



**Website Development Proposal for the  
City of Hogansville, Georgia**

March 26, 2019

**MunicipalCMS**  
19570 County Line Road  
Smithville, MO 64089  
816.885.1421

Contact: Toni Oesterle  
Tonio@MunicipalCMS.com  
[www.MunicipalCMS.com](http://www.MunicipalCMS.com)



March 21, 2019

David Milliron  
City of Hogansville  
400 East Main Street  
Hogansville, GA 30230

Dear David,

We are excited to learn about your interest in moving the City of Hogansville forward with a new e-government website. With more than 20 years in website development, MunicipalCMS has the experience, the technology, and the service you need to achieve your goals.

We are passionate about providing interactive mobile-friendly websites that save time and money while promoting your community's unique culture and encouraging citizen involvement. Our websites make it easy for your residents to find information, conduct business, and contribute to the betterment of your community.

At the same time, our software simplifies things for your staff by automating processes, streamlining communications, and providing instant 24/7 access to everything you need to run a successful government website.

Please review our proposal, contact our references, and spend a few minutes on our clients' sites. We are confident that MunicipalCMS is the e-government solution you need. We look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads 'Toni Oesterle'.

Toni Oesterle  
Director of Client Services

# MunicipalCMS

## Overview

MunicipalCMS provides a custom turn-key website solution that helps you deliver online services and increase engagement with your community.

### Easy-to-Use Online Tools

Your non-technical staff members can easily upload documents, add pages, update images, and create whole new sections using our intuitive system. No programming knowledge is required and there is no software to install. You can even make updates from your smart phone or tablet.

“This is a company that not only **delivers everything it promises**, but does so with an attention to detail that is unsurpassed by all others! “

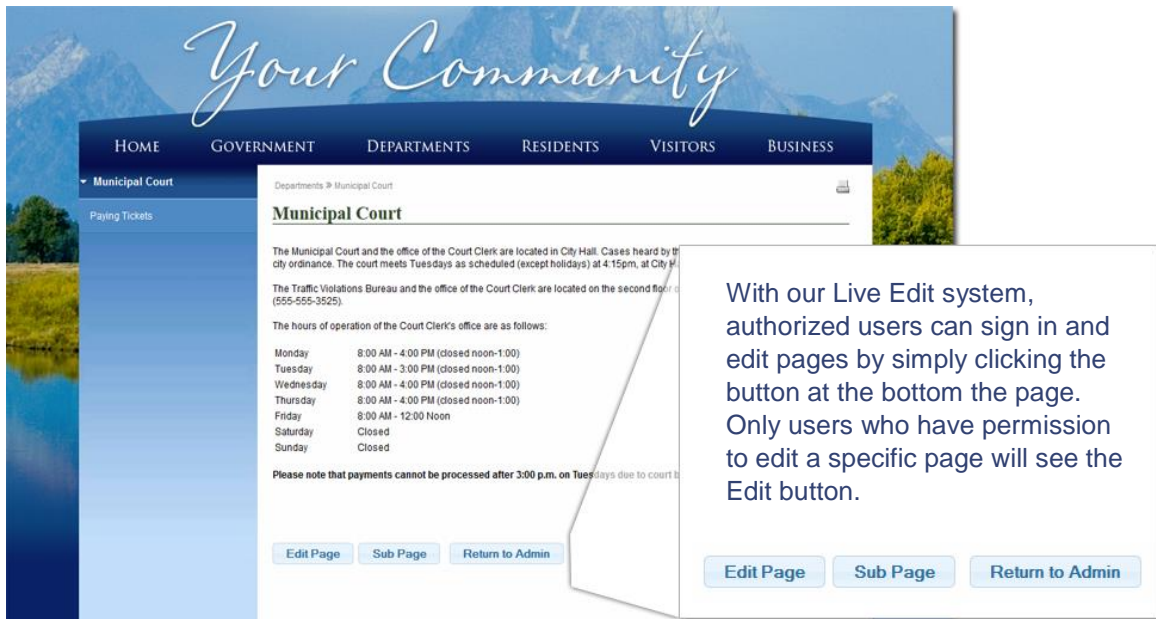
– Richard Mooney,  
Pattonsburg, MO

### Custom Mobile Responsive Designs

Our mobile responsive websites enable your residents to stay informed and engaged whether they reach you via desktop, laptop, tablet, or smart phone. Your unique site design will capture the essence of Hogansville giving you a powerful communication tool that doubles as a marketing platform to promote tourism, economic development, and community pride.

