PROJECT PROPOSAL

MOUNTAIN CITY WEBSITE

DIGITAL PROPOSAL

Scan the QR code to view The High Road Agency's proposal for the Mountain City Website digitally.

OFFICE:
404 S Roan Street
Johnson City, Tn

PREPARED BY:
Jonathan Fields
Account Executive

FIND US HERE:
thehighroadagency.com
jonathan@thehighroadagency.com

DIGITAL PROPOSAL

Scan the QR code to view The High Road Agency's proposal for the Mountain City Website digitally.

September 13, 2023

Town of Mountain City
210 S Church St.
Mountain City, TN, 37604

My name is Jonathan Fields and I'm an Account Executive at The High Road Agency. We're a team of brand builders, storytellers, and creative visionaries with a track record of driving results and fueling success.

We're writing to you today because we're excited about the opportunity to build the new website for Mountain City. We deeply understand the tourism industry and the Appalachian Highlands, and we believe we can create a website that will showcase the best of what your town has to offer.

We've built and launched more than 250 websites for clients all over the United States, and we're confident that we can deliver a website that meets your needs and exceeds your expectations.

If you would like to discuss the project in more detail, I would love to set up a time to talk with you and your team. Please feel free to contact me at the information below.

Thanks,

Jonathan Fields

Jonathan Fields
Account Executive
The High Road Agency
jonathan@thehighroadagency.com

HIGH ROAD

BRAND BUILDERS, STORYTELLERS, & CREATIVE VISIONARIES
driving results and fueling marketing success

High Road is a full service marketing, branding and advertising agency located in the Appalachian Highlands. We meet at the intersection of future-focused strategy and expert execution across digital, traditional and social channels.

Our team has combined experience in the following areas:

- Branding & Positioning
- Advertising & Promotions
- Event Planning
- Marketing Strategy & Plan Development
- Media Planning & Buying
- Lead Generation

- Website Design
- Video Production, Development, & Photography
- Internet Marketing Strategy & Plan Development
- Sales & Marketing Campaign Development
- Graphic Design
- Promotional Items

The High Road Agency's roots are based in East Tennessee and Southwest Virginia. Our vision is to take marketing to the next level and create a two-way conversation by telling your story with your brand. The more a user engages with your brand, the more likely a long-lasting relationship will form, which is the key to integrated marketing communication. This approach has been successful whether working with local, regional or national clients.

OUR BACKGROUND

The High Road Agency opened in 2013 as a digital agency for the Greeneville Sun Newspaper and is now a subsidiary of Adams Publishing Group. The High Road Agency serves as an internal digital fulfillment agency for Adams Publishing Group. The agency is proud to serve clients in the Appalachian region specializing in tourism marketing. The High Road Agency has partnered with businesses and organizations all over the United States in order to build more than 250 websites since 2013. The High Road Agency consists of an experienced cross-functional team of designers, project managers, developers, writers, and social media experts.

HIGH ROAD
10 Years

OUR WHEELHOUSE

We are your partner that can bridge traditional marketing practices with online and mobile environments. We are a marketing agency that can be just as comfortable at a trade show as we are building a website. **The High Road Agency has the complete in-house skill set it takes to tie all your marketing pieces together.**

VIDEO
storyboarding, scripting, production

WEB
development, content creation, ux/ui

CREATIVE DESIGN
identity, digital, print

SEARCH ENGINE MARKETING
strategy, reporting, leads

GEOFENCING
super targeted, local, wizardry

TARGETED ADVERTISING
strategy, graphics, implementation

SOCIAL MEDIA MANAGEMENT
strategy, content , graphics

PUBLIC RELATIONS
strategy , communications, customized

PROMOTIONAL PRODUCTS
custom, strategic, on budget

REPUTATION MANAGEMENT
reviews, insights, credibility

For examples of our work, go to: **thehighroadagency.com/work**

OUR CUSTOMER SUPPORT

The High Road Agency values communication and places it as a top priority in client relationships. We offer customer support by phone and email. We guarantee a response within 24 hours during normal business hours excluding holidays and weekends. Upon evaluation of the issue, we will then provide you with an estimated timeframe and cost for the work to be completed.

