Center Drive, Park City, UT 84098

80+ employees

2024-present

We are currently working on a new website for Basic Recreation which manages parks and trails in and around Park City, Utah.

Would you marry someone after the first date?

If we're not thrilling you, tell us to take a hike

The unknown can always be a little scary. You're making a big decision that will impact your organization for a long time — not to mention that you're spending a lot of money. This is an important project. We understand.

But how well can you tell if you're really picking the right company until after you've started working with them? That's how we would feel if our roles were reversed.

We're so confident you'll love us, we do something no one else in our industry does. In fact, no one even comes close. If we start working on your project and we're not cutting the mustard, you can walk away at any time. You can cancel at any time during the planning process and get a full refund. If we're working on the design, you'll only pay for work to outline the project's specifications. If we're past the design phase, we'll give you all of our work and you'll pay only for work that we've completed.

Even further, if you want to do a pay-as-you-go, we'll even bill you each week if you don't want to pay an up-front deposit.

It's total satisfaction. No excuses. If we're that good, we don't need to hide behind a contract — so we don't.

We are that good.

How we'll work together

You'll have a dedicated project manager that will serve as your primary contact for the project. In addition, you will also have direct contact with different members of our team when it's important for them to work with you. We'll meet in person, via conference call and also via video conference.

During the design phase, we'll send you a link to access all the mockups related to the project. After the development phase, we'll send you a beta version of the website for you to review before launch.

We'll hold a few different types of meetings for your project. Most meetings would take between one and two hours. In the discovery sessions, it's ideal that anyone who would need to approve the design participate in the process. For the other meetings, you may find it easier to have fewer staff members attend. Each of the organizations we have worked with have been unique in how many people are involved and their level of participation, so we've found that it works best to adapt the process to your unique needs. The discovery sessions will be held virtually or at your office.

- Discovery meetings
- Wireframe presentation
- Design presentation
- Design revisions presentation
- Content planning (may be multiple sessions)
- Training

If additional meetings are required during the project, those are included in the cost of the project. We work until the work is done!

Timeline

Phase 1: Discovery

2–4 weeks

- Discovery sessions

Phase 2: Planning & Strategy

2-3 weeks

- Content planning
- Wireframe presentation
- Sitemap finalization
- Detail specifications
- Content management permissions planning

Phase 3: Design

6-8 weeks

- Design presentation

Phase 4: Development

8 weeks

- Beta site setup
- Development of website front end
- Development of custom modules and plugins
- Code review and testing

Phase 5: Training

2 days

- Quality assurance testing
- Beta testing
- Training

Phase 6: Content Migration

2 weeks

- Content migration
- Image selection and implementation

Phase 7: Launch

1 day

- Final review
- Site launch

Project planning

Brand goals

- Understand brand objectives (emotions to create, personality, color palette, fonts, photography, etc.).

Audiences

- Various target demographics. Create a detailed demographic profile for each type of user and break each group into subsets to identify factors such as age, gender, education, aptitude with technology and information they're after.
- Review current analytics to understand which information is most sought by visitors.

Content

- Understand what information you need to communicate.
- Identify if we can include content on the website that will reduce the number of inbound calls to your organization and free up more time for busy staff.
- Identify subtle ways can we instill collective pride in your organization, improving the performance of your staff.
- Make it easy for people to find information on the website (site search, intuitive content organization, breadcrumbs).
- Understand needs and support the use of video, audio, photography and integrate with other social media channels.

Site Administration

- Define which users will be able to edit what parts of the website.
- Make content management easy enough to be managed by someone who is a novice but also not too simplistic for an advanced person.
- Identify collection points and needs for online form submission and management.
- Determine if an approval process is necessary when people make content changes.

Technology

- Follow current technology and design standards (browser support, W3C standards).
- Have the page load quickly for different types of devices (mobile vs. responsive).
- Use a content management platform that is the best-in-class for websites and supports multiple levels of content administration.

Site Oversight and Management

- Set up appropriate analytics (Google Analytics and Google Webmaster Tools).
- Assist with developing a sustainable long-term plan to handle ongoing site and content management.

Design

Unlimited revisions. Absolute peace of mind

Typically, most firms will give you one mockup and include one round of revisions. If you want to make any changes to the mockup after the first round, you're on the clock and every one of those changes is billable. How does that make you feel? You just got started and already you're going over budget! That's certainly not getting off to a good start.

At Juicebox we aim for elation (see House Rule #4). We do something that no one else in our industry does. We include unlimited design revisions to our work—at no extra charge. If we give you an initial round of mockups and they're not perfect, we tweak them...and we keep tweaking them until they're perfect. Whether it's two or 27 rounds of changes, we work until you're elated.

Think UX experience, not just UX design

Creating remarkable design is one of the most critical things we do. However, great design isn't just about whether it's orange, blue or black, or even how it looks on a monitor or the device you cradle in your hand. It's how you interact with it, the perception it creates and ultimately, the way it makes you feel. It needs to be warm, inviting, comfortable and intuitive. It needs to be one of the best experiences your audience has that day. To pull that off, it's essential to be cognizant of your audience and put them in context; who are they (age, gender, technological aptitude, etc.) and what will resonate with them. Impressions are created in seconds and perceptions last months or even years.

Discovery process

What's the discovery process like? The discovery process is critical to the success of the project. We do an in-depth discovery process to help you identify project goals and understand your brand. We're going to bet that you've probably got a team of people working on this project. Often it can be difficult for a group to reach consensus.

To help align your committee, we do some unique, interesting and fun things to identify your goals, reach consensus and chart the course as a part of the discovery process.

Once we fully understand what you hope to accomplish during the project, we create a variety of sketches for various design concepts. Typically, we would present three different wireframe concepts to you. If you like those wireframe concepts, we'll move forward to design either one or two that feel like the right match for you. If our initial wireframe concepts aren't quite right, we'll tweak them or come up with something entirely new.

Because we provide unlimited design revisions in our work, we've removed all of the risk in the design process. We keep designing and wireframing until it's perfect.

One thing is for sure, it will be unique and exceptional. We don't do cookie cutter websites.

Content management

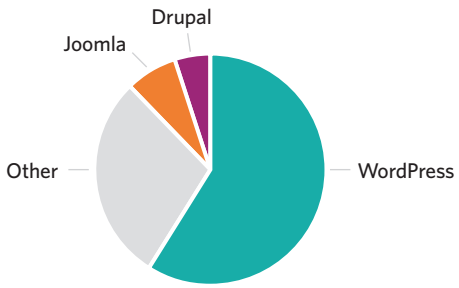
Your website will have a content management system (CMS). That's a tool which allows you to easily change the content on your website without having to be a computer programmer. For your project, we're recommending WordPress as the best fit for your needs. WordPress is an open-source platform, which means anyone can use it. No annual licensing fees. No being held hostage by a vendor that uses a proprietary software platform. WordPress is perfect because it allows you to be in control. If we're ever not thrilling you, you can get rid of us and have another WordPress developer take over support of your website. That keeps us on our toes!

Our people have been using WordPress for more than ten years, using it to build more than 300 websites. There are no annual or ongoing costs to implement security patch upgrades to WordPress. They take place automatically! You can have multiple levels of website administrators, each with different levels of permission to edit and approve website changes.

Key features of WordPress

- Simple, intuitive user interface
- No software licensing fees
- Advanced multi-site capabilities
- Update content via your browser
- Spell check
- Edit content and images
- Add or delete pages
- Photo cropping
- Search engine optimization (SEO) capabilities
- Permissions system (role and user-based)
- Multiple administrators
- Preview before you go live
- Version control
- Media library
- One click software upgrades
- Content archive
- Edit in WYSIWYG or HTML mode
- Saved version history
- Friendly URLs
- Draft mode for unpublished pages

CMS Market Share



Who uses WordPress?

Iowa State University
The New Yorker
Wellmark
Sony Music
eBay
Meredith
CNN
TechCrunch
Mashable
Reuters
INTL FCStone
IBM
Bloomberg
MTV

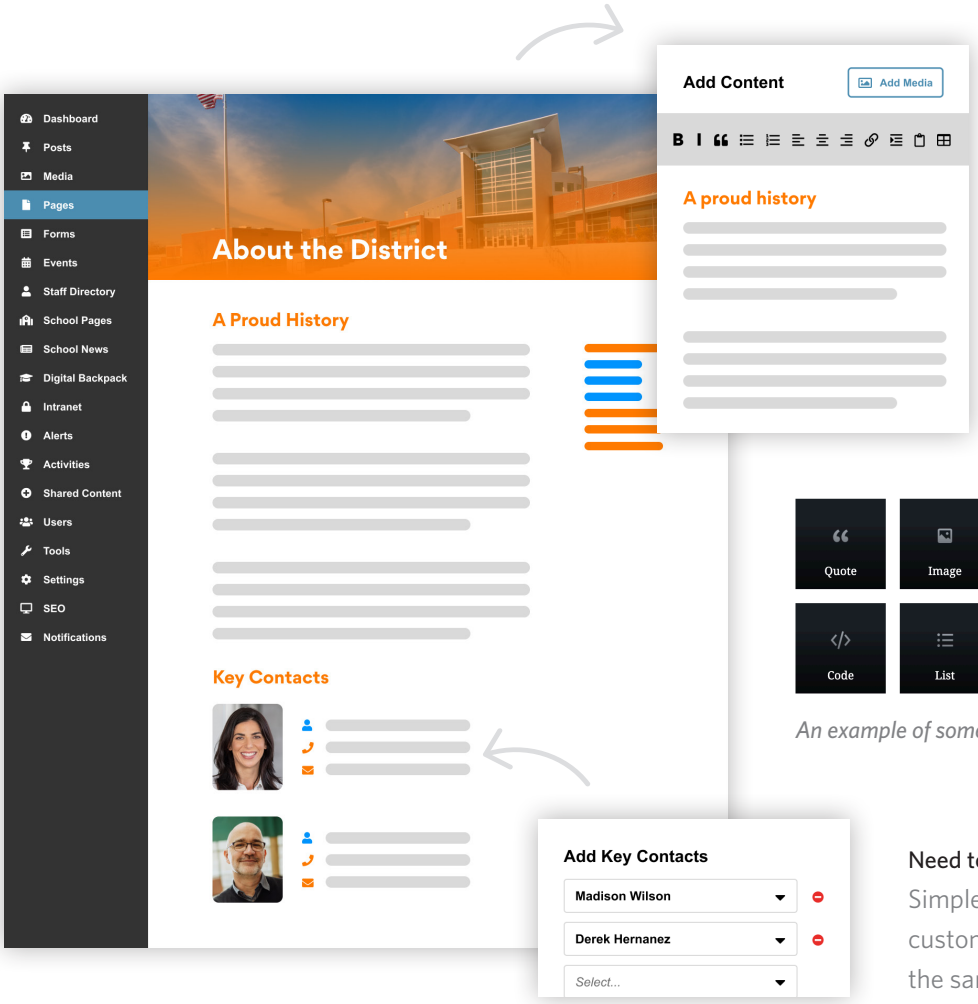
DID YOU KNOW?

WordPress sites make up 28% of the internet, running more than 15 million sites.

Gutenberg drag-and-drop editor — Customize and publish with ease

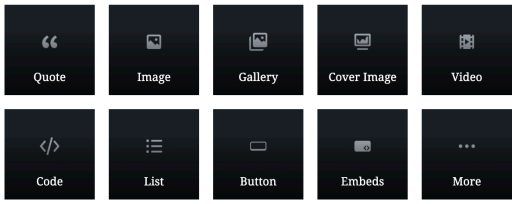
Gutenberg gives you the driver's seat

Gutenberg is a new editor that lets you build a custom page template. The editing experience has been rebuilt for media rich pages and posts and is no longer tied to the one-size-fits-all template model. Experience the flexibility that blocks will bring, whether you are building your first site or write code for a living. Let us show you...



Drag-and-drop content blocks

Blocks are a great new tool for building engaging content. With blocks, you can insert, rearrange and style multimedia content with very little technical knowledge. Instead of using custom code, you can add a block and focus on your content.



An example of some of the blocks you can add

Need to feature a staff contact?

Simple! With Gutenberg you can add this custom block to any page of your site. It's the same for FAQs, factoids, you name it—just drag it onto your page!

Who gets editor permissions?

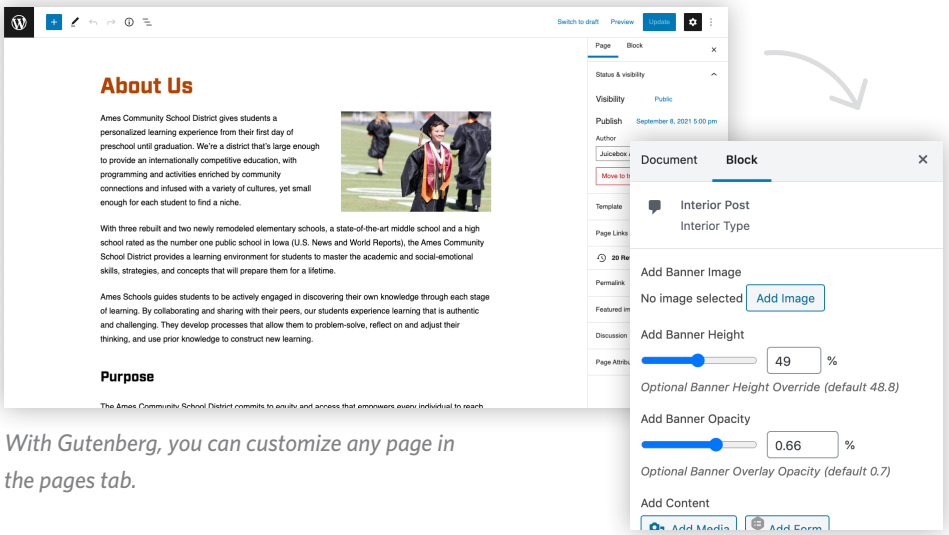
That's up to you! You can grant all your editors access to build with Gutenberg or only a handful of folks. Even better, for pages that won't need customization, like an events calendar, you can keep those pages intact with the classic editor.

DID YOU KNOW?

The tool got its name from Johannes Gutenberg who invented movable type with the printing press.

A look inside — See the difference

Using Gutenberg



With Gutenberg, you can customize any page in the pages tab.

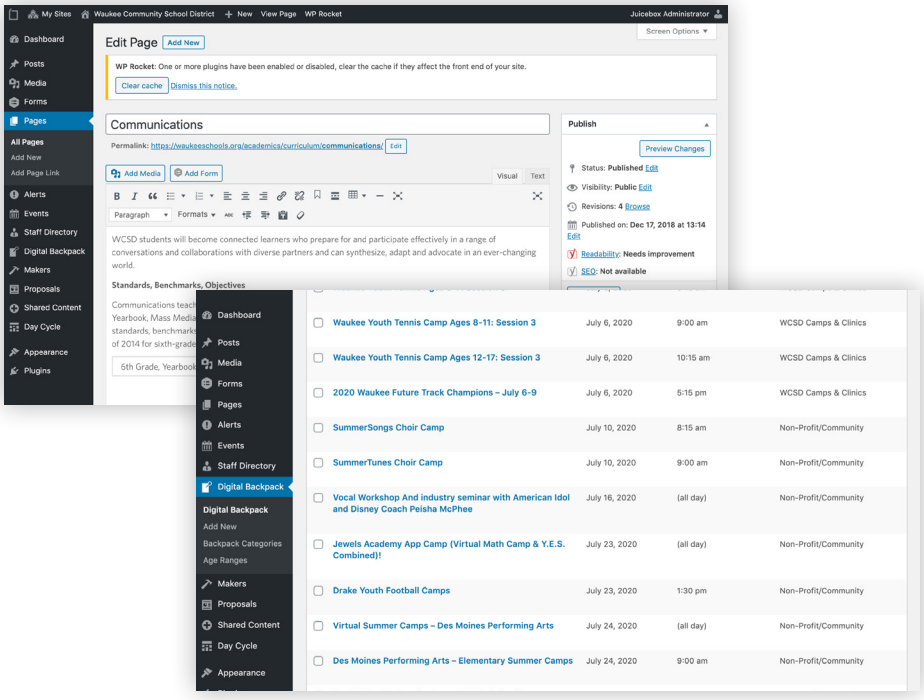
The sidebar allows people to easily customize any block.

This editing experience is great for confident editors with media rich pages that thrive on flexibility.

Gutenberg features:

- Rearrange blocks
- Add or delete blocks
- Customize fonts and colors
- Set editor access or restrictions
- Duplicate pages with blocks (like a template)
- Adjust image or block sizes

Using the classic editor



With the classic editor you have pages and templates, such as this Digital Backpack example.

This editing experience is great for low maintenance editors who prefer structured pages and posts.

Classic editor features:

- Edit pages similar to a Google doc or Word file
- Edit content and images
- Type styles are pre-set
- The layout is predefined within the template
- Easy to update without errors

Accessibility Compliance Tool — Make sure your site is compliant

We'll install our very own accessibility tool on your website. It helps ensure your content meets accessibility standards before a user hits publish!

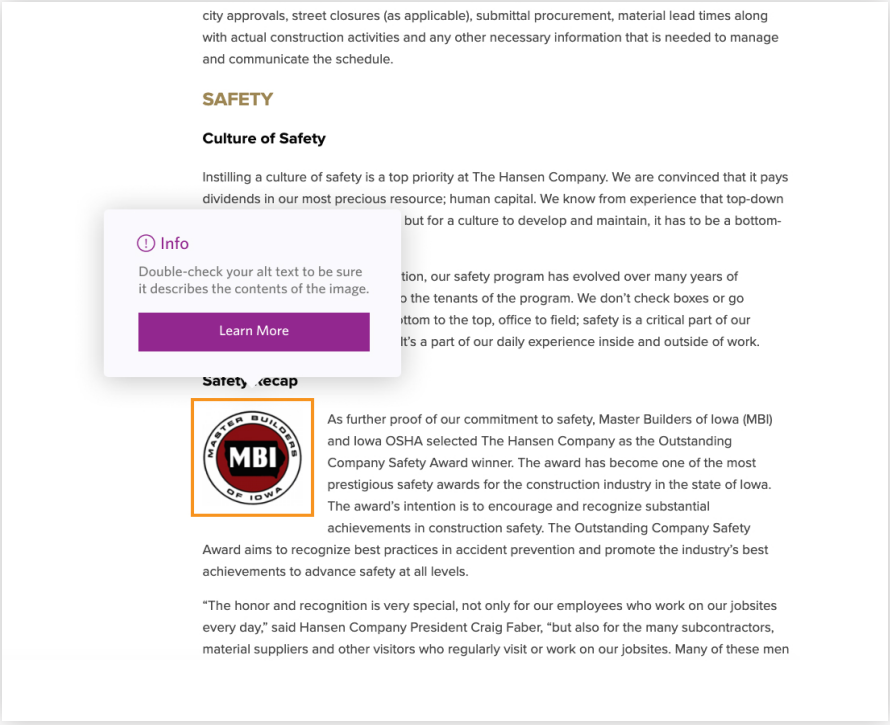
How it works

Before the user can publish their edits, the tool scans the content to ensure there aren't any errors. If any possible issues are detected, the tool creates a preview page to show the problems. The tool also displays helpful tips to make the page compliant.

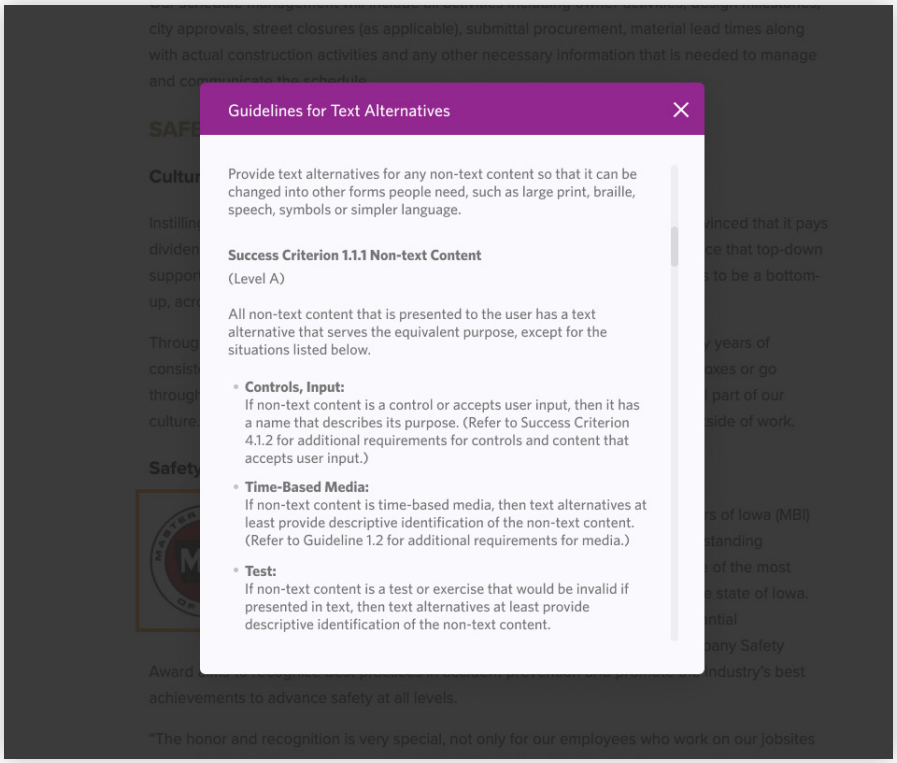
This dramatically increases the accessibility compliance for your site because the errors are fixed before the page goes live!

The tool checks the most common accessibility issues:

- Scans alt text in images
- Confirms the sequence of headings
- Ensures descriptive headings are used in tables



If any possible issues are detected, the tool displays a preview page to show the problems.



The tool displays helpful tips to help the user make the page compliant.

A few things you'll love

Ownership rights

You'll breathe a sigh of relief after reading this section. We believe that since you're paying us to create your website and the other creative services we are doing for you, it should be yours.

- We will be doing design and programming work.
- You will be the exclusive owner of any graphic design work. You will receive a perpetual, non-terminating right to the code that powers the website.
- You grant us the right to use images of the work for our own promotional purposes.

Change order process

It's possible you might change your mind during the process, adding something or deleting something from the project. You can add something to the project at any time. If you choose to add something, we'll tell you the cost and you will approve the item before we do any work. You may cancel any items at any time and have the cost of the project lowered by the amount of the component that you have cancelled, provided that we haven't done any work on that item. If we have started working on an item, you may still cancel the item at any time and we will bill you only for work completed to that point.

Project work

We'll start by completing all of these items.

Discovery, planning + design

Discovery

We'll complete a thorough discovery process as a part of creating the new website.

- *Audit content* — We'll start with a careful analysis of your existing website content to determine how well it is performing. This includes a deep dive into your website analytics and comparing your site's performance with your peers.
- *Identify user personas* — A persona is a detailed portrait of each audience type. To be successful, we'll need to nail down your audiences and tap your insights as we identify unique attributes for each persona. Each persona will be accounted for as we craft content around their interests.
- *Interview focus groups* — As needed, we'll facilitate meetings with various focus groups or individuals to gain insights from their perspective.
- *Conduct an online survey* — If you would like for us to survey key audiences (e.g. staff, students, parents, community) we'll conduct an online survey collecting insights about their needs and interests. We'll summarize findings for you and share specific respondent data with your team.
- *Map your user journey* — We'll map out the engagement journey of each of your audiences.
- *Deep analytics review* — Our team will pore through your analytics and site metrics to determine traffic patterns, keyword search phrases and content people are looking for.

Travel

We've included in the cost of our proposal for us to make a trip to JEDCO and Jefferson Parish for in-person meetings during the discovery process.

Information architecture

After a thorough review of your existing content, we'll provide recommendations about the best way to organize it. The objective is to create an effortless, intuitive experience for each of your user personas.

Sitemap

We'll prepare a sitemap of your site's content to ensure it will be both logically organized and intuitive for website visitors.

Wireframe concepts

We'll provide two or three different homepage wireframe concepts. You'll pick one wireframe that best represents you and then we'll design the site's mockups.

Moodboard

To make sure that we're in sync, our team will share a moodboard with various design elements for you to provide quick, initial feedback early in the design process.

Custom site design

A website that stands out in a crowd - that's what we deliver. Our team of designers will craft a range of custom-designed page layouts, tailored to your unique needs. But the customization doesn't stop there - we'll also design a diverse set of content blocks that can be used in any combination to create a virtually endless array of layout possibilities. With our focus on incorporating your existing brand elements and our commitment to unlimited revisions, you can trust that the final result will be a cohesive, visually stunning website that truly represents your brand. Say goodbye to the limitations of pre-made templates and hello to pure design bliss.

Unique page layouts

- Home page
- Interior layout (with side navigation)
- Full-width page layout (without side nav)
- News/blog landing
- News/blog article detail
- Events
- Staff directory
- Site alert
- Search results
- Board agenda + minutes
- Key industries & expertise
- Photo gallery
- Form design (with a variety of field types)
- Interactive map
-

Content blocks

- 1 column block
- 2-column block
- 3-column block
- Slideshow block
- Podcast block
- Gallery block
- Timeline block
- Social media block
- Testimonial block
- Factoid block
- Staff contacts
- Accordion/FAQ block
- 3-column photo block
- Video block
- News section (showing multiple stories)

Home page irresistibility

We've budgeted time to create some great home page sizzle that's interesting and engaging. We've already got some nifty ideas we could share if we meet!

Web style guide

As a part of creating the website, we'll establish a variety of design styles, such as six different styles for headings, bulleted lists, one or two button styles, a pull quote style, table and so forth. To ensure your site's visual consistency, content editors can only use styling elements from your digital style guide.

Stock photography

Whenever possible, we'll make use of any high-quality photos you share with us. To augment your existing library, we'll include unlimited stock imagery as a part of the project at no extra cost.

Technology

Responsive website

The website will be responsive, meaning the layout will adapt to various screen sizes automatically. We'll build the site to adjust to four different devices including desktops, laptops, tablets and smartphones.

Accessibility compliance

Your website will be fully compliant to level AA web accessibility standards. We'll train your staff on how to maintain compliance as they update content. Here's a guarantee you won't find anywhere else: we'll ensure your new website will meet current accessibility standards for life (or we'll fix it for free!).

Browser support

We do comprehensive testing for all popular browsers (e.g. Chrome, Safari, Mozilla, Edge, Internet Explorer) and their recent versions (released within the past four years) for Windows-based, MAC OS and Chrome devices. Further, we do testing of mobile devices (tablets and smartphones) for both iPad/iPhone as well as Android-based devices.

Google Analytics + Google Search Console

We'll integrate the website with Google's powerful traffic analytics tools — Google Analytics and Google Search Console. Both tools work together, making it a breeze to measure information about search patterns and website visitors. It's easy to track a variety of information, including search phrases, search display rankings, traffic sources, on-site visitor navigation patterns and a plethora of other features offered by these two powerful platforms.

Social media sharing

The website will include the ability for site visitors to share content (e.g., Facebook, X, Instagram, email, etc.). We'll include this ability on a variety of pages on the site.

Modules

Key industries & expertise

The website will include a section that profiles strengths and opportunities found within Jefferson Parish. You'll be able to identify specific industries and tout your unique strengths for each sector, including workforce readiness, logistical advantages, history and so forth. This section will include interactive charts and graphs for each industry to make the data interesting.

Area economic overview

We'll create an interactive page with charts and graphs that provide an economic overview of Jefferson Parish and your strengths and key metrics of interest to employers and site selectors.

Partners

In this section of the website, we'll highlight employers and other public and private entities working together to create opportunities for citizens and the community. We'll highlight specific case studies or featured employers to emphasize how the community, public and private sector collaborate to create successful situations employers will love.

Interactive map(s)

We'll add an interactive map to the website that features benefits employers would be interested in. For example, we can show the convenience of rail or road transportation, ports, and so forth. We could also show population growth charts and a variety of other interactive features employers would be interested in. The could also highlight specific areas of the parish ideal for development.

We'll be able to utilize (i.e., import) layers from external sources ArcGIS files and display them on the map. This will include showing things such as landmarks, maps and trails, and highlighting an area with a boundary (e.g., railways, targeted economic development areas, etc.).

We will create custom icons for various features on the map (e.g., airport, train tracks/spurs, ports, etc.). Site visitors will be able to filter for only their interests to be displayed. We can also include a pop-up with more information about a specific venue. The map can be easily modified (by you or us) to add new locations, trails and areas. The mapping engine that will be used on your site is the same one used by Strava, AllTrails and Recreation.gov. Note that based on the number of site visitors you expect to have on the site, there would be a but if your traffic were to far exceed your expectations, there may be a nominal additional cost for the mapping engine. View examples of recent map projects at:

- DMARC - this site provides an interactive map for people looking for food panties. https://dmarcunited.org/get-help/find-a-pantry/?zip
- Film Kauai - we created a site for the Hawaiian Island of Kauai appeal to movie production companies and photographers to film on the island. filmkauai.com/locations
- Decatur Parks - this site allows visitors to see where different parks and facilities are found on a map decatur-parks.org/explore/interactive-map

Alert messages (pop-up, header scrolling feature)

Our platform allows you to easily insert an alert into the website (e.g. special event, cancellation, delay or upcoming holiday). You can display multiple alert messages simultaneously.

Search

Your new site features a powerful and effective search. In addition to website content, the site search will also display results for documents (e.g., PDF, Word, PowerPoint documents). In addition to a sitewide search, there will be a variety of other micro search tools allowing visitors to search specific sections (e.g., news, events, staff directory, etc.).

Integrated video

It's a snap to embed YouTube or Vimeo video content into the site. Just paste any YouTube or Vimeo URL into any page and WordPress automatically grabs the video and embeds the video player onto that page. The video player is responsive to each site visitors' screen sites. If you need a custom video player, we can integrate one for an additional cost.

Photo gallery

We will create a custom photo gallery component to display images on your website.

Board agendas + minutes

You can display a list of upcoming board meetings on the website. Each meeting can have an associated agenda. Meetings that have taken place can have minutes associated with them.

Factoids

Database of community facts (e.g. performance metrics) that can be included on various pages.

News/blog

We'll create a news/blog engine for the website, allowing you to share news and updates, articles, and fun stories about the community. Articles can be organized into categories and archived. We'll design a landing page and article detail page.

Events system

The website will have a robust events system custom-designed for your unique needs. You will be able to manage events. Each event can have a variety of information including event name, date(s), start/end time, photo(s), and any other information about the event. Site visitors can find events by viewing a list, filtering by certain variables, clicking on a calendar grid, or doing a text search. Once an event has taken place, it will be removed from the calendar automatically. You can republish the event at a future date by updating information about the event. Website visitors will be able to save an event to their calendar (e.g., Google, Apple, Outlook, etc.).

Form creation system

You will have a sophisticated and intuitive system to create forms with 30+ different fields to choose (e.g. fill in the blank, drop down, phone number, etc.). Completed submissions are stored in a database to review or export. After a person submits a form, you can send email notifications to one or more email addresses. Advanced features such as the ability to save progress and multi-page forms are available at an additional cost. The forms system supports workflow routing of submissions. We'll create the first form for you.

Content sharing (COPE)

With our content sharing tool, we've made it easy for you to share content (including news items, page content, alerts, directory, and events) across all of the sites in your network. This allows you to store and manage frequently used content on one site, automatically sharing it across any or all websites (i.e. COPE referes to create once publish everywhere).

Accordion

We'll create an accordion (a.k.a., FAQ, expand/collapse content area) element that can be added to any page of any of your sites.

Interactive about us page

Create an interactive about us page that will use movement, images and text to give guests an interesting overview about JEDCO.

Event registration & online payments

Website visitors will be able to register for events. In addition, people will able to make online payment and those paymets can be sent to your accounting platform.

Search aggregator

The website will feature a search aggregation capability similar to what is present on Detroit's website to display information from relevant data sources. As a part of our discovery process, we'll identify various sources of information we'll want to include in the search.

SEO analysis & planning

As a part of our work, we'll perform a review of your current website analytics and evaluate your SEO tactics. We've also included up to 30 hours of work to help with foundational aspects of search engine optimizations and give you guidance on SEO content.

CMS features

Media library

WordPress offers a robust media library for site content. It accepts all types of media including images, videos and documents (e.g. PDF, Word, Excel, PowerPoint, etc.). While the media library supports tens of thousands of items, it's easy to keep it organized by organizing them into folders or tagging items in the library along. The media library can accept files of any size.