### Smart Content Management

From automatic e-notifications to agenda management with integrated videos, our Municipal Content Management System goes beyond ease-of-use to simplify and automate everyday processes. These time-saving features let your staff focus on more important city matters.





### **Turn-Key Technology**

With secure hosting in top-tier national data centers, 24/7 support, built-in accessibility tools, DDoS mitigation, and ongoing software updates and enhancements included in your annual fee, you can breathe easy knowing that your website is in good hands.

### **Content Migration**

Unlike other design companies, MunicipalCMS does not require your staff to update your old website before we migrate information to the new site. Our proven development process saves your staff time and frustration by giving you a well-organized site that's optimized for easy access and usability with minimal effort on your part.

### **Municipal Insight**

With over 10 years of experience dedicated solely to developing government websites, we bring the expertise you need to evaluate your current situation and implement plans and strategies to improve your user experience and increase citizen engagement.

### **Training**

MunicipalCMS understands that your staff is busy and learning new technology only adds to the burden. Our intuitive system is designed with ease-of-use in mind. One 90-minute training session is all most users need to master our complete suite of e-government tools. Just click and go!

“Our staff was **amazed at how easy the system is to use** and are confident in the ability to update and maintain the website.”

– Pamela Stecker,  
Mason City, IA

### **Flexible Design Options**

MunicipalCMS creates custom sites designed with flexibility in mind. Your options aren't limited by templates or wireframes. Our custom sites let you to stand out with a design that improves communication and engagement while capturing the unique spirit of your community.

## **MunicipalCMS – The Government Website Solution**

- Custom Design that Reflects the Culture of Hogansville
- Full e-Government Suite™
- Secure Hosting with Nightly Backups
- Hands-on Training for Every User
- Lifetime Warranty with 24/7 Support
- Premium Design Update Every Four Years



## Our Process and Timeline

Every MunicipalCMS website is a custom design that embodies the spirit of the community it represents. By getting to know your community and discussing your needs and expectations upfront, we are able to create a site that reflects your culture and accomplishes your goals.

<p><b>Step 1 – Getting to Know Your Community</b></p> <p>You: Complete surveys and worksheets; provide photos and logos</p> <p>We: Start community profile; begin design process</p>	<p><b>1-2 Weeks</b></p>
<p><b>Step 2 – Layout and Design</b></p> <p>You: Review design preferences; select layout and navigation</p> <p>We: <u>Present your custom design</u>; Finalize colors and graphics</p>	<p><b>3-5 Weeks</b></p>
<p><b>Step 3 – Site Development</b></p> <p>You: Provide documents and supplemental information</p> <p>We: Implement MunicipalCMS tools; migrate and reformat website content; present final site</p>	<p><b>3-5 Weeks</b></p>
<p><b>Step 4 – Training and Documentation</b></p> <p>You: Attend online training</p> <p>We: Provide trainer and a quick start guide tailored to your site</p>	<p><b>1 Week</b></p>
<p><b>Step 5 – Review and Go Live</b></p> <p>You: Review and finalize content; sign off on final site</p> <p>We: Update records and launch the site</p>	<p><b>3 Weeks</b></p>
<p><b>Average Development Time</b></p>	<p><b>12-16 Weeks</b></p>

## MunicipalCMS e-Government Suite™



### **Agenda and Minutes Manager**

The fully searchable archive keeps agendas, packets, minutes, minutes and more for any number of committees or boards organized and within reach 24/7.

- Upload agendas and minutes for multiple committees and councils
- Attach supporting documents for any meeting
- Automatically archived and fully searchable
- Link to audio and video files of meetings
- Automatically embeds YouTube videos
- Automatically attaches agendas to related calendar items



### **Custom e-Notifications**

Help subscribers stay informed about upcoming meetings, events, news and more with our automated E-Notifications.

Visitors subscribe to select categories of your alert system and automatically receive custom email notices when items have been added to those pages. Bids, jobs, news, and more, daily notifications are automatically sent to subscribers with no additional work on your part.

Users can change their alert settings or unsubscribe online at any time.