We partner with WP Engine for all of our website hosting. WP Engine provides daily backups of all of our websites. In addition, WP Engine is SOC-2 compliant and meets the standards for Security and Availability Trust Services Categories. WP Engine is also ISO 27001-2013 certified, meeting the requirements for "establishing, implementing, maintaining and continually improving an information security management system" as laid out by the ISO.

CREATIVE PORTFOLIO OF WORK

Below is a list of projects that are similar in size and scope to the Mountaincitytn.org website. Please note that all budgets related to client work are confidential.
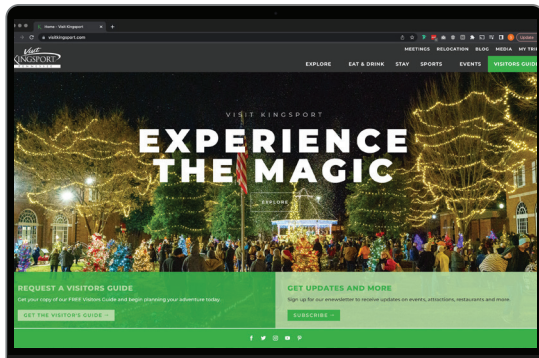

VISIT KINGSPORT
visitkingsport.com

Visit Kingsport came to us with a vision for their new website with a comprehensive directory and a user-friendly experience for visitors to plan their next trip to Kingsport.

Visitors can now navigate three separate directories, including Explore Things to Do, Eat & Drink, and Where to Stay, to discover all that Kingsport has to offer. In addition to the main directories, three other directories were added, including Sports Venues, Sports Events, and General Events. With more than a dozen sports venues, a fantastic conference center, and several festivals throughout the year, these additional directories will be a great asset for travelers considering visiting Kingsport.

Along with the new directories, another new feature is the "My Trip" functionality. Visitors can create an account and create lists of places they would like to go and events they would like to attend while in Kingsport.
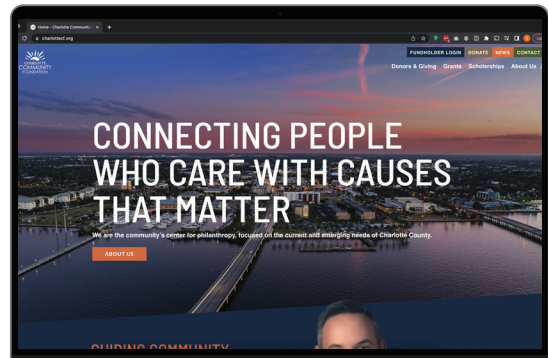

CHARLOTTE COMMUNITY FOUNDATION
charlottecf.org

Charlotte Community Foundation's mission is to connect people who care with causes that matter. After an audit of the organization's website, it was determined that the user experience did not accomplish this mission as it was not user-friendly. The High Road Agency recently redesigned and restructured the website, focusing on the user experience to connect people who care with the causes that matter to them.

The site is divided into three main sections for their three primary focus areas: Donors & Giving, Grants, and Scholarships. This allows users to find the information and resources they are looking for easily. There is also a new storytelling focus on the site with compelling stories from legacy families and scholarship and grant recipients.

Check out how making a difference in their community starts on their website.
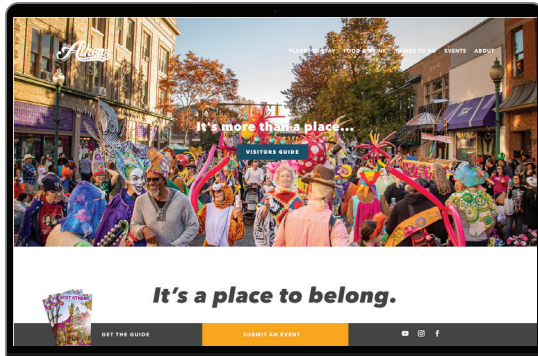
ATHENS, OHIO
athensohio.com

TUSCULUM, TENNESSEE
tusculumcity.org

Boone Troyer, Executive Director of the AVB, enjoyed working with both The Athens Manager and HRA and was extremely pleased with the final result.

The High Road Agency was able to maximize the visual appeal of the new website (athensohio.com) by utilizing professional photography by AVB's own Joel Prince. The website features a comprehensive, searchable directory of all points of interest within Athens, including hotels, restaurants, things to do, and events. The website's goal is to promote tourism in Athens and provide tourists with one location to easily find everything to see and do in the city, home to Ohio University.

