



Project Agreement

Omega Center

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1 | Project Description & Pricing

| Description of Service | Cost |
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| <p>Base Package: Semi-Custom Web Design & Development</p> <ul style="list-style-type: none">• Web site creation process begins with a detailed consultation and discovery process. We'll provide basic guidance on design style, content creation, optimizing your site for search engines, making the most of social media, and more. This process also provides a time to brainstorm about the web site's layout and functionality, in order to intentionally plan for positive user experiences.• Web site would be built on the foundation of a Wordpress framework, which allows for rich content management capabilities. This framework also sets a rough guide for the site's layout, color scheme, typography, and functionality.• After identifying the appropriate framework to meet your needs and goals, we will make customizations based around your specific company culture, as well as intentionally designing the site around your logo, content needs, and special requirements.• Web site will be thoroughly tested on a variety of computers, web browsers, mobile devices, tablets, and operating systems to ensure consistent performance. | \$ 3,500 |
| <p>Responsive (Mobile-Friendly) Development & Integration</p> <ul style="list-style-type: none">• Mobile-friendly or "responsive" web sites adapt to the size of the computer or device which is viewing the web site, to provide an optimal layout created just for devices of that size. This ensures that whether a user visits your site through a computer, notebook, laptop, tablet, or phone, they'll see a well-crafted layout that fits their screen and is easy to work with.• Responsive design is also a significant factor in online marketing and Search Engine Optimization, due to Google's announcement in early 2015 that it has begun to penalize sites that are not mobile friendly in search engine rankings. | Included with base web site package |

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| <p>Content Management System Integration & Customization:</p> <ul style="list-style-type: none"> Your web site will be built with a Content Management System which will enable you to easily update and maintain your web site without technical experience. Your web site can be updated from any device with an internet connection, at anytime, from anywhere in the world, and can be managed extensively through iPhone or iPad apps. Client will be able to easily add/edit/remove web site sections, pages, categories, posts, and pages, add images, documents, videos, contact forms, and more. Client will also be able to manage the menu and dropdowns on the web site with a simple drag and drop interface. Though content management features vary based on which template is selected, page layouts can often be built through a simple, visual drag and drop interface and can be constructed in almost any arrangement desired (full width pages, pages with various column and rows, etc.). The web site will be constructed on a robust and agile grid, ensuring that new pages you build will automatically be mobile-friendly by default. Ability to add features with a single click such as calls to action, buttons, tables, contact forms, content sections, full-width sliders, image galleries, google maps, recent posts, social media sharing, search bars, responsive videos and more. Content Management System is extremely flexible and extendable, and includes access to a plugin library with thousands of pre-written scripts which will make it easy for the web site to expand and add new functionality in the future as needed. We will provide initial support and training for your content management system, free of charge, until the client is comfortable making updates using the system. | <p>Included with base web site package</p> |
| <p>Q&A Form Integration & Development of Form System for Other Web Forms</p> <ul style="list-style-type: none"> Includes system to easily and visually create online forms such as question submission forms (for the online Q&A), contact forms, registration forms, etc.. Forms can be created with a drag and drop functionality, allowing you to quickly and easily create simple or complex forms with a variety of fields, such as radio buttons, checkboxes, dropdown menus, text areas, etc. Complex forms can also be easily created, allowing for file uploads, payment to be made before a form can be submitted, condition fields (which show or hide other fields based on user choices in other parts of the form), multiple page forms, and forms with content injected into the middle of them. Forms can include captchas to prevent spam, and can be customized to send results to different people depending on which department the message is intended for. | <p>Included with base web site package</p> |