Create unlimited pages

One of the tremendous benefits of WordPress is you can create an unlimited number of pages and even better, there are no licensing costs for pages! Create as much content as you would like because there is no additional cost whether your site(s) have 50 pages or 20,000! As a part of the site build process, we'll populate 20 initial pages of content for the site. We assume you'll be doing all of the copywriting for these pages and our role will be to place the text, stylize the pages, find images and crop them and make sure those pages meet all web accessibility standards. After those first 20, you can create as many pages as you would like on your own or, if your time is limited, pay us per page if you want our creative team to create the pages for you.

Retina/4K display ready

Visitors with high-resolution monitors (i.e. retina/4K) will have an incredible experience on your site. We'll automatically detect when a visitor is using a retina/4K monitor and display high-resolution images that are exceptionally crisp, bringing your website to life.

Search engine optimization (SEO) framework + planning

We design sites to be search engine friendly. That means we'll design your site with the technical nuances necessary to give you an SEO lift. We'll also install tools making it easy to manage and assess the SEO results for each page. Also, we'll provide cursory guidance on SEO principles. While we haven't included time to optimize the entire site, we can help with more thorough optimization for an additional cost.

Content review reminders

You will be able to create a page review date for website content. Different web pages can have different review date requirements (e.g. 365 days, 180 days, etc.). For example, you might specify a page of content needs to be reviewed each year. When it's time for that page to be reviewed an email notification will be sent to the page owner so they can review and update the content. And, just in case they don't take action right away, we can automatically send reminders to the page owner inviting them to review the page.

Page expiration

Set expiration dates for content for a specific date so pages will become unpublished automatically.

Testing, training + migration

Beta site setup

Keep track of our progress with a project beta site. It allows you to preview the site and edit content at a hidden URL as we're preparing for launch.

Options

Add some sizzle if your budget allows.

Alternative language options

Implement automated translation — We'll implement AI-based (artificial intelligence) automatic language translation tools such as Amazon Translate or Google Translate. Google Translate is a free tool and Amazon has a nominal cost (you'll be responsible for any ongoing Amazon translation costs; (ongoing costs vary based on monthly traffic and are nominal, e.g., $300-$500/year).

Staff directory

We will provide a searchable staff directory for website visitors. Visitors can search for staff or filter by department or job title. Each bio can have contact information (e.g. name, email, phone number, department, job title) and a photo. For a nominal additional cost, we can add other features like more data fields or the ability for staff to manage their own bios. Easily bulk import staff member data using a spreadsheet (XLS, CSV) and it's a breeze to do a bulk photo import. You can manage individual staff members via WordPress. We'll take care of the initial import.

Surveys

Create online surveys using your website. Survey results can easily be displayed using charts and graphs making analysis and reporting a breeze.

User authentication (via LDAP/Active Directory, Google, SSO, etc.)

If you prefer to authenticate users with your existing systems, we offer many wants to integrate with your environment. This includes integration via LDAP/Active Directory as well as Google account credentials. We will integrate the permissions process so that visitors can use their LDAP/Active Directory or Google account credentials to log in to the website. We also support SSO in a variety of ways, including SAML.

Employee/partner portal (password-protected content)

We'll create a password-protected site for staff (or partners depending on your needs). The website will have a variety of unique features and capabilities. It will follow the design standards of styles of the public-facing site but have unique elements useful for an intranet. This provided cost assumes certain requirements. If you need features like a specific calendar for staff, news feed and other features, it could increase the cost of this item.

Content migration

As noted earlier, you can create an unlimited number of pages with WordPress at no extra cost (because there are no page license fees). But, if you need a hand populating the site with content, we're here to help. Our team will populate the site with content which includes placing text, cropping images, stylizing text and making sure each page meets accessibility standards. Any content migration is performed by our own US-based, native English speaking team members. We assume you will be writing the page content. It may be possible to perform an automated import of your existing site content, but we need to know more from you to understand if it is feasible. If we can automate the cost, it could reduce the cost per page.

RFP system

We'll add a system to display open requests for proposals on the website. For each RFP, you'll be able to include information about the RFP along with associated documents. Also, you can list expired bids along with the awarded bidder. This item adds a component to the site, making it easier to manage bids. Alternatively, if you are looking for a less expensive option, you can continue using a table layout that wouldn't include any cost.

Social feed import

We can import a variety of social media feeds into your website. We can import feeds from other sources like Instagram, Facebook, Twitter, or Flickr. Note, there is no cost to merely link (e.g., link in your footer) to a social channel.

WordPress accessibility preview tool

We'll add our custom WordPress accessibility tool to ensure page content avoids all on-page accessibility errors (e.g. using descriptive alt text for images, ensures headings are in sequential order, confirms descriptive headings are used for tables). It's a great tool for your team to identify accessibility errors as they edit pages.

Website accessibility scanning + remediation

We'll add our sitewide website accessibility tool to scan your website, monitor and resolve any accessibility issues for you. A member of our team will regularly perform accessibility audits and resolve any problems on your website. If any issues are related to content entry (e.g., images without alt tags, uploading improper PDF documents), we'll provide your team a report of our findings. Our tool scans all images, pages, and news items to test for ADA compliance, including confirming all images use alt tags, validates all links (on-site and off-site), tests all color-contrast ratios, and performs CSS diagnostics.

Note this component is not a required item. Our guarantee of lifetime accessibility still applies to our work as we built your site. This component provides for the software tool to test web accessibility on an ongoing basis and for time to review those reports, remedy any issues identified and report our findings to you.

Enewsletter template + subscription

We'll design a custom e-newsletter template and place it into an enewsletter platform within WordPress or an external service like MailChimp.

Job listings module

Create a database to display listings for various open positions.

Apply online

Allows website visitors to apply online for open positions.

Custom photography

Capture high-quality custom images for use on the website and other marketing literature.

Homepage video

We'll capture video content for a brief homepage video of approximately 30 seconds. This video would be images only and not include any audio. Depending on the length of the video and your amount of traffic, adding video could increase your hosting cost by approximately $10 per month.

Create social media post templates

We'll create a variety of social media post templates to be used for specific messages (e.g., news, upcoming event, points of pride, featured board members, etc.).

Resource library

We'll create a searchable resource library for the website. You'll be able to include various items in the library (e.g., PDF documents, links to off-site items, pages, etc.). Site visitors will be able to search or filter items in the resource library to display matching results. View an example at: https://www.arch.tamu.edu/academics/resource-center/.

Parks + attractions database

We'll create a database of different quality of life entities such as parks and attractions. Each entity can be placed in multiple categories (e.g., lodging, hiking, guides/charter captains, boat launches, parks, history/museums, shopping, dining, parks, museums, golf courses, seasonal activities, etc.). You will be able to manage a list of categories. Each attraction's profile will include the attraction name, photo(s), address, email, phone, website address, description, hours, offers, and link to their social media identities. Website visitors will be able to browse or filter for different attractions based on the category. You will also be able to display an icon and link to various social media presences for each attraction.

Microsite system

We'll create a system so you can create new microsites. We'll also create the first site for you. We assume the microsite's will follow a similar look and feel of the primary site.

Prospect landing page

We'll design a page layout that could be used to provide summary information about Jefferson Parish for targeted employers. This page could include the name/logo of a targeted employer, key benefits of interest to them, potential office buildings or addresses that match their site selection needs, members of your team who will helop them and other interesting and relevant information to them. You'll be able to easily create these pages for individual prospects. It can be either password protected or only viewable using a specific link (and not accessible from a search engine).

Hosting

You may host the site yourself or we can host it for you. The cost to deploy the site to our server or yours is included in the cost of the project.

If you choose to host with us, you're in good hands. We host more than 500 sites for our clients. If we're hosting the site, all maintenance and troubleshooting and security-related issues related to hosting are included in the cost of hosting.

If you elect to host yourself, any support that we would provide for hosting the site after the initial deployment would be billable at our hourly rates.

Specifications

The hosting environment will be a cloud-based virtual private server that can be instantly upgraded should we need additional storage capacity. We also feature a Content Delivery Network (CDN) for ultra fast delivery of images, media and documents from the website. We will host your website on a month-to-month arrangement and you may cancel at any time. For your convenience, we can invoice you monthly, quarterly or annually. Your hosting plan includes the features listed below.

Managed server environment	Content Delivery Network (CDN)
Cloud-based for unrivaled redundancy	Daily off-site backups
Automatic server security patches and upgrades	99.95% uptime SLA
Firewall protection	24/7 site monitoring and analytics
300GB storage	24/7/365 support
3TB monthly data transfer	Denial-of-service basic threat protection

Request for Proposal

AFFIDAVIT

STATE OF Missouri

PARISH/COUNTY OF Clay

BEFORE ME, the undersigned authority, personally came and appeared: Dale Oakley-Benthage, (Affiant) who after being by me duly sworn, deposed and said that he/she is the fully authorized Managing partner of Juicebox (Entity), the party who submitted a proposal in response to RFP Number 24-0912, to the Parish of Jefferson.

Affiant further said:

Campaign Contribution Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all campaign contributions, including the date and amount of each contribution, made to current or former elected officials of the Parish of Jefferson by Entity, Affiant, and/or officers, directors and owners, including employees, owning 25% or more of the Entity during the two-year period immediately preceding the date of this affidavit or the current term of the elected official, whichever is greater. Further, Entity, Affiant, and/or Entity Owners have not made any contributions to or in support of current or former members of the Jefferson Parish Council or the Jefferson Parish President through or in the name of another person or legal entity, either directly or indirectly.

Choice B ✓ there are **NO** campaign contributions made which would require disclosure under Choice A of this section.

Affiant further said:

Debt Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all debts owed by the affiant to any elected or appointed official of the Parish of Jefferson, and any and all debts owed by any elected or appointed official of the Parish to the Affiant.

Choice B ✓ There are **NO** debts which would require disclosure under Choice A of this section.

Affiant further said:

Solicitation of Campaign Contribution Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all elected officials of the Parish of Jefferson, whether still holding office at the time of the affidavit or not, where the elected official, individually, either by **telephone or by personal contact,** solicited a campaign contribution or other monetary consideration from the Entity, including the Entity's officers, directors and owners, and employees owning twenty-five percent (25%) or more of the Entity, during the two-year period immediately preceding the date the affidavit is signed. Further, to the extent known to the Affiant, the date of any such solicitation is included on the attached list.

Choice B ✓ there are **NO** solicitations for campaign contributions which would require disclosure under Choice A of this section.

Affiant further said:

Subcontractor Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Affiant further said that attached is a listing of all subcontractors, excluding full time employees, who may assist in providing professional services for the aforementioned RFP.

Choice B ✓ There are **NO** subcontractors which would require disclosure under Choice A of this section.

Affiant further said:

That Affiant has employed no person, corporation, firm, association, or other organization, either directly or indirectly, to secure the public contract under which he received payment, other than persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project or in securing the public contract were in the regular course of their duties for Affiant; and

That no part of the contract price received by Affiant was paid or will be paid to any person, corporation, firm, association, or other organization for soliciting the contract, other than the payment of their normal compensation to persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project were in the regular course of their duties for Affiant.

Signature of Affiant

Dale Oakley-Benthaga
Printed Name of Affiant

SWORN AND SUBSCRIBED TO BEFORE ME
ON THE 16th DAY OF Jan., 2025

Notary Public

Christopher Ross
Printed Name of Notary

22366195
Notary/Bar Roll Number

CHRISTOPHER ADAM ROSS
Notary Public-Notary Seal
STATE OF MISSOURI
Clay County
My Commission Expires 9/27/2026
Commission # 22366195

My commission expires 9-27-26.

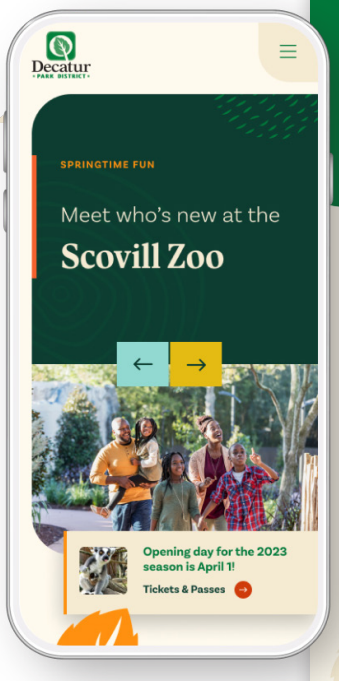
Decatur Park District — We work so you can play!

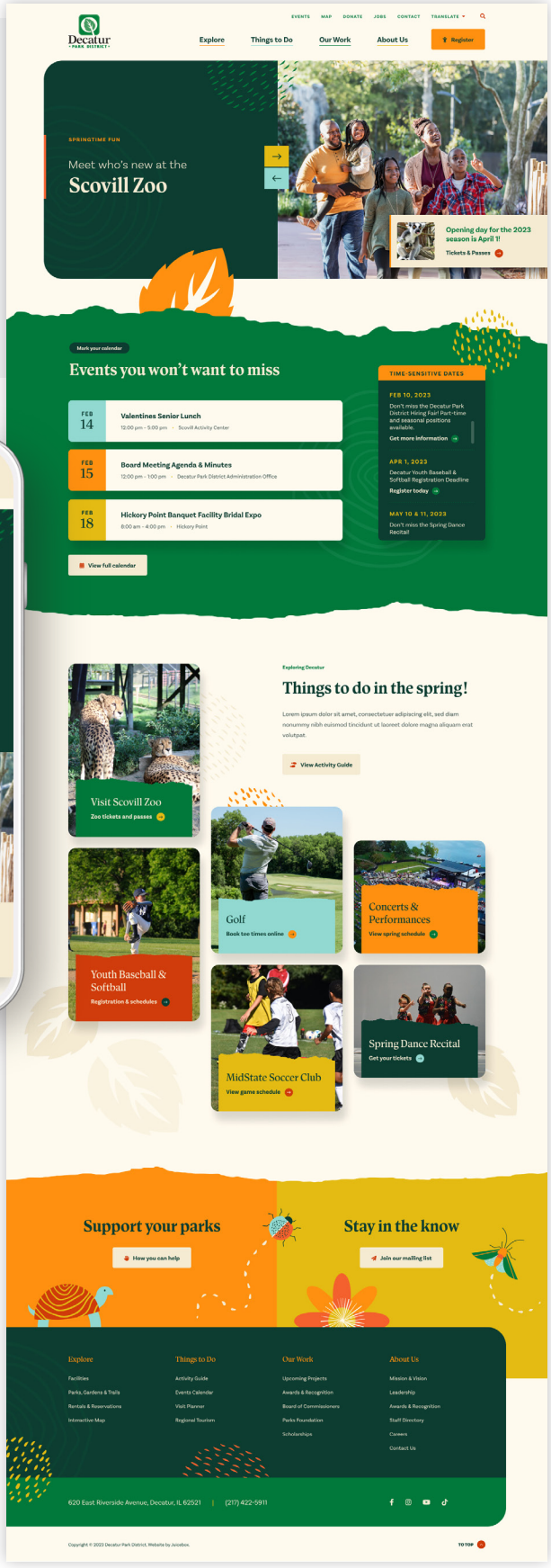
decatur-parks.org

Decatur Park District, comprised of 2,000+ acres and 36 parks, curates a diverse tapestry of facilities—amphitheater, zoo, golf courses, and more. Our goal? Craft a visually captivating website, igniting excitement to explore the rich amenities within our parks. Featuring interactive maps and visit planners, the site invites visitors to embark on an adventure, discovering the vast offerings from neighborhood parks to bustling community recreation center and sports facilities.

Website features:

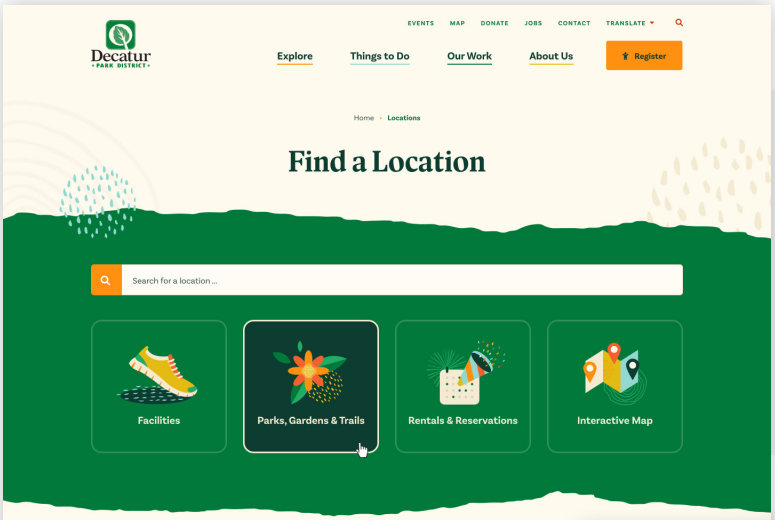
- Home
- Interior
- Department
- News
- Events
- Staff Directory
- Photo Gallery
- Locations database
- Board meetings & policies
- Interactive about us page
- Interactive map
- Visit planner
- Microsites
- 404





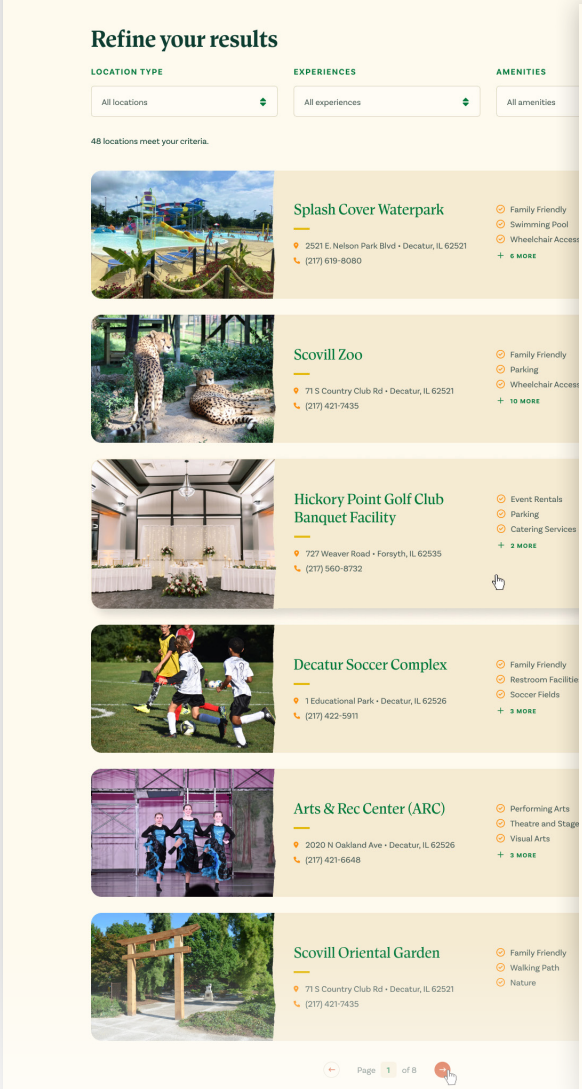
Decatur Park District — We work so you can play!

decatur-parks.org



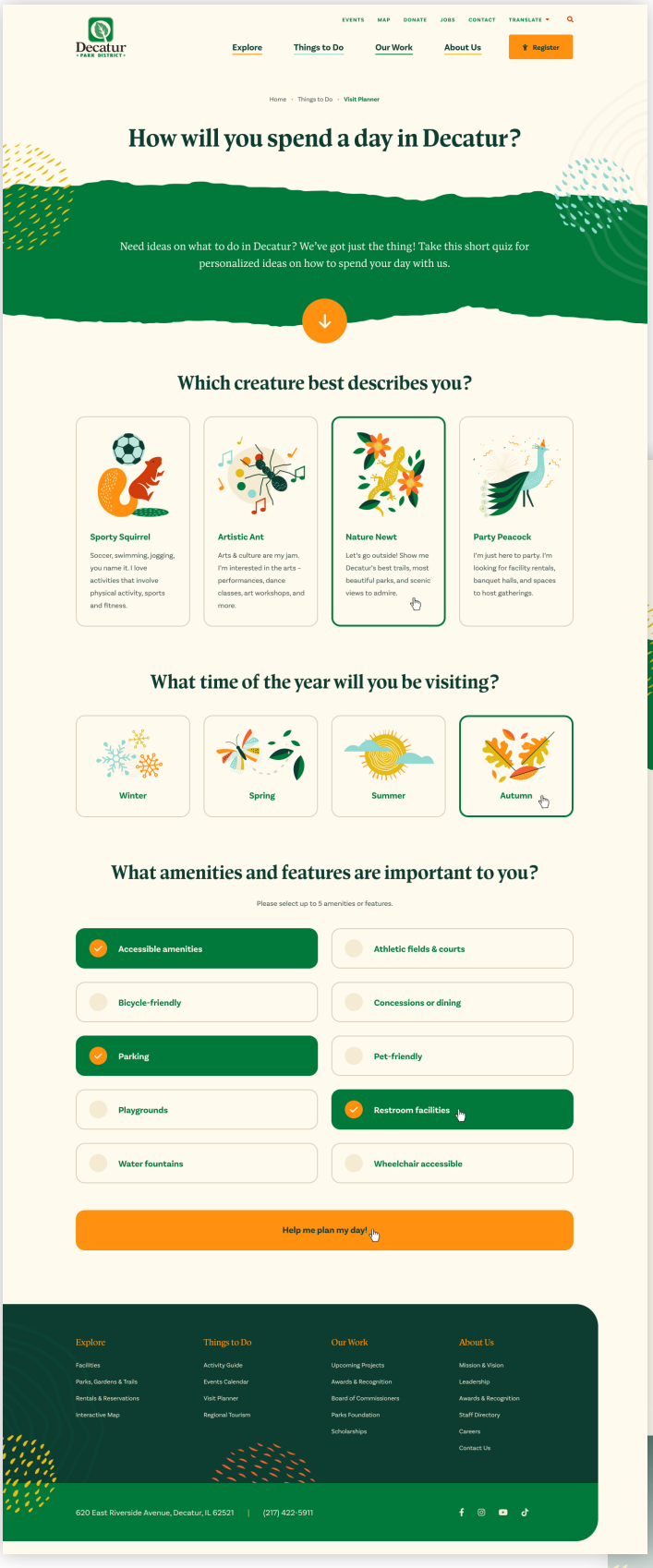
Locations Database & Detail

With so many different activities and amenities offered across their locations, it was essential to provide easy-to-find and helpful information for site visitors. Park staff can easily create custom profiles about each location uses our locations database so patrons know what amenities are available.



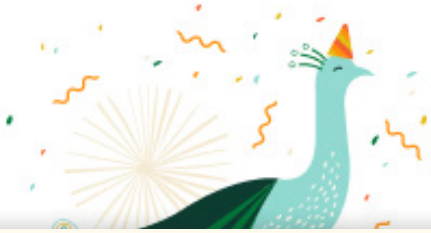
Decatur Park District — We work so you can play!

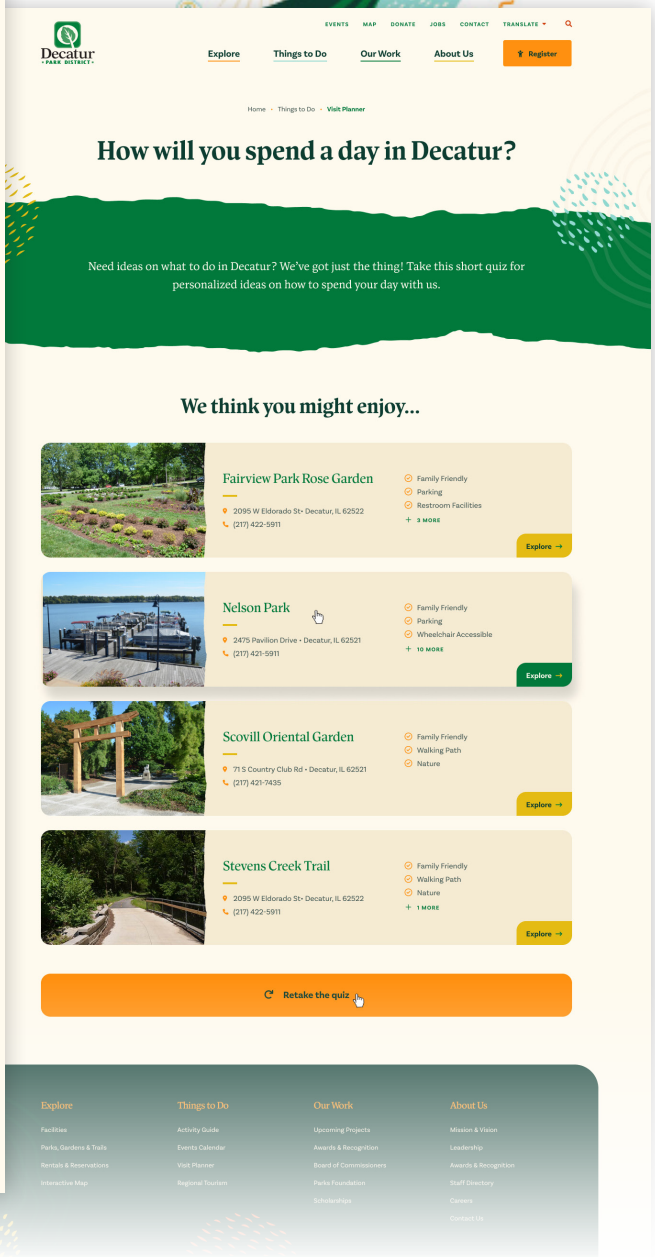
decatur-parks.org



Visit Planner

Our visit planner is a hit! Filter by activity, season, and more – making it a breeze for visitors to tailor their experience. We created custom illustrations across the site to make the experience for fun!



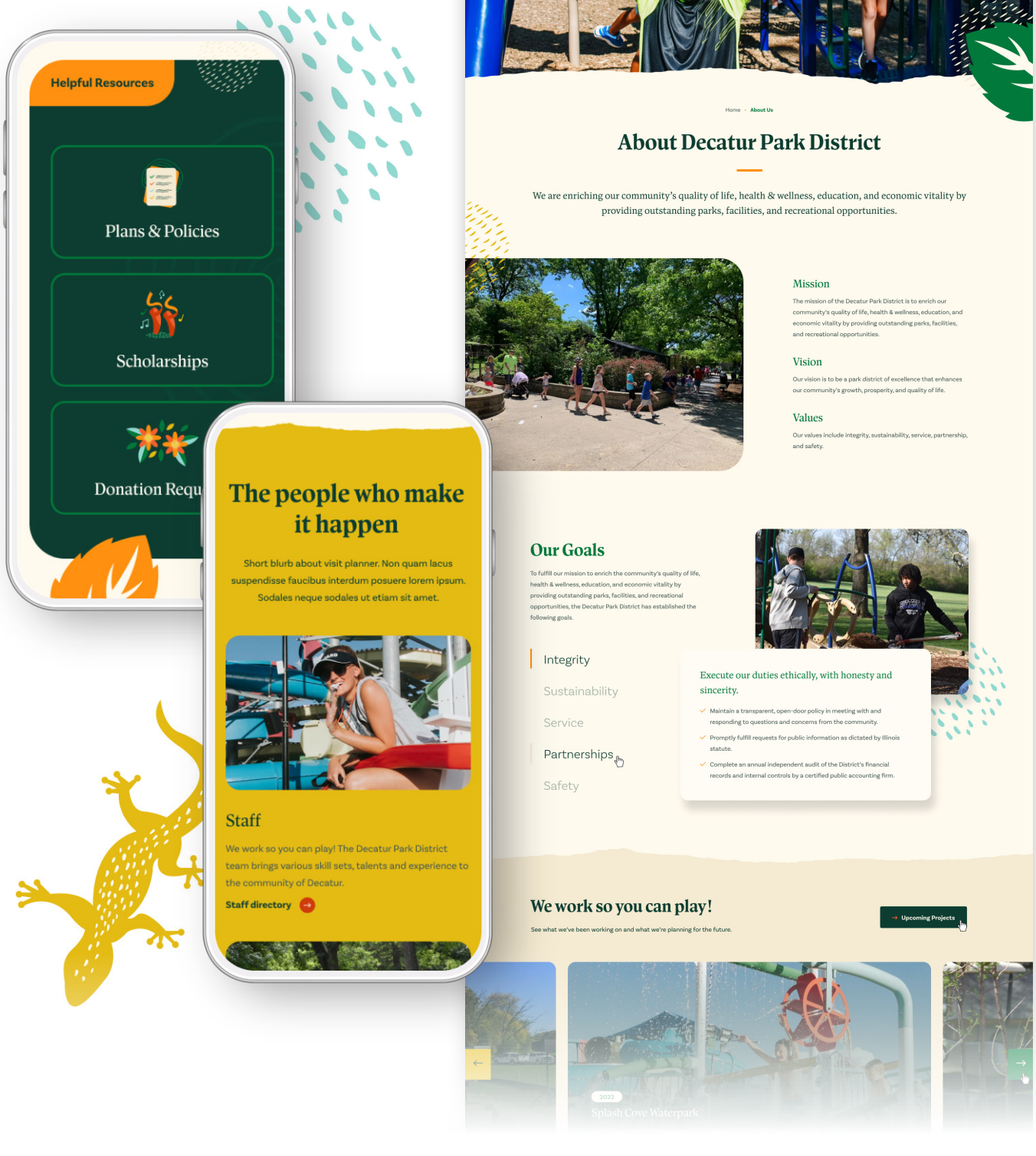


Decatur Park District — We work so you can play!

decatur-parks.org

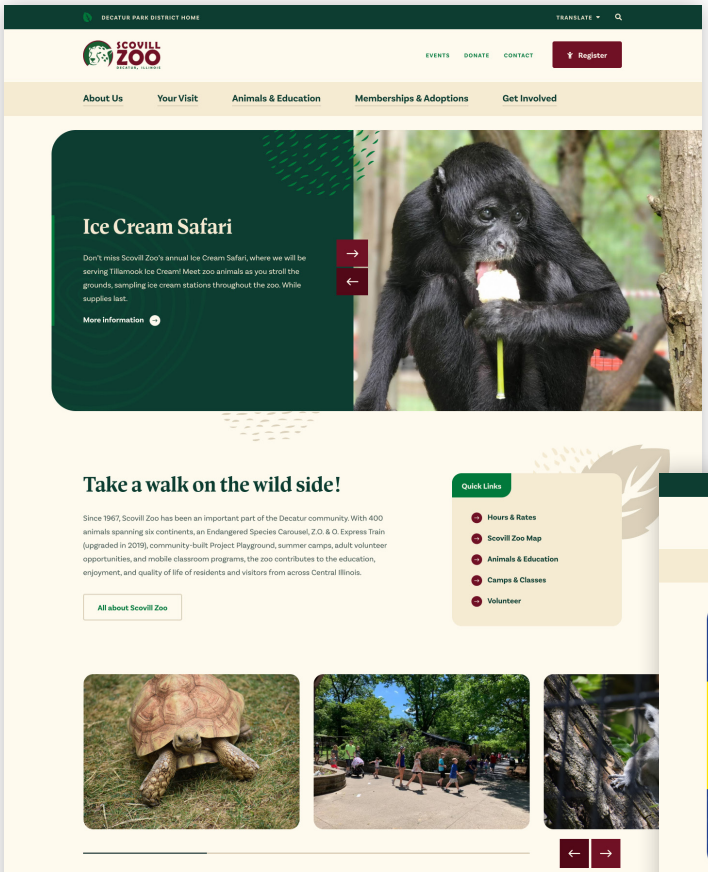
Custom About Us

Our aim was to enlighten the community about the diverse parks and services offered. Providing an overview, it guides the community on engaging seamlessly with the park system.



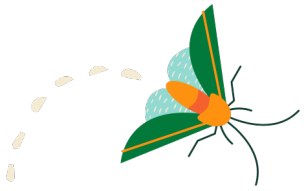
Decatur Park District — We work so you can play!

