



EAGLE MOUNTAIN CITY COUNCIL MEETING

January 2, 2024, 3:30 PM

Eagle Mountain City Council Chambers

1650 East Stagecoach Run, Eagle Mountain, Utah 84005

3:30 P.M. CITY COUNCIL OATH OF OFFICE - CITY COUNCIL CHAMBERS

Oath of Office for City Council Members Rich Wood, Melissa Clark and Jared R Gray.

4:00 P.M. WORK SESSION - CITY COUNCIL CHAMBERS

1. CITY ADMINISTRATOR INFORMATION ITEMS

This is an opportunity for the City Administrator to provide information to the City Council. These items are for information only and do not require action by the City Council.

2. TRAINING

2.A COUNCIL TRAINING - Open and Public Meetings Act and Municipal Officers' and Employees' Ethics Act

3. AGENDA REVIEW

The City Council will review items on the Consent Agenda and Policy Session Agenda.

4. ADJOURN TO A CLOSED EXECUTIVE SESSION

The City Council will adjourn into a Closed Executive Session for the purpose of discussing reasonably imminent litigation, the purchase, lease or exchange of real property pursuant to Section 52-4-205(1) of the Utah Code, Annotated.

7:00 P.M. POLICY SESSION - CITY COUNCIL CHAMBERS

5. CALL TO ORDER

6. PLEDGE OF ALLEGIANCE

7. PUBLIC COMMENTS

Time has been set aside for the public to express their ideas, concerns, and comments. (Please limit your comments to three minutes each.)

8. CITY COUNCIL/MAYOR'S ITEMS

Time has been set aside for the City Council and Mayor to make comments.

CONSENT AGENDA

9. AGREEMENTS

- 9.A First Amendment to the Retail Coach Agreement for Professional Services
Retail Coach Agreement - 1st First Amendment
- 9.B Second Amendment to the Stadion LLC Development Agreement Related to Landscaping Requirements
- 9.C Amendment to Restrictive Easement, Right of Entry, and Right of Reversion - Vanguard Ranches Golf Course, LLC
Amendment to Restrictive Easement, Right of Entry, and Right of Reversion
Exhibit A - Amended Map

10. 2024 MEETING SCHEDULE

- 10.A MOTION - Approval of the 2024 City Council Meeting Schedule (as amended)
2024 City Council Schedule - Adopted

11. RESOLUTIONS

- 11.A RESOLUTION - Timpanogos Special Service District Reorganization
RES--Consenting to Reorganization of TSSD

SCHEDULED ITEMS

12. ORDINANCES/PUBLIC HEARING

- 12.A ORDINANCE/PUBLIC HEARING - An Ordinance of Eagle Mountain City, Utah,
Adopting Amendment #3 to the Fiscal Year 2023-2024 Annual Budget

BACKGROUND: *(Presented by Finance Director Kimberly Ruesch)* State statute requires the City to amend its budget to appropriate funds for increased expenses. The proposed ordinance is Budget Amendment #3 for Fiscal Year 2023-2024 amending the General Fund and the Fleet Fund.

ORD--FY 2024 Budget Amendment #3
Budget Amendment 3
Implementation Plan Strategy - Updated w letterhead
Retail Coach First Amendment

13. BID AWARDS

- 13.A BID AWARD - WDG (Web Development Group) Platforms - New City Website

BACKGROUND: *(Presented by Communication Manager Tyler Maffitt)* Eagle Mountain

City last implemented a new City website in 2018. Given organizational growth, new branding standards, high expectations from residents and persistent problems with the current website in the areas of user experience, search functionality, data access, and limited use for a variety of City services, staff desired a new website for Eagle Mountain City. Following an initial bid process, the City saw the return of 21 bids, which were all rejected. Following a revising of the bid, staff reached out to select firms. Three bids were received, staff met with 2 and settled on contract terms with WDG.

[Website Staff Report](#)

[WDG Website Agreement](#)

[Eagle Mountain and WDG Platforms](#)

14. LEGISLATIVE ITEMS

15. COMMUNICATION ITEMS

16. ADJOURNMENT

THE PUBLIC IS INVITED TO PARTICIPATE IN PUBLIC MEETINGS FOR ALL AGENDAS.

In accordance with the Americans with Disabilities Act, Eagle Mountain City will make reasonable accommodation for participation in all Public Meetings and Work Sessions. Please call the City Recorder's Office at least 3 working days prior to the meeting at 801-789-6610. This meeting may be held telephonically to allow a member of the public body to participate. This agenda is subject to change with a minimum 24-hour notice.

CERTIFICATE OF POSTING

The undersigned, duly appointed City Recorder, does hereby certify that the above agenda notice was posted on this this 28th day of December, 2023 on the Eagle Mountain City bulletin boards, the Eagle Mountain City website www.emcity.org, posted to the Utah State public notice website <http://www.utah.gov/pmn/index.html>, and was emailed to at least one newspaper of general circulation within the jurisdiction of the public body.

Fionnuala B. Kofoed, MMC, City Recorder



**EAGLE MOUNTAIN CITY
CITY COUNCIL MEETING
JANUARY 2, 2024**

TITLE:	First Amendment to the Retail Coach Agreement for Professional Services		
ITEM TYPE:	Agreement		
FISCAL IMPACT:	\$30,000		
APPLICANT:	Evan Berrett, The Retail Coach		
GENERAL PLAN DESIGNATION	CURRENT ZONE	ACREAGE	COMMUNITY

PUBLIC HEARING:

No

PREPARED BY:

Evan Berrett, Admin

PRESENTED BY:

Evan Berrett

RECOMMENDATION:

Staff recommends approval of this extension to help the city complete major planning efforts and see the successful recruitment of several businesses to Eagle Mountain.

BACKGROUND:

Eagle Mountain City has been working with The Retail Coach for the past year to improve our abilities to recruit new retail to our City. The Retail Coach has assisted staff with a strong performance at the ICSC 2023 conference, helped make several connections with key decision makers for large retail or development outfits, and has consulted with Eagle Mountain on retail planning and design.

This amendment extends the contract for one more year to help bring to a conclusion several efforts that have been underway thanks to the help of The Retail Coach. The second year's cost is \$30,000, less than the first year's cost of \$45,000.

ITEMS FOR CONSIDERATION:

REQUIRED FINDINGS:

PLANNING COMMISSION ACTION/RECOMMENDATION:

ATTACHMENTS:

[Retail Coach Agreement - 1st First Amendment](#)

FIRST AMENDMENT TO AGREEMENT FOR PROFESSIONAL SERVICES

THIS FIRST AMENDMENT ("First Amendment") is made and entered into this ____ day of _____, 202_, ("Effective Date"), by and between Eagle Mountain City (the "City"), and The Retail Coach, LLC, a limited liability company with a principal place of business at 86 Clark Boulevard, Tupelo, MS 38804 ("Consultant") (collectively the "Parties").

WHEREAS, the Parties entered into an Agreement for Professional Services, dated January 4, 2023 ("Agreement"); and

WHEREAS, Parties desire to extend the term of the Agreement and enter into this First Amendment.

NOW, THEREFORE, for the consideration hereinafter set forth, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto agree as follows:

1. The term of the Agreement is extended one year to January 3, 2025. The City shall pay Consultant an amount not to exceed Thirty Thousand Dollars and No Cents (\$30,000.00) for the extended term.
2. All other terms and obligations of the Agreement, not modified by this First Amendment, shall remain in full force and effect.

[Remainder of page left intentionally blank – Signatures on following page]

IN WITNESS WHEREOF, the Parties hereto have executed this First Amendment on the date first set forth above.

Eagle Mountain City

By: _____

The Retail Coach, LLC.

By: _____



EAGLE MOUNTAIN CITY
CITY COUNCIL MEETING
JANUARY 2, 2024

TITLE:	Second Amendment to the Stadion LLC Development Agreement Related to Landscaping Requirements		
ITEM TYPE:	Agreement		
FISCAL IMPACT:			
APPLICANT:	Meta (Shivani Dosaj)		
GENERAL PLAN DESIGNATION Business Park/Light Industry	CURRENT ZONE Regional Technology and Industry Overlay	ACREAGE 471.04	COMMUNITY Tech Campus

PUBLIC HEARING:

No

PREPARED BY:

Steve Mumford, Planning

PRESENTED BY:

Planning Department

RECOMMENDATION:

Staff recommends the City Council approve an Amendment to the Stadion LLC Development Agreement Related to Landscaping Requirements.

BACKGROUND:

Development in the RTI overlay zone is required to have a 20-foot landscape buffer of trees and shrubs along a road. EMMC 17.48.090.B states *A 20-foot landscaped buffer (water-wise landscaping with a mix of trees and shrubs) shall be required adjacent to residential zones and along all roads. Landscaping is not required behind walls or where it is not visible from a street.* Frontage along Virtual Drive (also referred to as Magnolia Road), the road to the west of the Meta project, is a mile in length. Due to the type of development on their property and in the vicinity, the size of the development, the future necessary maintenance, and other considerations, the applicant proposes to plant a Sagebrush Steppe ecosystem, rather than the required shrubs and trees, within the proposed berming as shown in the exhibit attached to this staff report.

ITEMS FOR CONSIDERATION:

REQUIRED FINDINGS:

PLANNING COMMISSION ACTION/RECOMMENDATION:

ATTACHMENTS:



**EAGLE MOUNTAIN CITY
CITY COUNCIL MEETING
JANUARY 2, 2024**

TITLE:	Amendment to Restrictive Easement, Right of Entry, and Right or Reversion - Vanguard Ranches Golf Course, LLC		
ITEM TYPE:	Agreement		
FISCAL IMPACT:			
APPLICANT:			
GENERAL PLAN DESIGNATION	CURRENT ZONE	ACREAGE	COMMUNITY

PUBLIC HEARING:

No

PREPARED BY:

Marcus Draper, Admin

PRESENTED BY:

RECOMMENDATION:

Staff recommends the City Council approve the Amended Agreement to the Vanguard Ranches Golf Course, LLC.

BACKGROUND:

On October 31, 2012, the Parties entered into an agreement titled Restrictive Easement, Right of Entry, and Right of Reversion (“Original Agreement”) in which the Owner granted to the City an easement to enter upon the golf course property to maintain it if certain conditions are met.

As part of the Original Agreement, the Owner granted to the City a right of reversion to the golf course property if the Owner ever ceases to operate a golf course on the property for three (3) consecutive months.

As part of the Original Agreement, certain portions of the golf course property were designated in Exhibit B of the agreement as potential future development and were allowed to be withdrawn from the Original Agreement upon the filing of a partial release of easement. The Parties now desire to amend Exhibit B of the Original Agreement to include an additional portion of the golf course property as eligible for future development.

ITEMS FOR CONSIDERATION:

REQUIRED FINDINGS:

PLANNING COMMISSION ACTION/RECOMMENDATION:

ATTACHMENTS:

Amendment to Restrictive Easement, Right of Entry, and Right of
Reversion

Exhibit A - Amended Map

WHEN RECORDED, PLEASE RETURN TO:
Fionnuala B. Kofoed, City Recorder
Eagle Mountain City
1650 E. Stagecoach Run
Eagle Mountain, UT 84005

Owner Parcel No. _____

AMENDMENT TO RESTRICTIVE EASEMENT, RIGHT OF ENTRY, AND RIGHT OF REVERSION

This Amendment to Restrictive Easement, Right of Entry, and Right of Reversion (“Amendment”) is entered into this 5th day of December 2023 (the “Effective Date”), by and between Vanguard Ranches Golf Course, LLC (“Owner”), a Utah limited liability company, and EAGLE MOUNTAIN CITY, a Utah municipality (“City”) (“Owner” and “City” may be individually referred to as a “Party” or collectively as the “Parties”), located at 1650 E. Stagecoach Run, Eagle Mountain, UT 84005.

RECITALS

- A. Owner owns the Ranches Golf Course located within the City;
- B. On October 31, 2012, the Parties entered into an agreement titled Restrictive Easement, Right of Entry, and Right of Reversion (“Original Agreement”) in which the Owner granted to the City an easement to enter upon the golf course property to maintain it if certain conditions are met;
- C. As part of the Original Agreement, the Owner granted to the City a right of reversion to the golf course property if the Owner ever ceases to operate a golf course on the property for three (3) consecutive months;
- D. As part of the Original Agreement, certain portions of the golf course property were designated in Exhibit B of the agreement as potential future development and were allowed to be withdrawn from the Original Agreement upon the filing of a partial release of easement; and
- E. The Parties now desire to amend Exhibit B of the Original Agreement to include an additional portion of the golf course property as eligible for future development.

NOW, THEREFORE, in consideration of the mutual promises set forth herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

Notary Public

EAGLE MOUNTAIN CITY

ATTEST:

By: _____
Tom Westmoreland, Mayor

Fionnuala B. Kofoed, City Recorder

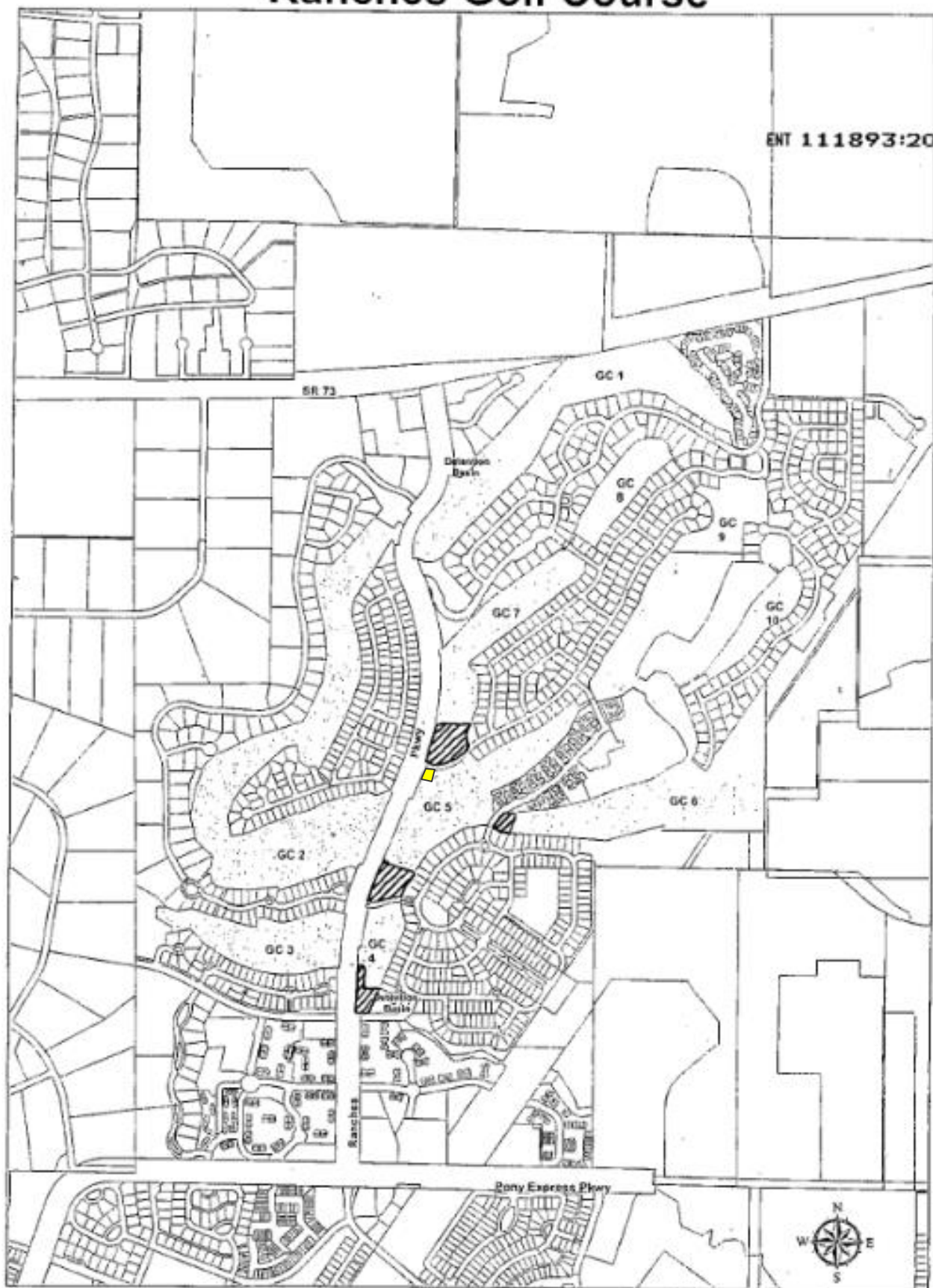
APPROVED AS TO FORM:

Marcus O. Draper, City Attorney

Exhibit A

(Amended Map)

ENT 111893:201

 Future Development

Disclaimer: Eagle Mountain City makes no warranty with respect to the accuracy, completeness, or usefulness of these maps. Eagle Mountain City assumes no liability for direct, indirect, special, or consequential damages, resulting from the use or misuse of these maps or any of the information contained herein. This map may be used for recreational purposes only and may not be used for commercial purposes.