Troyer loves the entire site and feels it will be a tremendous asset. AVB not only promotes the region as a destination for tourists, but it also strengthens the Visit Athens Ohio brand locally and nationally and creates economic development through the leisure, group, and business markets.

Tusculum is a small town located near Greenville, TN. They needed a website to allow them to easily communicate with residents about town meetings and events. In addition, the site allows residents to easily access necessary permits and pay utility bills.

PROFESSIONAL REFERENCES

Sheila Caldwell
Executive Assistant to Mayor
Johnson County Mayor's Office
office.mayor@johnsoncountytn.gov

Matt Bolas
Executive Director
Explore Bristol
matt@explorebristol.com

Bob Cantler
President/CEO
Johnson City Chamber of Commerce
cantler@johnsoncitytnchamber.com

HIGH ROAD

Anne Ross
Director
Visit Morristown
tourism@morristownchamber.com

Amanda Marr
Marketing Director
Sevierville Chamber of Commerce
amarr@scoc.org

Randy Harley
Recorder - City of Tusculum
recorder@tusculumcity.org

THE HIGH ROAD AGENCY TEAM QUALIFICATIONS

Kyle Wirick

Managing Director, Sales

Driven by a passion for creativity and technology, Kyle has established his professional reputation over the past 10 years through graphic development and web design. Kyle's diverse skill set supports a central proficiency of identifying areas for improvement, designing a plan of action and delivering a solution. He attended the University of Central Florida, where he received his Bachelor's in Management Information Systems.

Kyle Long

Managing Director, Operations/ Project Manager

After graduating with a degree in communications, Kyle got his start by producing and editing motorsports programming for ESPN. In 2006, he started his own event and media production company. Kyle brings his 20+ years of experience in sales and production to the High Road team with the goal of maximizing the solutions that the High Road Agency delivers to its clients. Kyle has earned Google's project management certification.

Jonathan Fields

Account Executive

Jonathan Fields is a seasoned marketing professional with 13 years of experience, specializing in driving growth and optimizing customer engagement. Throughout his career, Jonathan has gained expertise in social media, customer relations, and B2B marketing, which he applies effectively in his role at High Road. As an advocate for relational selling, Jonathan focuses on building genuine connections and fostering trust with clients to drive sustainable business success.

Sarah Mast

Digital Creative Director

Sarah is a native of Johnson City and graduate of East Tennessee State University where she studied digital media and business. As the Digital Creative Director at The High Road Agency, she directs many creative projects including web development, branding packages, layout production and graphic design. She is also our resident drone pilot. When she is not #takingthehighroad, you can find her on a hiking trail, in her backyard garden, or experimenting in the kitchen.

Justin Slone
Digital Designer

From Lebanon, Va., his role at HRA includes digital and web design. Justin graduated from East Tennessee State University with a BFA in Graphic Design. He previously served as creative director at the iconic Barter Theatre, the longest-running professional equity theatre in the United States.

Katie Westbrooks
Creative Director

Katie works hand-in-hand with the creative team to guide projects to completion. She is an award-winning creative, Tri-Cities 40 Under Forty Honoree, and the woman behind many of the HRA's designs. Katie has an eye for detail and passion for problem solving that pushes her designs to drive results. Having successfully launched and completed dozens of design and branding projects, Katie uses her client experience and design processes to streamline agency output.

Kate Van Huss
Director Digital Advertising and Social Media

Kate's life mantra of "be good, do good" drives her to do anything she does with her whole heart. Her pursuit of knowledge and understanding about the human experience led her to pursue a Bachelor of Science in History and Philosophy at ETSU. She has developed her professional career for over 20 years in roles within Sales and Marketing from wedding and event planning to grassroots and digital marketing. As a military brat born on the North Carolina coast who has lived in places from the Far East to the Wild West, Kate's adaptability to change led her into her role as Director of Digital Advertising and Social Media with HRA.

Website Proposal

MOUNTAIN CITY

GOALS / OBJECTIVES

The current website for mountaincitytn.org has reached the end of its useful life. As a result, a new website needs to be designed and built that aligns with the vision, strategy, and brand values of Mountain City, TN.