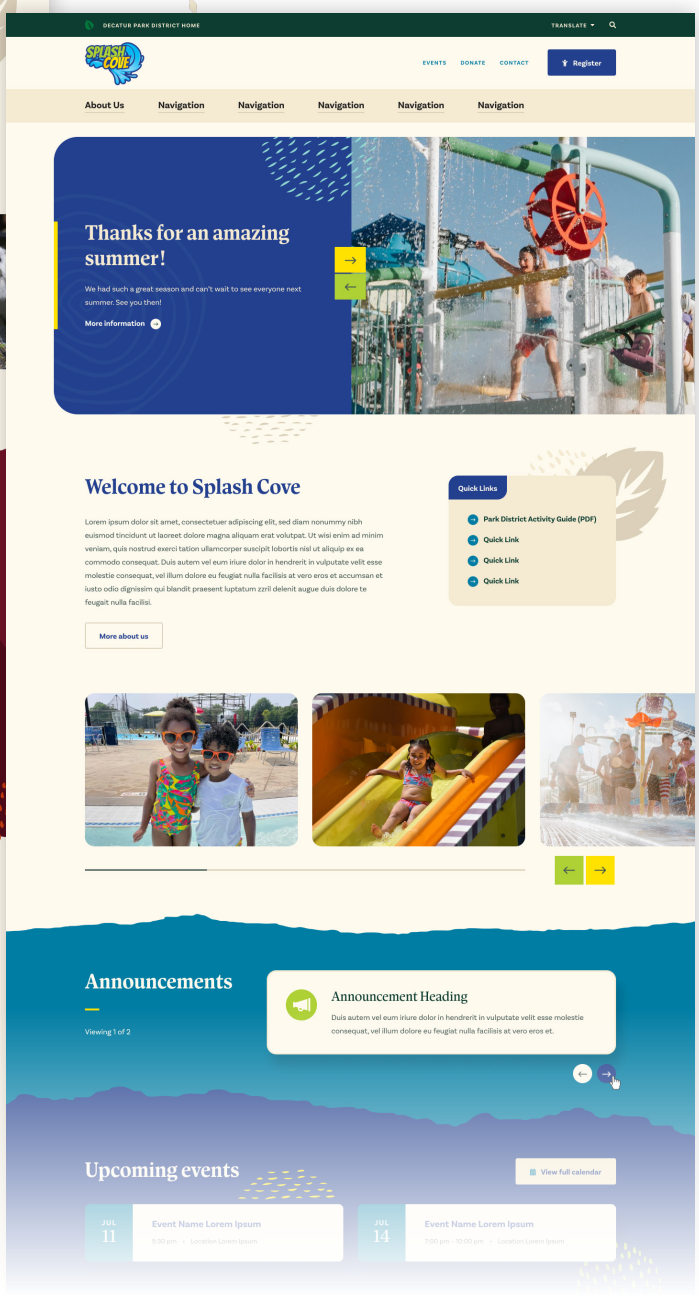
decatur-parks.org



Microsite Network

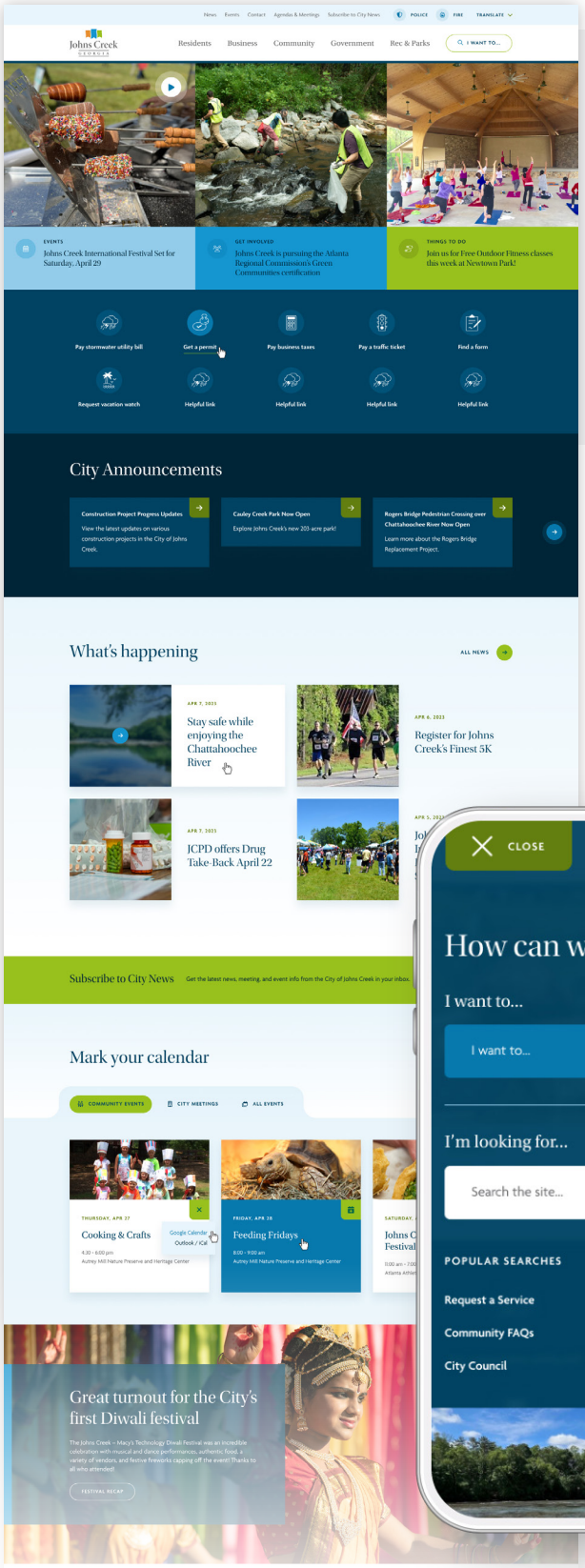
We created a microsite system to create microsites for specific purposes or facilities. Each microsite can be visually stylized for its unique needs and make sure of the other visual components used across different sites in the network.



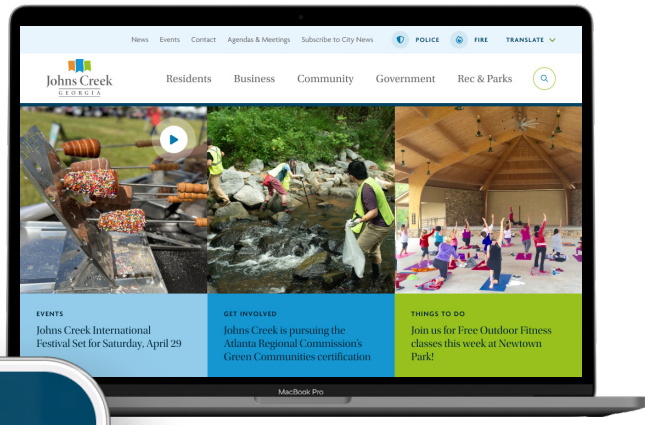


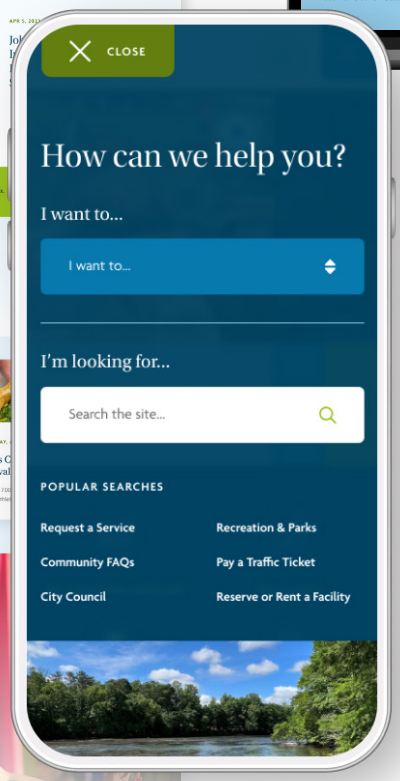
Johns Creek — Leave ordinary behind.

johnscreekga.gov



For the vibrant Atlanta suburb of Johns Creek, boasting nearly 100,000 residents, our team spearheaded the development of a user-centric website reflecting the community's quality of life. Our intuitive design creates swift navigation, ensuring visitors promptly locate desired information. We created a microsite system empowering them to effortlessly craft specialized microsites, catering to diverse community events like festivals. Rich in custom illustrations and visual assets, our design seamlessly aligns with the brand's ethos.



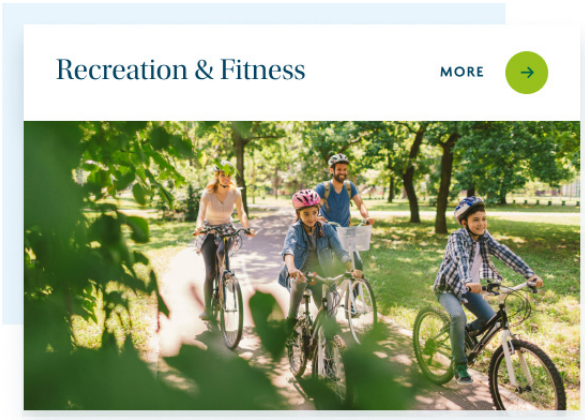


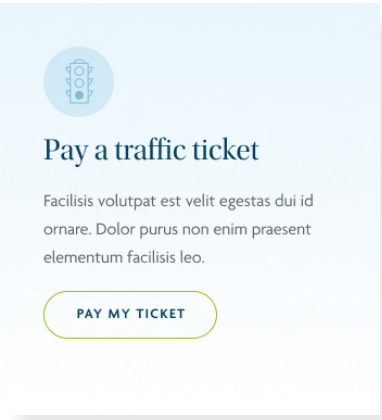
Website features:

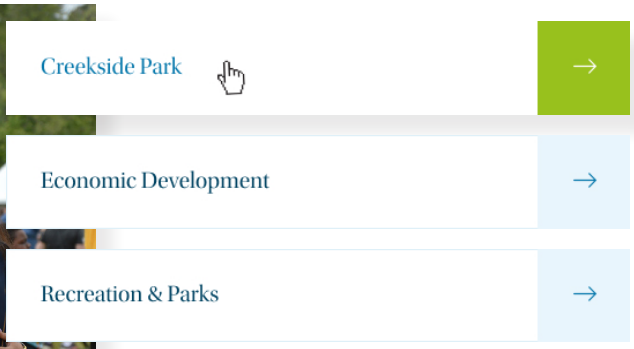
- Home
- Interior
- Department
- News
- Events
- Business Directory
- Meetings & Agendas
- Staff Profiles
- Interactive About Us
- Microsite system
- 404

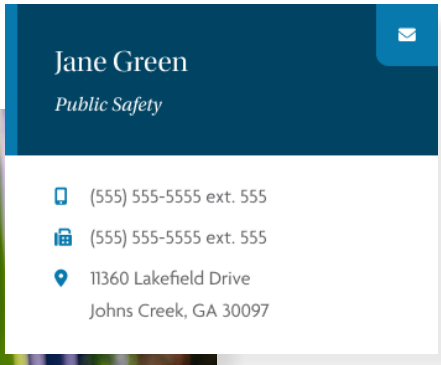
Custom components

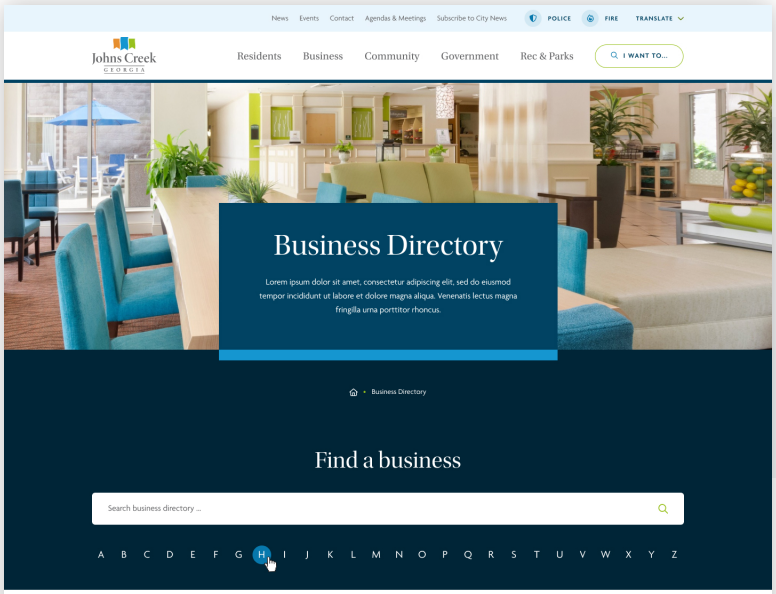
Our site integrates custom stylized blocks adaptable to diverse page layouts, offering content editors the freedom to choose specific icons, brand colors, and layouts adhering to our digital style guide. These versatile content blocks seamlessly accommodate both full-width and sidebar-present layouts, enhancing design flexibility.





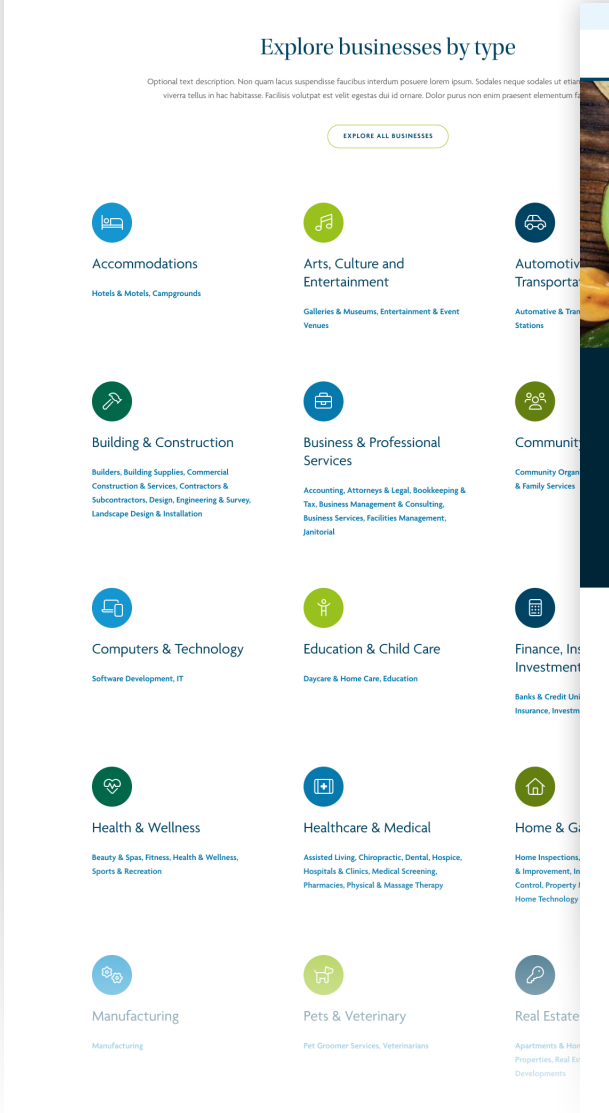


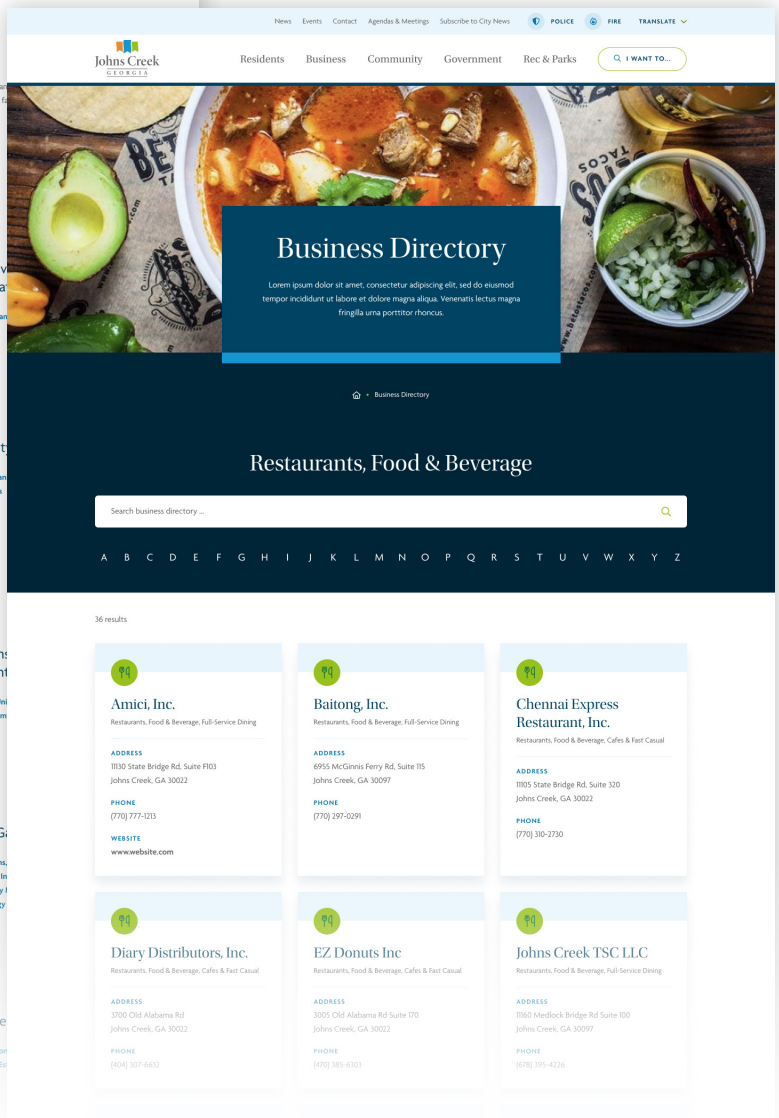




Business Directory

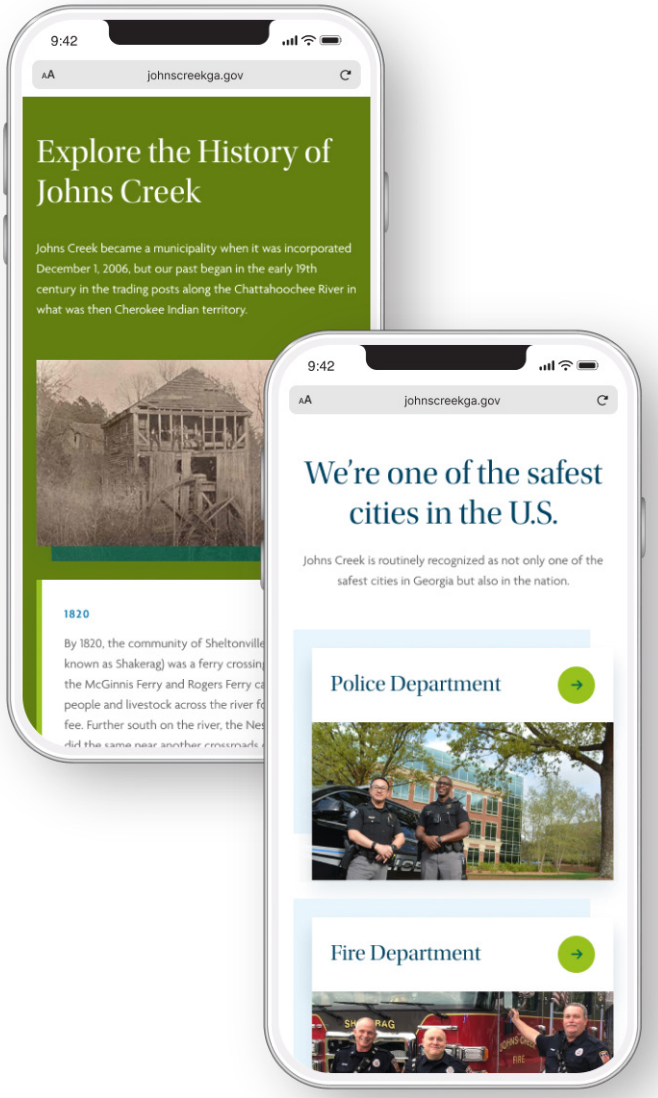
To bolster community support for local businesses, we developed a comprehensive business directory on their website. Visitors can easily filter through various categories and access detailed profiles of each business, reinforcing the community's commitment to fostering local economic growth.

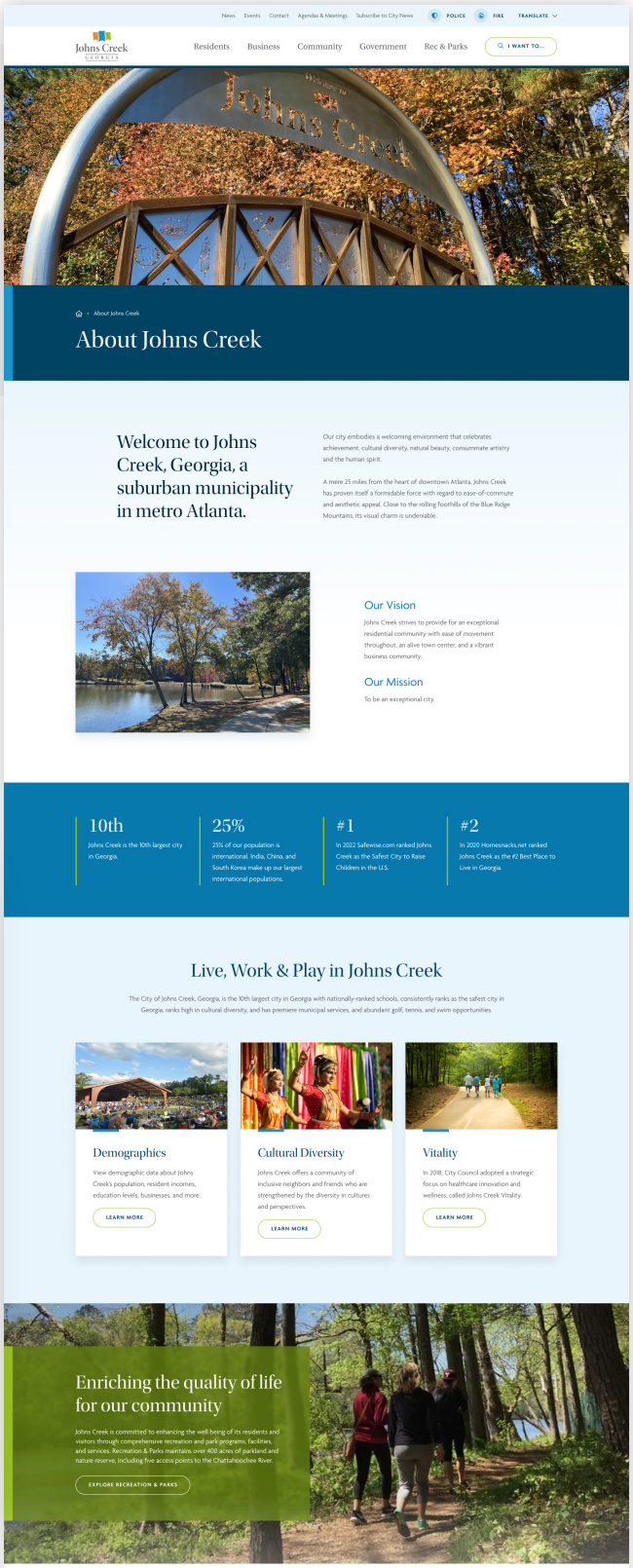




Custom About Us

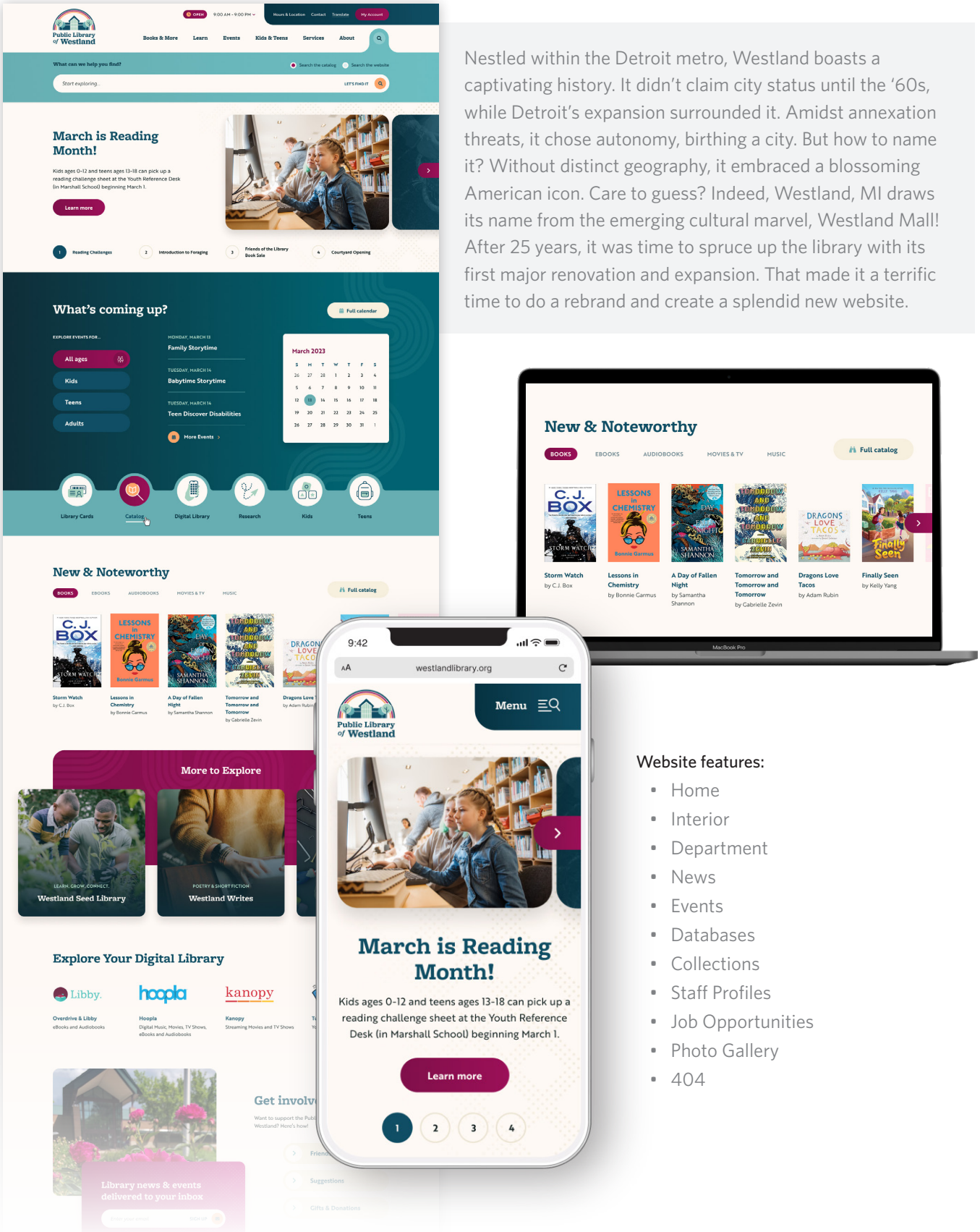
Originating amidst the Atlanta metro expansion, Johns Creek boasts rich local history and unique natural features. Our focus was to highlight area amenities, provide transparent updates on city construction projects, and facilitate communication with elected representatives on the council, fostering community engagement and awareness.





Public Library of Westland

westlandlibrary.org



Nestled within the Detroit metro, Westland boasts a captivating history. It didn't claim city status until the '60s, while Detroit's expansion surrounded it. Amidst annexation threats, it chose autonomy, birthing a city. But how to name it? Without distinct geography, it embraced a blossoming American icon. Care to guess? Indeed, Westland, MI draws its name from the emerging cultural marvel, Westland Mall! After 25 years, it was time to spruce up the library with its first major renovation and expansion. That made it a terrific time to do a rebrand and create a splendid new website.

Website features:

- Home
- Interior
- Department
- News
- Events
- Databases
- Collections
- Staff Profiles
- Job Opportunities
- Photo Gallery
- 404

Public Library of Westland

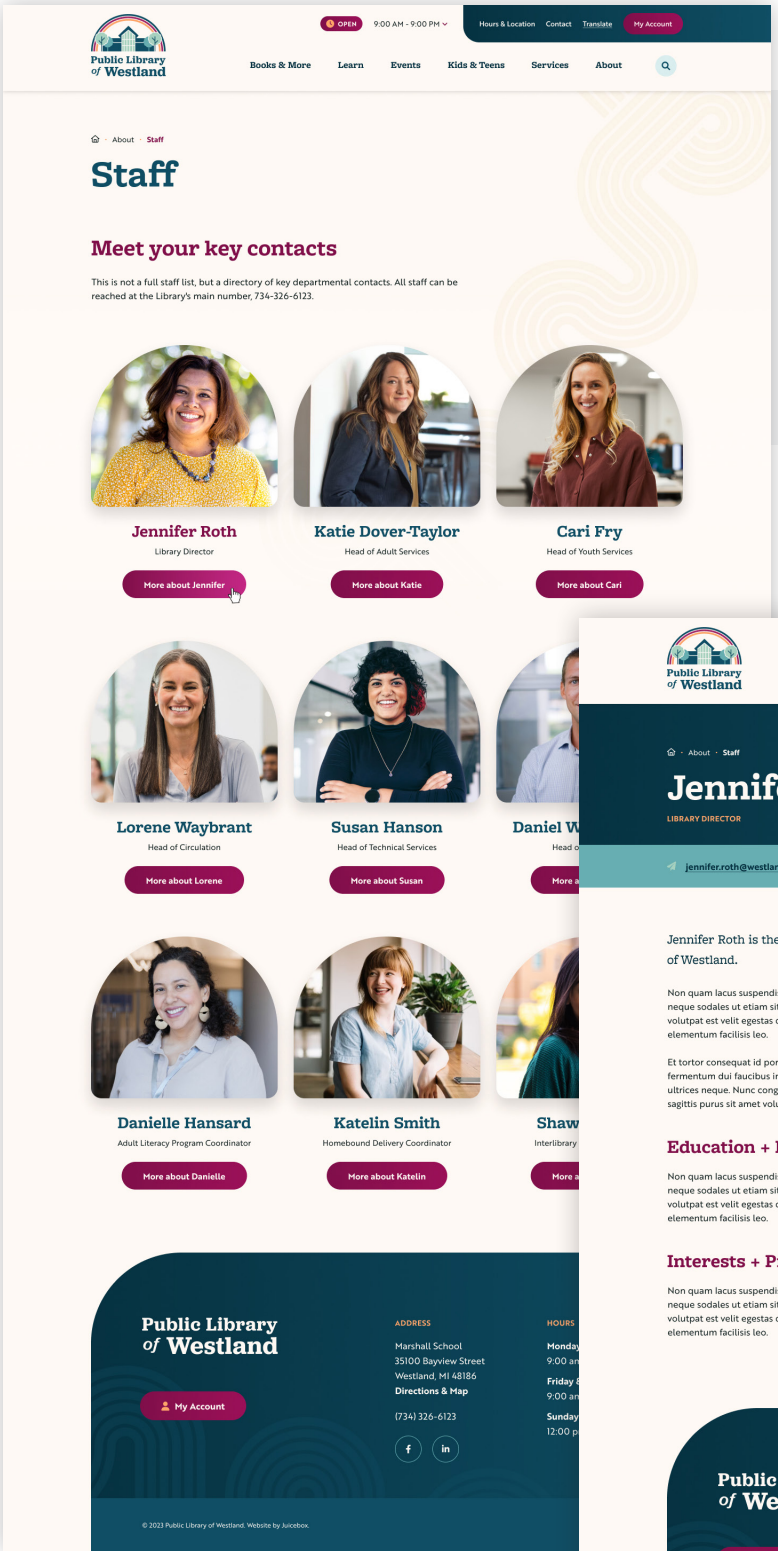
westlandlibrary.org

Collections & Custom Illustration

We sprinkled in an array of layouts and playful visuals for crafting pages that pop. Decked out with custom illustrations, our mobile-first mojo ensures a fab look on both desktop and mobile screens.

Public Library of Westland

westlandlibrary.org



Staff Profiles

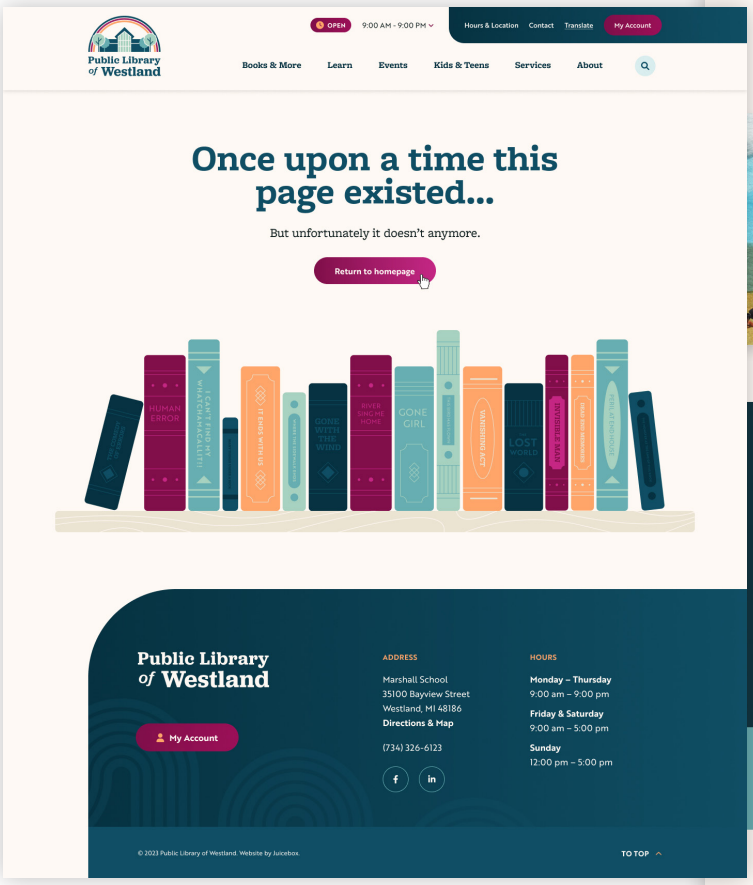
They've got a dynamite squad of librarians and staff. We wanted to feature them on the new site to put a friendly face to the team and make patrons feel right at home. They'll dish out book suggestions and spill the beans on how they go above and beyond for our awesome patrons.