Copyright Eagle Mountain City
 Planning & Development
 800.750.6015
 Date Produced: June 1, 2010

EAGLE MOUNTAIN CITY COUNCIL 2024 MEETING SCHEDULE

Eagle Mountain City Council Chambers, 1650 E. Stagecoach Run, Eagle Mountain, Utah

The Eagle Mountain City Council, at its regularly scheduled meeting on December 5, 2023, adopted the following meeting schedule for the year 2024.

Work Sessions	4:00 p.m.
Policy Sessions	7:00 p.m.
January 2, 16	August 6, 20
February 6, 20	September 3, 17
March 5, 19	October 1, 15 (Fall Break 17 th -18 th)
April 2, 16 (Spring Break 1 st -5 th)	November 19 (General Election 5 th)
May 7, 21	December 3
June 4, 18	
July 2, 16 (Independence Day 4 th)	

The public is invited to participate in all City Council meetings and may monitor or listen to open portions of electronic meetings at <https://eaglemountaincity.com/cityrecorder/citymeetings-portal#meetingdocs>.

If you need special accommodation to participate in a City Council meeting, please call the City Recorder's Office at least 3 working days prior to the meeting at 801-789-6610.

- *ULCT Local Officials Day 01/17/2024
- *Recorders I&A Conf. 04/1-04/5 2024
- *ULCT Midyear Conf.
- *ULCT Annual Conf. 09/05-09/5 2024
- *Recorders Annual Conf.
- *ICMA Annual Conf. 09/22-09/25 2024



**EAGLE MOUNTAIN CITY
CITY COUNCIL MEETING
JANUARY 2, 2024**

TITLE:	RESOLUTION - Timpanogos Special Service District Reorganization		
ITEM TYPE:	Resolution		
FISCAL IMPACT:			
APPLICANT:			
GENERAL PLAN DESIGNATION	CURRENT ZONE	ACREAGE	COMMUNITY

PUBLIC HEARING:

No

PREPARED BY:

Marcus Draper, Admin

PRESENTED BY:

RECOMMENDATION:

Staff recommends the City Council approve a Resolution consenting to the Timpanogos Special Service District Reorganization.

BACKGROUND:

The Timpanogos Special Service District ("TSSD") is looking to reorganize as a special district (formerly called a local district). Utah State Code provides for a process in which it may do this. It requires the consent of the governing body of each city located entirely or partially within the special service district, as well as the county. TSSD is seeking the City Council's consent to reorganize as an Improvement District, a type of Special District. The proposed Timpanogos Special District ("TSD") would have the same boundaries as the current TSSD. There are several key differences between the way special service districts and special districts operate. Pursuant to Utah Code Section 17D-1-301, the sponsoring entity may govern a special service district directly or it may delegate governance to an administrative control board. If it chooses to delegate its authority to an administrative control board, it may modify, limit, or revoke that authority at any time. The County is the sponsoring entity of TSSD and has delegated governance to an administrative control board with 13 members. Eagle Mountain City has 1 member on the board. Special Districts operate more independently. They are governed by a board of trustees that are not subject to the sponsoring entities whims the way a special service district is. Due to the boundaries of the proposed TSD, there would be 9 members of the board of trustees. Under Utah Code Section 17B-2a-404, the proposed TSD would be considered a Regular Improvement District. Because the proposed TSD only includes a portion of Eagle Mountain City, the City would not be able to appoint its representative to the board of trustees due to state law requirements. The County has agreed to appoint the City's representative to a four year term

starting January 1st. After that initial term, the County would retain authority to appoint the City's representative and need not accept the City's choice. TSSD/TSD has committed to work with the City to get a change in the statute to guarantee the City the ability to appoint its own representative to the board of trustees. The other key difference between a special service district and improvement district lies in the ability to enact property taxes. A special service district may not enact a property tax directly. Rather, the sponsoring entity would levy the property tax and it wouldn't become effect unless approved by the voters in the boundaries of the special service district. For an improvement district, it has the authority to levy a property tax up to .0008 (.8 mills). It would simply follow the same process as the City would in levying its property taxes. While there would be some other minor changes on the margins, these 2 changes would be the significant ones.

ITEMS FOR CONSIDERATION:

REQUIRED FINDINGS:

PLANNING COMMISSION ACTION/RECOMMENDATION:

ATTACHMENTS:

[RES--Consenting to Reorganization of TSSD](#)

**A RESOLUTION OF THE EAGLE MOUNTAIN CITY COUNCIL
CONSENTING TO REORGANIZATION OF THE TIMPANOGOS
SPECIAL SERVICE DISTRICT AS A SPECIAL DISTRICT**

PREAMBLE

WHEREAS, On September 29, 1976, the County Commission of Utah County (the "Commission") established a special service district known as the Timpanogos Special Service District ("TSSD") for the provision of wastewater collection and treatment services in the northern portions of Utah County, including the cities of Alpine, American Fork, Lehi and Pleasant Grove (the "Original Cities") and nearby unincorporated areas of Utah County.

WHEREAS, After the organization of TSSD, large portions of the original unincorporated area of TSSD have been either annexed into the Original Cities or have become incorporated within the boundaries of newly organized municipalities, namely, Cedar Hills, Eagle Mountain, Highland and Saratoga Springs.

WHEREAS, Some of the communities within the boundaries of TSSD receive only a portion of their wastewater collection and treatment from TSSD; said communities are Draper City (a small portion of the Suncrest development), Eagle Mountain (the portion of the city that lies roughly on the east slope of Lake Mountain) and Vineyard (most of the city's wastewater needs are provided by TSSD but a portion of its wastewater is conveyed to and treated by Orem City);

WHEREAS, At the time TSSD was created, the Commission established an Administrative Control Board (the "ACB") to govern and manage the operations of TSSD.

WHEREAS, At the present time the ACB is composed of thirteen board members who are appointed as follows:

(1) a total of nine city-appointed members, with one each from Alpine, American Fork, Cedar Hills, Draper (the general manager of the South Valley Sewer District), Eagle Mountain, Highland, Lehi, Pleasant Grove, and Saratoga Springs; and

(2) four who are at-large appointees of the Commission.

WHEREAS, By resolutions adopted by the County, the authority for the day-to day-and long-range operations of TSSD, has been delegated to the ACB, including without limitation hiring and retention of employees, acquisition of real and personal property, construction of facilities for conveyance and treatment of wastewater, setting of rates for service, financing/bonding authority, etc.

WHEREAS, The law of the State of Utah provides a process under which a special service district, which is subject to the governance of and oversight by the County, may be reorganized and become an independent "special district" (see U.C.A. §17D-1-604, the "Reorganization Statute").

WHEREAS, The County has advised the cities within the boundaries of TSSD of the County's determination that it will be in the best interests of the County and in the best interests of the cities for TSSD to become fully independent from the County and to be reorganized as a special district, governed by the provisions of Title 17B of the Utah Code. The ACB agrees with the County's determination that it is in the best interests of the cities and their residents for TSSD to become fully independent as a special district.

WHEREAS, In order for TSSD to be reorganized to become a special district, each city within TSSD must consent to the reorganization.

WHEREAS, The City of Eagle Mountain (the "City") has determined that it is in the best interests of the City, its residents, and property owners that TSSD be reorganized as a fully independent special district as provided by law, and by this resolution the City desires to memorialize and give its consent to the same.

RESOLUTION

NOW, THEREFORE, it is resolved by the City Council of Eagle Mountain City as follows:

1. The Recitals set forth above are incorporated within this Resolution as though fully set forth herein.
2. The City hereby expressly consents to the reorganization of TSSD as a fully independent special district under Title 17B of the Utah Code, and requests that the Utah County Commission take all such actions as are required to do so.
3. The reorganization of TSSD as a special district under Section 17D-1-604 shall be made under substantially the following terms:
 - a. The name of TSSD will be the Timpanogos Service District (TSD).
 - b. The current boundaries of TSD will remain the same as those of TSSD.
 - c. TSD shall be designated and operated as an "Improvement District" as provided by U.C.A. §17B-2a-401, *et seq.*
 - d. The services authorized to be provided by TSD, namely, wastewater collection and treatment, will remain the same, but may also include reuse of wastewater and other water and resource conservation by the utilization of means allowed by law.
 - e. Under the Reorganization Statute, the Commission has the authority to appoint the initial members of the TSD board of trustees. The following individuals (including the communities they represent and the end-date for their terms of office) are appointed as voting members of the initial board of trustees:

Trustee	Community	End of Term
Alpine	Lon Lott	6/28/26
American Fork	David Bunker	12/31/25
Cedar Hills	Chandler Goodwin	12/7/26
Eagle Mountain	Mack Straw	12/31/2027 ¹
Highland	Brian Braithwaite	awaiting city council
Lehi	Chris Condie	12/31/24
Pleasant Grove	Neal Winterton	6/7/26
Saratoga Springs	Mark Christensen	1/3/26
Vineyard	Sullivan Love	12/31/2027

f. If any trustee listed above is no longer qualified to serve as a trustee or resigns as a member of the board, a replacement shall be appointed as provided by law.

g. At the conclusion of the term for a trustee listed above, a replacement shall be appointed as provided by law.

h. Each voting member of the board of trustees shall meet the registered voter and residence requirements of U.C.A. §17B-1-302(1), as amended.

i. There shall be no limitation on the re-appointment of a voting member of the board of trustees.

j. The governing board of trustees of TSD shall also include ~~two (2)~~ *ex-officio* non-voting members as follows:

i. The current Director of the Utah County Department of Public Works or a designee from the Utah County Department of Public Works with knowledge and experience in wastewater treatment;

ii. Representing the portion of the Suncrest development in Draper City that lies within the boundaries of TSD, an executive of the South Valley Sewer District ("SVSD") nominated by the SVSD board of trustees; said executive shall be either the SVSD General Manager, its Chief Financial Officer, or the Facility Manager of the Jordan Basin Water Reclamation Facility; and

iii. There shall be no limitation of time for service on the board by, or re-appointment of, the above-described non-voting *ex-officio* members; the only limitation being that any such individual shall hold the position with Utah County or SVSD as designated in subsections A and B, above.

4. This Resolution shall take effect immediately upon its passage.

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5. If any section, part, or provision of this Resolution is held invalid or unenforceable, such invalidity or unenforceability shall not affect any other portion of this Resolution, and all sections, parts and provisions of this Resolution shall be severable.

6. In the event of any conflict between this Resolution and any other enactment of the City, this Resolution shall control.

ADOPTED by the City Council of Eagle Mountain City, Utah this ____ day of October 2023.

By: _____
Tom Westmoreland, Mayor

ATTEST:

Fionnuala B. Kofoed, MMC
City Recorder

CERTIFICATION

The above resolution was adopted by the City Council of Eagle Mountain City on the 7th day of November, 2023.

Those voting yes:	Those voting no:	Those excused:	Those abstaining:
☐ Donna Burnham	☐ Donna Burnham	☐ Donna Burnham	☐ Donna Burnham
☐ Colby Curtis	☐ Colby Curtis	☐ Colby Curtis	☐ Colby Curtis
☐ Jared Gray	☐ Jared Gray	☐ Jared Gray	☐ Jared Gray
☐ Carolyn Love	☐ Carolyn Love	☐ Carolyn Love	☐ Carolyn Love
☐ Brett Wright	☐ Brett Wright	☐ Brett Wright	☐ Brett Wright

Fionnuala B. Kofoed, MMC
City Recorder



**EAGLE MOUNTAIN CITY
CITY COUNCIL MEETING
JANUARY 2, 2024**

TITLE:	ORDINANCE/PUBLIC HEARING - An Ordinance of Eagle Mountain City, Utah, Adopting Amendment #3 to the Fiscal Year 2023-2024 Annual Budget		
ITEM TYPE:	Ordinance		
FISCAL IMPACT:	\$325,380		
APPLICANT:			
GENERAL PLAN DESIGNATION	CURRENT ZONE	ACREAGE	COMMUNITY

PUBLIC HEARING:

Yes

PREPARED BY:

Kimberly Ruesch, Admin

PRESENTED BY:

RECOMMENDATION:

Staff recommends that the City Council approve an ordinance Adopting Budget Amendment #3 of the Fiscal Year 2023-2024 Annual Budget.

BACKGROUND:

The third amendment to the fiscal year 2023-2024 budget is to address budget items that were tabled from the second amendment to the budget that took place December 05, 2023 for branding implementation costs as well as costs related to the request for a new full-time equivalent Forrester position.

The third amendment also includes a funding request to renew the Retail Coaching contract in Economic Development for an additional year.

ITEMS FOR CONSIDERATION:

REQUIRED FINDINGS:

PLANNING COMMISSION ACTION/RECOMMENDATION:

ATTACHMENTS:

[ORD--FY 2024 Budget Amendment #3](#)

[Budget Amendment 3](#)

[Implementation Plan Strategy - Updated w letterhead](#)

[Retail Coach First Amendment](#)

ORDINANCE NO. O- -2023

AN ORDINANCE OF EAGLE MOUNTAIN CITY, UTAH AMENDING THE FISCAL YEAR 2023-2024 ANNUAL BUDGET (THIRD AMENDMENT)

PREAMBLE

WHEREAS, the City Council of Eagle Mountain City, Utah finds that it is in the public interest to amend the budget for fiscal year 2023-2024; and

WHEREAS, the City Council finds that procedures for the amendments, pursuant to Section 10-6-127 of the Utah Code, Annotated have been followed, including a public hearing if budgetary funds are increasing;

BE IT ORDAINED by the City Council of Eagle Mountain City:

1. The City Council finds that all required notices have been given and that a public hearing has been conducted, public comment received and considered and that the Council may consider and amend the budget of Eagle Mountain City as follows:

2. “FISCAL YEAR” means that year which began on the first day of July, 2023, and ends on the last day of June, 2024.