### **Bid Center**

Publicize open bids and requests for proposals on your website, increasing your potential vendor pool and response rate. Set publish and delete dates, insuring that only current information is listed on your site. Bid listings can be completely customized to fit your specific needs. Vendors can also sign up to receive e-mail notifications, alerts, and RSS feeds.



## Directories

From a comprehensive staff directory with photo and bio options to directories of licensed contractors, local businesses, or affiliated agencies, the possibilities are endless with a MunicipalCMS website.

Identify registered businesses or promote city programs and agencies with the Business Directory. Search by category, company name, or keyword. Display listings with as much detail as you like, including automatic address mapping, company logos, and extended profiles.



## Calendar of Events

Keeping the public informed about upcoming events could not be easier. Our dynamic calendar tool automatically removes past items, provides links to more detailed information about any event, and can be incorporated into any page of your website.

- Recurring events for monthly, weekly, and pre-selected dates
- Add photos, links, and documents
- Automatically links to related meeting agendas
- Automatically maps event locations
- Automatic archiving
- Integrates with e-Notifications and RSS feeds
- Create calendar categories for every department
- Search by keyword or department
- Control which type of events are included on any page
- Allow the public to submit events subject to approval by your staff
- Apply different calendar formats including standard monthly calendar or event listing



## Custom Maps

Embed your own custom maps to help visitors find points of interest, historic sites, government offices, recycling centers and more.

Whether you're plotting out road construction projects with alternate routes or mapping out city office locations, any page of your site can support embedded interactive maps.



## **Document Center**

The Document Center makes it easy for you to maintain a single copy of a document and reference it throughout the site as needed. You can set documents to automatically expire to ensure the timeliness of your online information. The Document Center accepts standard document formats such as DOC(x), XLS(x), and PDF.



## **Emergency Alerts**

When an emergency situation arises, your website can quickly become the communication tool of choice. Turning on the Emergency Alert prominently displays an urgent notice on each page of your website.

Simultaneously notify Facebook fans, and Twitter followers in one quick step—spreading the news and keeping everyone informed about boil orders, weather conditions, and other emergency situations.



## **Facility Reservation Center**

Allow visitors to see at a glance whether a city-owned facility is available for rental on a selected date. Accept inquiries and reservations online reducing phone calls, paperwork, and trips to your offices.

Our mobile-friendly system makes it easy for residents to find a facility, check the calendar, and pay for a reservation 24/7 on a desktop, laptop, tablet, or smart phone.



## **Photo Library and Galleries**

Organize all of your photos in a central location for quick and easy use on any page of your site. Our built-in cropping and resizing tools eliminate the need for additional photo editing software while text descriptions are automatically added to each photo to ensure ADA accessibility.

With drag and drop photo galleries and rotating slideshows, a great looking website is literally one click away.





## **Instant Forms**

Create online forms in seconds without any programming knowledge or special software. Use various question types (single answer, multi answer, check box, etc.) Set required fields and even select default answers.

Form submissions can go to a single recipient or multiple recipients. All responses are automatically collected in an exportable database file for use with other applications and programs.



## **Job Center**

Publicize open positions, increasing your potential applicant pool and reducing the number of phone calls you receive asking about openings that do not exist.

- Schedule your job postings for publication and automatic removal on preset dates to ensure that only current information is listed on your site.
- New job openings are automatically sent to notification subscribers and posted on social media.
- With options ranging from online applications to a full scale employment portal, MunicipalCMS has the tools you need to manage your HR requirements.



## **Real Estate Database**

Whether your economic development plans call for a central property information center for potential business owners to locate available commercial sites or you simply need to list city-owned properties for sale or lease, the Real Estate Database allows you to present timely information to interested parties.

From retail spaces to undeveloped properties with great potential, the Real Estate Database provides an essential tool to help businesses, developers, and residents locate and maximize opportunities within your community.



### **Surveys and Polls**

Every community needs feedback from time to time. With our built-in survey forms and opinion polls, you can ask the questions that matter while maintaining a consistent, professional appearance.

- Create new polls and surveys with the click of a button.
- Display poll results instantly on your website.
- Ask as many questions as you like, as often as you want.



### **RSS Integration**

Your site automatically creates RSS broadcasts of your news, calendar items, jobs, bids, and more.

Every dynamic module on your site generates RSS feeds which can be filtered by category to automatically post to social media sites, blogs, and more.