Public Library of Westland

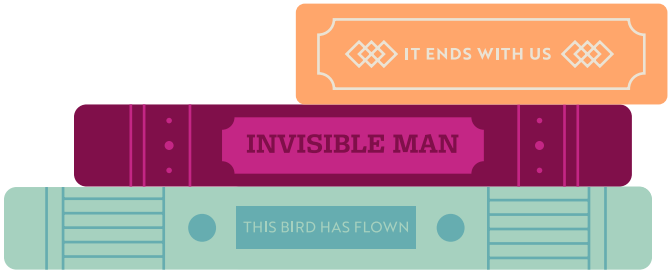
westlandlibrary.org

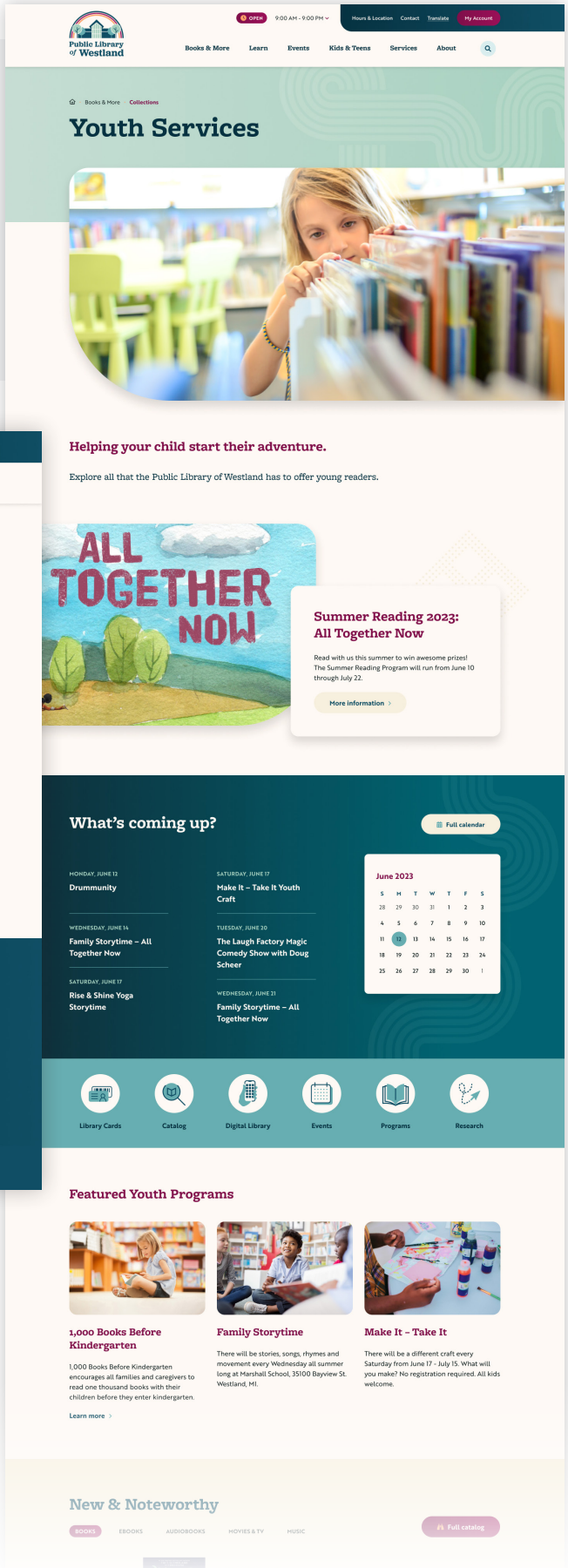
Patron-friendly with Advanced ILS Integration

Catering to diverse economic levels, Westland Public Library stands as a beacon. Fueled by an unwavering commitment, they constantly evolve to uplift their community. A trusted haven for information and resources, they offer everything from engaging events to handy mobile hotspots patrons can check out. The site features advanced integration with their ILS (integrated library system) platforms.



Custom 404 page





Public Library of Westland

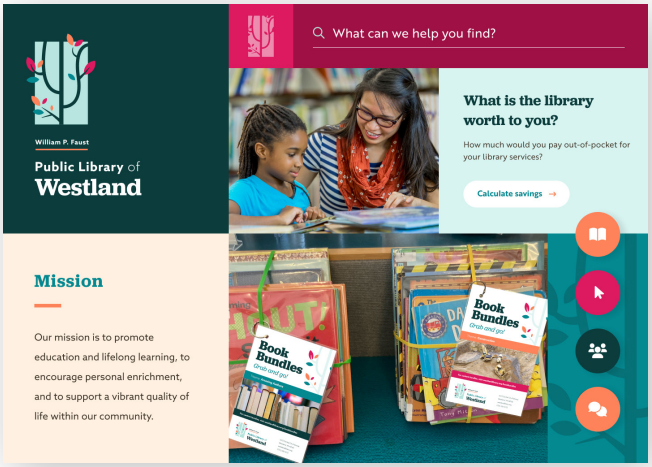
westlandlibrary.org

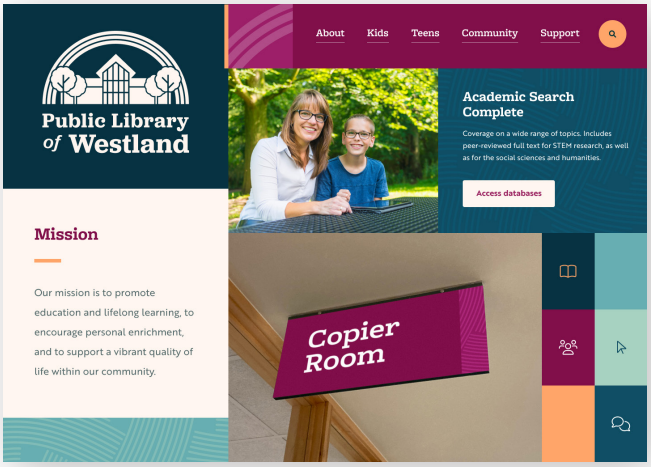
Public Library *of* Westland

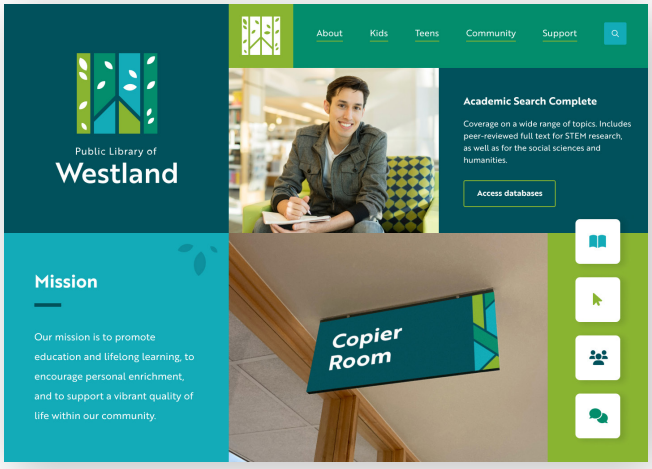
Final logo concept

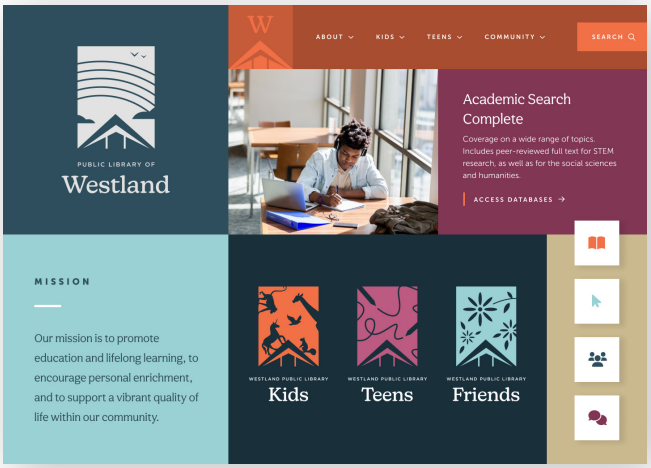
Brand Identity

We led the way in their rebranding adventure through immersive discovery sessions. While green was their go-to hue and wanted to retain a hint of their former logo, we added new colors to their palette. To help them envision a comprehensive brand we created mood boards to imagine the brand's fresh vibe across signs, literature, and the digital canvas!









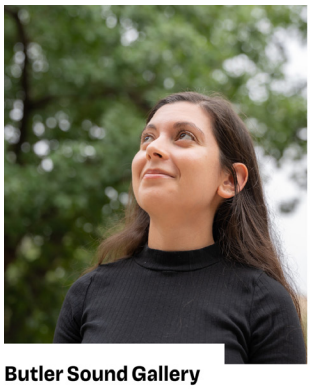
Blanton Museum of Art — See what art can do.

In Development

View mockups: https://tinyurl.com/4r9xye46

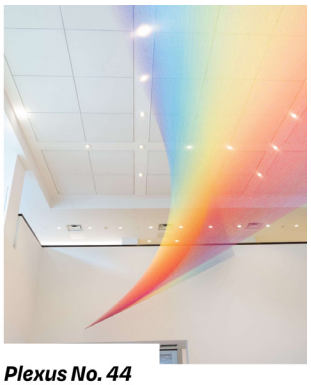
Nestled at the heart of Austin's cultural scene, the Blanton Art Museum at the University of Texas stands as a beacon of creativity, housing a treasure trove of 25,000 artworks. Amidst a whirlwind of renovations and expansions, we embarked on an exhilarating journey to revamp the museum's digital presence.

Our goal was to revolutionize the online experience for visitors, offering enhanced accessibility and functionality. Central to this mission was simplifying the process for guests to plan their visit, including seamless navigation regarding exhibit highlights, parking details, and operating hours. Additionally, the Blanton sought to streamline membership purchases and provide visibility into upcoming exhibitions.



Butler Sound Gallery

LEARN MORE



Plexus No. 44

Gabriel Dawe

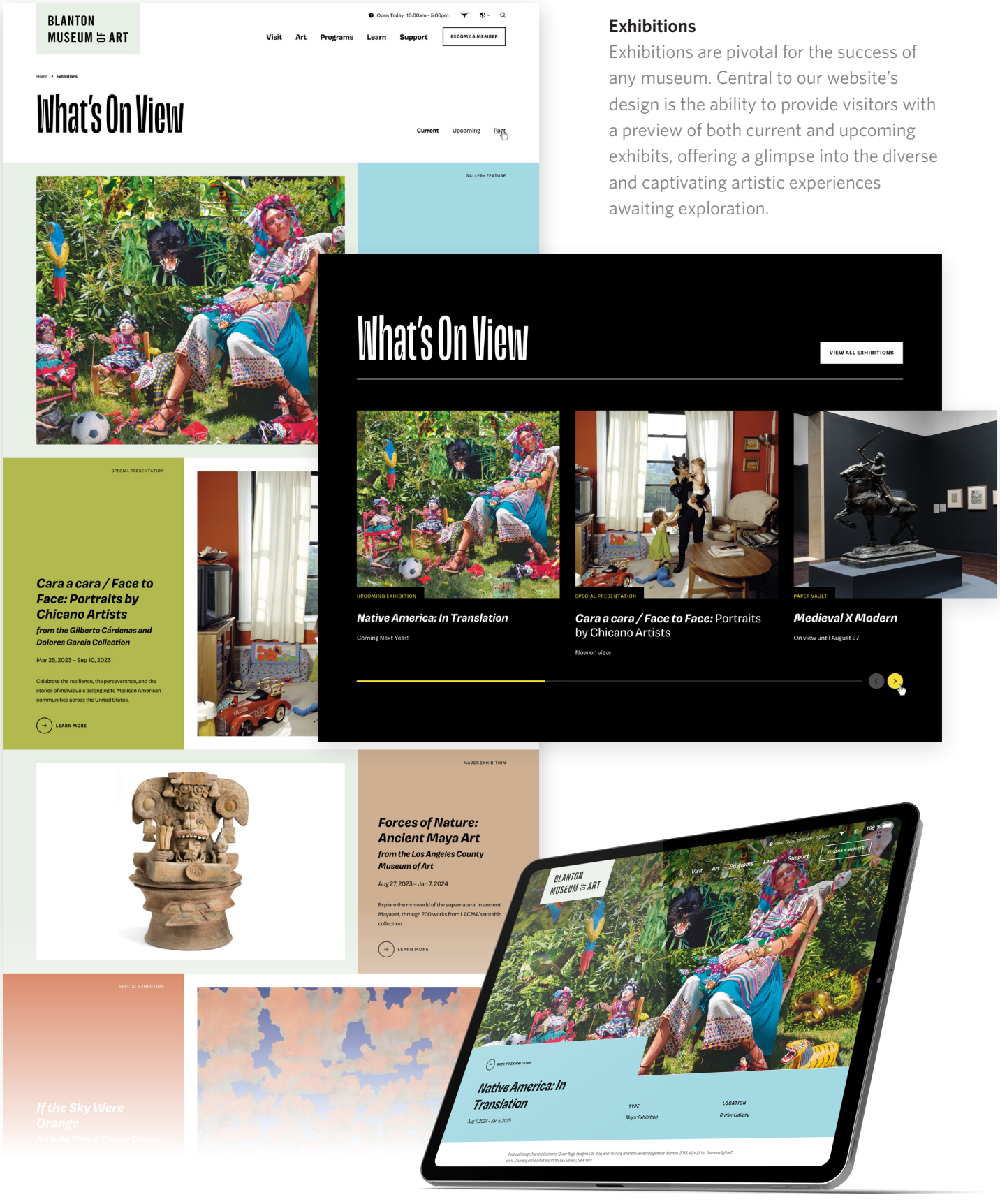
LEARN MORE

Blanton Museum of Art — See what art can do.

In Development

Exhibitions

Exhibitions are pivotal for the success of any museum. Central to our website's design is the ability to provide visitors with a preview of both current and upcoming exhibits, offering a glimpse into the diverse and captivating artistic experiences awaiting exploration.

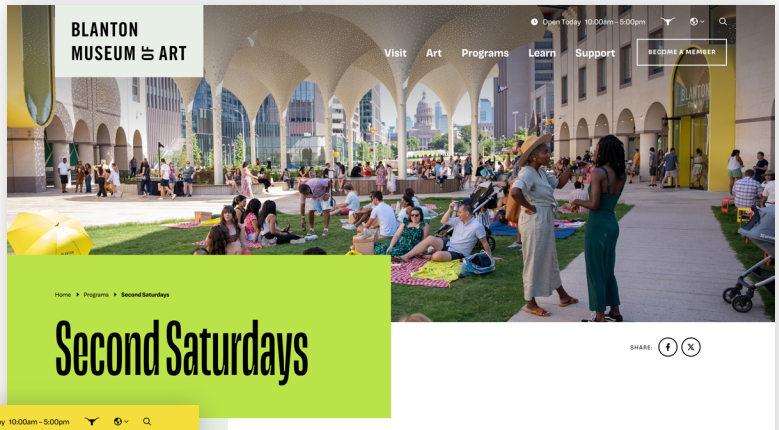


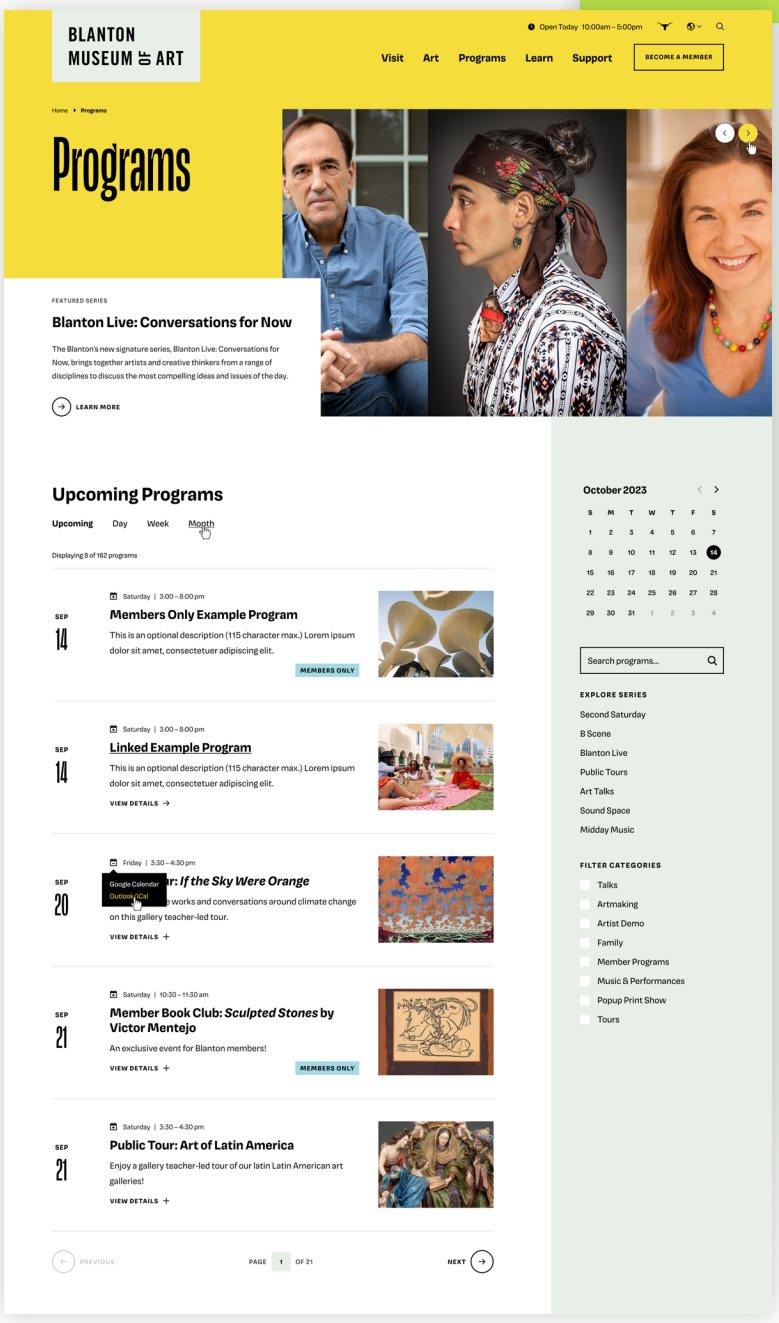
Blanton Museum of Art — See what art can do.

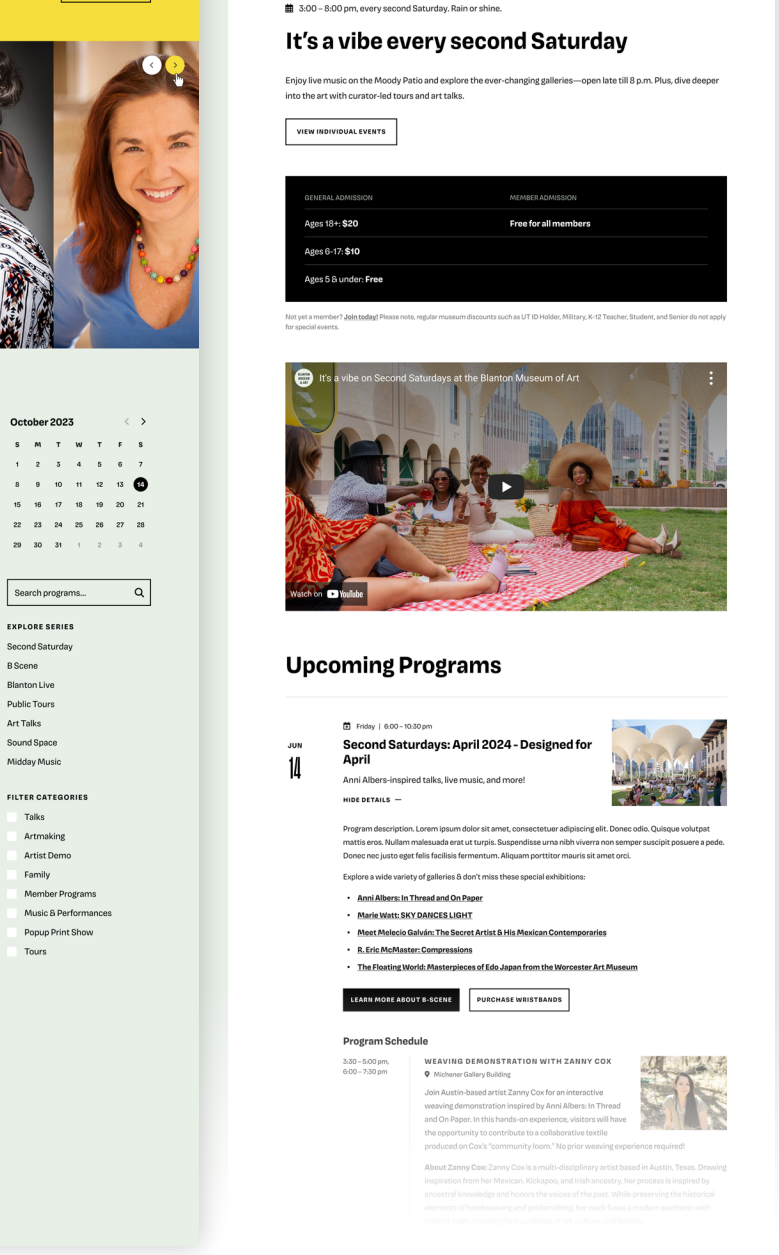
In Development

Programs & Events

At the Blanton, there's a vibrant tapestry of one-time and recurring events that beckon people to immerse themselves in the museum's activities. Our website offers comprehensive details on each event and the ability for people to save them to their persional calendar.

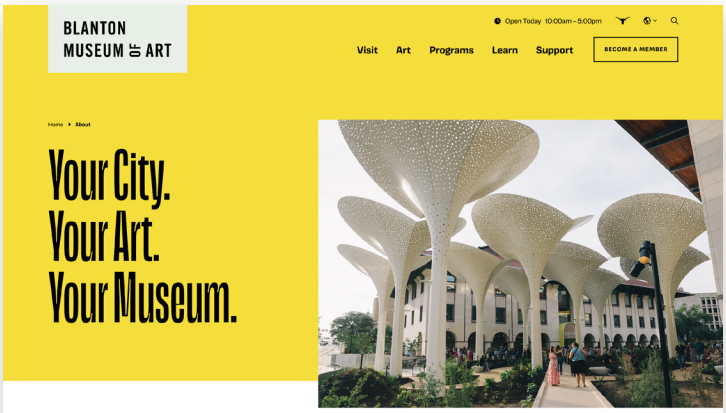






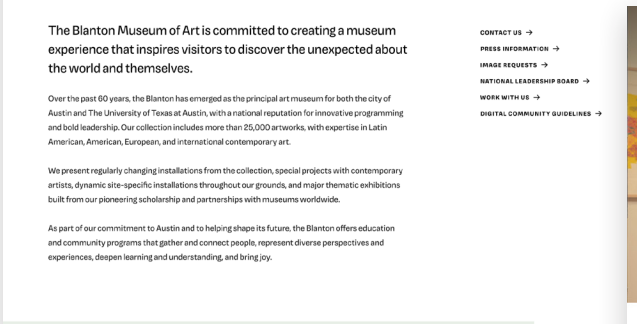
Blanton Museum of Art — See what art can do.

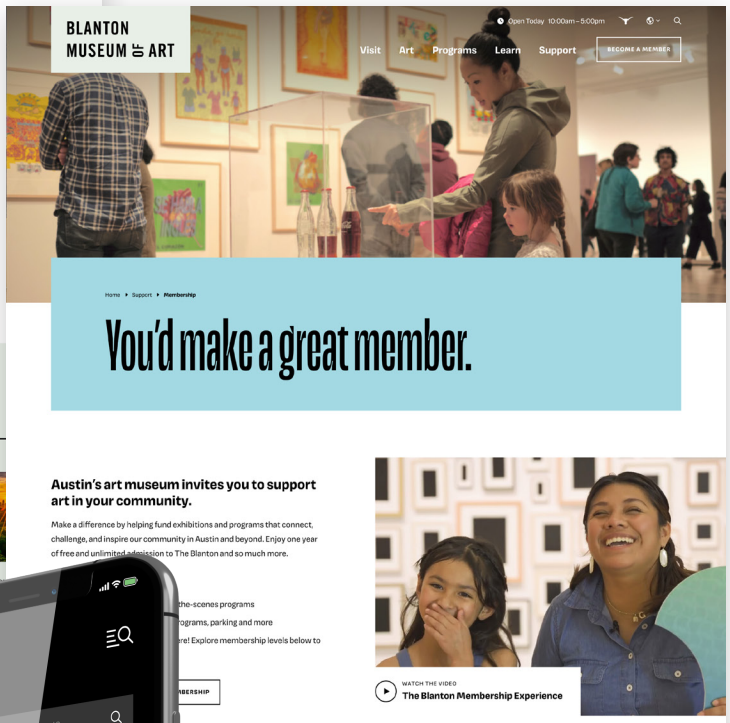
In Development

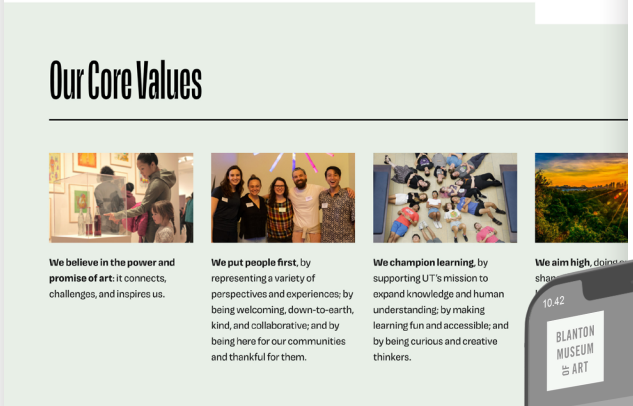


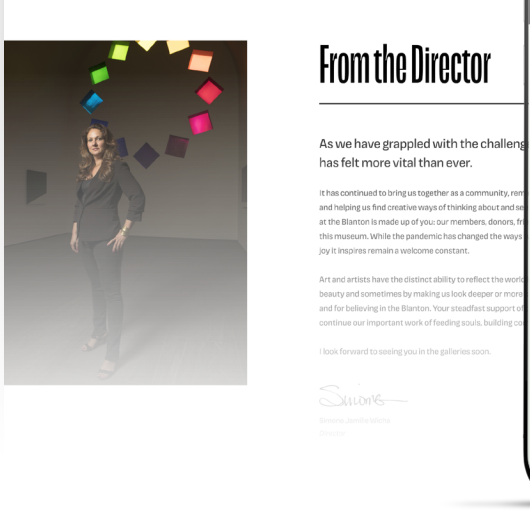
Interior Pages & Navigation

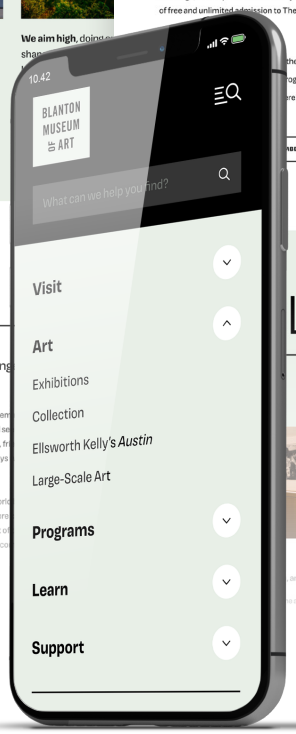
We designed an array of versatile content blocks, granting them the flexibility to craft an endless array of page layouts on the site. These blocks can be easily customized to incorporate various brand colors, ensuring a cohesive and visually engaging online presence.





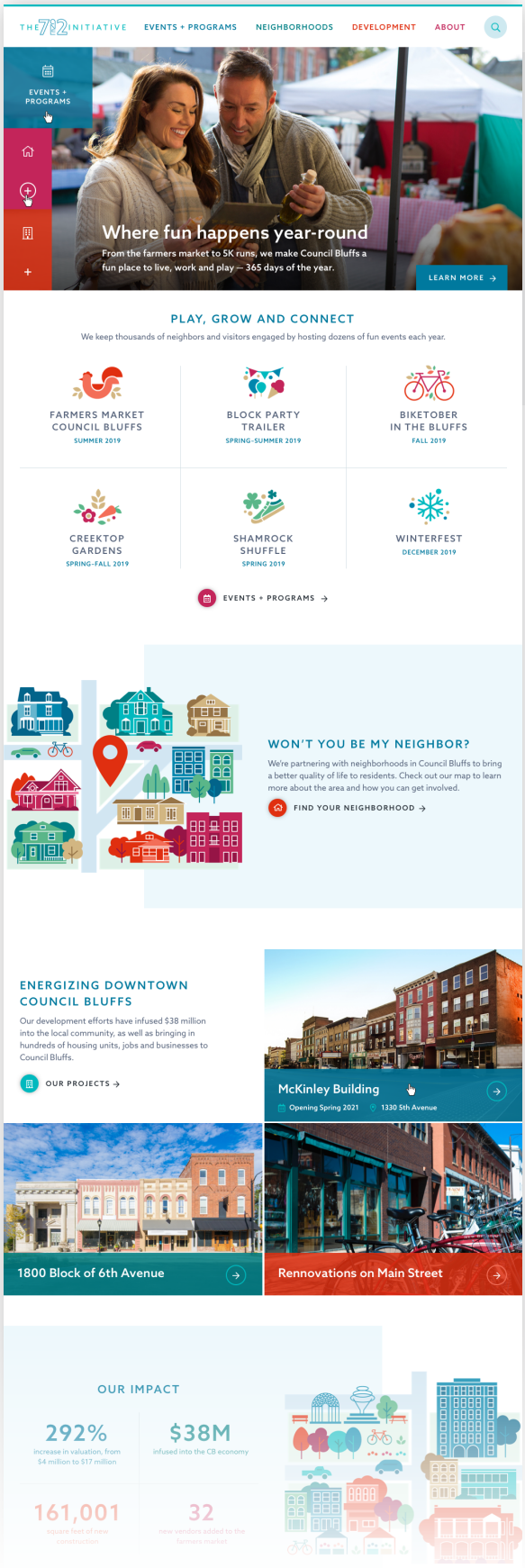




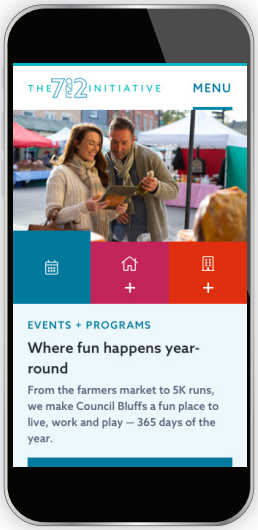


The 712 Initiative — Community. Opportunity. Vision.

the712initiative.org



The 712 Initiative manages urban redevelopment and quality of life programs to make Council Bluffs, Iowa a better place for business and families to thrive. Juicebox created a fun website for neighbors and families to see 712's events as well as a portfolio of revitalized buildings and spaces in town that came under 712's management. Chock full of colorful illustrations, custom photography and friendly copy, this website makes it easy for people to understand what makes Council Bluffs a fun place to be.