Goals:

- Create a responsive website that is focused on the needs of the citizens of Mountain City, TN.
- Easy user navigation with an intuitive search feature
- Compatible with the latest versions of internet browsers.
- Build the website to allow for scalability as the city expands its services
- Provide means for citizens to report issues, and submit applications and permits.
- Implement CMS that is friendly to the non-technical user
- Frequent communication throughout the design/build process
- Staff training upon launch of new site
- ADA compliant
- SSL certificate

Objectives:

Redesign the look and navigation of the current Mountain City, TN website by implementing a WordPress and Divi Visual Builder.

Hosting will be provided via our partner WP Engine. WP Engine is located in Austin, TX with multiple data centers in the US including Iowa, South Carolina, Virginia, Ohio, and Oregon ensuring redundancy of all data. In total, WP Engine has over 200 points of presence around the world. All website data will be backed up every 24 hours.

Before any design is started a website sitemap will be created using a cloud-based interactive tool. The sitemap will ensure all content is accurate and placed in the proper location on the site.

Our design team will use the sitemap to start the design process. Our philosophy is that form follows function. Put another way... we want the website's purpose to dictate the design. We avoid designing a website in a vacuum without fully knowing the content that is going to be on each page. Therefore we don't provide conceptual designs until we complete the necessary research and meeting with the client.

Our design team will create template pages that can be used by town employees if needed to create additional pages on the site. These template pages will provide scalability and consistency to the site.

PROPOSED APPROACH / TOOLS / SOLUTIONS

Design

The new website will allow Mountain City employees to edit and manage it internally as needed by utilizing WordPress along with Divi Visual Builder.

WordPress is the most popular and widely used CMS on the internet and is chosen by the world's top brands as their enterprise CMS. Its leading functionality, plugin integrations, and world-class security deliver enterprise-grade performance for today's biggest brands. WordPress's flexible, open framework, coupled with a powerful enterprise hosting platform like WP Engine with built-in speed, security, and scalability makes it the ideal choice for enterprises looking to scale quickly.

Divi Visual Builder will allow staff to easily post and edit text, images, documents, and pages on the website with no coding experience needed. Divi provides the ability to preview how edits to the site will appear across desktop and mobile devices. This feature will aid in the goal of a mobile-first and responsive website design at all times.

Navigation

To ensure an improved user experience and a streamlined, intuitive navigation, we will first create a comprehensive interactive sitemap using https://octopus.do/sitemap.

Octopus is an online tool that allows a wireframe view of every page to be created, including text and SEO tags. The result is a prototype of the website architecture for all stakeholders to see before any design or building takes place.

ADA Accessibility

The laws revolving around ADA accessibility for websites are dynamic and complex. As a result, the new website will utilize accessiBe for accessibility and ADA compliance. accessiBe is used by companies such as BMW, Warner Brothers, and General Electric to ensure their websites remain ADA-compliant at all times. accessiBe provides an interface for the website that allows session-based visual and audio adjustment tools that make accessibility modifications based on a user's individual needs. In addition, accessiBe scans the website every 24 hours to ensure it adheres to WCAG 2.1 and worldwide legislation.

Content

We will proofread and review all content to ensure it is concise and easy to understand. In addition, we will ensure that the content has a clear call to action when applicable. We will utilize SEO best practices and ensure all content is useful and relevant to the specific audiences. All applicable content from the existing website will be utilized, and redirects will be implemented where necessary.

Security

The High Road Agency will ensure that the website will include a Secure Sockets Layer (SSL) certificate. An SSL certificate is a digital certificate that authenticates a website's identity and enables an encrypted connection between the website server and a web browser. The SSL prevents unauthorized people from accessing or modifying the information transferred between the two systems.

HIGH ROAD

Google Analytics

The new website will incorporate Google Analytics 4. GA4 will provide a complete view of user behaviors and more intuitive and precise control over what personal data is collected on the site. This additional control will help comply with any future privacy regulations. GA4 measures user engagement and provides insight into a user's behavior and actions on the website.

Backup, Resilience and Disaster Recovery

The hosting service provided by WP Engine is the only WordPress hosting platform to successfully complete a SOC2 Type II Examination. WP Engine provides auto updates, vulnerability scans, and DDOS attack protection. In addition, WP Engine is ISO 27001- 2013 certified, meeting the requirements for "establishing, implementing, maintaining, and continually improving an information security management system" as laid out by the ISO. WPengine provides daily backups. The website can be restored from an archive.