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| <p>Membership / Subscription System Development, Integration & Customization</p> <ul style="list-style-type: none"> • Implementation of subscription / membership system which would allow users to select a membership level and receive the appropriate content for that subscription after paying for a membership. Each user would have their own user name and password-protected account. • The content for each membership level would only be available for registered/ subscribed members of that level, and would not be viewable to the public or subscribers of another level (for example, a "silver" subscriber would not be able to access "gold" content, however you could set up "gold" members to receive both "silver" and "gold" content). • Content could be made available immediately upon subscription, or via a drip schedule set up to your needs. • Customers can be managed and edited as needed directly within the web site system. If desired, members would be able to upgrade/downgrade their membership level automatically, as permitted by membership system system. Customers would also be able to update their payment information or other account information directly. • Includes setup of payment and registration pages. • Trials/discounts could be offered as desired. | <p>\$ 1,500</p> |
| <p>Newsletter Subscription Form Integration</p> <ul style="list-style-type: none"> • Includes integration of newsletter sign-up form so users can easily register/subscribe for email updates. This integration will utilize your existing newsletter service's database, so if you have not already, an account with a newsletter service provider would be required. • We recommend MailChimp if you do not already have a provider, but could also integrate sign-up forms through Constant Contact, aWeber, BombBomb or other major newsletter providers. | <p>Included with base web site package</p> |

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| <p>Social Media Integration</p> <ul style="list-style-type: none"> Includes integration of basic social media accounts, such as links to Facebook, Twitter, or Instagram. Tweets could be included/embedded the web site so the web site always reflects the latest social media updates. YouTube videos could be embedded into the site and updated automatically based on the "channel" they are uploaded to. | <p>Included with base web site package</p> |
| <p>Events and Calendar System</p> <ul style="list-style-type: none"> Development and customization of advanced events management system within your web site. Events can be shown on an events page and browsed by list / agenda view, in a calendar view by week or month, or searched by keywords. Events can also be pulled directly onto the home page to give an at-a-glance view of upcoming events. Events can also include Google Maps, more details and event logistics, recurring events, and online event payment/registration functionality. | <p>Included with base web site package</p> |
| <p><i>Proposed Project Total</i></p> | <p>\$ 5,000</p> |

2 | Project Notes:

In light of the required functionality on this project, a variety of on-going costs are required for continued functionality. These costs are in addition to the project development total outlined above, and are estimated below for your reference. Most of these expenses are to third parties, and pricing is subject to change, though this section should provide a close approximation of ongoing cost.

- Additional **one-time cost** necessary for third party expenses (not August Road expenses), such as:
 - Licensing of Wordpress framework
 - Software plugin licensing for membership and YouTube embedding systems, and other software plugins as needed
 - Creative resources such as stock photography or other design resources
 - *These expenses are additional to the project cost and are estimated to be between \$40-80 one-time fee.*
- Additional **annual costs** would also be necessary, such as:
 - Domain name registration/renewal
 - SSL Certificate, which encrypts payments for security reasons
 - *These expenses are additional to the project cost and are estimated to be \$60 / year.*
- Additional **monthly costs** would be necessary, such as:
 - Web hosting, which keeps the web site available online. Your web hosting account *would require a dedicated IP address* to ensure secure payment processing capabilities.
 - Client can choose their own hosting provider that meets minimum technical requirements, or August Road can manage these services for \$30 / month if that is preferred. We also offer an ongoing maintenance option, which includes web hosting, email address hosting, technical support, monthly Wordpress upgrades, monthly plugin updates, SSL security encryption renewal, and priority web site support for \$50 / month ongoing.
 - Membership system requires ongoing monthly pricing, starting at \$19.99 / month for 1,000 members or less.
 - Client would need an ongoing account with a payment gateway provider to process payments securely online. Given your needs, we recommend an account with Stripe. Pricing and information can be reviewed at stripe.com.
 - *These expenses vary based on number of payments/members processed.*

- Our semi-custom web design projects start with a Wordpress framework and design decisions are guided by this framework. We make a significant number of custom adjustments and modifications to fit your design requests and desired style, and to ensure a high-quality, mobile-friendly look. Even so, this project does not include fully custom design (which would start with a more thorough consultation process and include a design mock-up phase with design approval prior to development), so the design of the site will be modified as the web site is being developed. We pride ourselves on high quality design and will work with you to modify the design as much as possible to meet your needs within the scope of this semi-custom project.
- Given budget limitations, this proposal does not include every feature initially described on client's requested functionality document. In particular, this proposal does not include search engine optimization, shopping cart development, online donation collection, Instagram embedding, interactive connectivity between members (via forum or other mechanism), or blog subscription capabilities. *All of these features/services could be added to the web site easily on the framework we would build in future phases.*
- Content Management System makes it simple to update web site copy/content (including page text, photos, videos, navigation menu, etc.). The Content Management System would provide the ability to lay out pages in a visual way as well as add a number of well-designed components to the web site. Even so, it is primarily intended to be a content management tool, not a design management tool meaning more custom design enhancements requested would require professional assistance.
- This proposal includes consultation for web site copy, design, development, and user experience, but does not include copy writing or content creation (which will need to be provided by the client unless otherwise stated).