3. APPROPRIATIONS. The budget set and adopted by the City for the fiscal year is hereby amended and re-enacted with respect to the specific items set forth on Exhibit A hereto. From the effective date of this budget ordinance, as outlined in the attached Exhibit A, the several amounts stated therein as proposed expenditures shall be appropriated for the several objects and purposes therein named.

4. This Ordinance shall be effective for fiscal year 2023-2024.

ADOPTED by the City Council of Eagle Mountain City this 2nd day of January, 2024.

EAGLE MOUNTAIN CITY, UTAH

Tom Westmoreland, Mayor

Fionnuala B. Kofoed, MMC
City Recorder

CERTIFICATION

The above Ordinance was adopted by the City Council of Eagle Mountain City, Utah on the 2nd day of January, 2024.

Those voting yes:

☐ Donna Burnham

☐ Rich Wood

☐ Jared Gray

☐ Melissa Clark

☐ Brett Wright

Those voting no:

☐ Donna Burnham

☐ Rich Wood

☐ Jared Gray

☐ Melissa Clark

☐ Brett Wright

Those excused:

☐ Donna Burnham

☐ Rich Wood

☐ Jared Gray

☐ Melissa Clark

☐ Brett Wright

Those abstaining:

☐ Donna Burnham

☐ Rich Wood

☐ Jared Gray

☐ Melissa Clark

☐ Brett Wright

Fionnuala B. Kofoed, MMC
City Recorder

Posted on _____ by _____ .

Exhibit A



Budget Amendment Worksheet

January 2, 2024

<u>Fund Name</u>	<u>Account</u>	<u>Current Budget</u>	<u>Proposed Budget</u>	<u>Change</u>	<u>Detail</u>
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General Fund

Information Technology/Systems	10-19-41955-7412	\$ 105,550	\$ 110,050	\$ 4,500	\$4,500 Equipment for Forester requested FTE - TABLED 12-05-2023
Parks	10-41-45100-	\$ -	\$ 55,895	\$ 55,895	\$ 55,895 New FTE - Forester personnel costs partial year - TABLED 12-05-2023
Public Relations/Information Services	10-19-41970-4531	\$ 170,568	\$ 337,553	\$ 166,985	\$ 166,985 Branding Implementation - TABLED 12-05-2023
Economic Development	10-18-41910-4531	\$ 99,000	\$ 129,000	\$ 30,000	Retail Coach 1 year contract renewal

Subtotal General Fund:

\$ 257,380

Internal Service Fund

Fleet	54-45-54000-7421	\$ 655,825	\$ 723,825	\$ 68,000	Ford F350 Vehicle for Forester position - TABLED 12-05-2023

Subtotal Internal Service Fund:

\$ 68,000

Total Increase(Decrease):

\$ 325,380



Date: Nov. 7, 2023

To: Paul Jerome (City Administrator)

From: Tyler Maffitt (Communications Manager), Comprehensive Marketing Plan Review Committee

Subject: Comprehensive Marketing Plan Implementation Strategy (Phase 1)

Introduction

Months of discussion and research have led to the final voice, tone, look and feel of Eagle Mountain City's new branding standards. Years will be spent implementing changes to signage, flags, SWAG, and the City website, among other investments. Additional time will be spent within the organization and the community helping City employees and residents become the brand with the use of additional phases, employee engagement activities, and community brand engagement.

This Comprehensive Marketing Implementation Plan outlines in detail how the Internal Comprehensive Marketing Plan Review Committee intends to make the necessary changes to oversee a successful organization and community rebrand effort.

Background

High growth, a uniquely young population, and a need for strong first impressions have put a strain upon current Eagle Mountain branding standards that cannot be resolved with the City's current marketing plan.

When beginning the process to rebrand Eagle Mountain City, there were several issues staff was looking to resolve:

- Previous typefaces appeared out-of-date and more representative of an educational environment.
- The former tagline "Find Yourself in Eagle Mountain" was not representative of the community's current and future goals.
- Eagle Mountain City was branded as a small, residential community, but showcased much more nuance in the areas of conservation, business activity, population and planning than previous branding allowed.
- Residents, employees and elected leaders were encountering an identity crisis about the community's vision for the future.
- Business attraction was desired by residents, City staff and the City Council, but an effective strategy for attracting businesses that incorporates City branding was not being fully utilized.





Eagle Mountain has a small town feel but is growing at breakneck speed toward the largest and most populous community in Utah County. Its businesses provide residents with their basic needs and the economic identity is shifting to provide additional scope and convenience. Eagle Mountain is a place that values its open spaces and native wildlife and is making efforts to balance a desire for wildlife and open space conservation against a need for quality housing and infrastructure.

These changes present a challenge and an opportunity for Eagle Mountain City. To successfully navigate this terrain of rebranding, the Eagle Mountain City Council and, subsequently, City staff, have imagined this community decades into the future and intend to execute on a branding rollout in an effective manner.

Vision

Eagle Mountain is a safe, growing city with a small town feel that serves families and individuals by creating reliable services and infrastructure, cultivating economic and recreational opportunities, and harmonizing protected space with the flourishing of all life.

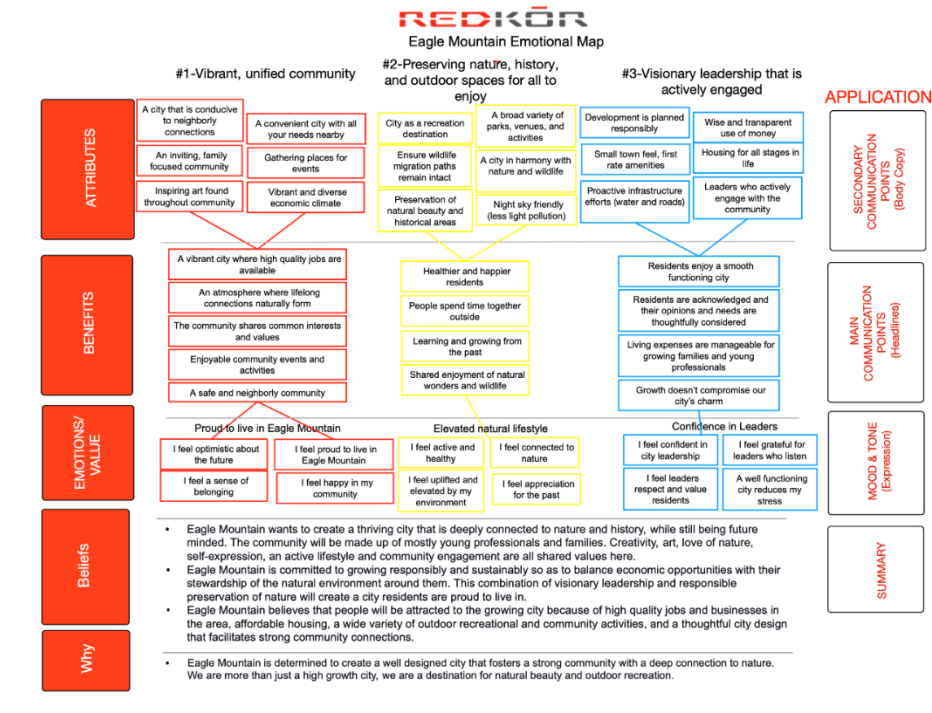
Strategic Goal

Unique Reputational Evolution – Eagle Mountain is known and respected for its commitments toward, and achievements in, meeting the expectations of residents through efforts to embrace its family-centric and rural heritage, engaging in creative solutions to address resident needs, and its contributions to the prosperity of the state.

Eagle Mountain City Needs Profile

Eagle Mountain is determined to create a well-designed city that fosters a strong community with a deep connection to nature. This community is more than just a high-growth city, it is a destination for natural beauty and outdoor recreation.





Implementation Plan & Methodology

Define, Design, Develop, Deploy, Deliver

There are five phases to this Implementation Plan. The first three will take place in calendar year 2023, and the next two will take place in calendar year 2024. The marketing needs of Eagle Mountain City were evaluated by the City's Comprehensive Marketing Plan Review Committee by researching and assessing the City's current marketing and branding efforts, researching neighboring communities, forming a steering committee, developing an RFP, and designing new branding concepts.

Remaining still are the effective deployment of new branding and delivering on the objectives and actions resulting from the rebranding process.

Define Organization Branding & Marketing Needs

Completed by: April 18, 2023

- Comprehensive assessment of current City branding and marketing performed by internal review committee.



- City Council, City staff and community stakeholders solicited for input on a change in branding.
- Write Request for Proposals document outlining scope of work and organizational needs.

Design Voice, Tone, Colors, Logos, Taglines, Typefaces

Completed by: October 30, 2023

- REDKOR Brand Services develops voice, tone, art, typefaces, logos representative of Eagle Mountain.
- Internal Comprehensive Marketing Plan Review Committee provides feedback on designs.
- Build a community identity through branding.

Develop Plans for All Touchpoints

Completed by: November 30, 2023

- Review Committee assesses needs and builds RFPs for new City website, street signage, park signage, events, employee hiring and benefits, and economic development informational materials.
- Implementation Plan is built to target areas of resident quality of life, Eagle Mountain City employee engagement, and economic development.
- Build inventory of items in need of a branding update and develop a timeline for implementation.

Deploy New Branding Standards Effectively

Begin by January 1, 2024

- Budget for deployment of new branding standards. Budget amendment request is needed.
- Work with contracted firms to meet strategies in overall branding plan on time and on budget.
- Guide contracted firms around the political realities and concerns of both the Eagle Mountain City Council and community residents.
- Push branding strategy until market saturation in each target area is achieved.

Deliver on Tangible Outcomes

Begin by January 1, 2025

- Develop measurements and approaches for improvements to employee morale, economic development, and resident quality of life.
- Internal review committee meets or exceeds tangible outcomes resulting from a change in branding by measuring outcomes, adjusting approaches and expecting a high level of follow-up in areas that do not meet strategic implementation objectives.
- Continuously strive for resident, staff, and stakeholder buy-in.

Implementation Strategic Priorities

The Eagle Mountain City Comprehensive Marketing Implementation Plan was developed based on key guidance and findings from the City's 10-year Strategic Plan, a needs assessment of current City branding





and marketing efforts with the assistance of REDKOR Brand Campaigns through the “Brand Playbook,” and a desire to align marketing strategy with other plans under development, including: the Transportation Master Plan; the Parks, Trails, and Open Space Master Plan; and relevant planning and economic development plans. The following were considered priorities for the committee to address:

- Better understand Eagle Mountain’s unique goals and reputation.
- Align voice, tone, colors, logo, and tagline with community’s current and future planning efforts.
- Define department-level marketing efforts.
- Use branding to target key areas, including: employee engagement, economic development, and resident quality of life.
- Ensure staff is well-informed on brand guidelines and is equipped with resources to successfully embody the brand.

Strategic Issues Not Targeted

Eagle Mountain City acknowledges the wide range of issues that emerged from the branding research and RFP process. The broad nature of the strategic issues that could be effectively prioritized required staff to limit the scope of a Comprehensive Marketing Implementation Plan only to those issues that were ranked highest by the steering committee, City Council, and stakeholders. Due to lower prioritization, Eagle Mountain City will not consider the following strategic issues:

- Educating residents should be the exclusive responsibility of the City’s news and social media efforts. Unpacking complex topics that change with regularity for residents as part of marketing efforts conflicts with organizational ethics and is not achievable through static marketing efforts.
- Broadcast media outreach is time consuming and appears to have a lower impact on target audiences.
- Community organizations and their events are not specifically part of these rebranding efforts. While Eagle Mountain City will provide these organizations with resources to enhance the community’s reputation, the City is looking exclusively to enhance the brand of both the organization proper and the broader community. The community’s private events and its businesses/organizations will decide their messaging on their own terms. Efforts in future branding implementation phases can be made to improve this area.

Achieving Outcomes

This section will outline approaches and performance measurements in the areas of employee morale and engagement, economic development, enhancements to the City website and mobile app, parks and streets, events/SWAG, and resident quality of life. This section expands on the deployment and delivery methods for new City branding.





Employee Morale and Engagement

For employees to feel engaged in Eagle Mountain City's rebranding, it will be important for staff to feel included in the process and supported to embody the traits associated with the brand. These include being friendly, welcoming, down-to-earth, approachable, positive, honest, transparent, independent, confident, and neighborly.

The following strategies will be used to influence desired outcomes of brand trait embodiment, lower turnover rates, increase productivity, employee brand buy-in and workplace satisfaction:

Employee focus groups

Employee focus groups will be essential to helping staff feel like ambassadors of the new City brand. Buy-in from employees will ensure adherence to the new brand standards. Staff should know their needs are being considered in the decision-making process when finalizing implementation. Brand ambassadors will help overall staff buy-in and help create excitement for the change among their peers. The internal Comprehensive Marketing Plan Review committee will have a strong interest in asking those employees selected for the focus groups if their inclusion positively correlates with the desired outcomes in this target category.

Branding reveal event

A large employee gathering to celebrate and reveal the new Eagle Mountain City branding will help spark excitement among members of staff. An event such as this will promote staff unity and camaraderie, reinforcing the effectiveness of the new branding.

As part of this event, staff will receive personalized SWAG printed with the new branding. The announcement will also be commemorated with activities and food and/or desserts, also following the theme of the new brand. The internal marketing plan review committee should be able to observe attitudes and overall reception of the new brand.

Day-to-day use and clothing allowance

The City will begin rolling out the new branding on all digital media and communications after January 1, 2024. This includes email signatures, websites, and social media profiles. Employees will also be issued new ID badges and lanyards. Employee business cards and printed letterhead will be phased in. Staff will also be reminded that the City provides for embroidery for clothing and accessories. A renewed budget for clothing allowances will be implemented and communicating an expectation of adherence to the new branding guidelines will be encouraged.





Incorporate branding into staff events

Every City staff get together should have the aim of incorporating new branding and messaging into the event. This includes staff meetings, parties, fun activities, team-building activities, department head meetings and general gatherings. Eagle Mountain City wants consistent reminders that the staff is the brand and the brand is what the staff strives to be. Event organizing team members ought to strongly consider new branding when developing their plans for the staff.

Staff training

Customer service support and training, employee email blast highlights City branding traits, and an award for someone who embodies the brand at all-staff meetings. Choosing staff training opportunities that showcase the traits of the brand and reinforce their ideas.

Mental Health Support

The traits of Eagle Mountain City are also traits commonly found in the emotional wellness fields. Employees are strongly encouraged and supported to reach out for support to counseling services through provided insurance benefits. By continuing to strongly support these healthcare options, Eagle Mountain City can more easily help staff display the traits of the brand as a place that is friendly, approachable, confident and independent. Mental health support and emotional wellness ought to be discussed in appropriate settings as a desired avenue for staff to succeed both inside and outside the workplace. This can help reinforce Eagle Mountain City as a great place to work and lead to highly positive outcomes when assisting staff to embody the traits of Eagle Mountain's branding.