### **News Center**

Make your news and announcements front page news and syndicate content throughout your site automatically.

- Schedule content for publication and removal on pre-set dates
- Include photos, links, and documents
- Use photos from the included photo library or upload your own
- Automatically archived and fully searchable
- Dynamically add departmental news to any page of your site
- Automatically broadcasts news to subscribers with e-Notifications
- Automatic RSS feeds broadcast to Twitter, Facebook and more.



### **Payment Center**

Our experienced staff can help you implement online payments for utilities, permits, class registrations, facility rentals, and more.

When you use our preferred payment processor, there are no setup fees or monthly fees to integrate online payments through our resident portal enabling quick and easy bill payment, facility reservations, event registrations and more.



### **Request Center**

Allow visitors to report problems or request assistance with one easy-to-use online form. From reporting potholes to requesting a residence check while a citizen is away on vacation, the Request Center opens up a 24/7 helpdesk.

Simply define request categories and designate recipients for each inquiry type. Residents do not need to know which department to contact. The system automatically forwards each request to the appropriate department or employee for proper handling.



### **Site Search with Search Log**

Our search tool provides site-wide searching by keyword and searches within documents including PDFs. The search log is available to your website administrator showing popular search terms, helping identify information that may need to be more prominently featured on your website.



### **Responsive Design**

Your site includes a fully-automated responsive design that formats your content for easy viewing on smart phones, tablets, laptops, or desktops. With on-the-fly mobile formatting, you do not need separate mobile apps for common features like the Request Center—visitors can easily access everything through your website on any device!

# MunicipalCMS



## **Sports and Event Registration**

Whether your community hosts one event per year or dozens, MunicipalCMS offers an affordable, easy-to-use recreation management system that enables residents to sign up and pay online for anything from youth baseball and flag football to 5K runs and yoga classes. Our affordable online registrations can boost your enrollment in recreation programs without breaking the budget.



## **Social Media Integration**

Popular social media sites such as Facebook and Twitter can be synced with your site, expanding your online presence without increasing your workload. From news stories to job postings, enter your information once and you're done. Your scheduled content posts to your website and your linked social media accounts in one simple step.

Embed social media feeds in any page of your site with a single click to bring your social sites to your website visitors.

Every page features social media share buttons to help residents spread your message on their own social media pages.



## **Third-Party Tools and Databases**

MunicipalCMS can easily work with web-enabled third-party programs for streaming video, document management, and other applications.

Should you require a custom interface for your third-party program, our experienced staff of Microsoft Certified Developers is available to assist you. Contact us with project details for pricing.

## Additional Included Tools and Features

- Automatic ADA accessibility features
- Browser-based administration for easy access any time, any place
- User settings to limit privileges by page, section, individual feature, and more
- History log showing user activity
- Content scheduling to publish or remove data even when you're out of the office
- Self-updating menus, breadcrumbs, and site map
- Roll back to previous versions of a page with a single click
- Automatic Spellchecker
- E-mail/Share this Page, and Printer Friendly Page tools
- Search Engine Optimization Tools
- Staff Directory
- Web Statistics by Google Analytics

## Hands-On Training

One online training session is included in your project. During this time, **your entire web team will receive training.**

Your website administrator(s) will receive training on the management functions of the site. Additional staff members will be instructed in the day-to-day use of MunicipalCMS.

**In about two hours, everyone from the clerk to the police chief will know exactly what to do to update their department's online information.**

"I really enjoy the ease of use when updating our website and **having the individual offices updating their own content frees up my time.**"

– Joel Rohne,  
Worth County, IA

*Additional training, onsite or online, can be purchased at any time.*

# MunicipalCMS

## Always Evolving

As a MunicipalCMS client, you may never have to rebuild your website again. Not only do you have access to all of our e-government tools from the start, but we also have a two-fold process to insure that your website continues to meet your needs for years to come.

### ➤ Technology Updates

All improvements, software updates, and new tools and features are included as part of your annual agreement. This means that your website will automatically have the latest tools and features as long as you continue your partnership with MunicipalCMS.

### ➤ Design Refreshers

MunicipalCMS is committed to keeping your online image fresh and exciting—no matter how long you've been a client. With MunicipalCMS, your site can look like new again every 4 years!