Project Phases & Timeline:

We break our web site development projects into five smaller phases: *pre-design*, *design*, *development*, *marketing*, and *maintenance*. These phases make it simple to take each step on the project, and also help us ensure that the project is progressing in a timely manner. Web site projects are given a deadline/turnaround date at the end of the pre-design phase, *after all content has been finalized by the client*. Estimated deadline dates may be provided before this time, but may be affected based on the date content is delivered by the client. After content is finalized and a turnaround date has been assigned to this project, we'll assign milestone dates to each of the remaining project phases to ensure the project continues progressing on schedule.

Please review our mutual responsibilities during each phase of this project, and let us know if you have any questions about your role during any of these phases. Thanks for your cooperation in helping us keep this project on time, on time and on budget!

| Project Phase | Phase Milestone | <i>August Road Design's</i> Responsibilities During Phase | <i>Client's</i> Goals During Phase |
|------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pre-Design | <i>TBD Based on Content Delivery from Client</i> | <ol style="list-style-type: none"> 1. Guide discovery process and any applicable consultation for branding and web site, including user-experience / user-interface, content consultation, design / style discovery, project goals and requirements, etc. 2. Send relevant documents for discovery process, including Project Roadmap and Project Agreement. | <ol style="list-style-type: none"> 1. Sign and return project agreement, along with initial retainer payment for project. 2. Participate in pre-design / discovery consultation in-person, or via phone/email. 3. Submit all content for web site (including text, desired photos, videos, products and any other content), beginning with the <i>Site Map</i> and finally the <i>Master Content Document</i>, as described in the Project Roadmap guide provided. |
| Design | <i>3 weeks following content (assuming no other projects have priority)</i> | <ol style="list-style-type: none"> 1. Review design preferences/requirements and send mock-up designs (for fully custom projects). 2. Implement any possible requested revisions to pre-designed theme and send for review/feedback. | <ol style="list-style-type: none"> 1. Respond to design mock-ups or questions as needed, until design is approved (for fully custom projects). 2. Provide web host and domain name information, if needed. |
| Development | <i>2-5 weeks following design milestone</i> | <ol style="list-style-type: none"> 1. Implement design and project requirements into initial working web site demonstrations. 2. Perform final browser/responsive/ beta testing on web site. | <ol style="list-style-type: none"> 1. Respond to initial working web site demonstrations with any requested changes in functionality. |
| Marketing & Maintenance | <i>After site completion</i> | <ol style="list-style-type: none"> 1. Perform any final marketing/maintenance tasks requested by client including Search Engine Optimization, Social Media Integration, or Content Management System training. | <ol style="list-style-type: none"> 1. Provide direction for any final post-project tasks requested. |

Project Agreement & Terms:

Date: February 23, 2016

Client Name: Omega Center

Contact Phone: (202) 213-5810

Contact Email: idelio1334@gmail.com

Client Address: _____

Project Description: Please see detailed project description above.

Project Cost: Fees are \$5,000 for project described above, plus any reimbursements for project expenses or third party costs noted in the Project Notes section above. Please see project description for details. Project may be re-quoted if, upon receipt of project elements, August Road Design, LLC. (AR) determines that the project has been dramatically altered from the original understanding.

Payment Schedule: *Payment will be completed according to the payment schedule described below. All project materials will be turned over to the client when the final balance has been paid in full. Any variations from this payment schedule must be agreed upon in writing prior to the commencement of the project.*

Design Revisions: *We will implement a Wordpress theme, licensed by the client, and make design modifications to include client's branding and other semi-custom changes as possible within scope of project.*

Project Content: Web site "content" (text copy, photos, videos, product information, etc.) is to be entirely provided by the client. It is important to provide us with the correct content for each tab/menu item of the web site prior to the beginning of the "design" phase to ensure that the design layout can accommodate the required menu items.