New Hire Training Videos

Part of the onboarding process for new hires will be the successful introduction of the new brand standards. A video series is being developed at the request of Human Resources to effectively maintain brand standards and encourage new hires to assimilate into the brand and the culture of Eagle Mountain City.

Employee Jackets/Vests	\$4,600	All employees and City Council, not crossing guards (35)
Ties/Scarves	\$1,250	City Council, Planning Commission, Dept. Heads
Cookies w/ logo	\$550	To be given to employees at logo reveal (HR budget if needed)
Balloons/ décor	\$450	Employee Logo Reveal Event (HR budget if needed)
New Clothing Allowance	\$23,500	If giving full amounts to all FT and PT not crossing guards
Lanyards	\$600	





Business Cards	\$2,000	estimate of 55-60 employees would need
Stanley Cups		HR budget last FY
Total	\$32,950	

Economic Development

A community can gain, or lose, an opportunity long before local leaders are aware a business decision-maker has an interest in making contact. How well a community communicates its story, its vision, and the critical information site selectors review can impact the number, and quality, of opportunities that come its way.

Large Businesses

Retailers with statewide, or nationwide, presence, and large industrial companies, face great pressure to meet certain KPIs (key performance indicators). The biggest part of their success is their workforce. Without a talented and reliable workforce, a company will not consider a community for future location.

Branding Touchpoints - Large companies need the municipality to be able to demonstrate the workforce is either present, or that it can attract the workforce needed.

- The brand will aid in the attraction of the quality workforce these businesses need while also helping to ensure the workforce stays.
- Use the City website as the primary touchpoint for major employers and investment in the community.
- Control SEO and Eagle Mountain City's economic development messaging.

Effective Information Access - Typically, large businesses, whether retail or industrial, consider cities across an entire state. Therefore, they must consume a great deal of information and filter out sites that do not meet their workforce, customer base, and infrastructure needs to be profitable. That information is often obtained from property owners, site selectors, brokers and direct data collectors such as the U.S. Census Bureau.

- Regularly update information on touchpoints and in brochures that exhibit City branding.
- Proactive branding outreach and communication.

Cities can be disqualified without doing anything wrong, but because the potential advocates, such as property owners, developers, brokers, and site selectors can unintentionally misinform decision-makers.



Managing Outside Advocates - A City can improve these uncontrolled conversations by focusing on positive brand recognition, generating excitement, and improving ease when gathering updated information so that unofficial brand ambassadors are created.

- Eagle Mountain City will use branding to create greater “brand loyalty” and brand positivity.
- Eagle Mountain City will seek to develop a powerful reputation so that these unofficial brand ambassadors give assurances to business decision-makers.

Small Businesses

The owners of small businesses can have different goals in mind compared to large business decision-makers and have different considerations within a community. Small business owners may or may not be interested in significant long-term growth. For those business owners who seek to own and maintain a small shop or restaurant, brand connection, and loyalty are important. A City brand that complements small business brands well leads to shared success as the local population finds the small businesses aligning with their desires and values.

- A quality brand brings assurances that the small business owners can predict outcomes and compare it with their current or future community.
- Update print materials for hand out to prospective small business owners.
- Make concerted effort to place-make, build community, and create cohesiveness.
- Use key channels where prospective small business owners are looking and spending their time to improve ROI and increase odds of investment in Eagle Mountain.

Work-from-home & Home-based businesses

Employees are now able to work anywhere they please, bringing with them the capacity to augment area workforce statistics and added revenues for local businesses.

- New residents see opportunity, see the congregation of people with similar lifestyles, and they see great places that are generally safe, and able to help them achieve a strong quality of life.
- Future phase investment in transforming home-based businesses into the small businesses and Main Street of the future.

Tourism

States and municipalities regularly make considerable investments to attract tourists. Many cities and towns are extremely dependent upon tourism for their economic security. Although Eagle Mountain is





unlikely to see major tourism impacts because of natural wonders or theme parks, there are several ways of increasing tourism, and brand is key in doing so.

Tourism needs to be considered in two ways: volume and type.

- Total volume of tourism will, in general, lift the local economy by leading to a greater need in hotels, restaurants, and the growth of other businesses seeking to capture business from tourism.
- Type of tourism means event-based tourism, tourism for specific uses of community features such as trails, shopping tourists, etc. All of these are affected by various circumstances such as seasons/weather, scale and quality of tourist attractions, and branding. Branding is important to create awareness, excitement, curiosity, desirability, and even fulfillment.

Like large businesses, considerations should be given to how well the community brands its visions and capabilities, particularly to developers/operators of tourism-centric amenities, establishments, and events.

If a community is not branded well, or does not promote itself well, these business decisions-makers would have little reason to consider Eagle Mountain (unless the raw data speaks volumes on its own), for future development that can lead to the growth of new tourism-generating sites or amenities.

While brand is not the only factor in finding such sites or amenities, it can open or close doors.

- The Eagle Mountain Chamber of Commerce has communicated their intent to utilize their offices as a community Welcome Center, providing informational and tourism resources to assist residents and visitors alike. Eagle Mountain City can assist in grant funding and by providing resources to ensure the brand is effectively communicated to those taking advantage of an anticipated future community resource.
- Incorporate branding into trailheads and other outdoor and hiking opportunities.
- Use the success of City events to draw dollars and improve reputation outside of the community.
- Tourism is also impacted by unofficial brand ambassadors, those people being the tourists themselves. A successful brand will have tourists raving and recommending it to friends, family, and social media. This perpetuates the growth of tourism in the community.

State-level, regional, and stakeholder relationships

Developing high-quality relationships with state-level economic development decision-makers and elected representatives will be key to the future success of Eagle Mountain's business climate. Further, building better relationships with stakeholders at the local level will also be important to the City and community's future success. Consistently reaching out to these officials and cultivating a positive





perception of Eagle Mountain will fundamentally alter the ease with which major economic development takes place.

- Arm these officials with better information about Eagle Mountain and its business potential.
- Name recognition and innovation with outside agencies.
- Sell Eagle Mountain's story to get agencies and employers in the door.
- Improve communication and relationships at all levels.

Economic Development Brochures	\$400	Info provided to businesses in multiple target areas.
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Website & Mobile App Updates

As the primary touchpoint between Eagle Mountain City and residents, businesses and other stakeholders, the City's website needs an overhaul as part of this rebrand project. The overall sense that the City's website is outdated, and survey data suggesting residents find it difficult to navigate, shows that it needs an upgrade. The consensus of the Comprehensive Marketing Plan Review committee has led to the recommendation to incorporate this into the overall rebranding effort.

Reviewing the City's options when considering an upgrade to the website can enhance the experience of the user in several ways, including: greater access to information, a more pleasant appearance, easier navigability and greater service offerings.

So far, to develop this primary touchpoint, several steps have been taken to see this project through.

- Talk to Utah-based firms to get a sense of the marketplace and receive guidance.
- Develop an RFP and receive bids.
- Consider bids to redevelop the website in alignment with new branding standards.
- Reconsider proposal and revise scope of services.
- Ask new firms to bid.
- Select firm and solidify contract.
- City Council approval.
- Re-skin existing website.

Eagle Mountain City staff has asked for several key items to include in a website redevelopment conversation. These include integration with artificial intelligence, new branding feel and appearance, more targeted access to information by improving search, and more intuitive page organization.

Website redesign and implementation is hugely beneficial to all aspects of a City comprehensive rebrand and marketing effort. This process benefits prospective employee hiring, business attraction, resident





engagement and overall quality of life. It also allows Eagle Mountain City an improved opportunity to communicate major projects and empower staff to complete these projects on an enhanced timeline to better align with resident expectations.

New Website	\$135,000	Work with WDG to complete new website.
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Signage, Parks, Streets

By updating all asset signage, it will solidify Eagle Mountain City's brand and showcase positively in the overall look and feel of the community.

There will be significant costs associated with getting all signage within the city updated. Currently, the City has different branding aspects from its history represented. It will be important to get everything changed to reflect the City's recently-adopted branding. By updating the brand in the community and prioritizing signage over several fiscal years, residents and visitors alike will be able to better identify who we are and set in motion how other aspects of the city, such as trail signage, interpretive signage, interactive signage can best be implemented.

Below is a detailed cost estimate of the signage that will need to be replaced as part of the rebrand:

Asset Type	Unit Count	Unit Cost	Total Estimated Cost
Public Works Building - Signage	2	\$5,000	\$10,000
Cory Wride Memorial Park Sign	\$1	\$3,000	\$3,000
Subdivision Entry Monument Signs	40	\$3,000	\$120,000
Park Signage	300	\$30	\$9,000
Equipment Trailers with Logos	TBD	TBD	TBD
Parade Float	1	\$35,000	\$35,000
Marquees	2	\$5,500	\$11,000
Event Signs	5	\$600	\$3,000
Vinyl Door Signage	8	\$187.50	\$1,500
Wayfinding signs	10	\$6,000	\$60,000

The city will also need to modify the design, orientation, and branding of the city float used in community event parades. By updating the float, branding will be represented in community celebrations and other city celebrations. This will solidify City vehicles and the representation of the city is clean and clear.



Cost to redo entire float is estimated at \$35,000. Potential for the city to utilize current design and change colors. It is recommended to redo the entire float.

Resident Engagement & Quality of Life

Resident engagement and quality of life have long been priorities for staff and council. Branding's effect on residents was a main concern of the Internal Marketing Plan Review Committee throughout the process of this rebranding effort.

Studies show that branding affects citizens' perceptions of a city (Degado-Garcia et al, 2018). Staff wanted to gather information about Eagle Mountain City residents' perception of the City. In July 2023, the City published a survey that allowed the residents to share their views of the City – both good and bad.

Staff concluded that although the residents do not show a strong negative perception of the City, it is also not overtly positive. This shows that there is room for the City to establish a strong positive brand and identity among its residents.

Research shows that branding affects a city's reputation, sense of identity, and brand loyalty. A City's reputation is important because residents want to feel that they can trust and depend on their local government. Residents also want to feel a part of a community.

If they feel trust in the organization and understand the identity attached, they will have more positive associations with that organization (Degado-Garcia et al, 2018).

The July 2023 branding survey also revealed an identity crisis among Eagle Mountain City residents. The City seems to be divided in many subject areas, especially where it concerns the future population size of the city. However, staff was able to zero in on some positive priorities that nearly everyone shares: a support for wildlife, recreation, open spaces, community, business, and family. Staff believes that a focus on these areas will help unite the City as it faces a relatively unknown future.

Staff anticipates that with a united identity to stand behind, residents will be more engaged in City events. The rebrand will also help residents feel a sense of community with other residents. It is anticipated that this will also lead to an increased sense of ownership and lead to more community involvement.

Resident quality of life also overlaps with many other factors mentioned throughout this report. For example, increased economic development correlates with increased jobs available in a city. More jobs nearby are correlated with a reduced average commute time and a higher quality of life. (Hilbrecht et al, 2014; Han et al, 2022; Delmelle et al, 2013; Conley & Topa, 2002; Raphael & Winter-Ebner, 2001; Edmark, 2005; UCAIR, 2023).





The Internal Marketing Plan Review Committee plans to establish a strong, unified identity through City branding. This will be accomplished by:

- Consistent branding for all City events
- Keeping the merchandise store stocked with popular branded items for residents to purchase and use
- A thoughtful roll-out campaign to begin on January 16, 2024

Resident quality of life will also be used as a benchmark for measuring the success of the rebrand implementation.

SWAG

The use of SWAG has been part of Eagle Mountain City's budgeting process for years and is an effective tool to reach residents and spread brand awareness organically. The use of SWAG through T-shirts, hats, sunglasses, water bottles, beanies, hoodies and more can be an impactful tool.

- Budget for SWAG purchases
- Continue working with City advertising vendor to update SWAG in stock
- Effectively distribute SWAG at City events, through contests and during educational opportunities

The City has a responsibility to get its message in front of residents and to communicate its brand values through exceptional opportunities to enhance its image and resident quality of life. Eagle Mountain City already intends to distribute SWAG at the following events in Fiscal Year 2023/2024:

Event	Item	Quantity	Total Cost
Easter Egg Hunt	Kid's Sunglasses	2000	\$ 2,438.00
Pony Express Days	Adult Sunglasses	400	\$ 893.00
	EM Hats, different options	400	\$5,200
	T-shirts, different logo options	500	\$5,500
	Polos, different logo options	100	\$2,800
	Fanny Packs w/logos	1000	\$ 1,745.00
Turkey Trot	Socks	1000	\$ 6,282.00
Christmas Village	Beanies	400	\$4,400
Other SWAG	Lapel pins	200	\$307.50
	Pens	500	\$760



	Belt Buckles	50	\$442
	Ties	50	\$1,250
	Patches	400	\$720
	Tote bags	400	\$4,400
	Bucket Hats	400	\$8,800
	Baby Onesies	200	\$2,600
	Blankets	200	\$9,000
	Challenge Coins	100	
	Lanyards	1000	\$1,360
	Socks	400	\$2,944
	Bumper Stickers	1000	
	Window Stickers	1000	
	Hoodies	400	\$9,200

Over the years, Eagle Mountain City staff has observed that the community particularly appreciates receiving hats, shirts, and water bottles adorned with the City's branding. These items have become iconic and are frequently spotted being used by residents long after the events have concluded. Residents often inquire if these items will be available at future events, indicating their popularity among both adults and children.

With Eagle Mountain City's upcoming rebranding efforts, it is imperative that staff allocate additional funds to enhance SWAG offerings.

Residents value receiving SWAG at City events, particularly items showcasing the City logo, as it fosters a sense of connection to the community and enables them to proudly represent Eagle Mountain outside city limits.

Staff anticipate the need for a budget amendment to accommodate SWAG distribution at events that fall within this fiscal year, following approved rebranding. An estimated budget can be provided once a determination has been made for those events.

For Fiscal Year 2024, the City recommends increasing the SWAG budget by \$75,000. This should be sufficient to ensure that we can procure enough SWAG items to distribute on a larger scale at the various events mentioned earlier, effectively promoting our city's new brand identity.

Branding Spaces





Replacement of flags, and the display of art in both the lobbies, conference rooms, entryways, and City Council Chambers will be a key component when placing both employees and residents in the mindset of new City branding. A PowerPoint and staff report templates should also be developed to maintain the professional feel and qualities during council meetings and department discussions.

Item	Cost	Timeline
Set up	\$25	ASAP
Flag 5x8	\$200	3-4 Weeks
Flag 3x5	\$120	3-4 Weeks
Art for Council Chambers	TBD	Months

Further components of branding spaces involve elevating the look and feel of City-owned buildings. The Comprehensive Marketing Plan Review Committee has every intention of reviewing the possibility of upgrading common space at Eagle Mountain City Hall, the public works building, and the planning offices.

Putting the City's best foot forward can influence the way residents feel and behave while attending City meetings and during meetings with City Council and staff. Further, elevating the professionalism of the spaces can also improve the way employees feel about their work spaces. With the help of a qualified design vendor, the City can also, depending on the appetite for different outcomes, soothe, inspire, innovate with, and improve reputation by elevating the appearance of common and work spaces through branding.

Measuring success

The effects of rebranding are not often measured by city governments or by businesses because the effects are usually difficult to quantify. Further, the results are challenging to separate from other possible influences and variables. After much discussion and research, staff will track the effects of rebranding by focusing on employee retention, economic development, and resident quality of life.