Free Website Refresher



Free Website Refresher



# MunicipalCMS

## Some of Our Work



[www.matthewsnc.gov](http://www.matthewsnc.gov)



[www.whisperingpinesnc.net](http://www.whisperingpinesnc.net)



[www.ci.monmouth.or.us](http://www.ci.monmouth.or.us)



[www.colville.wa.us](http://www.colville.wa.us)



[www.mokena.org](http://www.mokena.org)



[www.smithvillemo.org](http://www.smithvillemo.org)

# MunicipalCMS

## References

MunicipalCMS has been building robust websites and lasting relationships for more than 20 years. Our clients reach from coast to coast – Florida to California; Washington to New York — and lots of points in between. Please contact them and see for yourself what it means to have MunicipalCMS on your site!



### Ocean Isle Beach, North Carolina

Justin Whiteside,  
Assistant Town Administrator

910.597.3469

[justin@oibgov.com](mailto:justin@oibgov.com)

[www.oibgov.com](http://www.oibgov.com)



# MunicipalCMS



## Village of New Lenox, Illinois

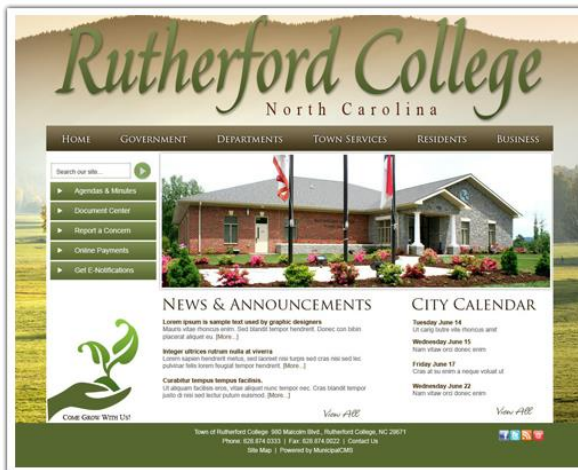
Kurt Carroll,

Village Administrator

815.462.6410

kcarroll@newlenox.net

[www.newlenox.net](http://www.newlenox.net)



## Rutherford College, North Carolina

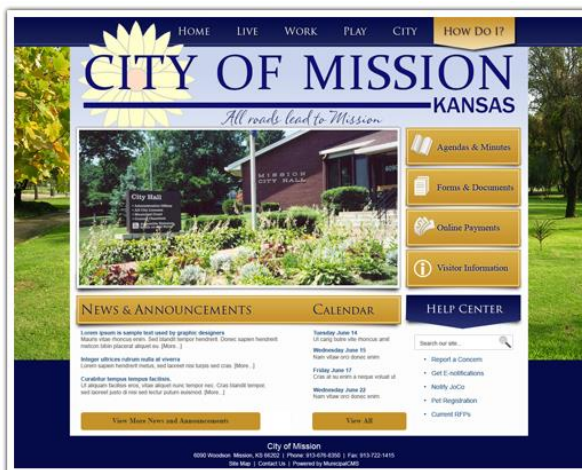
Jessica Bargsley,

Town Clerk

828.874.0333

townclerk@rutherfordcollegenc.us

[www.rutherfordcollegenc.us](http://www.rutherfordcollegenc.us)



## City of Mission, Kansas

Emily Randel,

Public Information Officer

913.676.8368

erandel@missionks.org

[www.missionks.org](http://www.missionks.org)



## Cost Proposal

The cost information below is an estimate based on commonly requested services. We would be happy to negotiate with you to find a solution that best meet your needs and budget.

<b>Development Services:</b>	<b>\$11,798</b>
<ul style="list-style-type: none"> <li>❖ Custom Responsive Design</li> <li>❖ MunicipalCMS Implementation</li> <li>❖ Navigation and Content Consulting</li> <li>❖ Migration and Optimization of 40 Pages (Your staff can add more pages any time)</li> <li>❖ Online Training</li> </ul>	
<b>Annual Hosting &amp; Support:</b>	<b>\$2,996</b>
<ul style="list-style-type: none"> <li>❖ Premium Security with Disaster Recovery and DDoS Mitigation</li> <li>❖ One SSL Certificate</li> <li>❖ 24/7 Technical Support</li> <li>❖ Server Storage not to exceed 25 GB</li> </ul>	
	<b>Small Town Discount: -\$5,000</b>
	<b>Total First Year Fee: \$9,794</b>

*This quote is valid for 90 days from March 26, 2019.*



## Optional Zero-Interest Payment Plan

MunicipalCMS offers an optional zero-interest installment plan that allows you to spread the cost of your new website over multiple budget years and reduce your upfront expenditure.