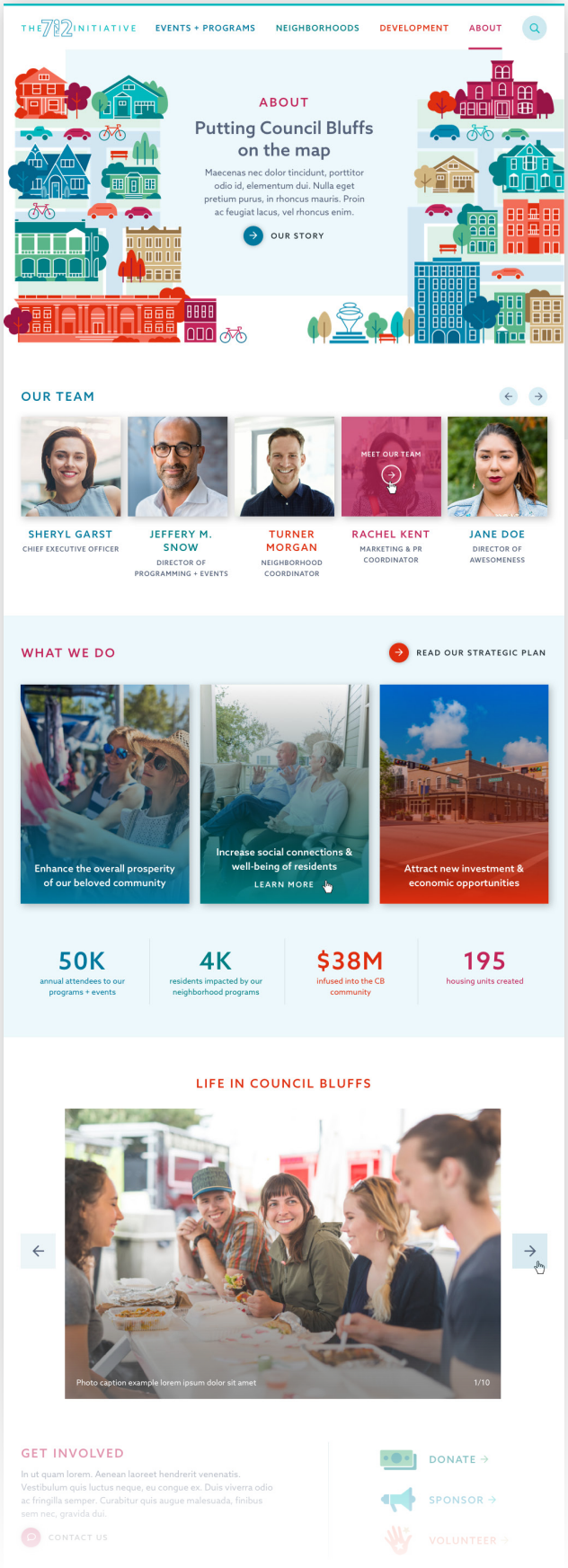
Website features

- Home page
- Interior page
- Development portfolio
- Events
- Neighborhood map
- Custom about page
- Illustrations + icons
- Forms system
- Custom reservation forms
- Custom 404 page
- Responsive design
- Site search

Custom programs + events icon set

The 712 Initiative — Community. Opportunity. Vision.

the712initiative.org

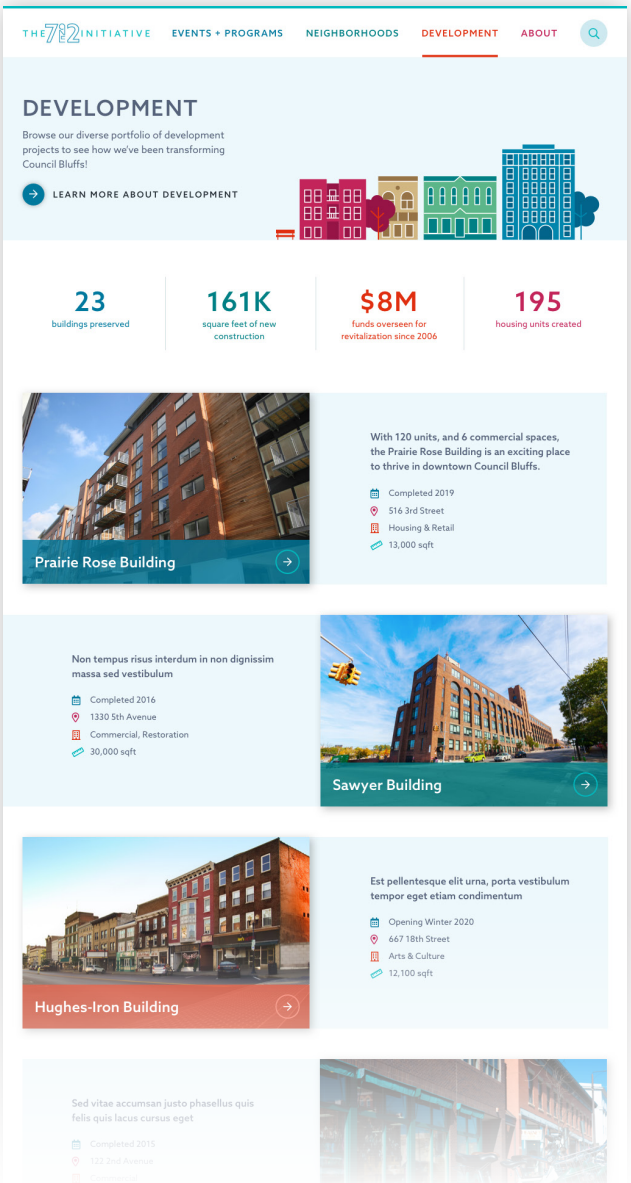


About

The about page displays the organization's team, overall initiatives, custom photography, calls to action and more. Custom illustrations showcase the diverse residential and commercial architecture in the historic city.

Development portfolio

Visitors can view stories of buildings that have been revitalized under 712's watch, from apartment buildings to civic centers to restaurants.

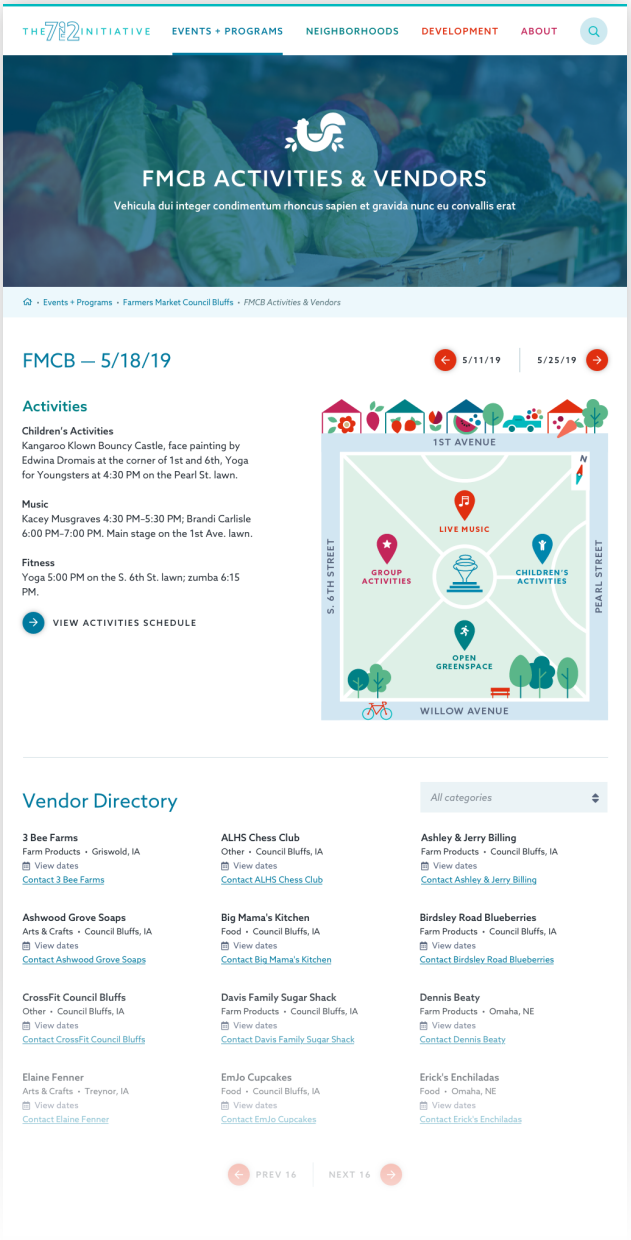


Events + Programs

Each event has its own custom illustration or icon on the landing page where viewers can see dates, locations and descriptions.

Farmers Market

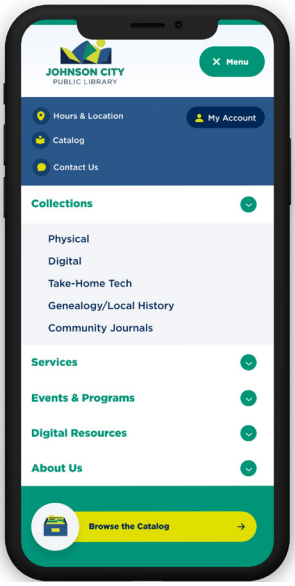
Visitors can advance to view upcoming events and activities, view an illustrated map and browse a directory of vendors at the farmers market.



Johnson City Public Library — Cultivating imagination.

jcpl.org

The Johnson City Public Library had a beautiful brand that wasn't reflected in their old website. We worked within their brand guides to elevate the website by creating custom illustrations, icons, and showcasing fantastic photography. We also enhanced their site management including event registration –making it a breeze for anyone to get events featured on the site.



Website Features:

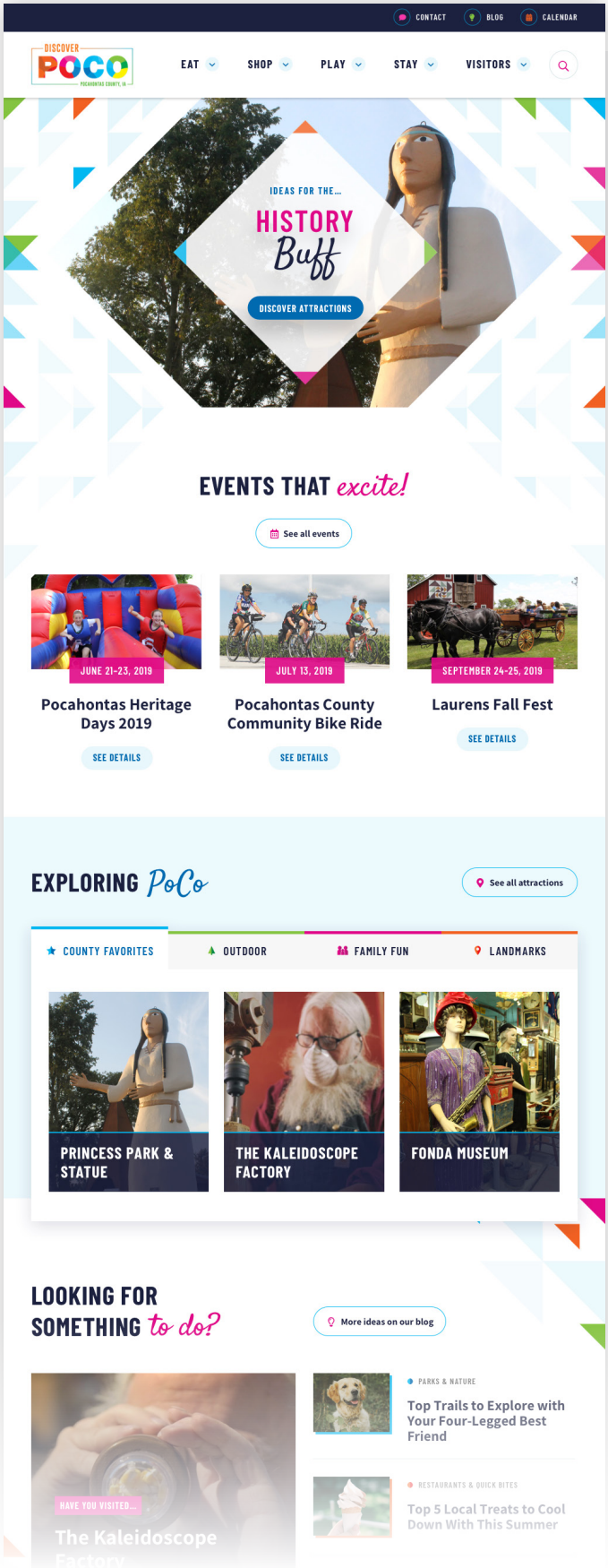
- Home page
- Interior page
- Services page
- Collections page
- Resources page
- News/blog
- Events
- Event registration
- Search
- Staff picks feature
- Library hours display

Johnson City Public Library — Cultivating imagination.

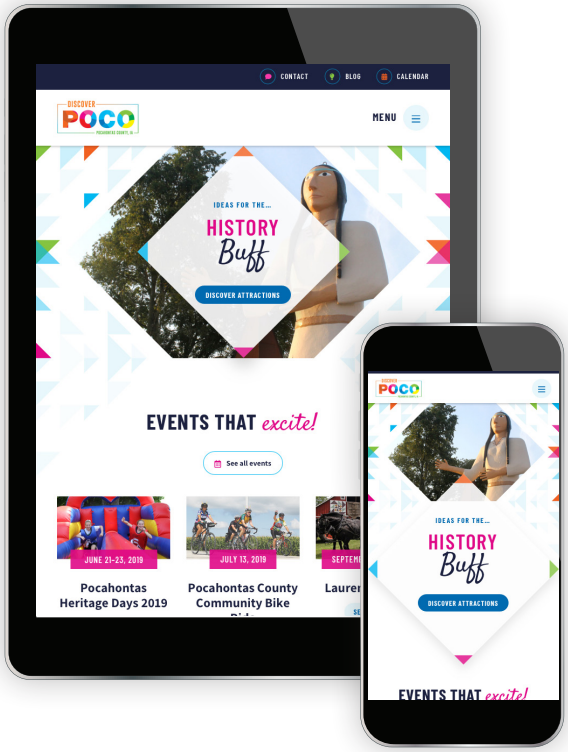
jcpl.org

Discover Pocahontas County — Discover the Princess County

discoverpoco.com



Pocahontas County is located in northwestern Iowa and offers rural charm to travelers and locals. We created a tourism website that offers exciting attractions, upcoming events and a blog full of ideas.

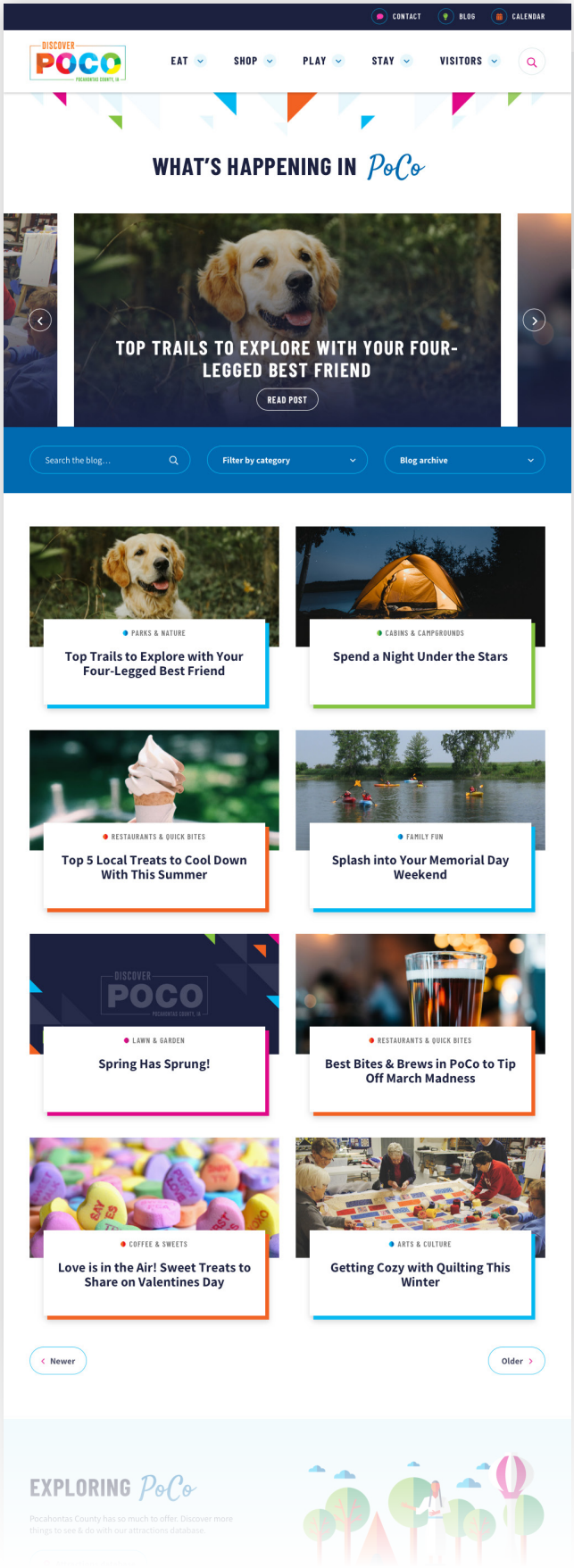


Website Features:

- Home page
- Interior page
- Attractions database
- News
- Events
- Responsive design
- 404

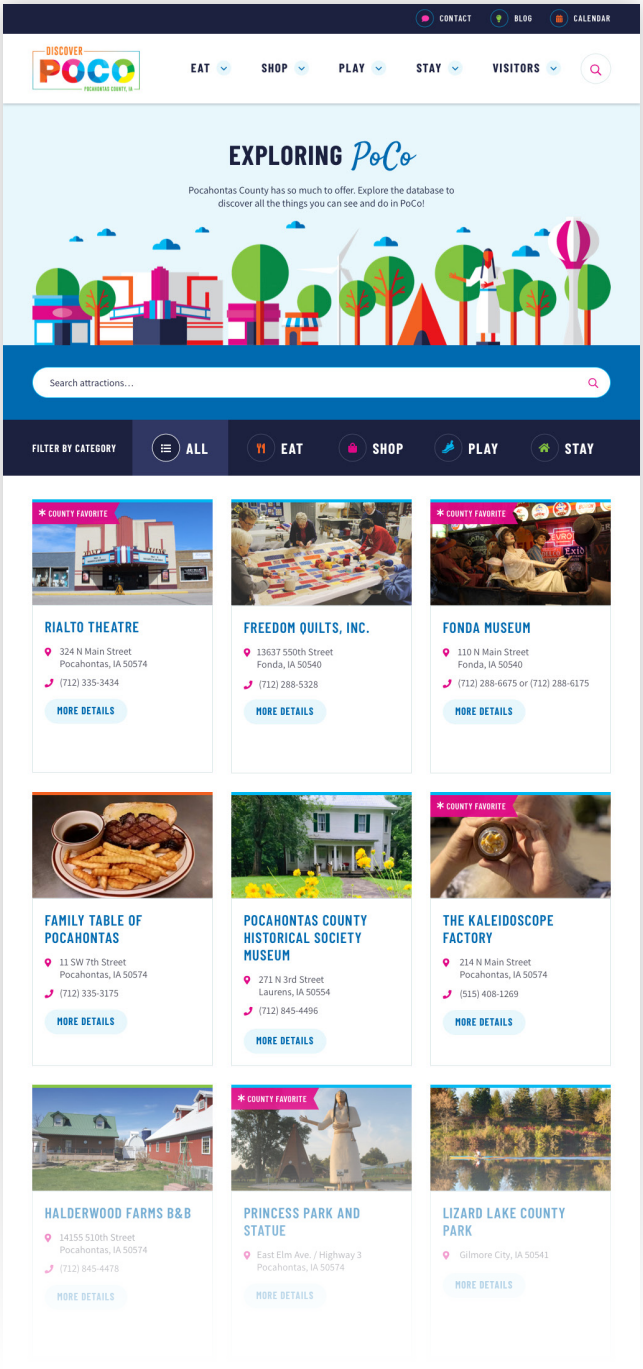
Discover Pocahontas County — Discover the Princess County

discoverpoco.com



Events that excite

Visitors can browse a blog full of tips on what to do in Pocahontas county. We also created an easy database for visitors to explore local attractions, places to stay and eat during their time in Pocahontas county.

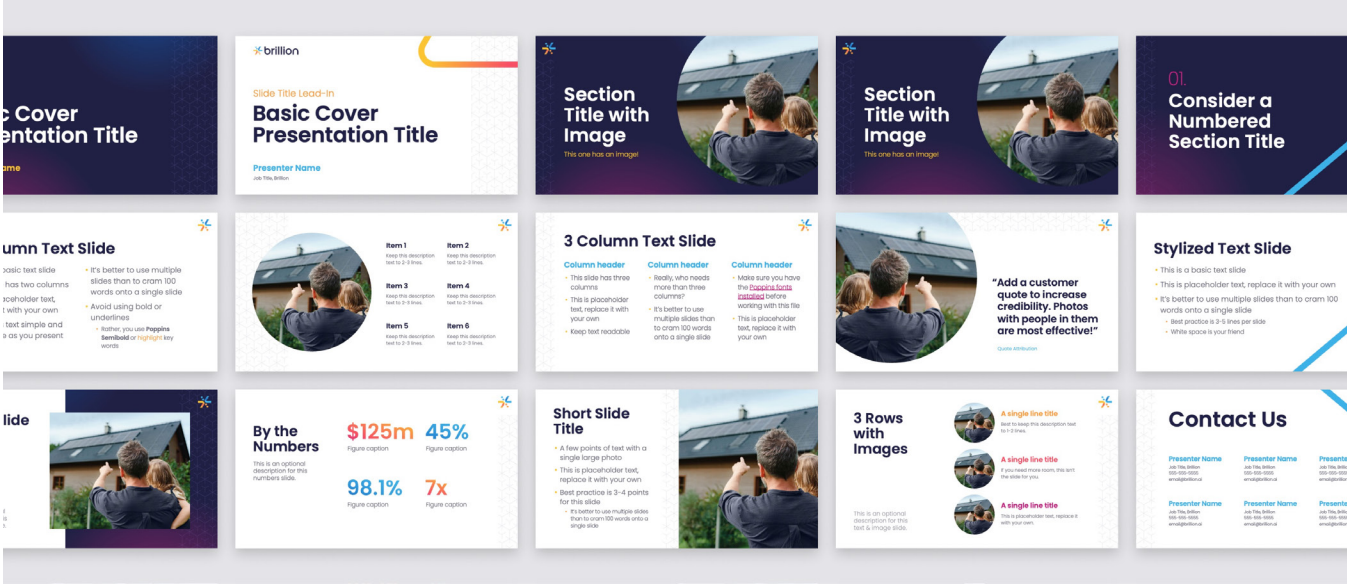


Brillion is a new customer management software platform for power and water utilities across the country. We built this new brand from scratch, ensuring this innovative tech startup has the visual foundations for long-term success.

Brand Deliverables:

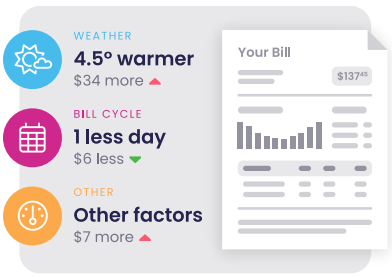
- New logos
- Visual elements
- Brand guide
- Tradeshow booth
- Banners
- Business cards
- One-pagers
- Thank you cards
- Notepads
- Stickers
- Splash page
- Social graphics
- Email signatures
- PowerPoint template
- Word template
- Zoom backgrounds

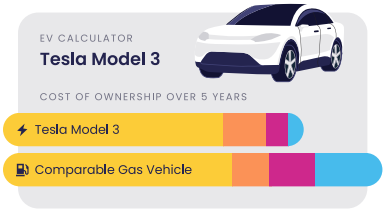
brillion

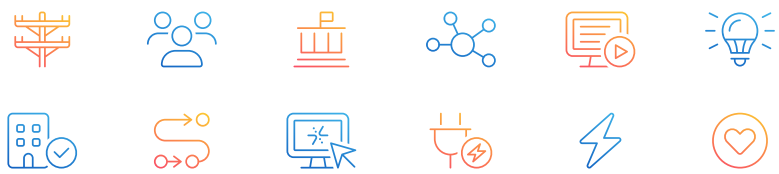


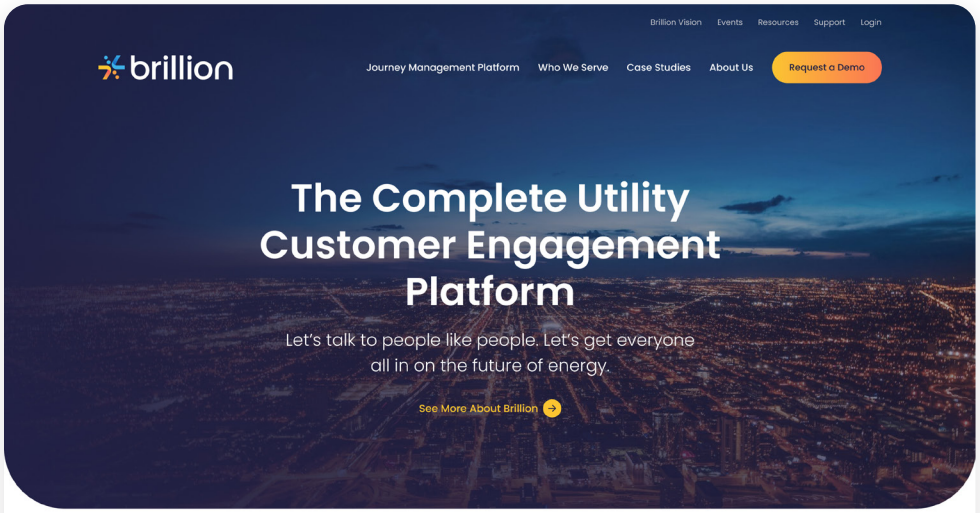
Targeted audiences

We designed engaging touchpoints to connect with their internal audiences. By establishing diverse user personas, we tailored materials for each group—serving current and potential clients, employees, and prospective hires.









Who is Brillion? Four companies coming together to help you go All In.

APOGEE AIQUEOUS energyOrbit energyX

BUILD A TRUE PARTNERSHIP

What It Means to be All In

What happens when someone ignores your mail? They miss a chance to save money. You miss an opportunity to fulfill your regulatory obligations. We all miss a chance to reduce energy usage.

With the end-to-end utility customer engagement platform from Brillion, those missed chances become wins. You get the right message to the right people at the right time.

Explore the Platform →

Spark the Interest

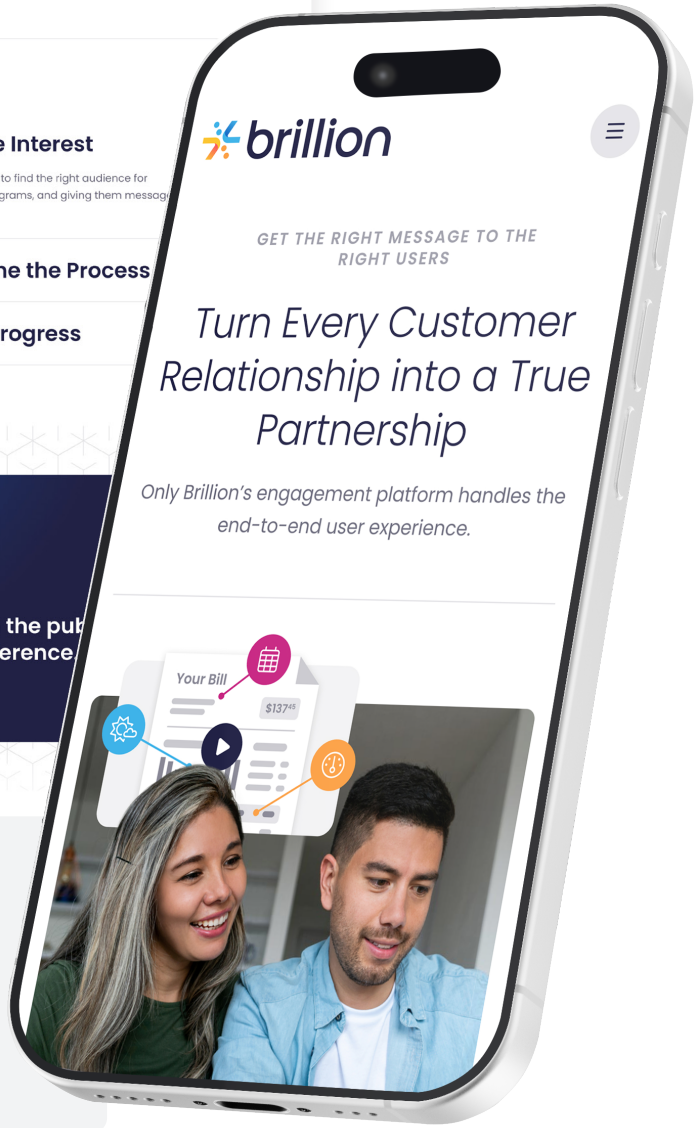
Use data analytics to find the right audience for energy-saving programs, and giving them messag that resonate.

Streamline the Process

See the Progress

You build trust with the pub and we make a difference

Request a Demo



Website Features:

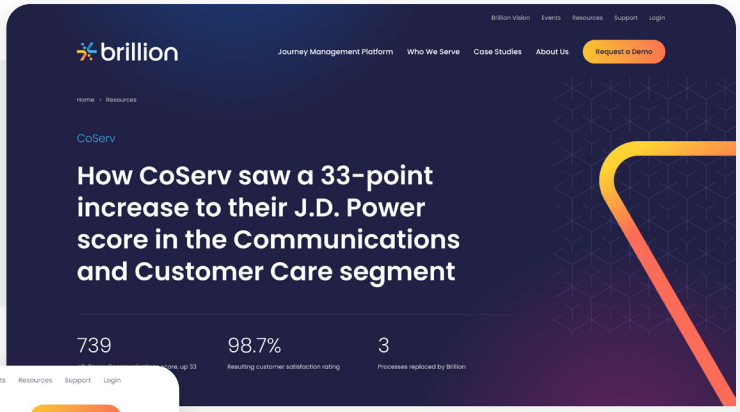
- Homepage
- Interior page
- Custom blocks
- Product platform
- Industries
- Resource library
- Events
- Case Studies
- Webinars
- Interactive about page
- News

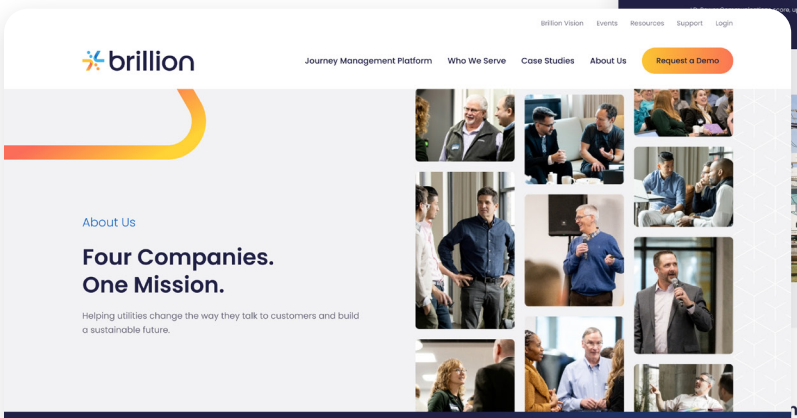
Creating Real Engagement

We developed tailored marketing pieces for custom DRIP campaigns, including white papers, on-demand and in-person webinars, case studies, and tradeshow materials. These resources drive engagement and deliver targeted value across various touchpoints, enhancing audience reach and connection."

Resource Library

Case studies, webinars, downloads... all in one place. This centralized hub puts insights and resources right at their fingertips, enhancing their experience and supporting their journey.





TL;DR

This is a quick summary of what you did for the client and high-level takeaways from your engagement.

Before
- Inefficient home assessments
- Few digital engagement methods
- Lack of customer education

After
- Guided home assessments
- Targeted email campaigns
- Self-serve special calculators

...munication options

Type
Co-Op

Customer Since
2010

Brillion Solutions
Energy Advisor
Calculators
Video Bill Explainers

About the Company
CoServ is an electric and gas distribution company serving North Texas for over 87 years. They are one of the fastest growing co-ops in the country, with over 470,000 combined electric and gas meters.

Real Connection Drives Real Results

100%
Donec consectetuer ligula.

100%
Phasellus ultrices nulla quis nibh.

100%
Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

"Our mission is to help utilities drive change."

In a changing environment, utilities need to understand and communicate with their clients. It's how we get everyone on board with solving the challenges of tomorrow.

That's why Brillion's come together. We're an end-to-end engageme... tool creating sustainable results.

JON ERZINE, CEO

Four Companies, Unified.

The companies that make up Brillion are leaders in their field. They all have helped utilities become more efficient and accurate at different parts of the customer engagement journey. Now we're together.