Economic development

Staff plans to track the effectiveness of rebranding on economic development through the following three methods: the economic development department's Yearly Business Climate Survey, the City's unemployment rate, the City's growth rate of active business licenses.





Yearly Business Climate Survey

Eagle Mountain City Economic Development Director Evan Berrett has already collected responses from Eagle Mountain business-owners for 2023. This data can serve as a control to the rebrand. As similar questions are asked of business owners every year, staff can use that data to track the sentiments of business owners toward the City and the community. If business-owners' respect and relationship with the City improve during, and following, a rebrand, this project is considered successful.

Staff also plan to create a survey to be distributed to all the new businesses as they move into the community. This survey will be focused on learning about the factors that motivate each business to locate in Eagle Mountain. These carefully-crafted questions will help staff track whether the rebrand is really helping to attract new businesses to the community.

Unemployment Rate

A city's unemployment rate is statistically correlated with the number of jobs available in that city. As the number of businesses increases in Eagle Mountain, jobs will also increase. This will be measured by tracking the City's unemployment rate through the U.S. Bureau of Labor Statistics. An average of the unemployment rate after the rebrand that is lower than the average of the unemployment rate from before the rebrand will be considered successful.

Active Business Licenses

After the City rebrands, increased economic growth is expected. This will be measured by the growth rate of active business licenses in the City. If the active business licenses begin increasing at a faster rate than before rebranding, the rebrand will be considered successful.

Employee morale

To measure the effects of rebranding on employee turnover, staff plans to compare employee turnover data from before, and after, rebranding. If effective, and all else being equal, rebranding should contribute to lower employee turnover rates over a given period. Data from the National Bureau of Labor Statistics measuring turnover in state and local government will be used as a benchmark.

Resident quality of life





Resident quality of life will be measured using the following two measures: attendance at City events, and the resident satisfaction survey.

City Event Attendance

The City will measure attendance at four of its largest events throughout the year: Easter Egg Hunt, Pony Express Days, Halloweentown, and Christmas Village. Attendance will be reported using a percentage of the population so that the numbers can be comparable even through the City's population change. If percent attendance at City events increases, the rebrand will be considered effective.

Resident Satisfaction Survey

The City is interested in measuring the residents' perceptions of their quality of life in Eagle Mountain. A new question will be added to the annual resident satisfaction survey that asks residents to rate their overall quality of life. This should be one of the first questions on the survey to avoid potential bias. The satisfaction rating should increase over time indicating a successful rebrand.

Becoming the brand

While the initial implementation of new branding for Eagle Mountain will comprise a new look, feel and replacement of existing branding, becoming the brand and changing organizational behavior and outcomes is an ongoing process. While not part of the initial scope of rebranding, major considerations ought to be given to the following.

Future phases

Planning and zoning

Eagle Mountain City invests substantial time into the overall look and feel of the community. Communicating with developers the feel that Eagle Mountain City strives to achieve is a regular point of discussion. By focusing the City's brand on the overall feel of the community through its architectural and design standards, Future phases of this implementation plan should strongly consider the components that planning and zoning play in Eagle Mountain's branding and image.

Parks





The City's parks are a feature enjoyed by a large percentage of residents. Modeling the look of future city parks, and considering branding in any changes, additions, or upgrades to existing parks ought to be considered as part of brand enforcement and compliance.

Events

Eagle Mountain City's events are not just a gathering place to achieve effective branding results, they are an outlet to help achieve many of the objectives encompassed in the City's 10-Year Strategic Plan, and now the City's brand playbook.

Public Art

Investments in public art and elevating the artistic appeal of the community can lift the perception of residents and visitors alike and become a long-standing investment in the beauty and class of the community. Research into appropriate placement of public art in the community ought to be at the front of future branding considerations.

Trees & Landscaping

Eagle Mountain is situated in a high desert landscape and does not have an abundance of healthy soil that can be used to cultivate a natural forest. The urban forest of the community must be cultivated and should be designed to display the City's image as a place connected to nature and the outdoors. Tree planting programs and efforts conducted by the City ought to be comprehensively intertwined with the City's branding efforts.

Infrastructure

Bridges, overpasses, streetlighting, and storm drains – items typically associated with infrastructure -- can display features that capture the City's branding in an effective way. This is something staff and Council ought to consider as development in the community continues.

Helping small businesses align

Outreach to small businesses to help them align with community values will create community cohesion, vibe, and appearance. Starting simply by providing the City branding logo and colors can help small businesses with their promotional materials and give them a good background about the community's brand. Working with interested small businesses to align with the community brand can help Eagle





Mountain become a place of its own.

Engaging residents

Helping residents become the brand will be an important future factor in a successful community rebrand. Improving quality of life through rebranding can be measured, but helping residents become the brand is another matter. This will require additional research and a set of goal-oriented outcomes that will take years to incorporate.

Conclusion

Eagle Mountain City has undergone a significant change since the last rebrand was implemented. New branding aligns with the community's current and future plans while preserving what residents hold most dear.

This implementation plan will be monitored to track outcomes of success and areas for improvement. These strategies and activities will be implemented and tracked in coordination with Eagle Mountain City's Communications Department and the City Council. The plan and program metrics will be monitored and updated annually.

Eagle Mountain City reserves the right to amend this implementation strategy as circumstances warrant. On Dec. 5, 2023, the Eagle Mountain City Comprehensive Marketing Plan Internal Review Committee formally recommended this plan to the Eagle Mountain City Council.

*Mayor Tom Westmoreland
Paul Jerome
Finn Kofoed
Brad Hickman
Angela Valenzuela
Evan Berrett
Natalie Winterton
Bailey Ensign
Tyler Maffitt*





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DEPARTMENT
OF COMMUNICATIONS



ASCEND TOGETHER



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Utah 84005

FIRST AMENDMENT TO AGREEMENT FOR PROFESSIONAL SERVICES

THIS FIRST AMENDMENT ("First Amendment") is made and entered into this ____ day of _____, 202_, ("Effective Date"), by and between Eagle Mountain City (the "City"), and The Retail Coach, LLC, a limited liability company with a principal place of business at 86 Clark Boulevard, Tupelo, MS 38804 ("Consultant") (collectively the "Parties").

WHEREAS, the Parties entered into an Agreement for Professional Services, dated January 4, 2023 ("Agreement"); and

WHEREAS, Parties desire to extend the term of the Agreement and enter into this First Amendment.

NOW, THEREFORE, for the consideration hereinafter set forth, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto agree as follows:

1. The term of the Agreement is extended one year to January 3, 2025. The City shall pay Consultant an amount not to exceed Thirty Thousand Dollars and No Cents (\$30,000.00) for the extended term.
2. All other terms and obligations of the Agreement, not modified by this First Amendment, shall remain in full force and effect.

[Remainder of page left intentionally blank – Signatures on following page]

IN WITNESS WHEREOF, the Parties hereto have executed this First Amendment on the date first set forth above.

Eagle Mountain City

By: _____

The Retail Coach, LLC.

By: _____



**EAGLE MOUNTAIN CITY
CITY COUNCIL MEETING
JANUARY 2, 2024**

TITLE:	BID AWARD - WDG (Web Development Group) Platforms - New City Website		
ITEM TYPE:	Bid Award		
FISCAL IMPACT:	\$135,000		
APPLICANT:			
GENERAL PLAN DESIGNATION	CURRENT ZONE	ACREAGE	COMMUNITY

PUBLIC HEARING:

No

PREPARED BY:

Tyler Maffitt, Admin

PRESENTED BY:

Tyler Maffitt, Evan Berrett

RECOMMENDATION:

Staff recommend the City Council approve the Bid Award for WDG Eagle Mountain and WDG Platforms for the City Website.

BACKGROUND:

ITEMS FOR CONSIDERATION:

REQUIRED FINDINGS:

PLANNING COMMISSION ACTION/RECOMMENDATION:

ATTACHMENTS:

[Website Staff Report](#)

[WDG Website Agreement](#)

[Eagle Mountain and WDG Platforms](#)



Date: Dec. 5, 2023

To: Paul Jerome (City Administrator)

From: Tyler Maffitt, Evan Berrett, Bailey Ensign

Subject: Eagle Mountain City Website Replacement

Introduction

A City government's website is typically the first, and primary, interaction with a community's residents and businesses. Eagle Mountain City is in need of a new website as part of a comprehensive rebranding of the City and the community.

It is important that a high-quality website is delivered to residents, businesses and other stakeholders, and that major City services are brought into alignment with the 10-year Strategic Plan through this dynamic platform.

Staff have conducted a months-long review of possible solutions, worked with current vendors, developed an RFP and has reviewed the bids submitted by competitive firms to help Eagle Mountain City deliver the best possible service to its residents.

Background

Eagle Mountain City has had its current website for the past five years. In that time, the website has evolved as City staff have responded to new needs, including the COVID-19 pandemic, changing City government structure/organization, new programs and initiatives, and the changing demands of residents.

As the website has been used by various audiences over the past five years, various deficiencies have been discovered that reduce the usefulness of the existing website.

While the City has undergone a comprehensive rebranding, it was an important piece to upgrade the website as part of this project to fit modern technological capabilities. Further, it became necessary to redesign web pages to reflect major changes in the City's branding and communication standards.

JIBE Media, LLC has been the contracted firm since the previous website rebuild, and has stayed onboard with Eagle Mountain City as a contracted vendor to update website plug-ins, provide website security and offer guidance when making changes to best tailor to Eagle Mountain City's needs. JIBE Media also provided custom programming during COVID-19, enhanced search functionality, and tested chat tools.

Conversations have been had with JIBE Media when considering an upgrade to the City's website, as well. The firm offered to provide background and guidance before a new firm has been officially selected for a new website redesign.



Comprehensive Marketing Plan

A redesigned website is considered a critical component of a successful Eagle Mountain City rebrand.

This bid proposal and recommendation is included as a subsection of comprehensive rebranding efforts.

A City website not only showcases the colors and meaning of a rebrand, but it is also a statement about who the City is, what it values, its desires for the community, and communicates important information to its consumers.

A website solidifies the brand, and the brand directs and reinforces the health and functionality of the website. For many, it will be their first impression of Eagle Mountain City.

Budgeted Dollars

As part of the City's rebranding efforts, about \$50,000 was budgeted for this comprehensive redesign of the City website. Web Development Group has bid \$95,000 for this project. After meeting consistently with staff for a period of one month, WDG offered innovation and solutions beyond the original scope offered, landing at a price of \$135,000. Details on this scope are included in the packet and staff are available to answer questions.

Analytics

Eagle Mountain City's website is by far its most substantial touchpoint. Receiving more than 1.2 million visits in the past year, comprising about 410,000 visitors, the website is the primary communication channel for the City government.

Website Needs

The City identified major needs as part of its website redesign. Among these are:

- Improved visual standard of the website
- Web page capabilities and content needs
- Renewed emphasis on innovation

Full details can be found in the RFP included in the City Council packet.

As part of staff's insistence on innovation as part of this project, WDG has been tasked with finding solutions for bulk document uploads, search functionality, Artificial Intelligence, and a user-centered experience. Staff aim to put Eagle Mountain City at the forefront of website innovation and desire award-winning quality with the organization's future website capabilities.

RFP Process



A subcommittee of the Comprehensive Marketing Plan Review Committee was tasked with upgrading the City's website. As part of this effort, substantial research was put into neighboring communities that have undertaken a similar project. To best understand their budgeting process, RFPs from those City governments were obtained and compared against the needs of Eagle Mountain City.

An initial RFP process saw the return of 21 bids. These bids were narrowed to the top three firms, which conducted presentations to the group. The subcommittee rejected all bids for either being too expensive, inadequate, or simply not an ideal fit to work with Eagle Mountain City.

Following a revamp of the RFP itself, select firms were identified and asked individually to submit bids for additional consideration. In total, 3 firms bid on this project in round two of bid requests. The top two firms were invited to present, and a final firm was selected for recommendation to the City Council.

Recommended Firm

A substantial review of the bids and an interview with the top firms was conducted. In the end, Web Development Group was selected as the appropriate firm for contract services.



Our strategists, designers, web developers and marketers take service and standards seriously — the job will not just be completed, but mastered. All of our clients know that they are working with a hand-picked, quality, experienced team.

Web Development Group met the requirements of the RFP and has expressed a strong interest in pursuing innovative solution. This firm also demonstrated vast experience in their portfolio, including work for: The White House, The U.S. Senate and House of Representatives, the regional banks of The Federal Reserve, The National League of Cities, the National Fish and Wildlife Foundation, and the American Red Cross, and local government entities, among many others.

Staff believes Web Development Group will be able to complete this work on schedule and perform the work in a way that exceeds our expectations.

Oversight and Timelines

The City's Comprehensive Marketing Plan Review committee will be tasked with finalizing the look and functionality of the City's new website. Its launch will be part of the City's Comprehensive Rebrand efforts. In their bid, Web Development Group included their timeline for project completion, which described the process taking between 5-7 months.

Eagle Mountain City staff have found similar timelines from competitive firms and find this timeline acceptable for the marketplace, and to ensure quality.



Because the City's rebrand will begin rolling out prior to new website completion, the existing website will be re-skinned by JIBE to match new branding colors. This look will only persist until the new website is ready for full launch.

Further, stakeholders within the organization will be highly involved in the process to ensure high-quality web page content. In addition to a high-quality user experience for residents, economic development will be a major component of this website rebuild.

Staff anticipates full communication with outside economic development organizations to ensure high levels of cooperation to enhance the City's business attraction efforts. City Council will also be consulted throughout this process to confirm quality and direction.

Conclusion

Eagle Mountain City is undertaking several major projects to align the City with the City's unique charm and to fundamentally improve the way residents perceive and interact with the organization and the community.

Throughout this process, Eagle Mountain City staff will aim to greatly improve the experience of interacting with the City through its primary touch point.

EAGLE MOUNTAIN CITY CONTRACT FOR SERVICES

1. **CONTRACTING PARTIES:** This contract is between Eagle Mountain City (“Eagle Mountain”) and the following Contractor:

Name			LEGAL STATUS OF CONTRACTOR ☐ Sole Proprietor ☐ Non-Profit Corporation ☐ For-Profit Corporation ☐ Partnership ☐ Government Agency
Address			
City	State	Zip	
Contact Person: _____ Phone #: _____ Email: _____			
Vendor #: _____			

2. GENERAL PURPOSE OF CONTRACT: The general purpose of this contract is to provide:

- ### 3. CONTRACT PERIOD:

Effective Date: _____.

Project Completion Deadline: _____.

Termination Date: Completion of Scope of Work, unless terminated early or extended in accordance with the terms and conditions of this contract.

Renewal options (if any): _____.

4. **CONTRACT COSTS:** See Cost Schedule in Attachment B.

- ## 5. EXHIBIT A: Scope of Work / Costs Schedule

- ## 6. ATTACHMENT A: Standard Terms and Conditions for Services

Any conflicts between Attachment A and the other Attachments will be resolved in favor of Attachment A.

7. DOCUMENTS INCORPORATED INTO THIS CONTRACT BY REFERENCE BUT NOT ATTACHED:
 - a. All other governmental laws, regulations, or actions applicable to the goods and/or services authorized by this contract.
8. Each signatory below represents that he or she has the requisite authority to enter into this contract.