Training

The High Road Agency will provide a day of onsite training. The training will focus on website editing and Google Analytics. All training sessions will be recorded and archived for easy access.

Seo Fields Populated

The new website will utilize SEO best practices. In addition, Yoast SEO will be installed on the new website. Yoast SEO is a search engine optimization plug-in for WordPress. Yoast ensures the site meets the highest technical SEO standards. It also allows content to be optimized for SEO and overall readability.

Contact Forms

The website will use the Formidable Forms plugin to allow for limitless custom forms to be created. The contact forms can be created using conditional formatting, allowing submissions to be sent to appropriate Mountain City employees based on the content.

OUR PROCESS

Our process involves the following phases:

- ✅ **Consultation, research, and goals (2 weeks)**
- ✅ **Content organization (2 weeks)**
- ✅ **Sitemap (2 weeks)**
- ✅ **Creative direction (1-2 weeks)**
- ✅ **Initial design conceptualization and development (6-8 weeks)**
- ✅ **Project Execution (2-3 weeks)**
- ✅ **Testing, training, and usability (2 weeks)**
- ✅ **Site launch**

Site Mapping

We will provide you with a site map which will show you the flow and layout of all proposed pages on the website. Before we move forward with any design of the site we will require approval of the sitemap. The sitemap is a crucial piece in planning for the content of your website. A well-planned and well-designed sitemap will lead to a pleasant experience for visitors.

Creative Direction

We will work with you and your team to determine what inspires your organization and what creative direction we will implement during the design process.

Initial Design Conceptualization & Development

Using the goals, parameters, and research we compiled, our team will move into the initial design portion of the project. Our designers develop design concepts that we feel will appropriately address the project goals. Those concepts are submitted to you for review and feedback and then refined into a final design directive. The design concepts are considered approved if the client does not respond within 15 business days of receiving the concepts. Two rounds of revisions are included per page. Additional revisions/edits will be billed at an hourly rate.

Project Execution

The design concepts become reality. Each element is carefully chosen to reflect the project goals. Then we proof and double-check the entire site, ensuring grammatical accuracy and factual integrity.

Consultation, Research, & Goals

We begin by researching your organization and setting goals and parameters. We identify your target audience and identify the best ways to reach them. We also identify what entices them to view certain websites.

Content Organization

Shortly after clarifying the creative direction, we will collect all content that will be included on the site. This will include images, maps, forms, and written content.

Testing Training and Usability

Once the final product passes our quality and technical standards, we present it to you for your review and feedback. Once you are satisfied with the project, we move to the next phase.

During this soft launch, we test the website for three main criteria:

- Aesthetics
- User experience
- Functionality

Using feedback from this testing, we tweak and finalize the site design.

Our staff will conduct up to 3 training sessions via Zoom meetings with the client as needed on the website functions and the backend. All users will be supplied with a unique user ID and password.

Site Launch

It's time to go live. When the site has completed its final reviews from our team and your staff, we launch the site and begin tracking the user experience using analytics and metrics.

Assumptions

Your website will operate as designed in all current web browsers. Outdated browsers may not display the site as intended.

When we host your website, we will back up your site on a nightly basis. In the event of a site outage, we will work quickly to restore your site to the most recent stable backup.

We will provide stock photography as needed; however, you will need to provide the photography and details of your projects as discussed.

Integrations outside what is mentioned in the scope are not included.

The client is responsible for maintaining ownership of the URL and DNS account.

WEBSITE WARRANTY

The High Road Agency provides an extensive 90-day website warranty for the websites that we build and host.

This warranty covers all code and graphics created by The High Road Agency. The warranty covers errors or omissions by our team for 90 days after the site goes live. Any code or assets altered by the client and/or 3rd party applications used on the website are outside of warranty scope. The accuracy of any content provided or approved by the client to build the website is the client's responsibility, and any edits after the launch of the website are considered change requests.

This warranty covers the following:

- Response to your request for support or assistance within 24 hours, when submitted by phone or email. Email support at web@thehighroadagency.com.
- Assistance with any broken links that are reported.
- Assistance with error messages
- Assistance with problems experienced by users when completing an online form.
- Functionality - ensuring all links/images are working correctly.
- Site or pages down or unresponsive.