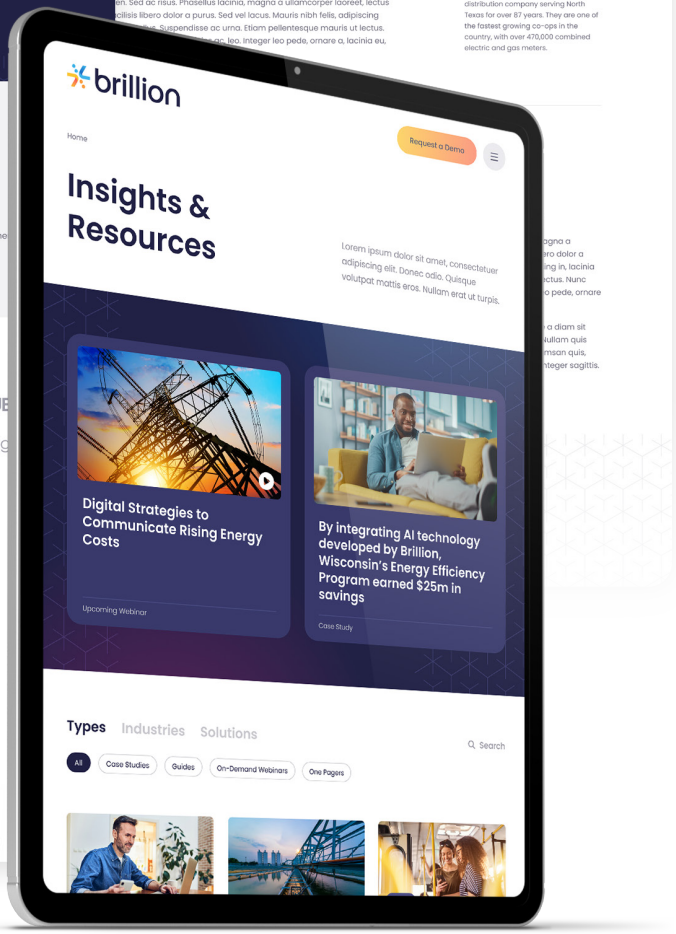
Now there doesn't have to be any gaps in your communication.

Contact Us

APOGEE AIQUE
energyOrbit energ

What Do Utilities Care About?

Energy-Efficiency Regulations. CSAT Scores. Demand-Side Management. Increased Competition from Alternative Sources. Aging Infrastructure. The Demand of Electrification. Everything.

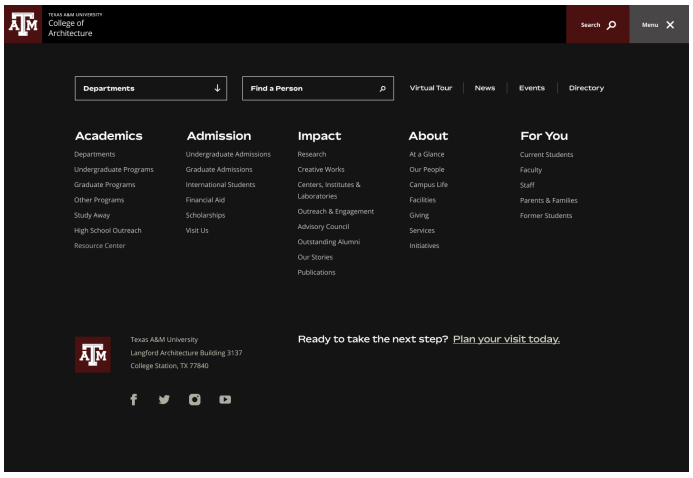


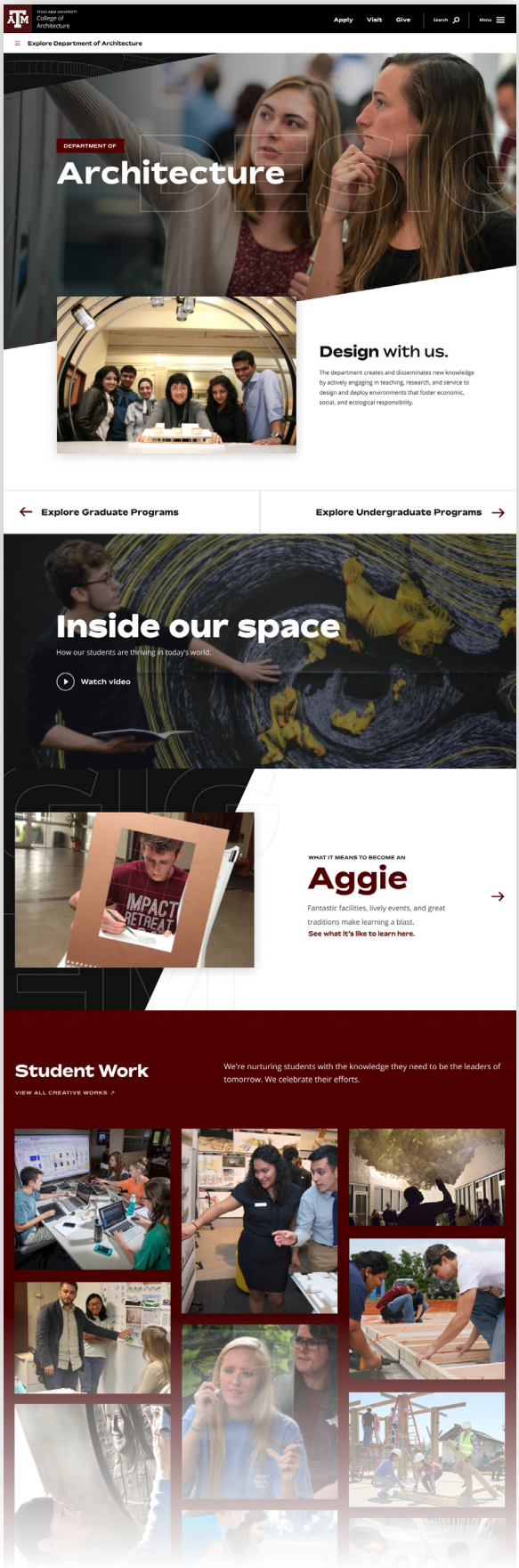
Texas A&M College of Architecture — Start here. Go anywhere.

arch.tamu.edu

The Texas A&M College of Architecture was seeking a more modern, up-to-date, and fully cohesive site to set them apart as leaders in the design world. We approached the project through the lens of the already established Texas A&M brand, adding all of the mood of a techy and creative department of thought leaders.

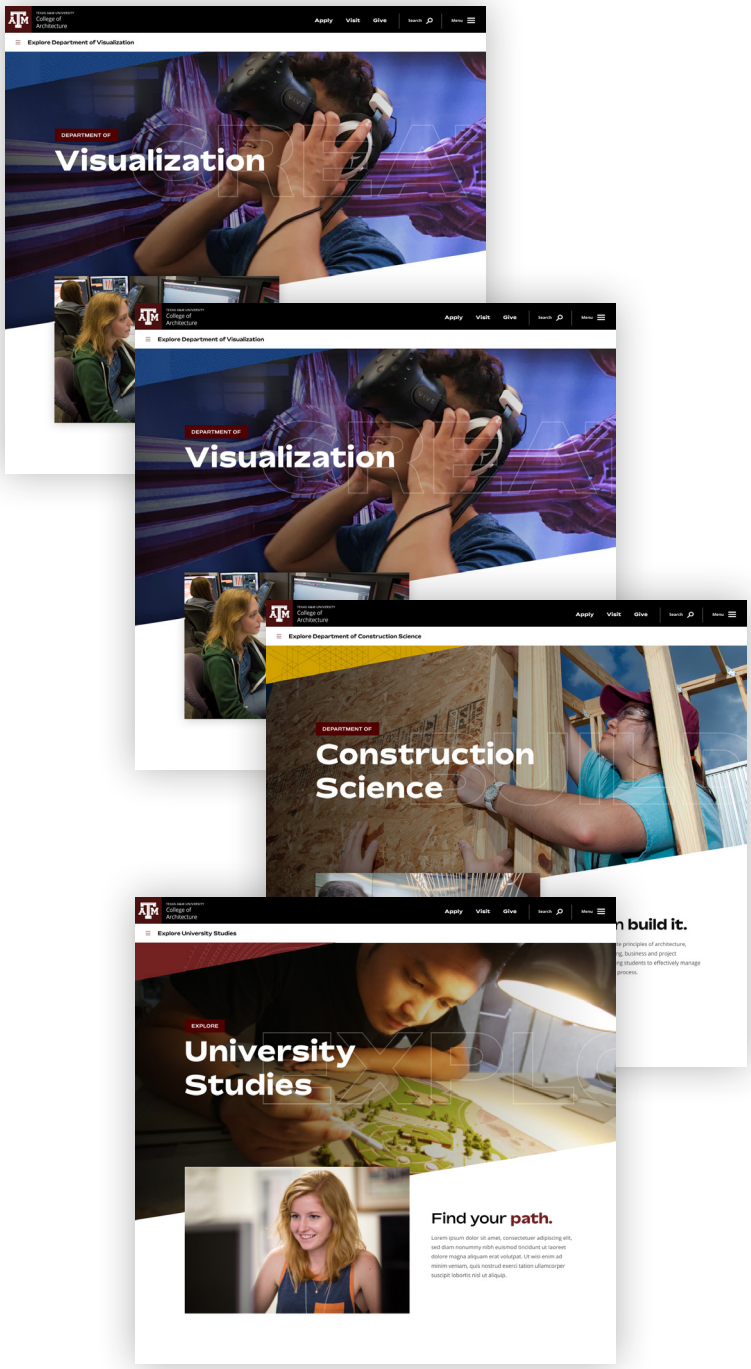
The website needed to be seamless across web and mobile platforms. It needed to be accessible to the non-native English speaker and inviting to the seeker of diversity and inclusion. Our finished product inspires creativity among future and current Texas A&M students and creates confidence in the department's mission and work. Our thorough discovery process involved more than a dozen meetings and surveys with various audiences.





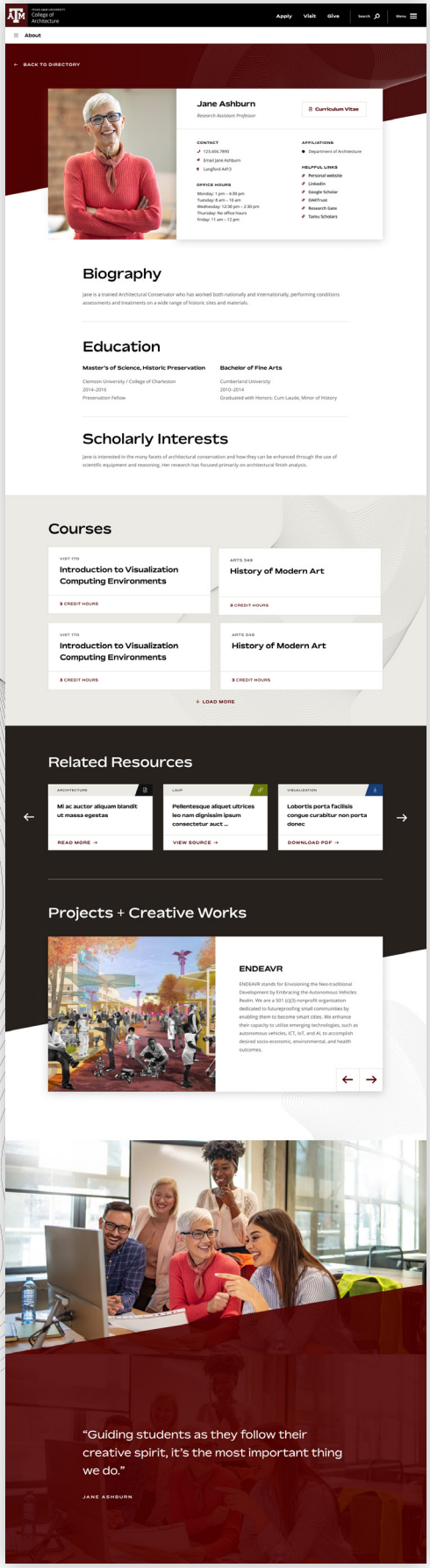
Department pages

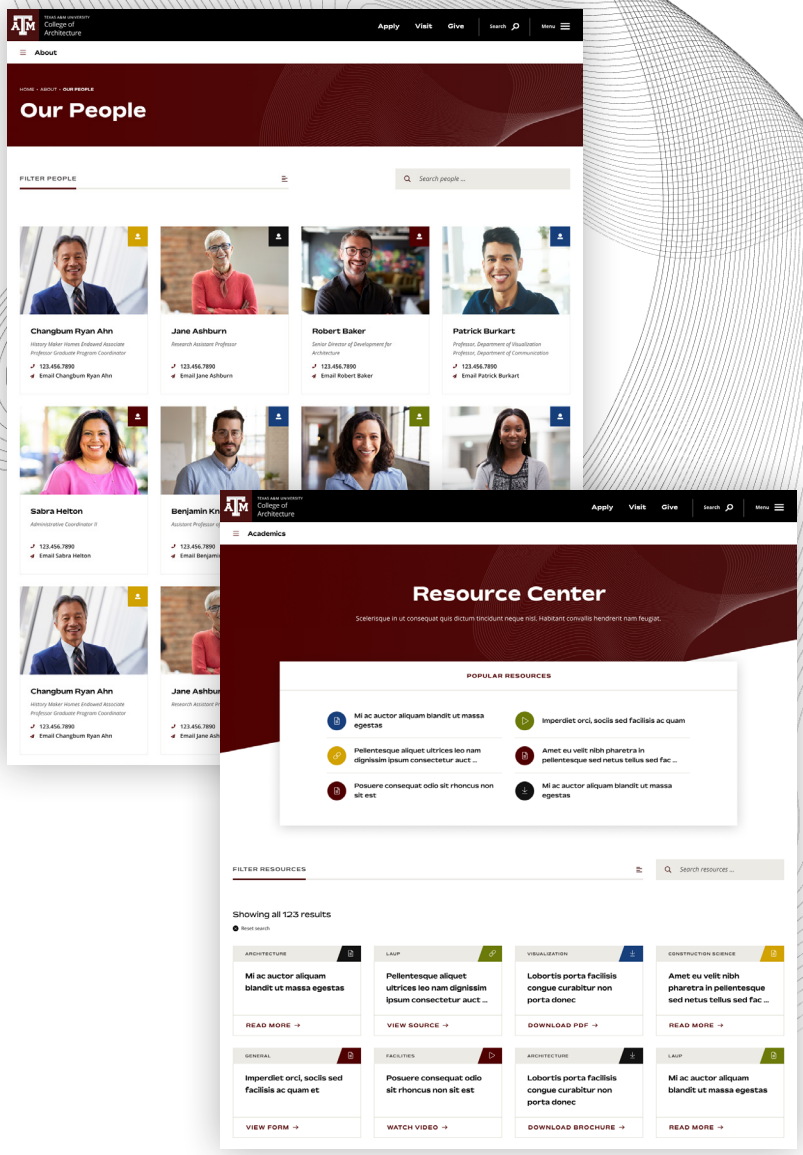
The department pages within the College of Architecture are distinct yet cohesive. We gave each department a unique brand color. The image-heavy landing pages add drama and interest to the web page experience. They provide a sense of place and function to demonstrate the depth of the student experience.



Interior pages

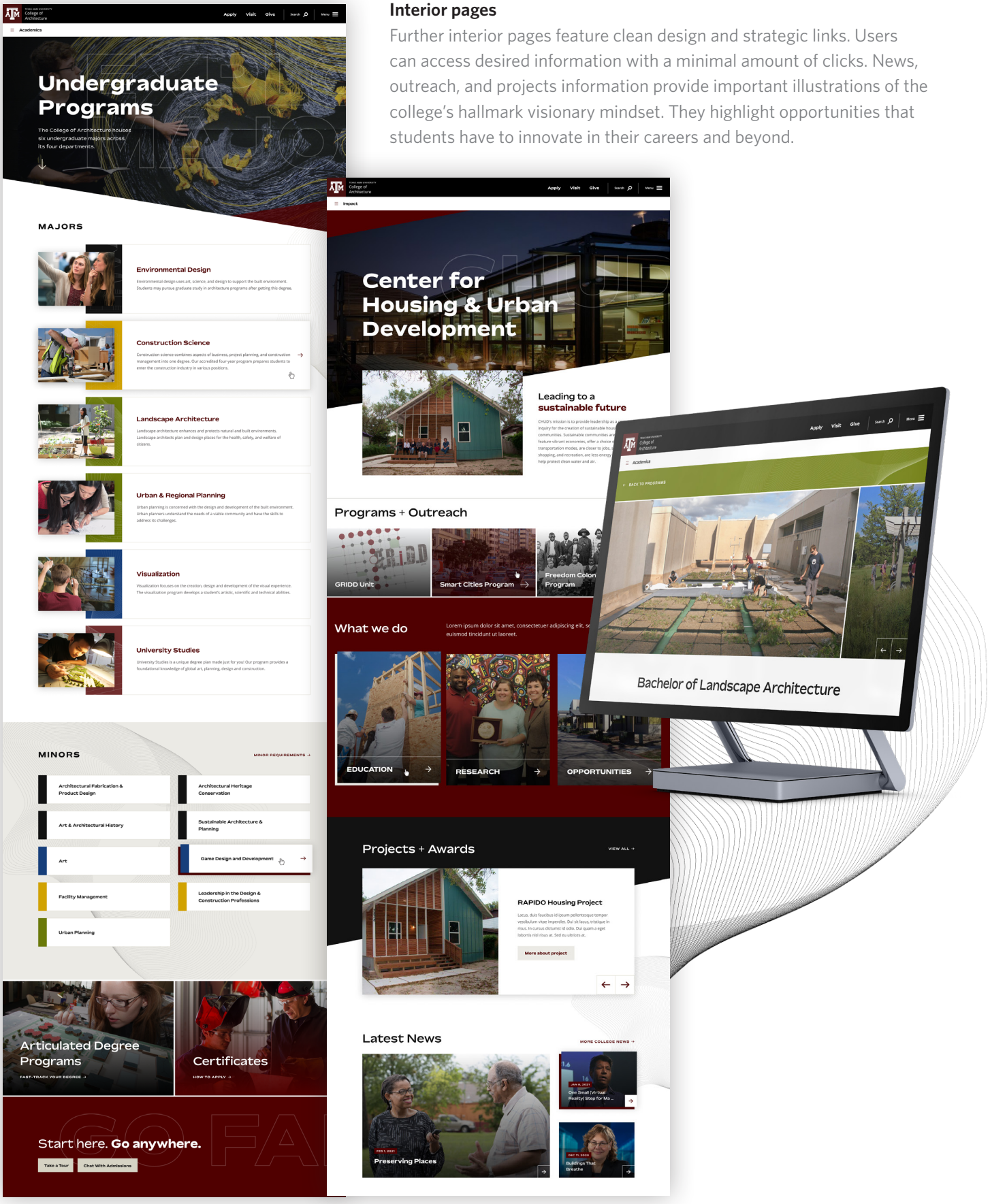
It was also important to showcase all of the impressive work being done by students and faculty. Shed light on impressive projects and they will speak for themselves. The faculty pages allow professors to easily stay connected to each other's work. They provide a sense of welcome to prospective graduate and PhD students.





Interior pages

Further interior pages feature clean design and strategic links. Users can access desired information with a minimal amount of clicks. News, outreach, and projects information provide important illustrations of the college's hallmark visionary mindset. They highlight opportunities that students have to innovate in their careers and beyond.



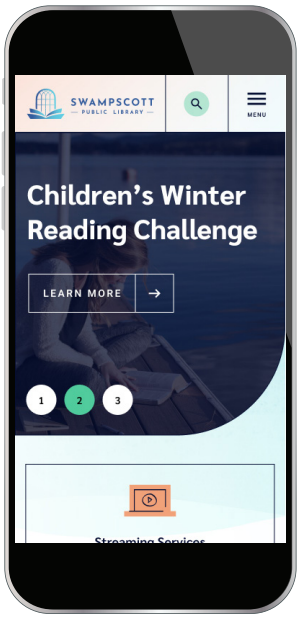
Swampscott Public Library

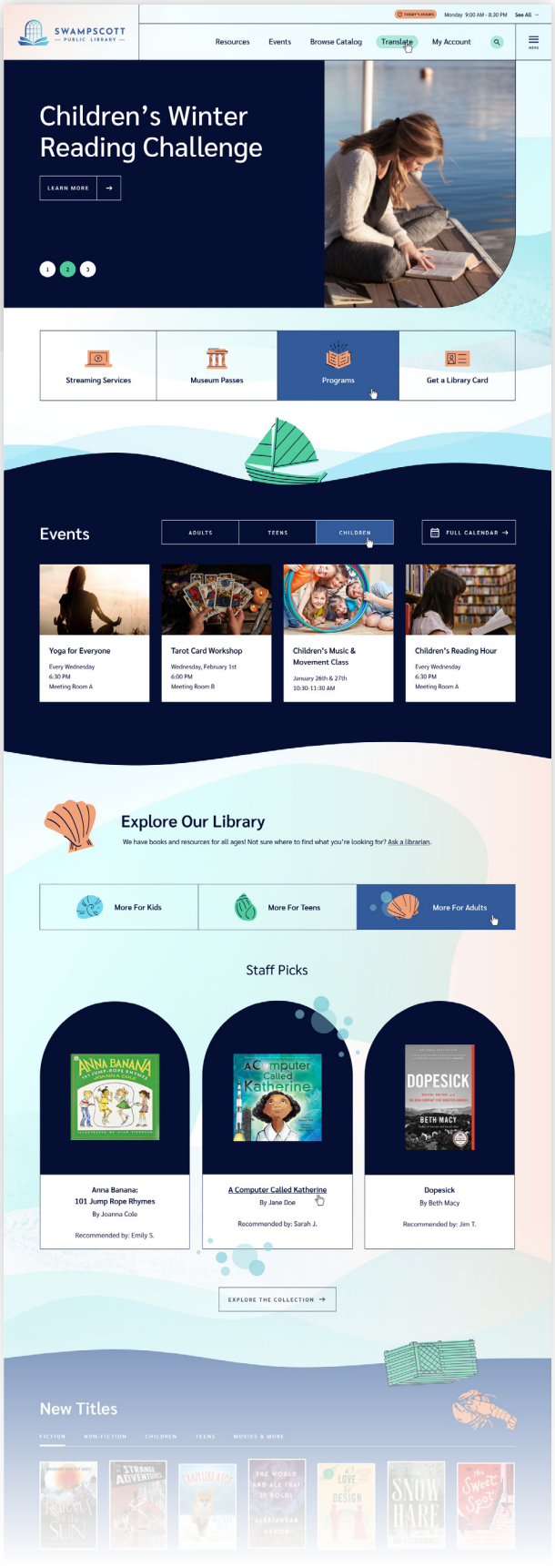
swampscottlibrary.org

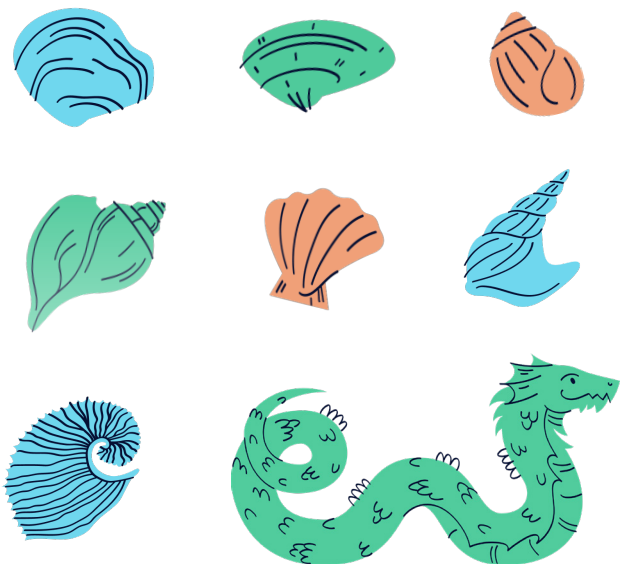
Steeped in history, Swampscott, MA, a Boston suburb, boasts a rich heritage. The library, situated just 500 feet from the ocean, echoes classic early American architectural style, common in Boston. Our goal was to seamlessly merge historical building aesthetics with a contemporary, captivating, and user-friendly website. To infuse energy and a spirit of exploration, we incorporated local history and a diverse array of illustrations.

Website features:

- Home
- Interior
- Department
- News
- Events
- Staff recommendations
- Interactive about us page
- Board meetings & minutes







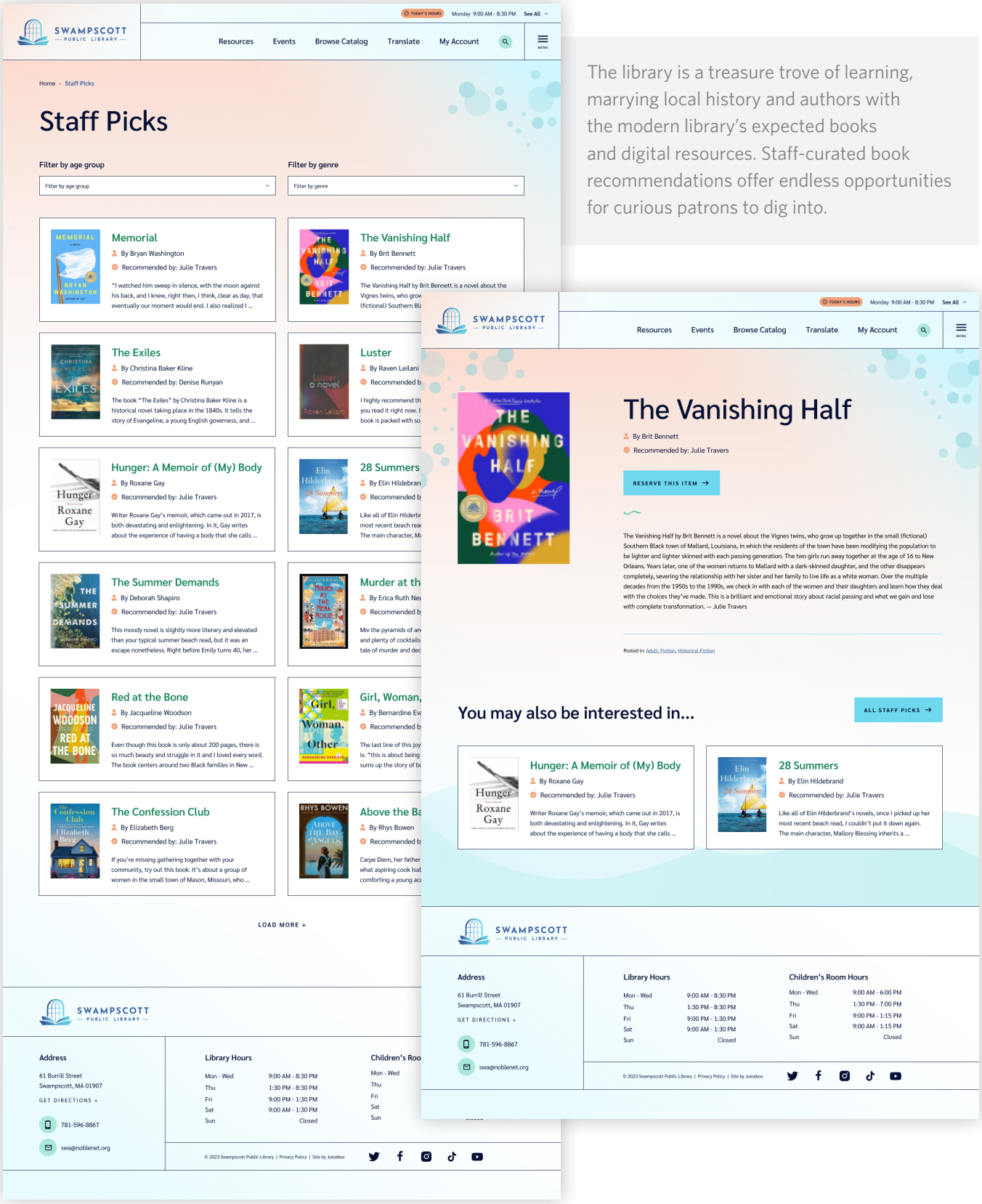
Swampscott Public Library

swampscottlibrary.org

With so many events and activities taking place at the library it was essential for patrons of all ages to intuitively explore what they could do on the library. Their new site allows visitors to easily save events to their personal calendar with the click of a button.

Swampscott Public Library

swampscottlibrary.org

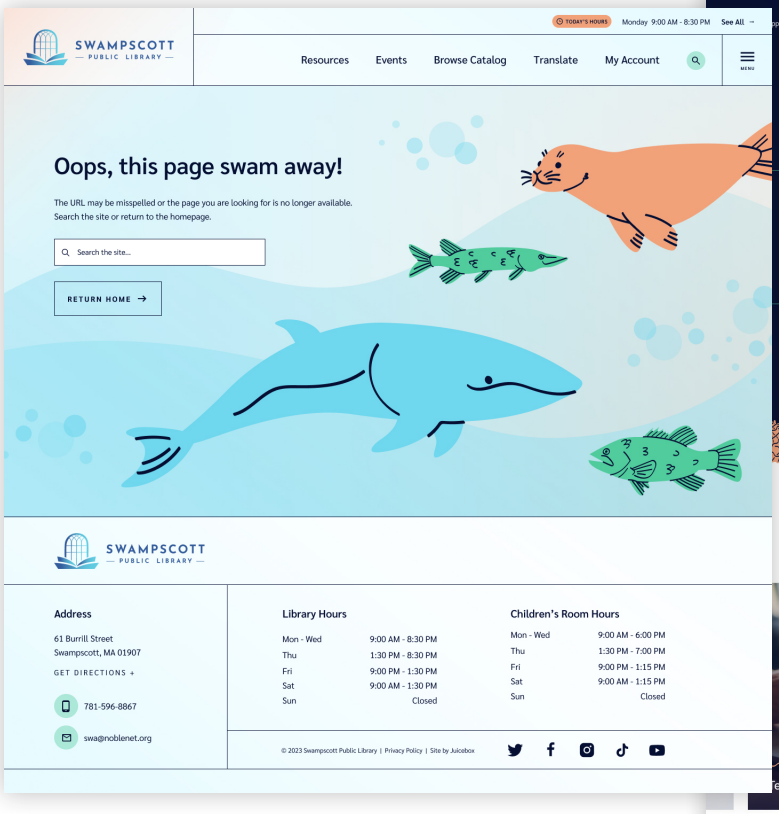


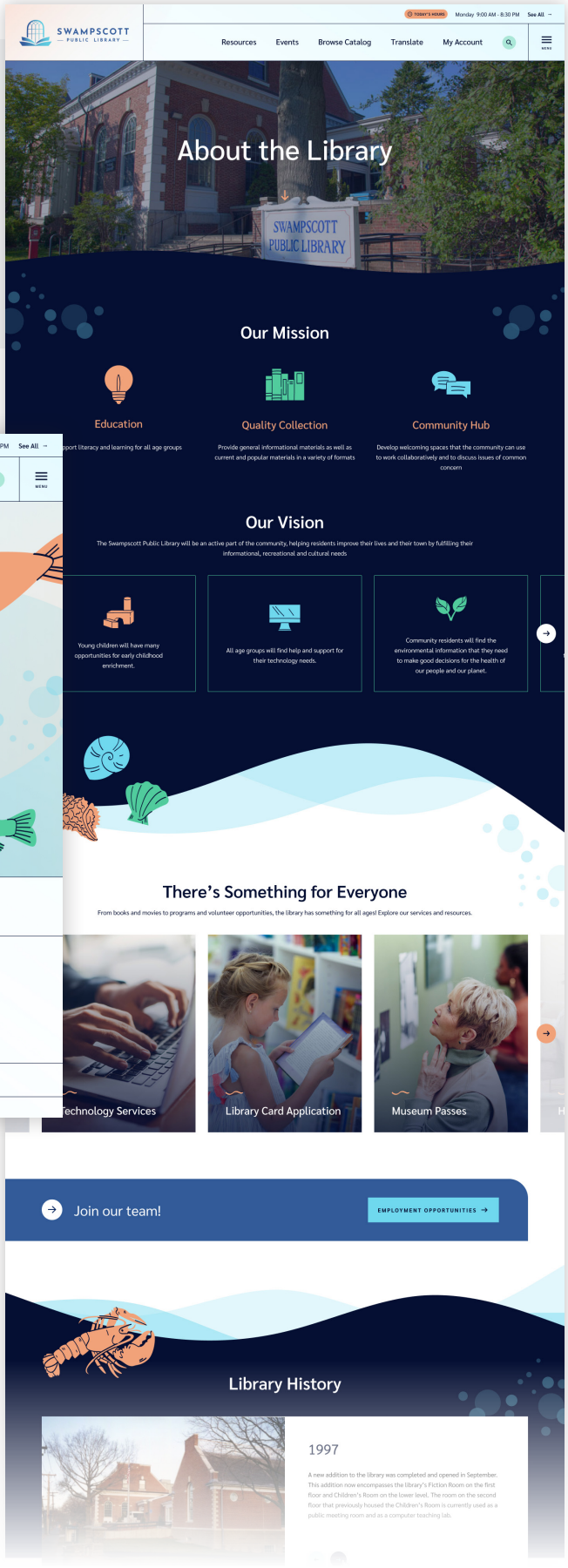
The library is a treasure trove of learning, marrying local history and authors with the modern library's expected books and digital resources. Staff-curated book recommendations offer endless opportunities for curious patrons to dig into.