IN WITNESS WHEREOF, the parties sign and cause this contract to be executed.

Dated this _____ day of _____, 202_____

EAGLE MOUNTAIN CITY

By:_____

Printed name:_____

Title:_____

ATTEST:

APPROVED AS TO FORM

Fionnuala B. Kofoed, MMC
City Recorder

Marcus Draper, City Attorney

Dated this _____ day of _____, 202_____.

CONTRACTOR

By:_____

Printed name:_____

Title:_____

Professional Services Agreement & Scope of Services for Website Redevelopment

This *Professional Services Agreement & Scope of Services for Website Redevelopment* (hereinafter "Agreement") is entered into by and between Eagle Mountain City (hereinafter "City") and The Web Development Group ("WDG"), (hereinafter "WDG"). This Agreement shall be binding and effective as of the date both parties affix their respective signatures below.

Each page is signed by the representatives of each organization. These representatives are:

Eagle Mountain City
Paul Jerome
City Administrator

The Web Development Group (WDG)

Exhibit A: Scope of Services



Agreement

This Agreement is entered into as of the date of the last signature below, ("Effective Date") by and between DialogConcepts, Inc. trading as The Web Development Group ("WDG"), and _____ ("Client").

1. Description

WDG is a provider of Creative and WordPress implementation services. In exchange for the fees set forth in section 2 (Fee Overview), WDG is providing the following capabilities as described in section 3 (Engagement Overview).

2. Fee Overview

WDG is committed to deploying a qualified team for the initial phase of implementation. This team will dedicate approximately 422 professional service hours at a blended hourly rate of \$225.00. This approach ensures that you receive the best cross-functional expertise at a consistent rate. Based on the allocated hours and our blended rate, we estimate the professional fees for the delivery of base product to total \$95,000.00.

3. Engagement Overview

- **Onboarding & Continuous Project Management:** The project management process begins with an initial administrative kickoff session and continues with ongoing support from the assigned project managers. WDG's project management system, Jira/Confluence, will be utilized to track conversations, milestones, and deliverables. A regular status call cadence will be established to ensure smooth communication throughout the project. Following the completion of the discovery phase, the Client will receive a project plan that includes milestone dates, notes, and assigned responsibilities. This comprehensive approach to project management ensures that all parties remain informed, aligned, and accountable throughout the duration of the project.
- **General Discovery:** The purpose of this phase is to facilitate knowledge transfer, provide context for current performance, and establish WDG's familiarity with the existing website. Before the discovery phase begins, the Client will share relevant references to inform a comprehensive review of creative, digital strategy tactics, brand application, data analysis, and comparative experiences. The resulting direction will focus on creating a single WordPress powered framework that will be leveraged for <https://eaglemountaincity.com>. Our Strategy Brief deliverable will include a sitemap diagram, and a prioritized list of pages for user experience improvement. This brief will serve as the foundation and guiding principles for the remainder of the project.
- **User Experience (UX) Design:** Wireframes have been allocated a specific number of hours for the creation of the homepage and up to five (5) additional priority (standardized page templates) pages. Efficient use of UX allocated hours could potentially result in up to two (2) revision rounds to fine-tune the wireframes. Wireframes serve as a crucial step in establishing key functionality, and identifying the building blocks/components required for the development of non-priority pages.
- **Visual Design:** For the visual design phase, a specific number of hours have been allocated to ensure efficient progress. By utilizing these hours effectively, designers will work on creating a creative concept in the form of style-scapes. These style-scapes will explore various approaches, including typography, color variation, image treatments, and design elements. WDG anticipates providing design coverage for the homepage and up to five (5) priority pages of which many will reuse a set of identified blocks and components. Efficient use of these allocated hours could potentially result in two (2) revision rounds in this phase, allowing for adjustments and refinements to the visual design. These creative concepts and

revisions will help establish a solid foundation for the overall aesthetic and user experience of the website. WDG will review Client's accessibility standards and or requirements. Within this scope, WDG will follow Client's Standards for Accessibility.

- Throughout the discovery phase and upon completion of the initial UX phase, WDG will draft and present recommendations outlining the necessary technical solutions and requirements. The recommendation will include functionality to support a block-based/component based design system, and in alignment with the estimated budget charter. Documentation will include the level of effort (technical estimate) required for configuration, implementation, development, publishing process, and the in-site search experience (Note: A customized in-site search experience with custom filters, facets, and/or federated search may require integrations with third-party platforms such as Apache Solr or Elasticsearch products, which will require separate third-party license, subscription and implementation fees/costs which are not included in this estimate). Please note that technical estimates may include additional/optional ideas and/or solutions that have yet to be discovered and which may require the need to activate the innovation budget set aside and potentially extended timeline. For instance, the complexity of Single-Sign-On Services (SSO) integration between a CRM system often arises from the need to synchronize client/member data, manage access to multiple resources, and ensure a consistent user experience not only across the primary domain but also the primary site. This type of intricate and resource-intensive endeavor may require an additional budget. Other examples include, but are not limited to, e-commerce integration between multiple systems such as payment gateways, user profiles within third-party CRM platforms, and marketing automation tools. WDG will set up base scripts for GA4. Other analytics systems and advanced reporting configuration to include custom reports, goals, conversions, automation etc is the responsibility of the Client unless requested as new work.
- **Content Management System (CMS) and Development:** The project will involve implementing WordPress as the Content Management System (CMS), utilizing both community-provided and premium plug-ins to deliver essential features such as social sharing, in-site search, web forms, and e-newsletter subscriptions. The platform will be built as one framework to support the primary domain and have pre-built components that will be available on demand to launch new pages. HTML/CSS/JavaScript development will be carried out with compatibility and testing across modern browsers as of the date of commencement of this project:
 - a. Google Chrome
 - b. Mozilla Firefox
 - c. Apple Safari
 - d. Microsoft Edge
 - e. Opera

We do not guarantee support for beta or developmental versions of these browsers unless specifically agreed upon in writing. This development process will adhere to general mobile responsive design practices, ensuring that the website delivers a seamless and optimized user experience across various devices and platforms. This means that the website will be built to provide an optimal viewing and interaction experience across a wide range of devices, from desktop computer monitors to mobile phones and tablets. The design will automatically adjust to fit the device's screen size, resolution, and orientation, ensuring that users have a seamless and user-friendly experience regardless of the device they are using.

- **Content Migration:** Optional service and will require future scoping; however during the technical discovery phase, WDG will review and audit the existing database for <https://eaglemountaincity.com/> and propose a content migration cost estimate. Content migration is limited to content within the primary domain and focuses solely on specific content types and formats identified during the technical discovery. Additional resources for migration and page building can be scoped independently or separately. Content migration does not include user data, correcting misalignments, format cleansing, editing and correcting for accessibility. Details of the base content migration will be documented in the Technical Requirements planning phase.
- **Analytics:** WDG will set up base scripts for GA4. Other analytics systems and advanced reporting configuration to include custom reports, goals, conversions, automation etc is the responsibility of the Client unless requested as new work.

- **Training:** Deliver up to (2) virtual training sessions for content editors, managers and or system administrators. Upon request, training sessions can be recorded through Google Meets and shared with the Client.
- **Hosting:** WDG can configure and deploy the new website under the Client's own hosting account or make a recommendation for an enhanced hosting experience.

Additional Engagement Details

- Following the date of signature, it may take up to three (3) weeks for the Client to be onboarded into our system and processes, and for the project kickoff to be scheduled. This time-frame allows for a smooth onboarding experience, ensuring that all necessary preparations and arrangements are in place before the project commences. The project plan, timeline, and launch date will be finalized shortly after the completion of our discovery phase. It is important to note that the final launch date is contingent on the formal start date and final requirements, and may not necessarily align with what has been suggested in past conversations or proposals. This flexibility allows for a more accurate and realistic project timeline that takes into account the unique requirements and circumstances of the project.
- Client is responsible for holding its own team accountable for all assigned milestone deadlines. Client is responsible for gathering timely internal feedback from the affected stakeholders and consolidating that feedback to avoid any milestone and deployment delays to the overall Project timeline.
- Client is responsible for holding other external vendors accountable for their timely delivery to avoid any milestone and deployment delays to the overall Project timeline.
- The website experience will utilize WordPress as its primary CMS, incorporating premium and supported WordPress plugins to enhance functionality. The design and development will focus on creating a single framework that supports <https://eaglemountaincity.com/>.
- Language translation services or translation solutions are not included in this scope of work.
- The newly developed website/application may not be a one-to-one replica of the specific requests outlined in an RFP or discussed in verbal conversations. As a result, certain features, content, or media present on the live website or future plans may not be included in the final delivery. The functionality of the new website may differ from that of the current website, as it will be based on the agreed-upon project scope, available technology, limitation of WordPress core and plugins.
- WDG will design and develop with the aim of meeting WCAG 2.1 Level A standards. The client is responsible for reviewing and approving the website for Level A accessibility. Please note that content and media migrated from existing websites/databases may not meet WCAG or Section 508 compliance. The client assumes full responsibility for maintaining and adhering to post-launch accessibility requirements, ensuring ongoing compliance with applicable standards.
- Client is responsible for content migration, content publishing, copywriting, copy editing, content entry and such unless WDG is hired for such services under a separate agreement. The Client assumes full responsibility for the accuracy and completeness of any content migrated from the current website to the new.
- Following the final design approval provided by the Client, WDG requires a minimum of five (5) months for the web development phase. At technical delivery, WDG will institute a code freeze which restricts adding new features and/or feature improvement requests to the product before launch. A code freeze date will be scheduled to occur 15 days prior to the agreed-upon launch date, ensuring stability and ample time for final adjustments and testing before the website goes live.
- WDG does not deploy on Fridays, holidays, or weekends. For 'after hour' requests, the Client must provide a minimum of 5 business days' notice, and WDG must approve such requests. After hours requests will be billed separately at two (2) times the contractual hourly rate. "Stand by" or "On Call" requests will be billed for the total hours WDG is asked to be on standby or on call. After business hours services are not guaranteed. General work and business office hours are 9 am to 5 pm Eastern Time. WDG is closed during weekends, after 5 pm on weekdays, all federally recognized holidays, and the last full week of December 2023. Clients should not assume that WDG has staff available to work outside of regular business hours.

4. Communication

Due to the virtual nature of the relationship, the Client understands the importance of communication, especially via WDG project management communication systems, and agrees to respond to questions, requests, and communications from WDG in a timely manner. The Client understands that WDG is a business with other clients to serve and requires reasonable notice in order to attend to new requests and assignments. The primary Client point of contact under this project is _____.

5. Party Responsibilities, Limited Liability; Warranties and Representations

The Client shall be responsible for:

1. Ensuring the accuracy and adequacy of all content, media, information, and data. The Client is also responsible for thoroughly checking proofs for accuracy in all respects, including (but not limited to) spelling in copy and content of technical documentations, recommendations, or illustrations, and testing the final product, including accessibility, prior to acceptance.
2. Obtaining and paying for the required licenses (which will be documented in the technical requirements document) and respecting the copyright(s) for all third-party assets, including but not limited to fonts, media, photos, content, and software.
3. Maintaining design, content, search rankings, privacy, and 508/ADA accessibility requirements for the website.
4. Managing all operations of the website(s) post-launch. This includes maintaining the site's functionality, security, and overall user experience.

The Client acknowledges and agrees that content migration (if WDG is hired for this service) from their current website to the new website may not be one-to-one and accessibility of content added to the site through content migration and by Client such as video and images are the responsibility of the Client.

Prior to technical delivery, WDG will perform a security audit of the WordPress implementation to identify any security vulnerabilities and if any such vulnerabilities are identified, WDG will correct all such vulnerabilities prior to delivery to Client. However the Client acknowledges and agrees that the online environment, including the infrastructure, software, hardware, and networks utilized to operate and maintain the website, is inherently vulnerable to unauthorized access, data breaches, and other security incidents. As such, the Client agrees to not hold WDG responsible or liable for any direct, indirect, incidental, special, consequential, punitive, or exemplary damages, including but not limited to, damages for loss of profits, goodwill, use, data, or other intangible losses, even if WDG has been advised of the possibility of such damages, arising out of or relating to any security breaches or any other related incidents.

Post technical delivery, the Client shall assume full responsibility for all website maintenance, security updates, patching, bandwidth, hosting infrastructure, uptime of servers, website, content management system, plug-ins and/or features regardless of scope and/or services WDG is hired for. WDG shall not be responsible for any downtime, search engine rankings, 508 compliance, accessibility failures, accessibility lawsuits, security breaches or loss of data. In the event that any cyber security data collection, investigations and/or assistance with cyber forensic firms are required, such services shall be billed at WDG's standard professional services rate of \$300.00 per hour. The Client acknowledges that WDG shall not be responsible for any bug(s) caused by changes on any third-party platforms or environments, including but not limited to updates to operating systems, compile systems, code libraries and languages. Under this agreement and scope, WDG shall not be responsible for, nor hired to provide server configuration consulting, hosting environments, server infrastructure management, browser support for future releases/versions of mobile and desktop. WDG shall not be held liable for any issues concerning the hosting provider, third-party software or applications used or services, new code deployment, configuration, setup, security maintenance performed by the staff of the Client, third-party contractors or hosting company. IN NO EVENT WILL THE TOTAL AND CUMULATIVE LIABILITY OF EITHER PARTY TO THE OTHER EXCEED THE TOTAL AMOUNT OF FEES PAID BY CLIENT, EXCEPT IN INSTANCES OF GROSS NEGLIGENCE, WILLFUL MISCONDUCT AND INDEMNIFICATION, AND SHALL BE ONLY FOR THOSE

DAMAGES THAT ARE ACTUAL AND PROVABLE.

6. Warranty Period

Thirty day (30) warranty period starts upon the date of Technical delivery. Technical delivery is defined as delivering a blog website with a working content management system that is ready for Client's page building experience. At technical delivery, WDG will institute a feature freeze which restricts adding new features and/or feature improvement requests to the product before launch. A "bug" is an error in the code produced by WDG that causes the site to produce an incorrect or unexpected result, or to behave in unintended ways. For example, if a user clicks on a button to submit a form, but instead of submitting, the webpage redirects to an unrelated page, or produces an error message even when all form fields are correctly filled out, that would be considered a bug. Another example might be when a web page is viewed on a specific browser, like Firefox, and the images do not load or text overlaps, even though it displays correctly in other browsers. For example, If the type size for a headline needs to increase, this is not a bug. Adding new design elements or new templates is not a bug. Adding content that exceeds the character limit of a page, which may cause misalignment in mobile browsers, is not considered a bug. Adding a new feature or installing a new module is not considered a bug but an improvement. Please see Exhibit A for additional warranty definition and information.

7. Project Budget Charter and Payment Schedule

	Creative	Project Management	WordPress	Optional	Timeline Availability	BASE Estimate
Audit + Research + Brief	\$10,000					
Creative	\$45,000					
Content & SEO Strategy				\$5,000-\$20,000		
Product Roadmap + Technical consulting			\$5,000			
WordPress Implementation			\$30,000			
Content Migration				\$5,000-\$20,000		
Innovation Budget				\$20,000		
Total:	\$50,000	\$10,000	\$35,000			\$95,000
Timeline:					Timeline: TBD	Hourly Rate: \$225

In exchange for the following fees totalling \$95,000 (base product), WDG will provide up to 422.00 professional services hours at a blended hourly rate of \$225.00 towards discovery, creative, implementation and project management. WDG has provided Client with its best estimate based upon its understanding of the requirements provided by the Client, and does not represent to Client that the work undertaken will be completed within the budget or expected timeline.