What's not Included:

- Support for any problems or errors arising with, or caused by the hosting system unless The High Road Agency is hosting the site.
- Support for any problems or errors arising with, or caused by customer error.
- Systems developed by agencies other than The High Road Agency.
- Any issues related to the client's DNS.
- Redesign of the website.
- Any 3rd party plugins.

WEBSITE HOSTING

Terms

Subject to the terms and conditions of this Agreement, The High Road Agency will provide Web Hosting services for the Client subject to the following terms:

1. Length of Service: The client agrees to an initial twelve (12) month contractual term of service.

2. Service Start Date: The first payment is billed at the end of the month preceding the month of service. In other words, the invoice received for month A is for the hosting service of month B.

3. Renewal by Client: This Agreement will automatically renew for successive twelve (12) month Terms unless canceled in writing by Client at least 30 days prior to the end of the Term renewal date. Renewal prices are subject to change. Renewal of services by Client indicates agreement to any Contract revisions and price changes. Renewal fees for the following term will be automatically invoiced to the Client's account.

Website Hosting Includes the following:

- 10 GB Bandwidth Monthly
- 5 GB storage
- SSL Certificate*
- Scheduled Daily Backups
- On Demand Backups
- Technical Support via phone or email

*The advantages of using SSL include:

Enhanced security. SSL certificates secure your visitors' data by encrypting information as it travels from their web browsers to your server. This ensures that the information shared by your users is safe as it transfers.

Increased customer trust. Since they can see that your website is secure, thanks to the 'lock' icon and the site's URL, you're giving both visitors and yourself peace of mind. This encourages more trust when compared to an unsecured website, which may lead to increased conversions.

PCI compliance. SSL also enables you to maintain Payment Card Industry (PCI) compliance and accept online payments. An SSL certificate is not just recommended but required to meet PCI regulations.

Improved SEO. The benefits of obtaining an SSL certificate don't stop with security. Search engines such as Google have made it their mission to incentivize website owners to enable HTTPS whenever possible. To that end, Google marks HTTP sites as Not Secure within browsers and also penalizes them in its search engine rankings. In other words, search engines such as Google want to help make sure users are browsing sites that will keep their data safe. So they rank those sites more highly, to encourage their use.

Terms of Payment

Terms of payment are C.O.D. Hosting accounts that are 90 days past due are subject to suspension until payments are received to bring the account current.

Proprietary Information

Proprietary information exchanged here shall be treated as such by the Client. This information shall include, but not be limited to, the provisions of this Agreement, product and service information, and pricing. Client further agrees to not decompose, disassemble, decode, or reverse engineer any Company program, code, or technology delivered to Client or any portion thereof.

Warranties Specific to Hosting

The High Road Agency makes no warranties or representations of any kind, whether expressed or implied for the hosting service it is providing. The High Road Agency also disclaims any warranty of merchantability or fitness for any particular purpose and will not be responsible for any damages that may be suffered by the Client, including loss of data resulting from delays, non-deliveries, or service interruptions by any cause or errors or omissions of Client. Use of any information obtained by way of The High Road Agency is at the Client's own risk, and The High Road Agency specifically denies any responsibility for the accuracy or quality of information obtained through its services. Connection speed represents the speed of an end-to-end connection. The High Road Agency does not represent guarantees of speed or availability of end-to-end connections. The High Road Agency expressly limits its damages to the Client for any non-accessibility time or other downtime to the pro-rata monthly charge during the system unavailability. The High Road Agency specifically denies any responsibility for any damages arising as a consequence of such unavailability.

Trademarks and Copyrighted Material

Client warrants that it has the right to use any applicable trademarks or copyrighted material used in connection with this service.

Termination

The High Road Agency or Client may terminate this agreement at any time with a 30-day written notice. Any applicable charges during the termination transition period will be due. At the end of the 30 days, the hosting environment for the website will be terminated. The High Road Agency can assist with the transfer of a website to a new hosting platform. A standard one-time fee for the service will apply, assuming the new hosting platform is WordPress-compliant.

Indemnification

Client shall indemnify and hold The High Road Agency harmless from and against any and all claims, judgments, awards, costs, expenses, damages, and liabilities (including reasonable attorney fees) of whatsoever kind and nature that may be asserted, granted, or imposed against The High Road Agency directly or indirectly arising from or in connection with Client's marketing or support services of the product or services or the unauthorized representation of the product and services or any breach of this Agreement by Client.