Swampscott Public Library

swampscottlibrary.org

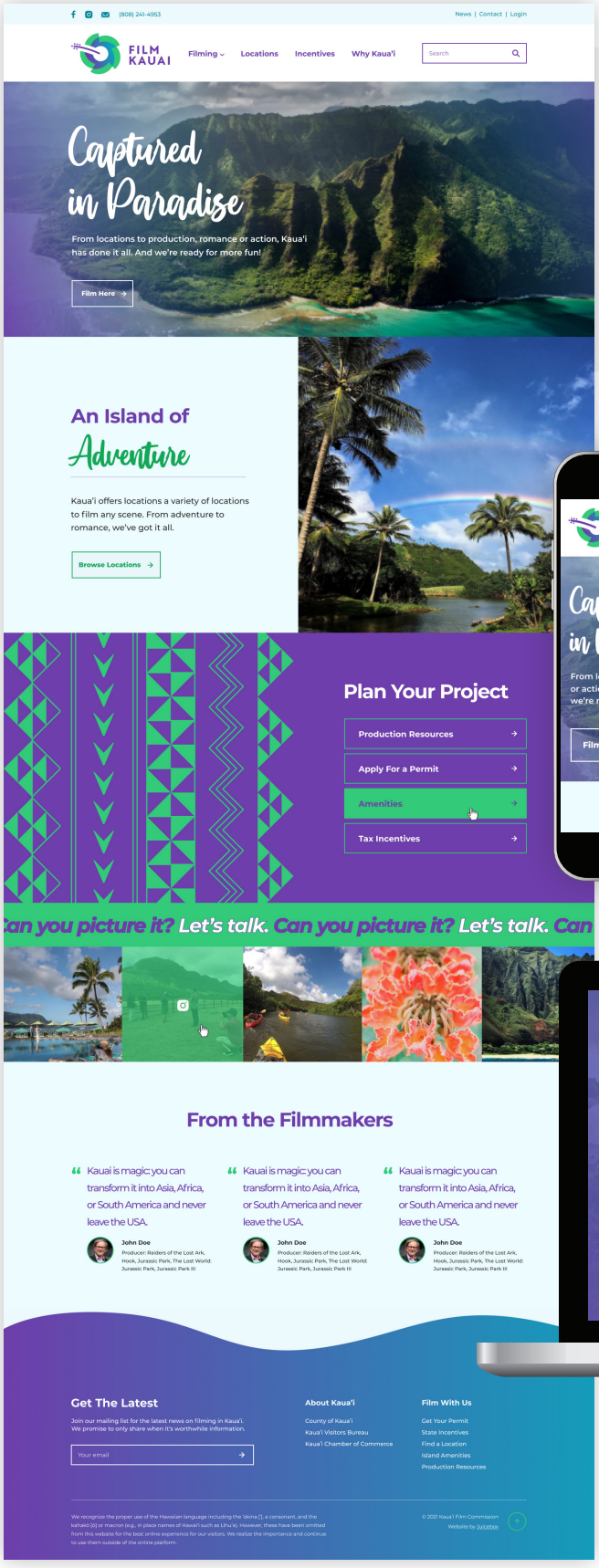
To enhance the creative flair of the site, we invited a local legend, the Swampscott Sea Monster. In its early days, Swampscott was a fishing village and one of the earliest coastal settlements. After several sightings in 1820, a local society formed and offered a $5,000 reward ($100,000 on today's dollars) to anyone who could capture the 100-foot sea monster. The unclaimed prize still awaits the adventurous.





Film Kauai — Captured in paradise.

filmkauai.com

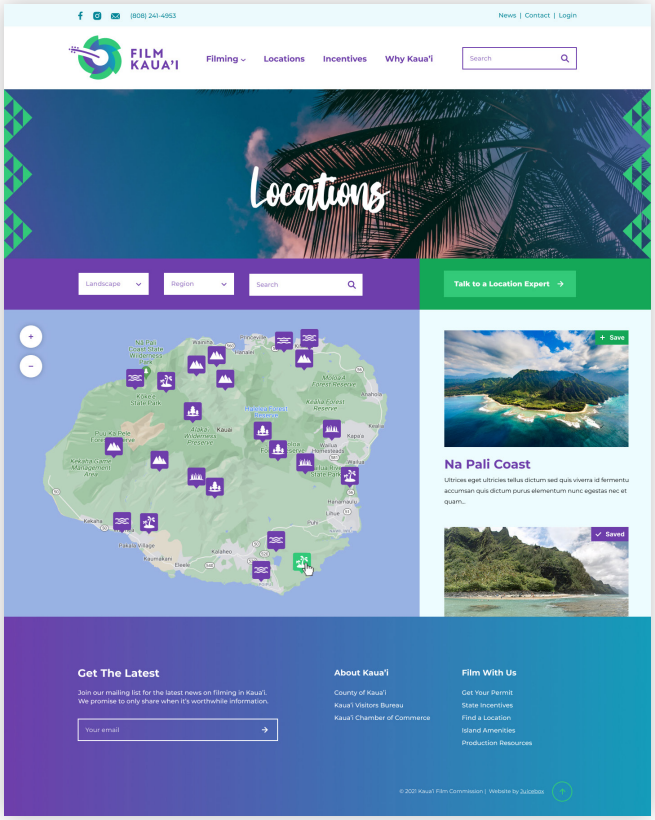


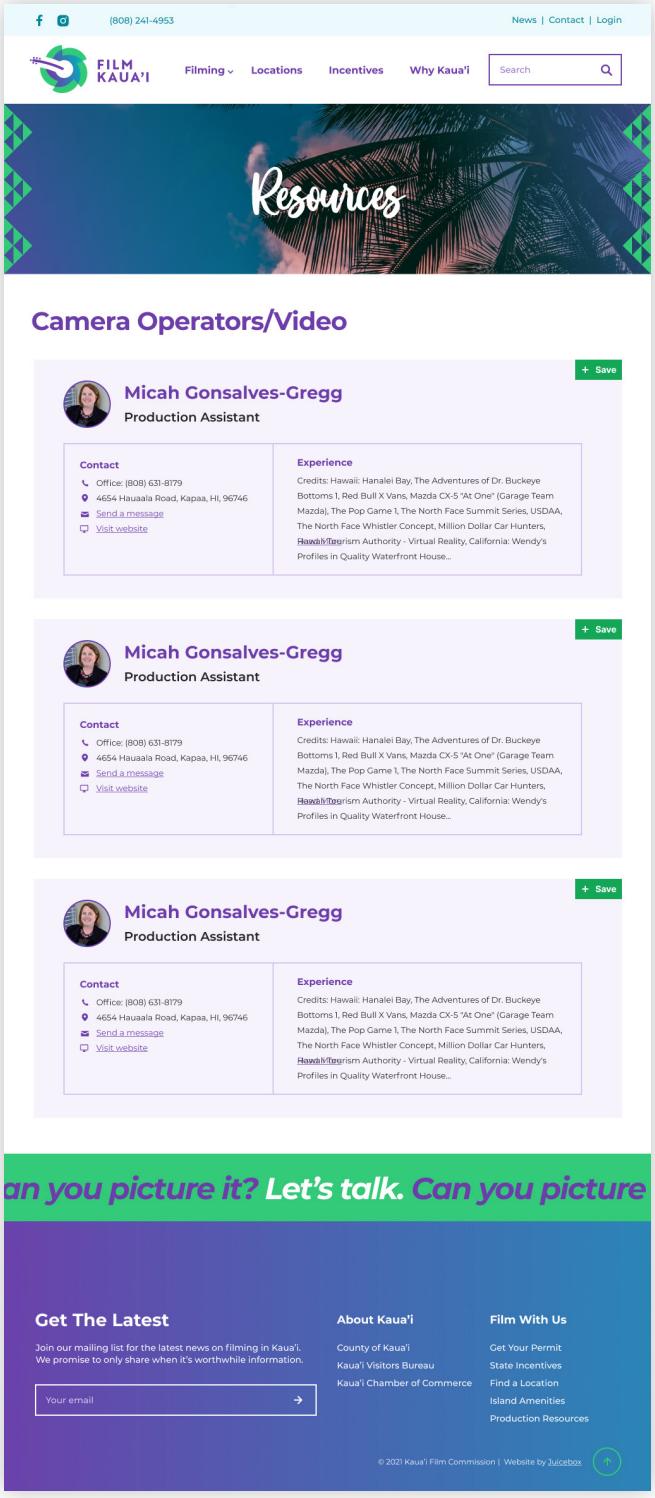
The Kaua'i Film Commission help encourages film production and photography on the island of Kaua'i. While not the largest or most populated of the Hawaiian Islands, the amazing unique imagery of the island is distinct. Iconic images of the emerald-hued Nāpali Coast and pristine beaches are etched in our minds from movies like Jurassic Park, Pirates of the Caribbean: On Stranger Tides, Avatar and Raiders of the Lost Ark.

Project features

- New logo
- Custom illustrations
- Production resource directory
- Integrated Instagram feed
- Site location finder
- Interactive quiz

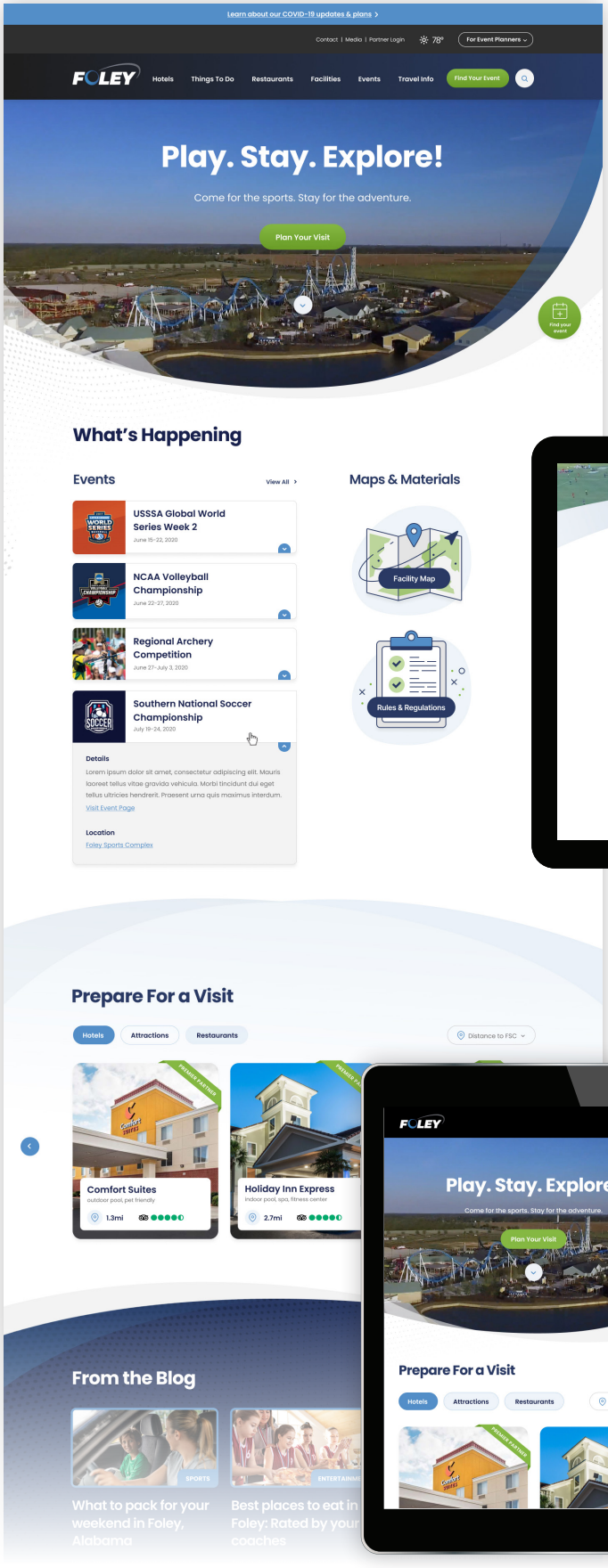
The site includes a variety of helpful tools for site selectors for movie productions and photo shoots. Site selectors can view a list of locations and their unique aesthetics using a helpful site locator. An extensive production resource directory allows directors to tap into local specialists to help with their production.





Foley Sports Tourism — Play. Stay. Explore!

foleysportstourism.com



Foley Sports Tourism works to bring competitive sporting events to Foley, Alabama. Showcasing their excellent facilities, providing information about upcoming events, and highlighting community activities were critical priorities for Foley Sports Tourism's new site. We integrated a variety of helpful features into their site.

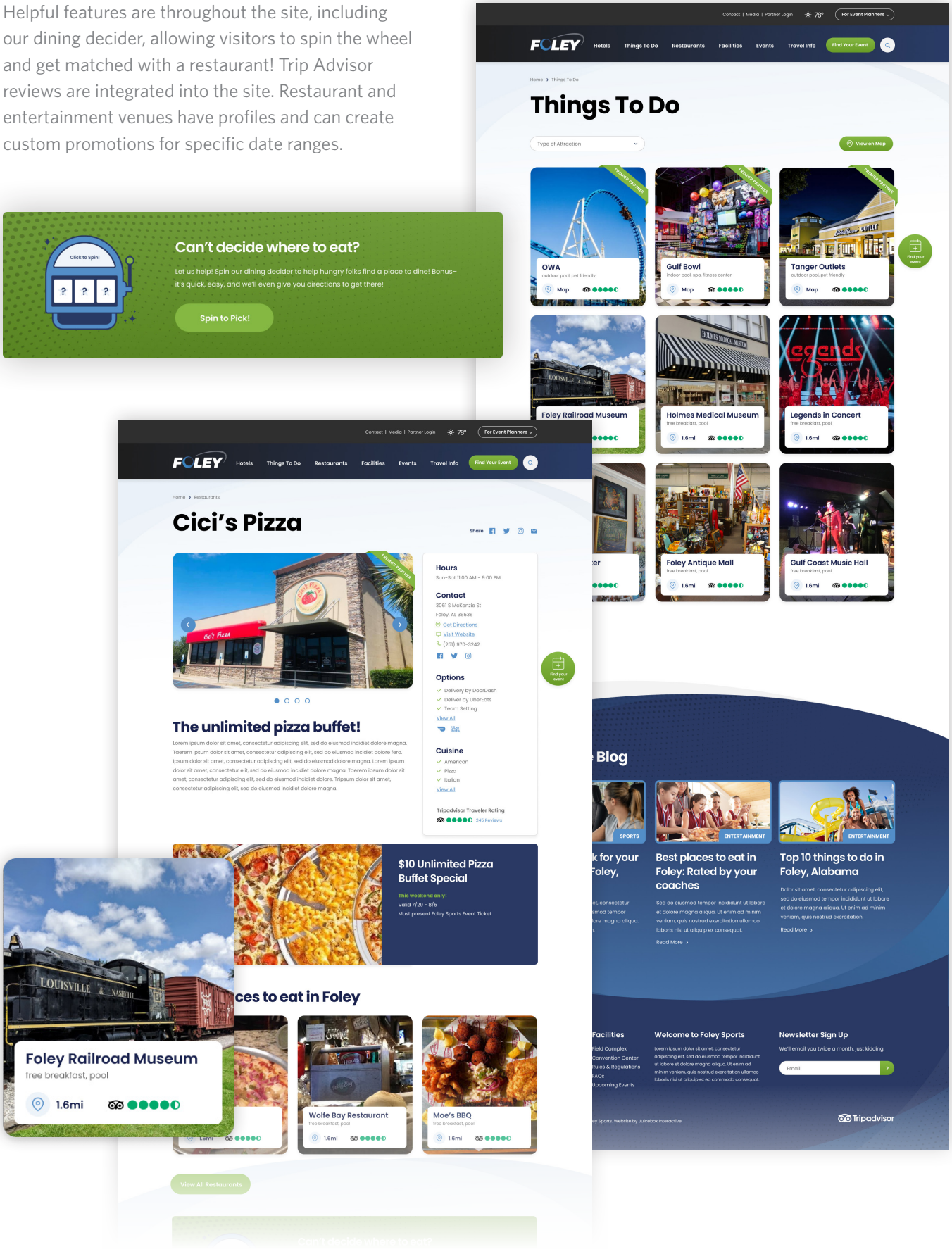
Website Features:

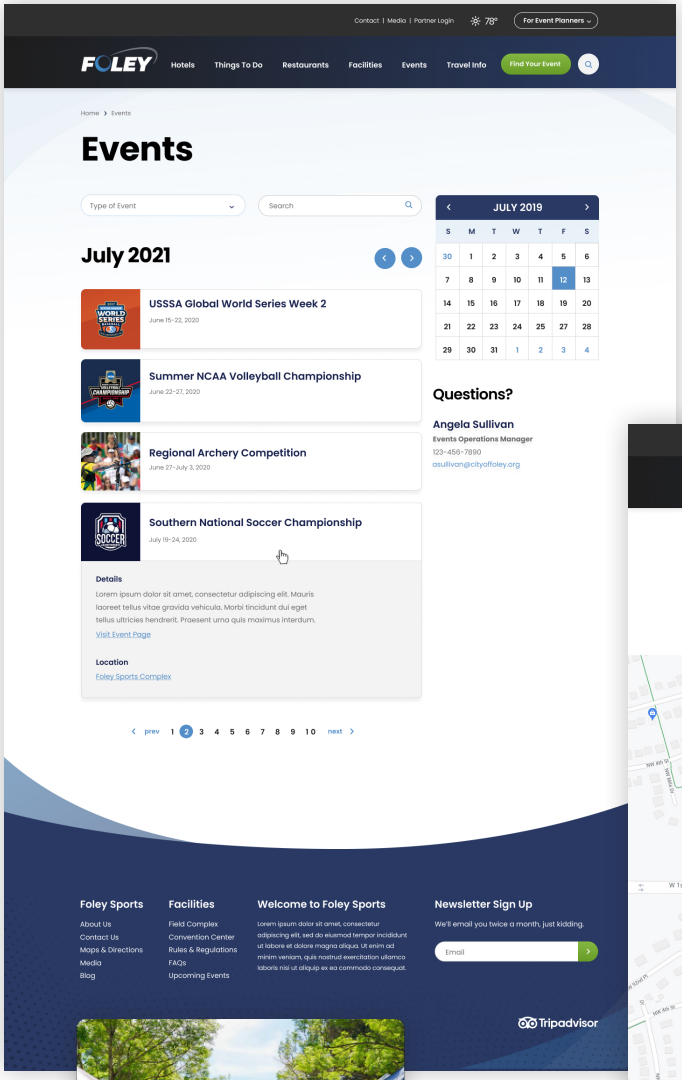
- Custom event landing pages
- Dining interest matcher
- Integrated weather
- Integrated Trip Advisor reviews
- Custom illustrations
- Marketing campaign tracking
- Partner extranet

Foley Sports Tourism — Play. Stay. Explore!

foleysportstourism.com

Helpful features are throughout the site, including our dining decider, allowing visitors to spin the wheel and get matched with a restaurant! Trip Advisor reviews are integrated into the site. Restaurant and entertainment venues have profiles and can create custom promotions for specific date ranges.





Farmer's Market

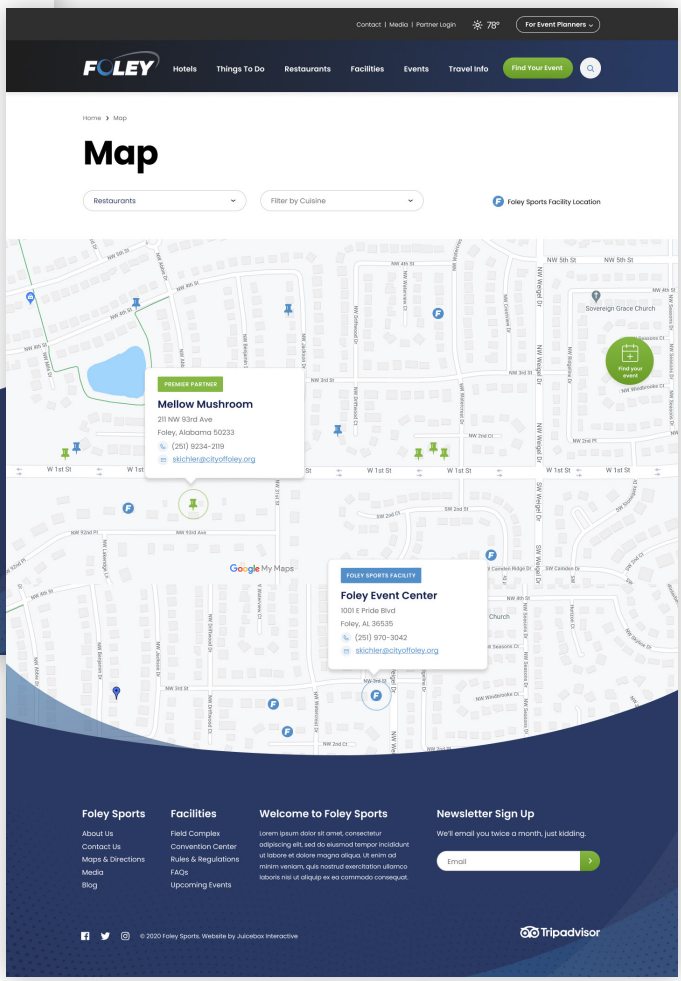
Wednesday, June 28

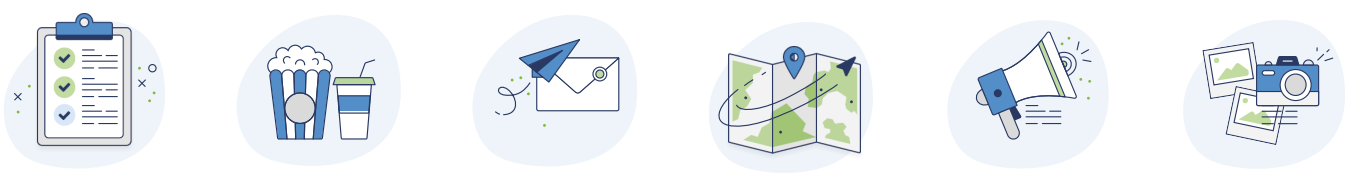
8:00 AM – 12:00 PM

Greenfield Square Pavillion

Visit Wesbite

Because hosting events is the heart of what they do, the website needed to have a fantastic events system. They can easily create a customized page for a specific event to provide real-time tournament updates and custom promotions from local partners. In addition, an integrated map allows people to see the traveling distance to restaurants and entertainment venues.

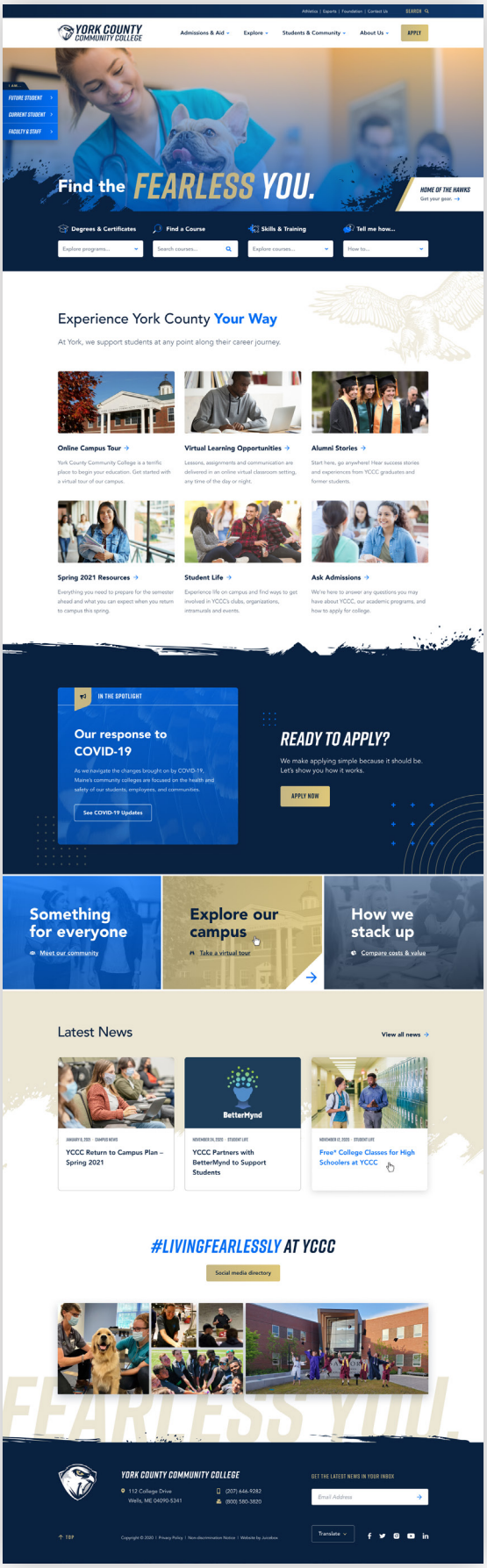


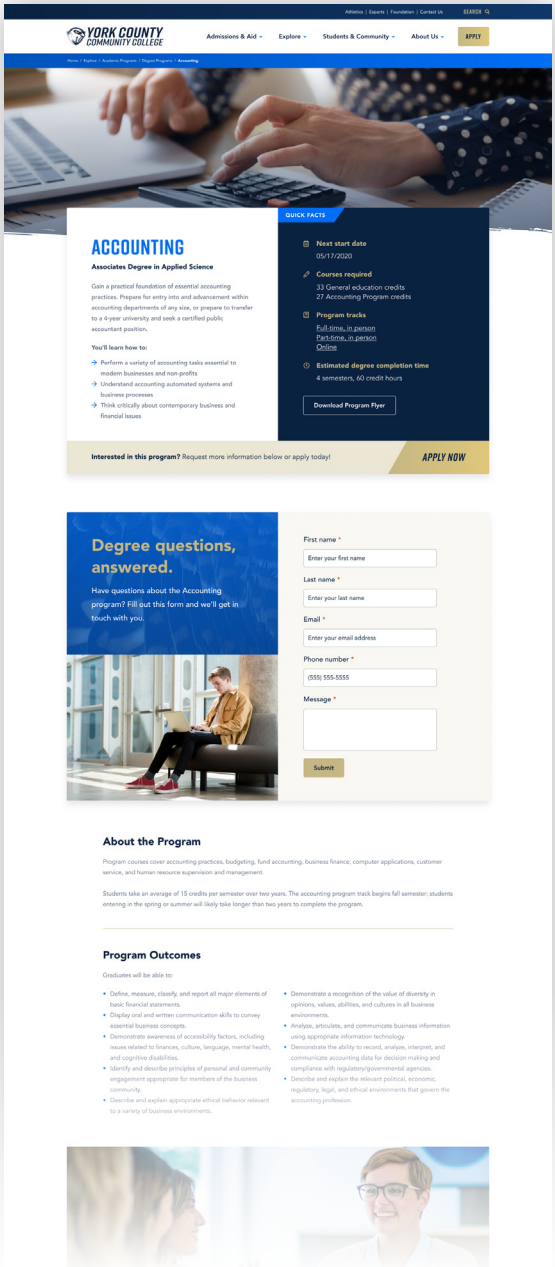


York County Community College — Find the fearless you

yccc.edu

For York County Community College, we wanted to create a sophisticated but energetic site that paralleled the eagerness of its students. In homepage and department pages design we prioritized recruitment by illustrating the excitement of campus life.

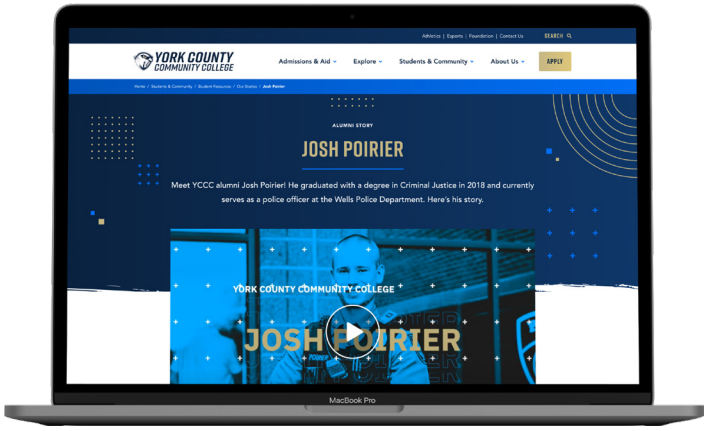


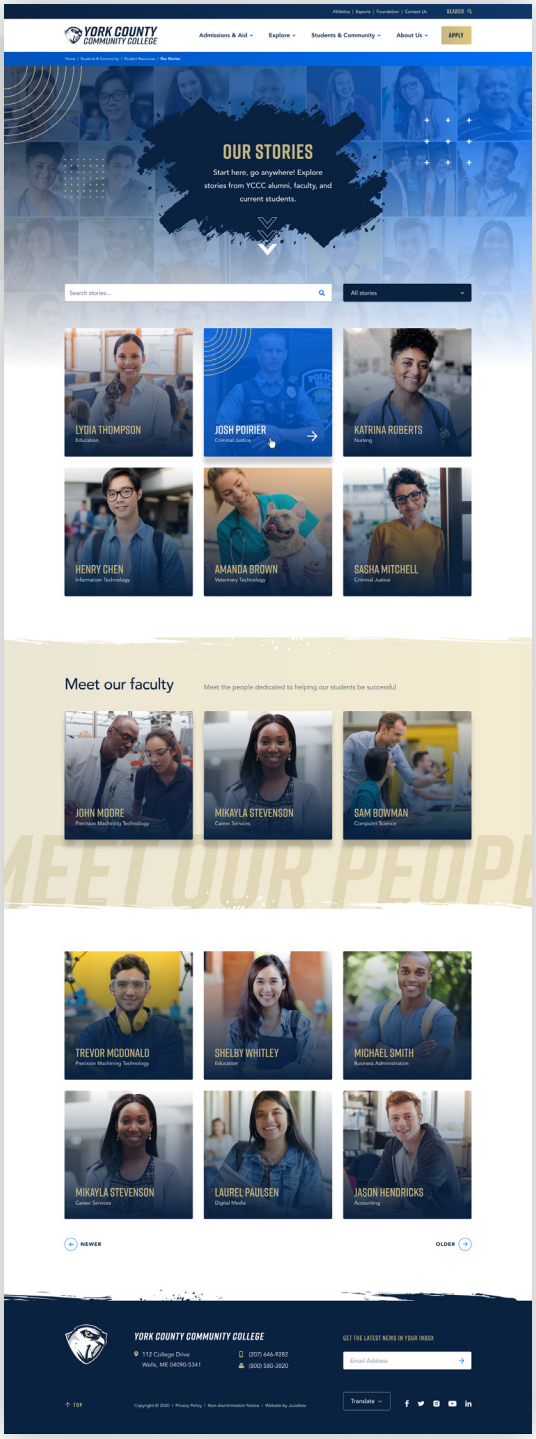


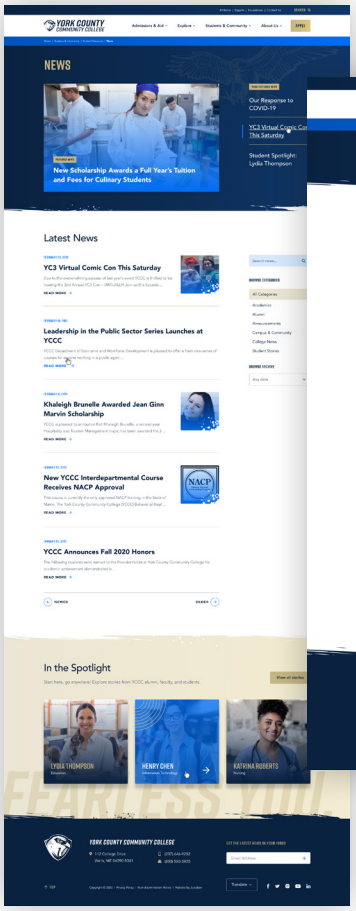
York County Community College — Find the fearless you

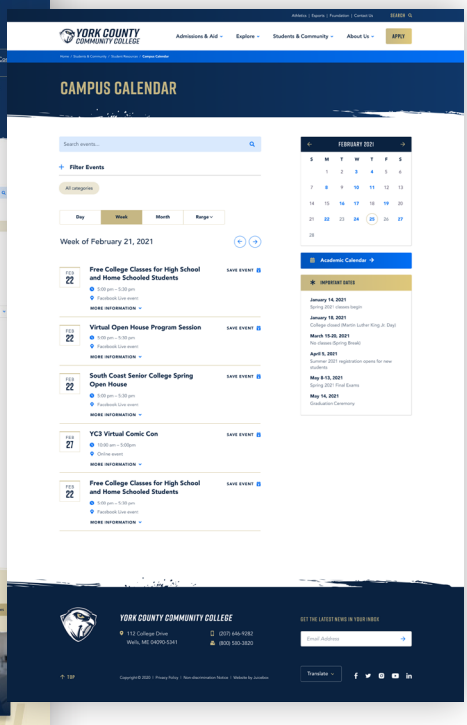
yccc.edu

York's strength lies in its alumni success and its teacher dedication. For that reason, it was important to highlight and personalize these aspects with plenty of aesthetically oriented introductions and testimonials. Current and prospective students can feel welcome and connected right away and virtually.