- First invoice (Deposit of 30 percent) \$28,500.00 due upon signature ____1, 2023,
- Second installment \$16,625.00 due on December 1, 2023,
- Third installment \$16,625.00 due on February 1, 2023,

- Fourth installment \$16,625.00 due on March 1, 2023,
- Fifth installment \$16,625.00 due on April 1, 2023,

If there are indications that project expenses, services or timelines may surpass our provided estimates, WDG will promptly alert the Client via written notice. Under such circumstances, we encourage the Client to engage collaboratively with WDG to strategically determine the best approach for completing the relevant service or deliverable.

In addition, WDG proposes the establishment of an "Innovation/Contingency Budget" to the sum of \$20,000.00, which equates to 88 additional work hours calculated at WDG's standard rate of \$225 per hour. This precautionary measure is designed to cover potential excesses in the project's scope or duration.

Please note, any extraction of hours from this "Innovation/Contingency Budget" necessitates prior written approval from the Client to ensure transparency and agreement before the utilization of extra hours and the issuance of subsequent billing. This practice is put in place to safeguard both parties' interests and adherence to the budgetary framework.

Unless approved in writing, these fees do not include travel and lodging expenses, licenses, imagery, plug-in costs/fees, bandwidth or software fees that may be required, needed or wanted, which shall be billed at cost, upon prior written approval from Client. WDG's blended hourly rate for creative and implementation services for consulting or development for the scope outlined in general services is \$225.00 per hour. Fee schedules are due as set forth below and are not based on a project completion date. The Client must pre-schedule the payments to follow the below timeline.

Additionally, WDG shall be entitled to suspend the provision of any Services if the Client fails to make any Payments when due hereunder and such failure continues for fifteen (15) days following written notice thereof. Any suspension of Services by WDG pursuant to this Section (10) shall not impair WDG's right to receive from Client any future Payments otherwise due in accordance with the Payment Schedule.

8. Contract Amendment

Amendments to this agreement may be made only if done so in writing and signed by both parties.

9. Client Acceptance

DialogConcepts Inc. DBA The Web Development Group (WDG)		Client:
Authorized By:		Authorized By:
Name:		Name:
Title:		Title:
Date:		Date:

EXHIBIT A

GENERAL EXAMPLES AND NOT LIMITED TO WHAT ARE NOT COVERED UNDER WARRANTY PERIOD

- **Feature Requests:** If a functionality or feature wasn't initially in the defined parameters or within the estimated/allocated hours, but the client desires it later, it is a feature request, not a bug. For instance, wanting a new carousel feature on a page that wasn't in the original design or project specification.
- **Content Updates:** Incorrect or outdated content provided by the client or end-users isn't a bug. For example, if there's a typographical error in the content the client provided, fixing it would not be bug fixing.
- **External Factors:** Issues arising from third-party plugins, hosting environments, or external services are not bugs. If an external plugin is updated and causes an issue, the incompatibility would not be considered a WDG's bug.
- **User Errors:** If an end-user or client misuses the system or doesn't follow instructions, resulting in unexpected behavior, this is not a bug. For instance, if a client accidentally deletes a necessary file or component, the ensuing problem isn't a bug.
- **Design Subjectivity:** Differences in personal or brand aesthetic preferences aren't bugs. If the client later feels that a color or font should be different, even though it was built to the approved design, this change is subjective and not a bug.
- **Browser or Device Limitations:** Some older browsers or devices may not support the latest web features. If the site wasn't scoped to support these, their inability to handle certain modern features isn't a bug. For example, an advanced animation may not play on an old version of Internet Explorer, but this isn't a bug if support for that browser was not originally agreed upon.
- **Environment Differences:** Discrepancies between development, staging, and production environments due to server configurations, caching, or other environmental differences are not considered bugs. If the site works on the staging environment but has issues in production because of a different server configuration, it's an environment issue, not a bug in the code.
- **Post-launch Alterations:** If someone other than the WDG team makes changes to the website after it's been launched and this leads to issues, these issues are not considered bugs originating from WDG's original work. This includes both code and content changes.
- **Performance on Non-specified Devices:** If the site wasn't specifically scoped to perform on particular devices (e.g., a specific older smartphone model) and there are display or functionality issues on them, those aren't bugs.
- **Changing Standards or Technologies:** The web is continually evolving. If a new standard or technology emerges after the website is built, and the site isn't compatible with it, that incompatibility is not a bug.
- **Integration with Non-specified Third-party Services:** If the client wishes to integrate a new third-party service post-launch and this wasn't in the original scope and/or within the allocated hours, any issues arising from this integration wouldn't be classified as bugs.
- **User Feedback:** While feedback from users is valuable, "I wish the site had X feature" or "I don't like how Y feature works" doesn't equate to a bug, unless the mentioned feature is not working as it was specifically scoped and designed.
- **Network Issues:** Issues like slow server response times, downtimes, or other server-related problems

resulting from the hosting provider's network are not bugs related to WDG's work.

- **Scaling and Traffic Overloads:** If the website experiences issues due to an unexpected surge in traffic or scalability was not a discussed requirement, the resulting performance issues are not WDG's bugs.
- **Regular Wear and Tear:** Websites, like all technology, require regular updates and maintenance. Over time, without these updates, elements might break or become outdated. These are not bugs but a natural progression of technology aging.
- **Training or Knowledge Gaps:** If the client or their team isn't familiar with how to use the system or platform and that leads to issues, it's not a bug. Proper training and documentation can mitigate such issues.
- **Cloudflare and CDN Issues:** Problems arising from Cloudflare or other CDN (Content Delivery Network) settings, like caching, SSL/TLS configurations, or security settings that aren't related to the website's code, aren't WDG's bugs. For instance, if Cloudflare's "Under Attack" mode prevents users from accessing the website, this isn't considered a bug on WDG's end.
- **API Limitations or Changes:** Issues stemming from third-party APIs (whether due to rate limits, deprecated features, changes in the API, or any external factors) are not bugs related to WDG's work. For instance, if an integrated weather API suddenly stops providing certain data, any missing content or functionality on the website resulting from this wouldn't be a bug by WDG's standards.
- **SSO (Single Sign-On) Limitations:** Issues or restrictions imposed by SSO providers, changes in their protocols, or limitations in their integration capabilities aren't bugs in WDG's work. If, for example, an SSO provider discontinues a certain authentication method and this affects website users, it isn't considered a bug caused by WDG.
- **Third-Party Platform Dependencies:** If the website relies on platforms or services outside of WordPress (e.g., CRM systems, eCommerce platforms, or other CMSs) and any issues arise due to changes, updates, or limitations in those platforms, these aren't considered bugs attributed to WDG. For example, if a feature works in WordPress but not in another integrated CMS due to its constraints, it isn't a bug on WDG's part.
- **External Integration Breakdowns:** When third-party systems that the website integrates with (payment gateways, mailing services, ERP systems, etc.) undergo changes or experience downtime, and this affects website functionality, it isn't seen as a bug resulting from WDG's original work.
- **Differing API/SSO Version Compatibility:** If the website was built to be compatible with a particular version of an API or SSO protocol, and a client later updates or changes to a different version without consultation, any resulting incompatibility isn't WDG's bug.
- **Security Protocols Outside of CMS:** Issues related to security, like CAPTCHA challenges, SSL certificate renewals, or configurations set up in platforms outside of WordPress, aren't considered bugs if they weren't within the scope of WDG's responsibilities.
- **Challenges of Testing Custom Code:** It's important to recognize that custom code, especially when it interacts with external systems or services, may not fully manifest or reveal certain behaviors until it's on a live server. This is due to the unique environment variables, configurations, and unpredictable real-world usage conditions of live servers. Therefore, any issues arising in this transition from a staging to a live environment are not bugs associated with the foundational work by WDG.
- **Limitations Beyond WordPress Frontend:** If an issue pertains to elements not directly related to the

native frontend functionality of WordPress (e.g., server-side scripts, third-party integrations, backend configurations), it cannot be classified as a bug in WDG's work. This emphasizes that while WDG commits to delivering functional WordPress-based solutions, the scope of potential challenges is limited to actual frontend behaviors and features within the WordPress ecosystem.

EXHIBIT B

WDG AND CLIENT CONDUCT AND WORKING ENVIRONMENT POLICY

It is WDG's policy to encourage a congenial work environment of mutual respect and professionalism. Therefore, WDG expects all employees, clients and vendors to conduct themselves professionally, honestly, lawfully, with sensitivity to others, and with due regard for WDG's property, its employees, and its public image.

Listed below are some (but not all) actions that do not meet WDG's standards of conduct and will not be accepted as part of this Agreement:

- Threatening, intimidating or coercing WDG employees at any time.
- Any act of discrimination and/or harassment.
- Violation of any governmental law or regulation.
- Negligence or any careless action that endangers the life or safety of another person.
- Possession of dangerous or illegal firearms, weapons or explosives on WDG property.
- Being intoxicated during working hours.
- Unauthorized possession, removal, or destruction of any WDG property or the property of fellow employees, visitors, clients, vendors, etc.
- Engaging in acts of violence or making threats of violence toward anyone.
- Revealing confidential or private information about the Company or other employees to unauthorized persons.
- Attempts to unduly influence others in their religious or political views.
- Immoral conduct or indecency.

The above list is not intended to be all-inclusive and is for illustration only. Violation of these standards, or any other reasonable behavior standards, will not be tolerated and could be construed as breach of contract.

ATTACHMENT A:

STANDARD TERMS AND CONDITIONS FOR SERVICES

This is for a contract for services (including professional services) meaning the furnishing of labor, time, or effort by a contractor.

1. **DEFINITIONS:** The following terms shall have the meanings set forth below:

- a) **“Confidential Information”** means information that is deemed as confidential under applicable state and federal laws, including personal information. Eagle Mountain reserves the right to identify, during and after this Contract, additional reasonable types of categories of information that must be kept confidential under federal and state laws.
- b) **“Contract”** means the Contract including all referenced attachments and documents incorporated by reference. The term “Contract” may include any purchase orders that result from this Contract.
- c) **“Contractor”** means the individual or entity delivering the Services identified in this Contract. The term “Contractor” shall include Contractor’s agents, officers, employees, and partners.
- d) **“Services”** means the furnishing of labor, time, or effort by Contractor pursuant to this Contract. Services include, but are not limited to, all of the deliverable(s) (including supplies, equipment, or commodities) that result from Contractor performing the Services pursuant to this Contract. Services include those professional services identified in Section 63G-6a-103 of the Utah Procurement Code.
- e) **“Proposal”** means Contractor’s response to Eagle Mountain’s Solicitation.
- f) **“Solicitation”** means the documents used by Eagle Mountain to obtain Contractor’s Proposal.
- g) **“Subcontractors”** means subcontractors or subconsultants at any tier that are under the direct or indirect control or responsibility of the Contractor, and includes all independent contractors, agents, employees, authorized resellers, or anyone else for whom the Contractor may be liable at any tier, including a person or entity that is, or will be, providing or performing an essential aspect of this Contract, including Contractor’s manufacturers, distributors, and suppliers.

2. **GOVERNING LAW AND VENUE:** This Contract shall be governed by the laws, rules, and regulations of the State of Utah. Any action or proceeding arising from this Contract shall be brought in a court of competent jurisdiction in the State of Utah. Venue shall be in Salt Lake City, in the Third Judicial District Court for Salt Lake County.

3. **LAWS AND REGULATIONS:** At all times during this Contract, Contractor will comply with all applicable federal and state constitutions, laws, rules, codes, orders, and regulations, including applicable licensure and certification requirements.

4. **RECORDS ADMINISTRATION:** Contractor shall maintain or supervise the maintenance of all records necessary to properly account for Contractor’s performance and the payments made by Eagle Mountain to Contractor under this Contract. These records shall be retained by Contractor for at least six (6) years after final payment, or until all audits initiated within the six (6) years have been completed, whichever is later. Contractor agrees to allow, at no additional cost, Eagle Mountain access to all such records.

5. **CERTIFY REGISTRATION AND USE OF EMPLOYMENT “STATUS VERIFICATION SYSTEM”:**

- 1. Contractor certifies as to its own entity, under penalty of perjury, that Contractor has registered and is participating in the Status Verification System to verify the work eligibility status of Contractor’s new employees that are employed in the State of Utah in accordance with applicable immigration laws.
- 2. Contractor shall require that each of its Subcontractors certify by affidavit, as to their own entity, under penalty of perjury, that each Subcontractor has registered and is participating in the Status Verification System to verify the work eligibility status of Subcontractor’s new employees that are employed in the State of Utah in accordance with applicable immigration laws.
- 3. Contractor’s failure to comply with this section will be considered a material breach of this Contract.

6. **CONFLICT OF INTEREST:** Contractor represents that none of its officers or employees are officers or employees of Eagle Mountain, unless disclosure has been made to Eagle Mountain.

7. **INDEPENDENT CONTRACTOR:** Contractor and Subcontractors, in the performance of this Contract, shall act in an independent capacity and not as officers or employees or agents of Eagle Mountain.

8. **INDEMNITY:** Contractor shall be fully liable for the actions of its agents, employees, officers, partners, and Subcontractors, and shall fully indemnify, and save harmless Eagle Mountain from all claims, losses, suits, actions, damages, and costs arising out of Contractor's performance of this Contract caused by any intentional act or negligence of Contractor, its agents, employees, officers, partners, or Subcontractors, without limitation; provided, however, that the Contractor shall not indemnify for that portion of any claim, loss, or damage arising hereunder due to the fault of Eagle Mountain. The parties agree that if there are any limitations of the Contractor's liability, including a limitation of liability clause for anyone for whom the Contractor is responsible, such limitations of liability will not apply to injuries to persons, including death, or to damages to property.
9. **EMPLOYMENT PRACTICES:** Contractor agrees to abide by federal and state employment laws, including: (i) Title VI and VII of the Civil Rights Act of 1964 (42 U.S.C. 2000e), which prohibits discrimination against any employee or applicant for employment or any applicant or recipient of services, on the basis of race, religion, color, or national origin; (ii) Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; (iii) 45 CFR 90, which prohibits discrimination on the basis of age; (iv) Section 504 of the Rehabilitation Act of 1973, or the Americans with Disabilities Act of 1990, which prohibits discrimination on the basis of disabilities; and (v) Utah's Executive Order, dated December 13, 2006, which prohibits unlawful harassment in the workplace. Contractor further agrees to abide by any other laws, regulations, or orders that prohibit the discrimination of any kind by any of Contractor's employees.
10. **AMENDMENTS:** This Contract may only be amended by the mutual written agreement of the parties, which amendment will be attached to this Contract. Automatic renewals will not apply to this Contract, even if listed elsewhere in this Contract.
11. **DEBARMENT:** Contractor certifies that it is not presently nor has ever been debarred, suspended, or proposed for debarment by any governmental department or agency, whether international, national, state, or local. Contractor must notify Eagle Mountain within thirty (30) days if debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any contract by any governmental entity during this Contract.
12. **TERMINATION:** Unless otherwise stated in this Contract, this Contract may be terminated, with cause by either party, in advance of the specified expiration date, upon written notice given by the other party. The party in violation will be given ten (10) days after written notification to correct and cease the violations, after which this Contract may be terminated for cause immediately and is subject to the remedies listed below. This Contract may also be terminated without cause (for convenience), in advance of the specified expiration date, by either party, upon sixty (60) days written termination notice being given to the other party. Eagle Mountain and the Contractor may terminate this Contract, in whole or in part, at any time, by mutual agreement in writing. On termination of this Contract, all accounts and payments will be processed according to the financial arrangements set forth herein for approved Services ordered prior to date of termination.
- Contractor shall be compensated for the Services properly performed under this Contract up to the effective date of the notice of termination. Contractor agrees that in the event of such termination for cause or without cause, Contractor's sole remedy and monetary recovery from Eagle Mountain is limited to full payment for all Services properly performed as authorized under this Contract up to the date of termination as well as any reasonable monies owed as a result of Contractor having to terminate other contracts necessarily and appropriately entered into by Contractor pursuant to this Contract. In no event shall Eagle Mountain be liable to the Contractor for compensation for any services neither requested by Eagle Mountain nor satisfactorily performed by the Contractor. In no event shall Eagle Mountain's exercise of its right to terminate this Contract for convenience relieve the Contractor of any liability to Eagle Mountain for any damages or claims arising under this Contract.
13. **NONAPPROPRIATION OF FUNDS, REDUCTION OF FUNDS, OR CHANGES IN LAW:** Upon thirty (30) days written notice delivered to the Contractor, this Contract may be terminated in whole or in part at the sole discretion of Eagle Mountain, if Eagle Mountain reasonably determines that a change in available funds affects Eagle Mountain's ability to pay under this Contract.

