



Proposal / Letter of Agreement

Branding and Development for Union Sanitary Web Site

Submitted by: Eric Johnson, Formula Design

Submitted to: Mike Gill, Union Sanitary District

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Our Company

Formula Design is a graphic and Web design firm dedicated to providing quality branding services to both small and large organizations. Since 1997, our mission has been to provide the best possible branding experience across multiple mediums for our clients and their customers. If you have any questions about this agreement or Formula Design, please call us at 1.888.231.0694 or email at info@formuladesign.com.

Project Description

Formula will be designing and developing a forum discussion area and calendar for the Union Sanitary District Web site, based on current branding specifications. The forum will be password protected for both the administrator and those who have access to the content. The user will be able to upload files to the forum as well. The calendar will be easily edited by those with a password. There will be three areas to the forum including: Talking Points, Board Policy and General Info. The forum will be capable of adding new topics in the future. The administrator will be able to add and remove accounts and set various permissions.

Service Overview

Below is a description of the Web pages and graphics Formula Design will be producing for Union Sanitary:

- 1) Formula Design will gather all materials necessary to complete the project from Union Sanitary. Please provide any photos or graphics you want included in the site upon approval of this proposal.
- 2) Research: Formula Design includes research of the industry and competitors as part of all our branding projects. If you have any links or materials to help us get a head start, anything is appreciated.
- 3) **Design:** Formula will layout the design for the forum pages, login, and calendar pages.
- 4) Iterations to Chosen Design: This proposal includes 3 rounds of changes to the chosen forum, login, and calendar design.
- 5) **Login Page and Accounts:** Formula Design will create a login and account setup so people can be added and subtracted by the demonstrator. The administrator will have additional permissions. This will require a database for the accounts and a customized system to edit the accounts for permissions to the forum and calendar area.
- 6) **Forum Management System:** Formula Design will provide the site with a database driven forum management system for easy editing using an online interface. The forum will allow the upload of files to be held in the database. It will also be password protected using the accounts created in the login. This will require a connection to the accounts where permissions are edited.
- 7) **Calendar System:** Formula Design will set up a database driven calendar that will allow the administrator to update, add, and delete information easily. The calendar will automatically show date changes, and provide upload of information based on permissions. We will need access to the server, and the ability to use PHP and MySQL for both the calendar and Forum development.

Design Style

Formula Design understands Union Sanitary requires the forum and calendar to match the current design and we will make sure it works well with the current structure. Most importantly, we will make sure it is easy to use.

Development Timeline

Formula Design will complete the project in a two month cycle from starting date if the project remains within the scope of this document. This time frame is dependent on receiving content and approvals in a timely fashion. We can provide a more detailed timeline upon approval.



Business Terms

Below are the estimated costs for this project based on the scope derived from the materials provided:

Service	Cost
Web Site Design (comps and final of layout and design, graphics, etc.)	\$1,000
Web Site Development (HTML templates, database, forum, calendar, front and back-end programming)	\$4,000
Totals	\$5,000

Payment Terms

Formula Design is charging a flat fee of \$5,000 for this project if it remains within the scope of this document. Union Sanitary will be informed if work is out of scope; a change order will be required to continue work on the project if there are to be any charges. Formula Design requests a payment schedule that would include a \$2,500 retainer fee, \$1,500 upon approval of the design, and the remainder upon completion of site. If the site goes beyond the scope provided, Formula will charge \$100 per hour for programming and design. If the project goes beyond 30 days, we will invoice as Net 30 each month.

Change Order Process

Any email or letter requesting work out of the scope of this project will be considered a Change Order. Please, read the Service Overview portion of this proposal. Change Order tasks will be billed at the \$100 per hour rate. All effort should be made by both parties to communicate any deviations from the scope of this document. Work will stop when out of scope.

Terms and Conditions of Client Deliverables

- 1) Union Sanitary agrees that Union Sanitary has permission to use all content, text and photos they provide Formula Design, and Formula Design is not responsible or liable for any of these materials.
- 2) Formula Design and Union Sanitary can back out at any time due to artistic differences or otherwise. Union Sanitary will be responsible to pay Formula Design for all hours completed upon cancellation.
- 3) You can fax the signed proposal to 1-415-738-0472. Initial all pages.

Submitted By

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Approved By

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