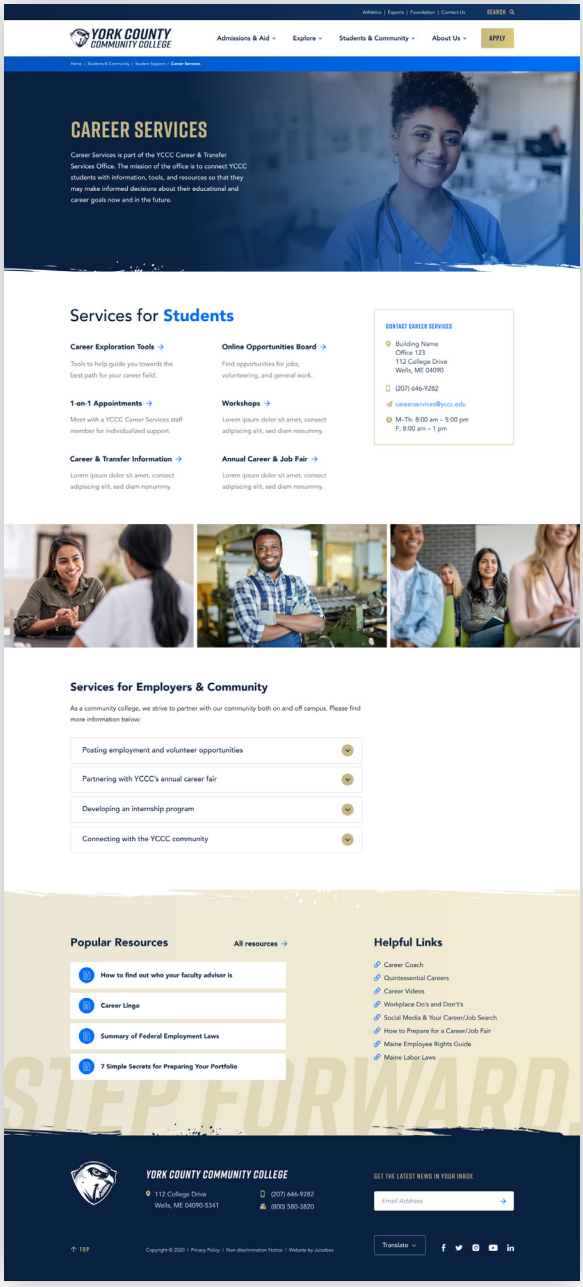


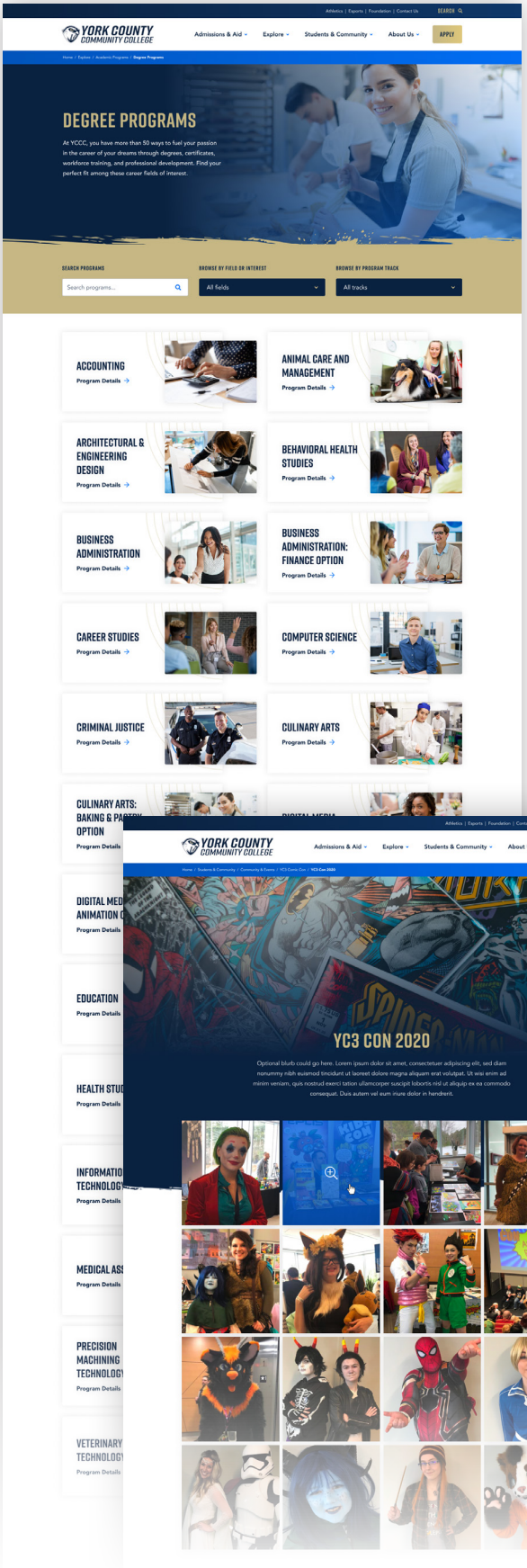




York County Community College — Find the fearless you

yccc.edu





With a large virtual population, York's career services pages needed to be easily accessible and navigable. Clean but fun design and copy highlights York's program information. Additional student life and events pages add necessary personality to the college's feeling of liveliness.

Johnston Town Center — Endless Discoveries

johnstontowncenter.com

A perfectly crafted look

Johnston Town Center is a unique public-private development partnership to create a community gathering place for city offices and a fun and unique four-season gathering spot for the community to enjoy a variety of yard games coupled with the Midwest's largest outdoor ice skating rink.

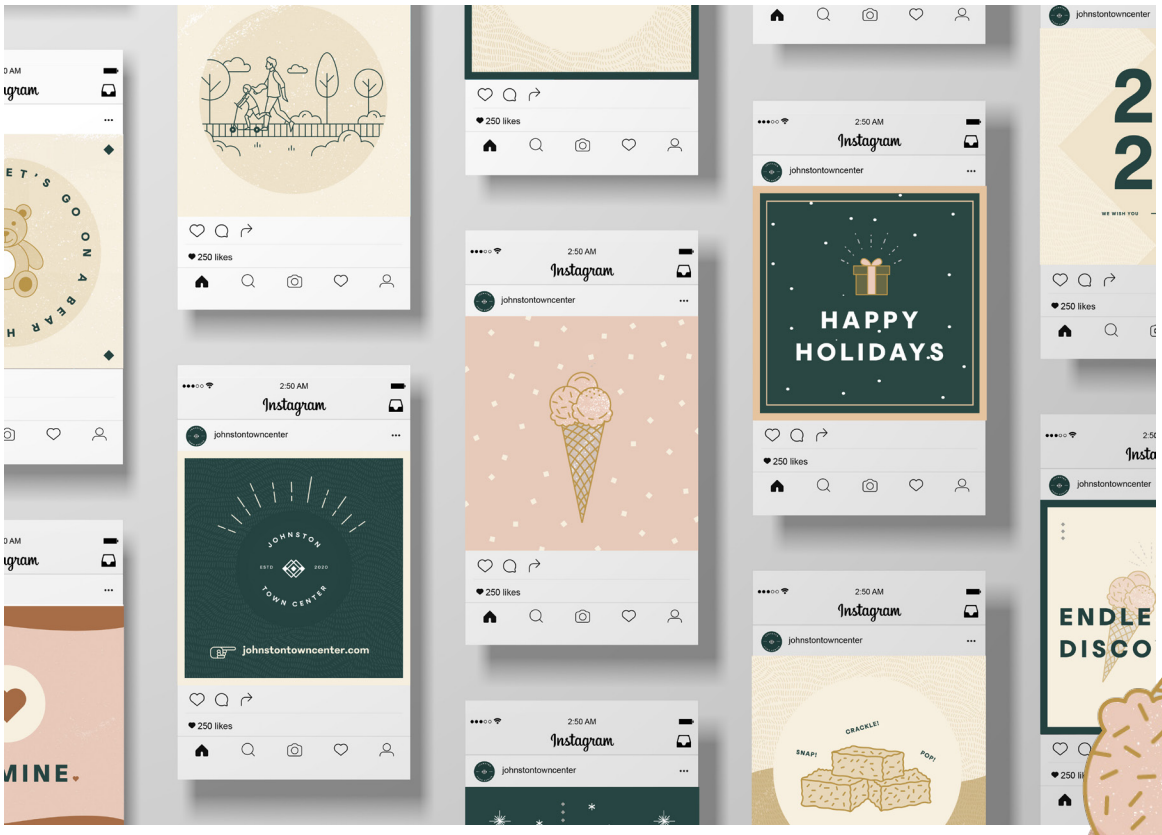
Rendering of The Yard provided to us for the project.

Materials Provided:

- Naming
- Logo marks
- Copywriting
- Social media management
- Town center signage
- Website
- Leasing brochure
- Marketing flyer
- Event iconography
- Brand style guide

Johnston Town Center — Endless Discoveries

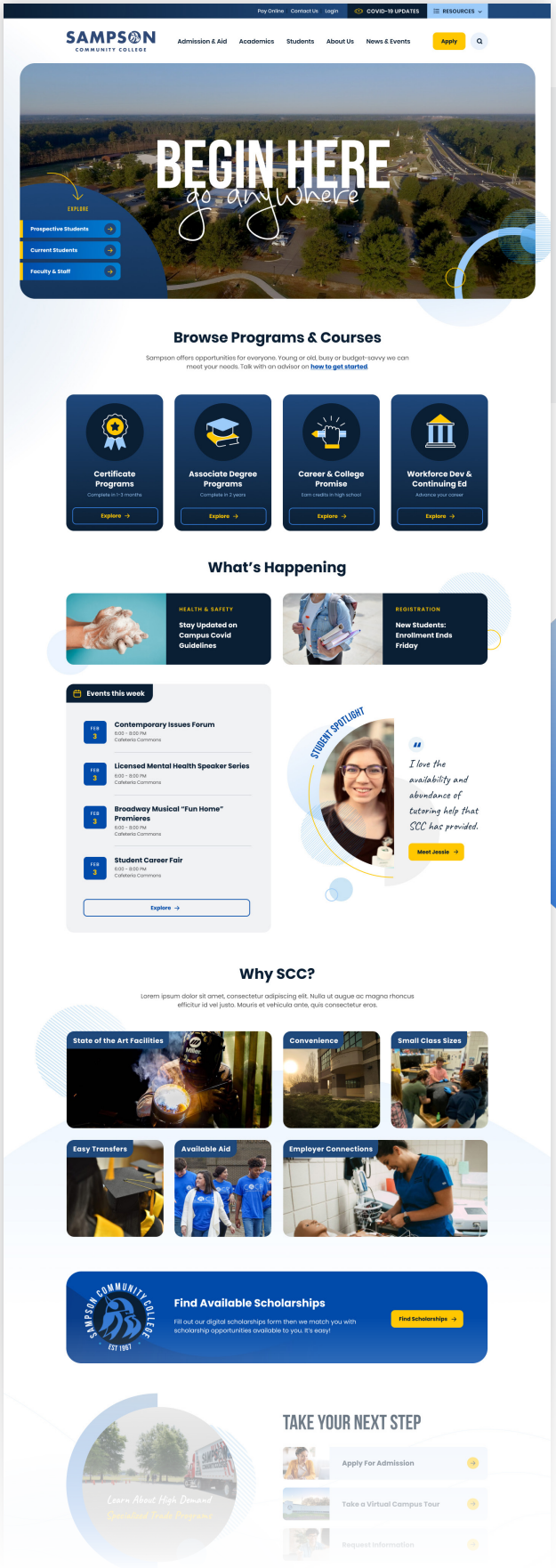
A custom brochure designed to showcase leasing opportunities.



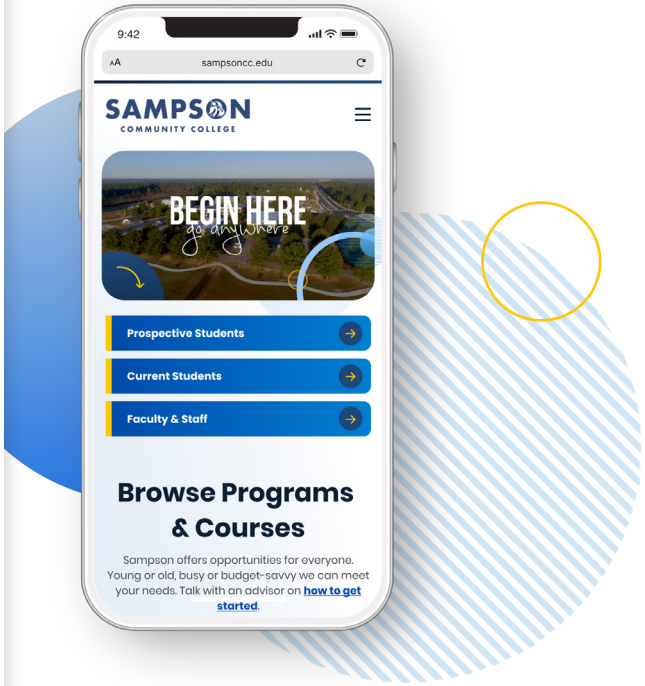
Artwork and content is planned and prepared for each post.

Sampson Community College — Begin here, go anywhere.

sampsoncc.edu



Sampson Community College provides a variety of programs to college students, dual enrolled high school students, and non-traditional continuing education learners. With so many different programs and learning paths, it was critically important they simplify the presentation of their programs so it's intuitive for students to learn about degree paths at Sampson and those they start at Simpson and continue at 4-year colleges.



Website Features:

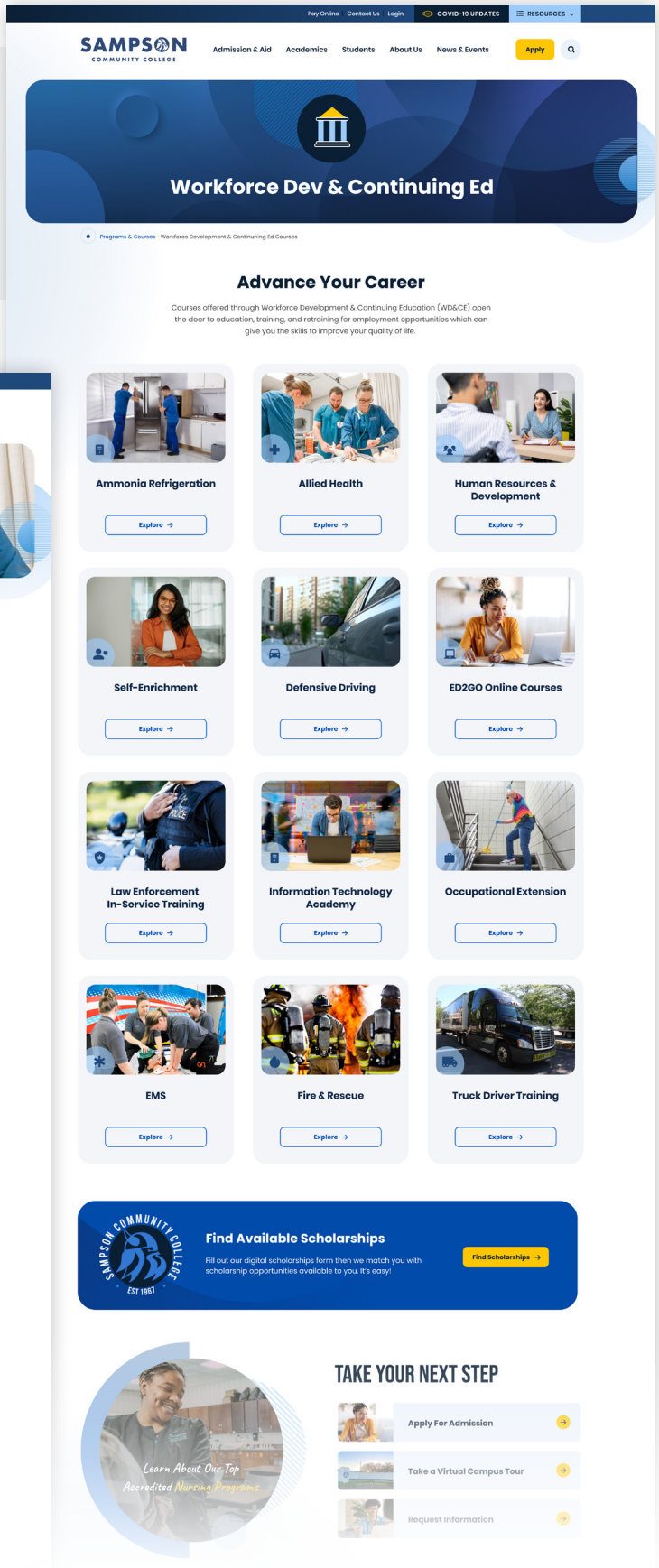
- Home page
- Interior page
- Department
- News
- Events
- Course directory
- Degree programs
- Photo gallery
- Job opportunities
- Staff directory

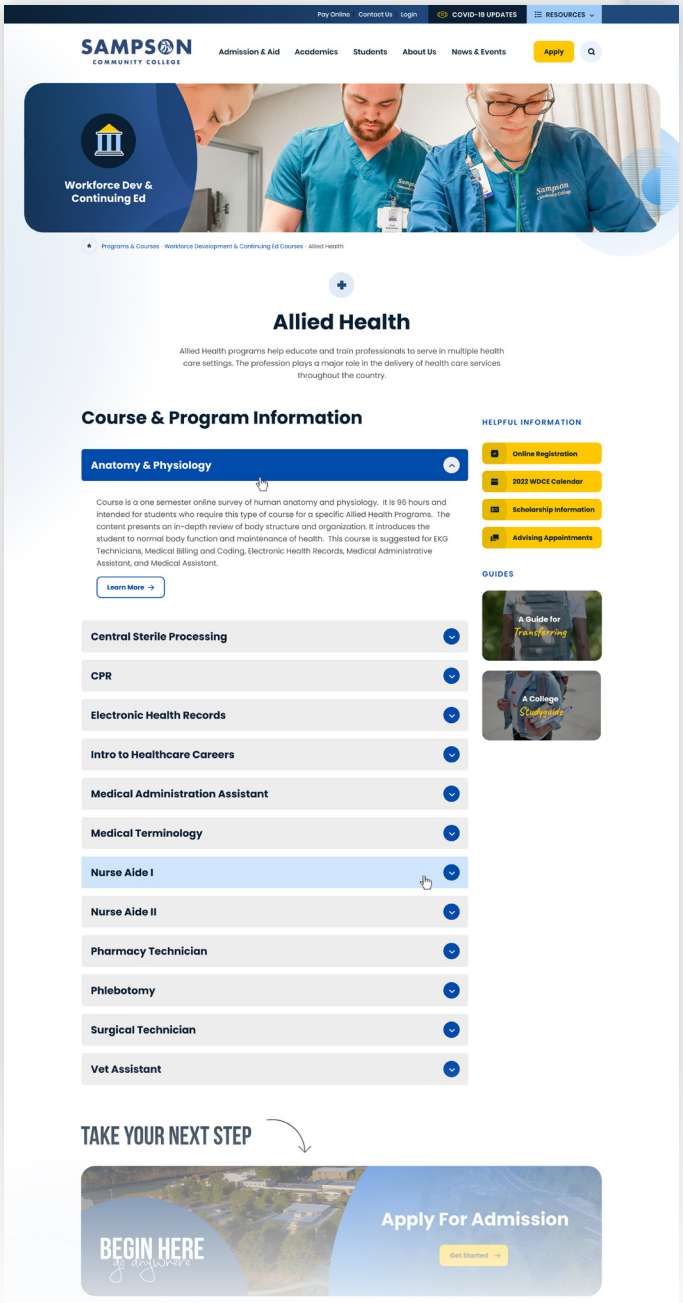
Sampson Community College — Begin here, go anywhere.

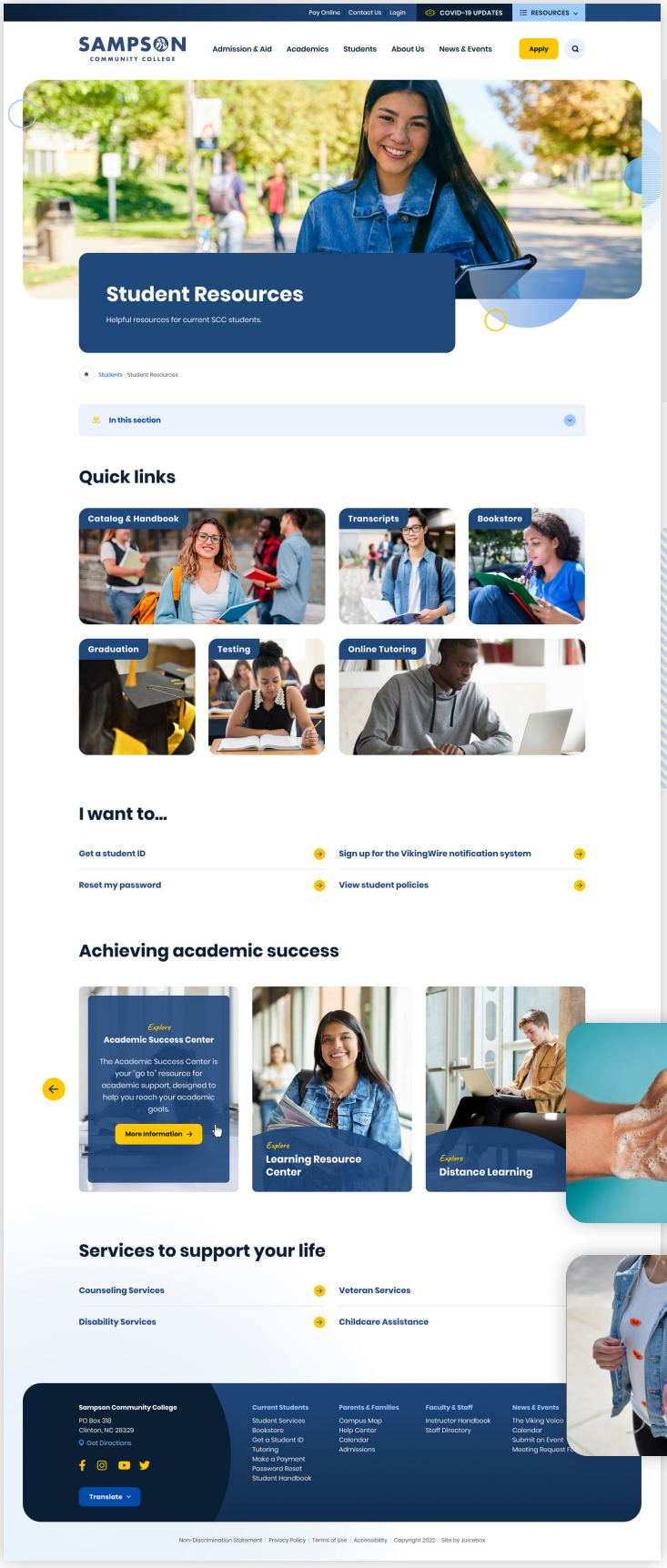
sampsoncc.edu

Elevating their brand

We enhanced their brand by tweaking their logo. To add some breadth and depth to their brand, we introduced a variety of visual elements with things like a custom icon set, textures and image treatment.







The flexibility of content blocks

We created a variety of content blocks that accentuate the new brand elements we created for them. Rounded corners, new textures, and an expanded color palette all enhanced their brand to give it a more contemporary look. We established new photography guidelines to elevate the look of their images.

1965

SCC was first established in September 1965 as an extension unit of Goldsboro Industrial Education Center.

1967

The college became Sampson Technical Institute in 1967. It later changed its name to Sampson Community College in 1987.

2005

The Occupational Building and renovations to the East Building were completed in the fall of 2005.

2010

Enrolled the first group of students in occupational classes in the Ammonia Refrigeration Training Center.

HEALTH & SAFETY

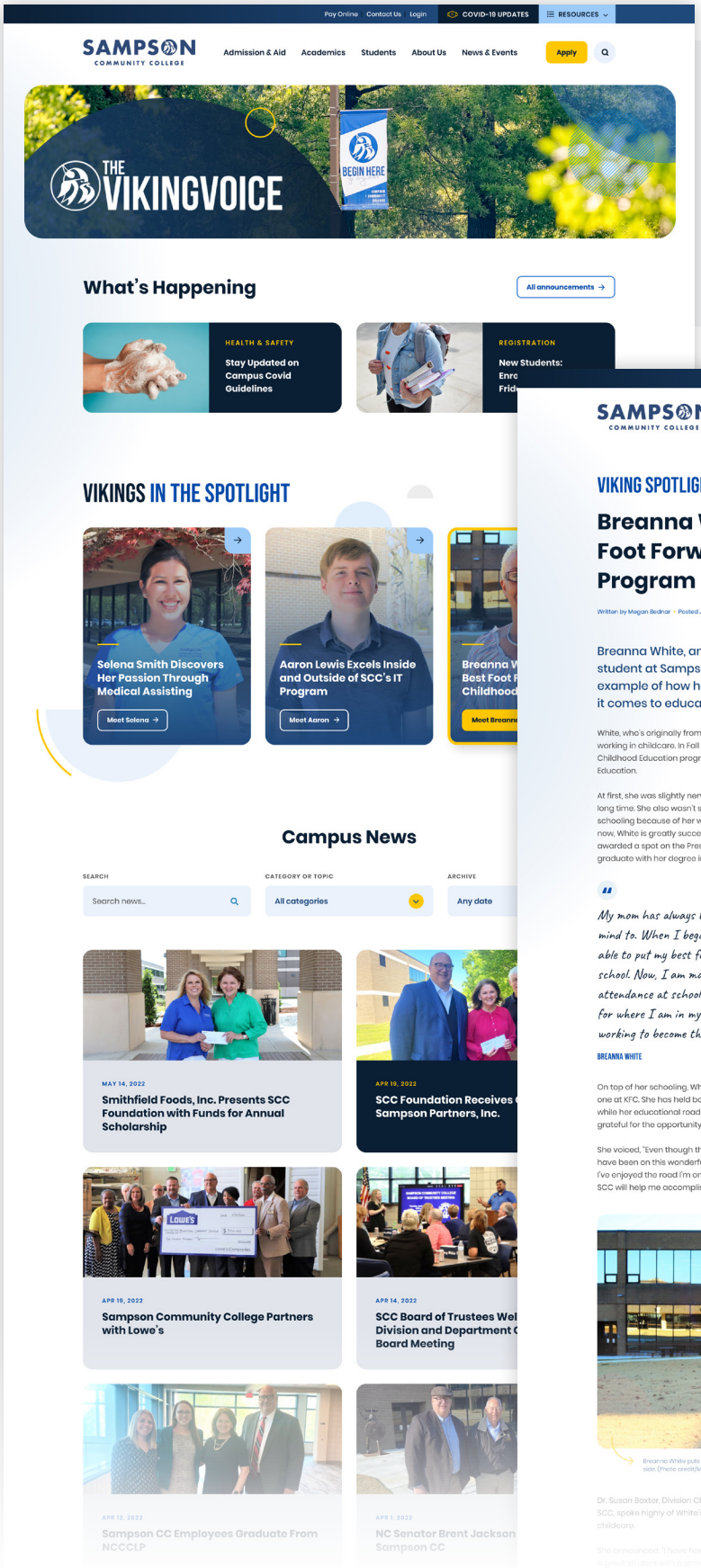
Stay Updated on Campus Covid Guidelines

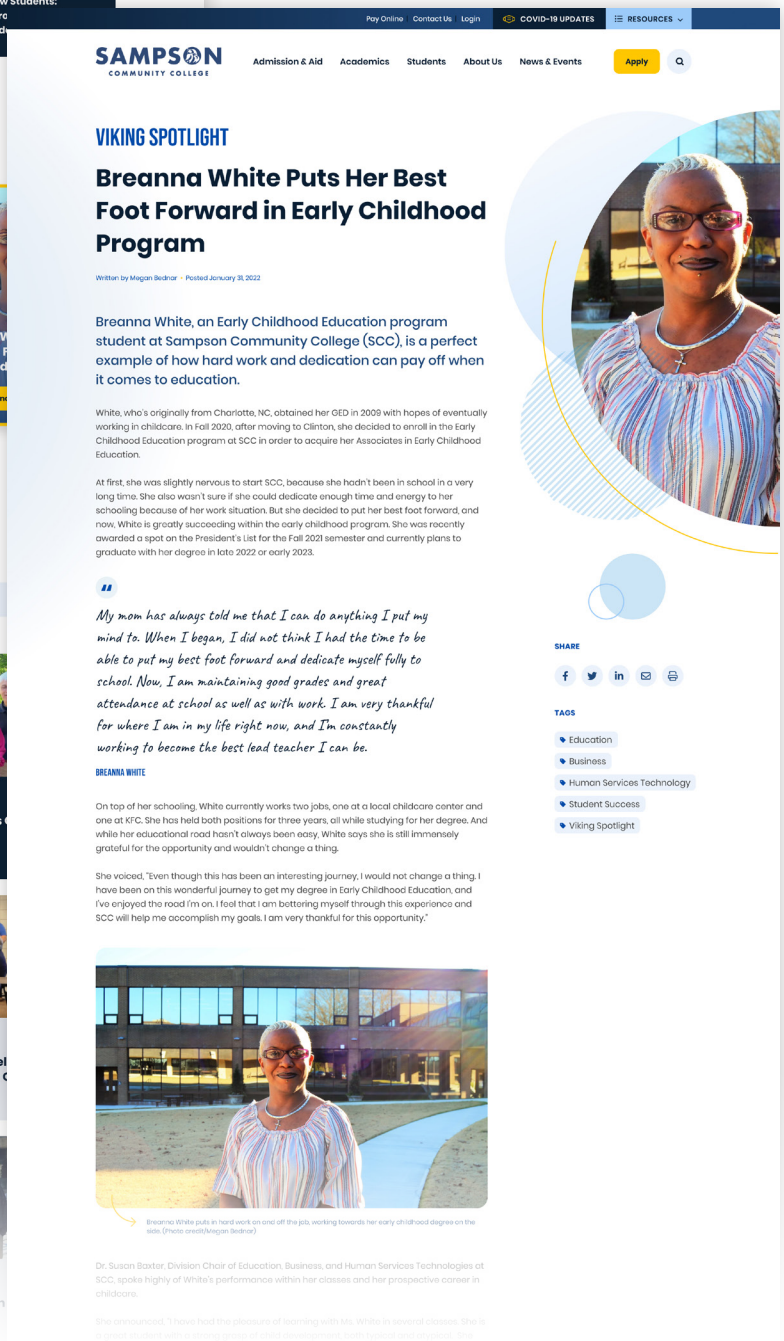
REGISTRATION

New Students: Enrollment Ends Friday

Sampson Community College — Begin here, go anywhere.

sampsoncc.edu



News + spotlight

Sampson is proud of its students and the people who educate them. Their publication, the Viking Voice, highlights faculty, staff and students who are making their university successful. Our design uniquely uses images to make content more engaging.