Three Year Zero-Interest Installment Plan	
Year One (Due within 30 days of contract signing)	\$5,262
Year Two (Due on the first anniversary of contract signing)	\$5,262
Year Three (Due on the second anniversary of contract signing)	\$5,262
Year Four and beyond (Due on the anniversary of contract signing)	\$2,996



## MunicipalCMS Implementation Includes:

- Agenda & Minutes Manager
- Bid Center (Unlimited Categories)
- Business/Resource Directory
- Calendars
- Custom Maps
- Document Center
- Email Notifications (Fully Automated)
- Emergency Alerts
- Facility Reservations and Calendars
- FAQs
- Featured Items
- Forms Development Tool (Unlimited)
- Job Postings (Unlimited)
- News Center
- Online Payments (transaction fees apply)
- Password Protected Pages
- Photo Gallery
- Police Most Wanted
- Polls and Surveys
- Quick Links
- Real Estate Database
- Recreation Management
- Request Center (Unlimited Users)
- Staff Directory
- Streaming/Embedded Video
- ADA Compliance Features
- Audit Trail / History Log
- Automatic Menu and Site Map
- Broken Links Finder
- Content Scheduling
- Dynamic Breadcrumbs
- Dynamic Widgets
- Friendly URLs
- HTML Editing for Advanced Users
- Image Cropping and Resizing Tools
- Mobile-Responsive Design
- Mouse-over Menu Structure
- Online Editing and Page Creation
- Page Rollback (Restore Previous Versions)
- Printer Friendly / Email Page
- RSS Feeds
- Search Engine Optimization Tools
- Site Search & Search Log
- Slideshows
- Spam Controls
- Social Media Feeds
- Spellchecker
- User Permissions
- Web Statistics with Google Analytics

MunicipalCMS is excited to build a long-term relationship with the city of Hogsansville. Our commitment to your success enables us to provide the following at no additional cost:

- ❖ Lifetime warranty on website code
- ❖ All software updates and new tools
- ❖ Design update every 48 months

“The responsiveness during the web site development and to questions since the web site was launched has been **second to none.**”

- Mary Zishka,  
Mason City, IA



## Accessibility Compliance

MunicipalCMS specializes in city and county government websites. Our extensive experience allows us to provide you with a highly compliant website based on WCAG 2.0 A and AA standards.

In addition to the numerous automated compliance features that come built in to our software (such as clickable menus, dynamic submenus, image alt tags, etc.) we will provide your staff with recommendations on best practices for keeping your information accessible to all users.

## Hosting

MunicipalCMS websites are hosted on in top level national data centers with redundant connections to multiple Tier 1 ISPs and a 10GB / OC-192 SuperNetwork™ backbone.

Access to the hosting facilities is restricted with biometric handscan access control, monitored closed circuit TV, 24x7 on-site security personnel, and military-grade pass card access.

The data centers have battery power backup with UPS, diesel generator power backups, fully redundant HVAC systems, and regulated climate control with full particle filtering and humidity control.

## Software

Our websites are built on standard Microsoft ASP.NET and SQL Server technology and incorporate a variety of customizable Javascript and jQuery tools.

Additionally, MunicipalCMS supports integration with most third-party web-enabled applications.

**“The website and your support have been fantastic!** I wish all of our vendors were so easy to work with!”

– Beth Kar,  
Savannah, MO



## Dare to Compare

As you evaluate other website companies, ask these questions:

- Are you getting a **custom design** tailored to your needs?
- Will the vendor **update, organize, and upload** the content for you?
- Will **every user receive hands-on training**?
- Is the site hosted in national data centers with connections to **multiple Tier 1 ISPs**?
- Will updates and new tools be **automatically installed** at no extra charge?
- Is technical support available to **all staff members 24/7**?
- Will your site be **redesigned every four years at no extra cost**?

**With MunicipalCMS, the answer is simply YES!**

A handwritten signature in black ink that reads 'Toni Oesterle'.

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Toni Oesterle, MunicipalCMS LLC Authorized Representative