General

If any provision of this Agreement is held to be unenforceable, the enforceability of the remaining provisions shall in no way be affected or impaired thereby. This Agreement shall be governed by and construed in accordance with the laws of the State of Tennessee. A failure by any party to exercise or delay in exercising a right or power conferred upon it in this Agreement shall not operate as a waiver of any such right or power.

MAINTENANCE

What Is Included In This Agreement:

- Edit, revise, update, or create new textual/minor graphical content.

- Consultation, and guidance on the use of the website.

- Regular monitoring and updating to ensure performance across all major browsers since not all browsers render sites in the same way.

- Monitoring your website functionality to ensure that everything is working as it should and updated when necessary. Plugins may need to be updated from time to time.

- Downtime is highly inconvenient for any website owner and when it happens it is important to have someone on hand to help. We can assist you by liaising with the hosting company to sort out the situation as quickly as possible.

What Is Not Included In This Agreement:

- Website redesign, re-alignment, or re-development equalling more than 25% change to the web page, website, web graphics on the website (i.e. 12 graphics on the website, and you want 3 changed, there is a charge for anything above 3)

- Custom CMS design or integration including but not limited to blogs, shopping carts, directories, and web forms.

- Plugins that become obsolete or conflict with the newest version of WordPress or Divi.

- Support for any problems or errors arising with, or caused by the hosting system unless The High Road Agency is hosting the site.

- Support for any problems or errors arising with, or caused by customer error.

- Systems developed by agencies other than The High Road Agency are not covered under this maintenance agreement.

- Any issues related to the client's DNS.

- Redesign of the website.

The High Road Agency shall provide the Client with minor updates to the website. The contract will be paid monthly with the 1st payment due as soon as the initial work is complete and then each month after.

During the duration of this contract, the Client agrees that The High Road Agency will be the sole provider of maintenance services for the website, and no other party will have access to or rights to change the website. If any party other than The High Road Agency makes changes to the website, any errors that are created must be repaired and will be billed at an hourly rate.

HIGH ROAD

Deadlines & Deliverables

The High Road Agency will respond to all maintenance requests from the Client within 24 hours excluding weekends and holidays, via email or phone, with a confirmation that the request was received, and an estimated completion date for each action item in the request. Maintenance requests received after 5:30 EST may not be completed until the next business day unless prior arrangements have been made.

The High Road Agency will adhere to all quoted deadlines for the deliverables in the maintenance requests at all reasonable costs. In the event that The High Road Agency has any issues in delivering on a quoted deadline, the Client will be notified via email or telephone of the reasoning for any change.

Additional Services

Any revisions, additions, or redesign requests that are not specified in this document shall be considered "additional" and will require a separate agreement and payment. The High Road Agency shall advise the Client on any requested work that falls within these bounds.

Services not considered 'standard website maintenance' are subject to being charged at a regular hourly rate and will not be considered part of this contract. The minimum charge for maintenance is $100/hr.

Services requested that exceed the specified number of hours included with a retainer maintenance agreement, if applicable, will be charged at a regular hourly rate of $100/hr. The High Road Agency will provide an estimate of the number of hours the requested services will take prior to the commencement of the project.

Authorization

Client hereby authorizes The High Road Agency to access their web hosting account, providing active user name/password combinations for access to the server via FTP, assuring that 'write permissions' are in place on said hosting provider.

Terms of Payment

Terms of payment are C.O.D. Hosting accounts that are 90 days past due are subject to suspension until payments are received to bring the account current.

QUOTE OF SERVICES

The following is an estimated price quote for the proposed website project for Mountain City.

ONE TIME INVESTMENT $15,550

includes design, development, and training as outlined above

Payment terms: 50% billed upon acceptance, 50% billed upon completion. Net 30.

RECURRING MONTHLY FEES $290/month

Includes hosting, ADA accessibility, and 2 hours of
maintenance/labor per month as outlined above

SIGNATURES

Mountain City Representative   Date

Jonathan Fields, The High Road Agency   Date

HIGH R●AD

PREPARED BY:
Jonathan Fields
Account Executive

OFFICE:
404 S Roan Street
Johnson City, TN

FIND US HERE:
thehighroadagency.com
jonathan@thehighroadagency.com

thehighroadagency.com