Deadlines & Delivery Dates: *The proposed completion date of this project will be determined based on the date finalized content is submitted by the client. At that point, a completion date may be assigned to the project based on this project's scope and other projects which hold priority. If the project is delayed by the client, this proposed completion date may be extended by AR by the time equivalent to the period of such delay.*

Authorship Credit: *AR reserves the right to include a byline and link on the bottom of any web pages establishing authorship credit for its work on this project. This authorship credit must be removed at any time upon request by AR.*

Additional Services: *It is important to understand that only the exact services noted above are included in this agreement. Any additional services requested by the client will be agreed upon in a project agreement addendum.*

Reproduction of Work: *Since this is your project, we believe you should have the rights to it. When the project is completed and payment has been received, we will transfer all project files to you so that you can have complete control over it in the future. However, some licensed creative works remain the property of their creators (for example, source code, design elements, fonts, stock photography, etc.). AR reserves the right to retain a copy of all design materials for the purposes of future maintenance and support. In addition, AR retains rights to display the completed project for promotional or educational purposes. For example, we (or any subcontractors/employees/ interns who work on this project under the direction of AR) may feature this project or logo after the project is completed on our web site portfolio, or promotional materials. Any confidential information will be treated as such even if project is used in portfolio/promotional materials. All preliminary design concepts remain the property of AR, and may be used in future projects.*

Web Site Maintenance Agreement: This project will include a Content Management System (built in WordPress) which will enable the client to perform maintenance and updates to the web site easily in the future. After the project is completed, all future updates to the web site will be the client's responsibility, though AR will provide training and support regarding how to use the Content Management System. August Road offers ongoing maintenance and software update packages, should the client wish to have AR perform ongoing updates.

Assignment of Project: AR reserves the right to assign subcontractors to this project to insure the right fit for the job, as well as on-time completion. AR will be responsible for the final results of the project.

Additional Fees: In the rare event that the client requests additional revisions or work to be completed that falls outside the terms of this agreement, we will complete this work at a rate of \$75 per hour. We strive to always let the client know of additional fees in advance, which would only be necessary if additional work is requested by the client.

Copyrights & Trademarks: The client represents to AR and unconditionally guarantees that any elements of text, graphics, trademarks or other artwork furnished to AR for inclusion in the project is owned by the client, or that the client has permission from the rightful owner to use each of these elements. The client agrees to hold harmless, protect and defend August Road Design, LLC. and its subcontractors from any claim or suit arising from the use of such elements furnished by the client.

Rejection or Cancellation of Project: In the event that the project is postponed indefinitely (or the client ceases communication for more than one month) or cancelled at the request of the client, AR will have the right to bill for the work completed through the date of that request (initial project retainer will not be counted toward work completed, and will be forfeited in addition to work completed to date). Upon cancellation, the client must return all project materials immediately to AR. Any usage of a cancelled project by the client will result in appropriate legal action, and the client assumes all responsibility for any legal fees necessitated by the unauthorized use of cancelled project materials.

Limited Liability: Client maintains the sole responsibility for all data backups and restoration. Client's exclusive remedies for all damages or losses shall not exceed the aggregate dollar amount which the client paid during the term of this project agreement and any reasonable attorney's fee and court costs.

Dispute Resolution: This project agreement is to be construed in the state of Indiana, and the venue for any dispute that should arise will take place in Monroe County.

Acceptance Agreement: The prices, specifications and all terms & conditions (including the additional terms and conditions found on the following page) are hereby accepted. August Road Design, LLC. is authorized to execute this project as outlined in this agreement, and payment will be made as proposed above.

Client's Signature: _____ **Date:** _____

On behalf, and as President of, August Road Design:  **Date:** February 23, 2016

Payment Schedule and Terms

- Payment for project total will be made over the course of separate payments.
 - March 1, 2016: **\$2,500**
 - *Project Completion*: **\$2,500** plus any required reimbursements for licensed theme, stock photography, or other creative/technical resources required by project or request by client.