If a written notice is delivered under this section, Eagle Mountain will reimburse Contractor for the Services properly ordered until the effective date of said notice. Eagle Mountain will not be liable for any performance, commitments, penalties, or liquidated damages that accrue after the effective date of said written notice.

14. **SUSPENSION OF WORK:** Should circumstances arise which would cause Eagle Mountain to suspend Contractor's responsibilities under this Contract, but not terminate this Contract, this will be done by written notice. Contractor's responsibilities may be reinstated upon advance formal written notice from Eagle Mountain.
15. **SALES TAX EXEMPTION:** The Services under this Contract will be paid for from Eagle Mountain's funds and used in the exercise of Eagle Mountain's essential functions as a municipal entity. Upon request, Eagle Mountain will provide Contractor with its sales tax exemption number. It is Contractor's responsibility to request Eagle Mountain's sales tax exemption number. It also is Contractor's sole responsibility to ascertain whether any tax deduction or benefits apply to any aspect of this Contract.
16. **INSURANCE:** Contractor shall at all times during the term of this Contract, without interruption, carry and maintain commercial general liability insurance from an insurance company authorized to do business in the State of Utah. The limits of this insurance will be no less than one million dollars (\$1,000,000.00) per occurrence and two million dollars (\$2,000,000.00) aggregate. Contractor also agrees to maintain any other insurance policies required in the Solicitation. Contractor shall provide proof of the general liability insurance policy and other required insurance policies to Eagle Mountain within thirty (30) days of contract award. Contractor must add Eagle Mountain as an additional insured with notice of cancellation. Failure to provide proof of insurance as required will be deemed a material breach of this Contract. Contractor's failure to maintain this insurance requirement for the term of this Contract will be grounds for immediate termination of this Contract.
17. **WORKERS' COMPENSATION INSURANCE:** Contractor shall maintain during the term of this Contract, workers' compensation insurance for all its employees as well as any Subcontractor employees related to this Contract. Workers' compensation insurance shall cover full liability under the workers' compensation laws of the jurisdiction in which the service is performed at the statutory limits required by said jurisdiction. Contractor acknowledges that within thirty (30) days of contract award, Contractor must submit proof of certificate of insurance that meets the above requirements.
18. **PUBLIC INFORMATION:** Contractor agrees that this Contract, related purchase orders, related pricing documents, and invoices will be public documents and may be available for public and private distribution in accordance with the State of Utah's Government Records Access and Management Act (GRAMA). Contractor gives Eagle Mountain express permission to make copies of this Contract, related sales orders, related pricing documents, and invoices in accordance with GRAMA. Contractor also agrees that the Contractor's Proposal to the Solicitation will be a public document, and copies may be given to the public as permitted under GRAMA. Eagle Mountain is not obligated to inform Contractor of any GRAMA requests for disclosure of this Contract, related purchase orders, related pricing documents, or invoices.
19. **DELIVERY:** All deliveries under this Contract will be F.O.B. destination with all transportation and handling charges paid for by Contractor. Responsibility and liability for loss or damage will remain with Contractor until final inspection and acceptance when responsibility will pass to Eagle Mountain, except as to latent defects or fraud. Contractor shall strictly adhere to the delivery and completion schedules specified in this Contract.
20. **ACCEPTANCE AND REJECTION:** Eagle Mountain shall have thirty (30) days after the performance of the Services to perform an inspection of the Services to determine whether the Services conform to the standards specified in the Solicitation and this Contract prior to acceptance of the Services by Eagle Mountain. If Contractor delivers nonconforming Services, Eagle Mountain may, at its option and at Contractor's expense: (i) require Contractor to promptly correct or re-perform the nonconforming Services subject to the terms of this Contract; or (ii) obtain replacement Services from another source, subject to Contractor being responsible for any cover costs.
21. **INVOICING:** Unless otherwise set forth in the Contract, Contractor will submit invoices within thirty (30) days of Contractor's performance of the Services to Eagle Mountain. The contract number shall be listed on all invoices, freight tickets, and correspondence relating to this Contract. The prices paid by Eagle Mountain will be those prices listed in this Contract, unless Contractor offers a prompt payment discount within its Proposal or on its invoice. Eagle Mountain has the right to adjust or return any invoice reflecting incorrect pricing.
22. **PAYMENT:** Payments are to be made within thirty (30) days after a correct invoice is received. All payments to Contractor will be remitted by mail or electronic funds transfer. If payment has not been made after sixty (60) days from the date a correct invoice is received by Eagle Mountain, then interest may be added by Contractor as prescribed in the Utah Prompt Payment Act.³ The acceptance by Contractor of final payment,

without a written protest filed with Eagle Mountain within ten (10) business days of receipt of final payment, shall release Eagle Mountain from all claims and all liability to the Contractor. Eagle Mountain's payment for the Services shall not be deemed an acceptance of the Services and is without prejudice to any and all claims that Eagle Mountain may have against Contractor. Eagle Mountain will not allow the Contractor to charge end users electronic payment fees of any kind.

23. **TIME IS OF THE ESSENCE:** The Services shall be completed by any applicable deadline stated in this Contract. For all Services, time is of the essence. Contractor shall be liable for all reasonable damages to Eagle Mountain, and anyone for whom Eagle Mountain may be liable as a result of Contractor's failure to timely perform the Services required under this Contract.
24. **CHANGES IN SCOPE:** Any changes in the scope of the Services to be performed under this Contract shall be in the form of a written amendment to this Contract, mutually agreed to and signed by both parties, specifying any such changes, fee adjustments, any adjustment in time of performance, or any other significant factors arising from the changes in the scope of Services.
25. **PERFORMANCE EVALUATION:** Eagle Mountain may conduct a performance evaluation of Contractor's Services, including Contractor's Subcontractors. Results of any evaluation may be made available to Contractor upon request.
26. **STANDARD OF CARE:** The Services of Contractor and its Subcontractors shall be performed in accordance with the standard of care exercised by licensed members of their respective professions having substantial experience providing similar services which similarities include the type, magnitude, and complexity of the Services that are the subject of this Contract. Contractor shall be liable to Eagle Mountain for claims, liabilities, additional burdens, penalties, damages, or third party claims (e.g., another Contractor's claim against Eagle Mountain), to the extent caused by the Contractor's wrongful acts, errors, or omissions that do not meet this standard of care.
27. **REVIEWS:** Eagle Mountain reserves the right to perform plan checks, plan reviews, other reviews, and/or comment upon the Services of Contractor. Such reviews do not waive the requirement of Contractor to meet all of the terms and conditions of this Contract.
28. **ASSIGNMENT:** Contractor may not assign, sell, transfer, subcontract or sublet rights, or delegate any right or obligation under this Contract, in whole or in part, without the prior written approval of Eagle Mountain.
29. **REMEDIES:** Any of the following events will constitute cause for Eagle Mountain to declare Contractor in default of this Contract: (i) Contractor's non-performance of its contractual requirements and obligations under this Contract; or (ii) Contractor's material breach of any term or condition of this Contract. Eagle Mountain may issue a written notice of default providing a ten (10) day period in which Contractor will have an opportunity to cure. Time allowed for cure will not diminish or eliminate Contractor's liability for damages. If the default remains after Contractor has been provided the opportunity to cure, Eagle Mountain may do one or more of the following: (i) exercise any remedy provided by law or equity; (ii) terminate this Contract; (iii) impose liquidated damages, if liquidated damages are listed in this Contract; (iv) debar/suspend Contractor from receiving future contracts from Eagle Mountain; or (v) demand a full refund of any payment that Eagle Mountain has made to Contractor under this Contract for Services that do not conform to this Contract.
30. **FORCE MAJEURE:** Neither party to this Contract will be held responsible for delay or default caused by fire, riot, act of God, and/or war which is beyond that party's reasonable control. Eagle Mountain may terminate this Contract after determining such delay will prevent successful performance of this Contract.
31. **CONFIDENTIALITY:** If Confidential Information is disclosed to Contractor, Contractor shall: (i) advise its agents, officers, employees, partners, and Subcontractors of the obligations set forth in this Contract; (ii) keep all Confidential Information strictly confidential; and (iii) not disclose any Confidential Information received by it to any third parties. Contractor will promptly notify Eagle Mountain of any potential or actual misuse or misappropriation of Confidential Information.

Contractor shall be responsible for any breach of this duty of confidentiality, including any required remedies and/or notifications under applicable law. Contractor shall indemnify and hold harmless Eagle Mountain, including anyone for whom Eagle Mountain is liable, from claims related to a breach of this duty of confidentiality, including any notification requirements, by Contractor or anyone for whom the Contractor is liable.

Upon termination or expiration of this Contract, Contractor will return all copies of Confidential Information to Eagle Mountain or certify, in writing, that the Confidential Information has been destroyed. This duty of confidentiality shall be ongoing and survive the termination or expiration of this Contract.

32. **PUBLICITY:** Contractor shall submit to Eagle Mountain for written approval all advertising and publicity matters relating to this Contract. It is within Eagle Mountain's sole discretion whether to provide approval, which must be done in writing.
33. **OWNERSHIP IN INTELLECTUAL PROPERTY:** Eagle Mountain and Contractor agree that each has no right, title, interest, proprietary or otherwise in the intellectual property owned or licensed by the other, unless otherwise agreed upon by the parties in writing.
34. **WAIVER:** A waiver of any right, power, or privilege shall not be construed as a waiver of any subsequent right, power, or privilege.
35. **ATTORNEY'S FEES:** In the event of any judicial action to enforce rights under this Contract, the prevailing party shall be entitled its costs and expenses, including reasonable attorney's fees incurred in connection with such action.
36. **PROCUREMENT ETHICS:** Contractor understands that a person who is interested in any way in the sale of any supplies, services, construction, or insurance to Eagle Mountain is violating the law if the person gives or offers to give any compensation, gratuity, contribution, loan, reward, or any promise thereof to any person acting as a procurement officer on behalf of Eagle Mountain, or to any person in any official capacity participates in the procurement of such supplies, services, construction, or insurance, whether it is given for their own use or for the use or benefit of any other person or organization.
37. **DISPUTE RESOLUTION:** Prior to either party filing a judicial proceeding, the parties agree to participate in the mediation of any dispute. Eagle Mountain, after consultation with the Contractor, may appoint an expert or panel of experts to assist in the resolution of a dispute. If Eagle Mountain appoints such an expert or panel, Contractor agree to cooperate in good faith in providing information and documents to the expert or panel in an effort to resolve the dispute.
38. **ORDER OF PRECEDENCE:** In the event of any conflict in the terms and conditions in this Contract, the order of precedence shall be: (i) this Attachment A; (ii) the Contract; (iii) additional terms and conditions, if any; (iv) any other attachment listed on the Contract; and (v) Contractor's terms and conditions that are attached to this Contract, if any. Any provision attempting to limit the liability of Contractor or limit the rights of Eagle Mountain must be in writing, attached to this Contract, and initialed by Eagle Mountain, or it is rendered null and void.
39. **SURVIVAL OF TERMS:** Termination or expiration of this Contract shall not extinguish or prejudice Eagle Mountain's right to enforce this Contract with respect to any default or defect in the Services that has not been cured.
40. **SEVERABILITY:** The invalidity or unenforceability of any provision, term, or condition of this Contract shall not affect the validity or enforceability of any other provision, term, or condition of this Contract, which shall remain in full force and effect.
41. **ENTIRE AGREEMENT:** This Contract constitutes the entire agreement between the parties and supersedes any and all other prior and contemporaneous agreements and understandings between the parties, whether oral or written.

Eagle Mountain City

Explore the New Horizon: Dive into Eagle Mountain's
Revamped Digital Experience.



Welcome

In this vibrant digital era, a website isn't merely an online space—it's a manifestation of a community's heartbeat, its aspirations, and its spirit. Eagle Mountain City, known for its welcoming neighborhoods, open spaces, and commitment to progress, has always been more than just a place—it's a living testament to community spirit and shared vision. At WDG, we recognize and resonate with this spirit. Our belief is that Eagle Mountain's digital presence should mirror its real-world charm and potential. As a haven for families, businesses, and natural beauty, Eagle Mountain merits a digital platform that does more than inform; it must inspire, inviting residents and visitors alike into its story.

The "why" behind this redesign is to ensure that every resident, potential homeowner, business owner, or curious visitor can effortlessly navigate and connect with all that Eagle Mountain represents. This website aims to translate the vibrant life, events, and aspirations of our community into a digital narrative, making every online visit as enriching as a walk through our parks.

This redesign isn't merely about aesthetics or trendiness. It's about progress. It's about ensuring that as Eagle Mountain continues to flourish and expand, its online representation remains a step ahead, always relevant, always inviting.

At WDG, we're driven by blending usability with storytelling, designing experiences that aren't just accessed but truly lived. And our reason for championing this redesign for Eagle Mountain City is straightforward: to craft a digital space that captures the essence, vibrancy, and promise of the community we proudly call home.

As a leading strategy and creative agency, our diverse client roster includes esteemed institutions like the [Ford Foundation](#), [National League of Cities](#) and [National Association of Manufactures](#). Notably, we've maintain security access control and workflows for [Whitehouse.gov](#), designed a new experience for [Federal Reserve Bank of San Francisco](#) and [Triliant Risk Advisors](#), an essential consulting partner to the global financial industry. Furthermore, our collaboration with esteemed entities such as the [American Red Cross](#), [Barnes & Noble](#), and [The University of Pennsylvania](#) demonstrate our versatility, aptitude, and a deep commitment to understanding the unique "why" of each client. With Eagle Mountain City, we're excited about the potential to sculpt or refine your narrative, crafting an experience that truly resonates.

Framework

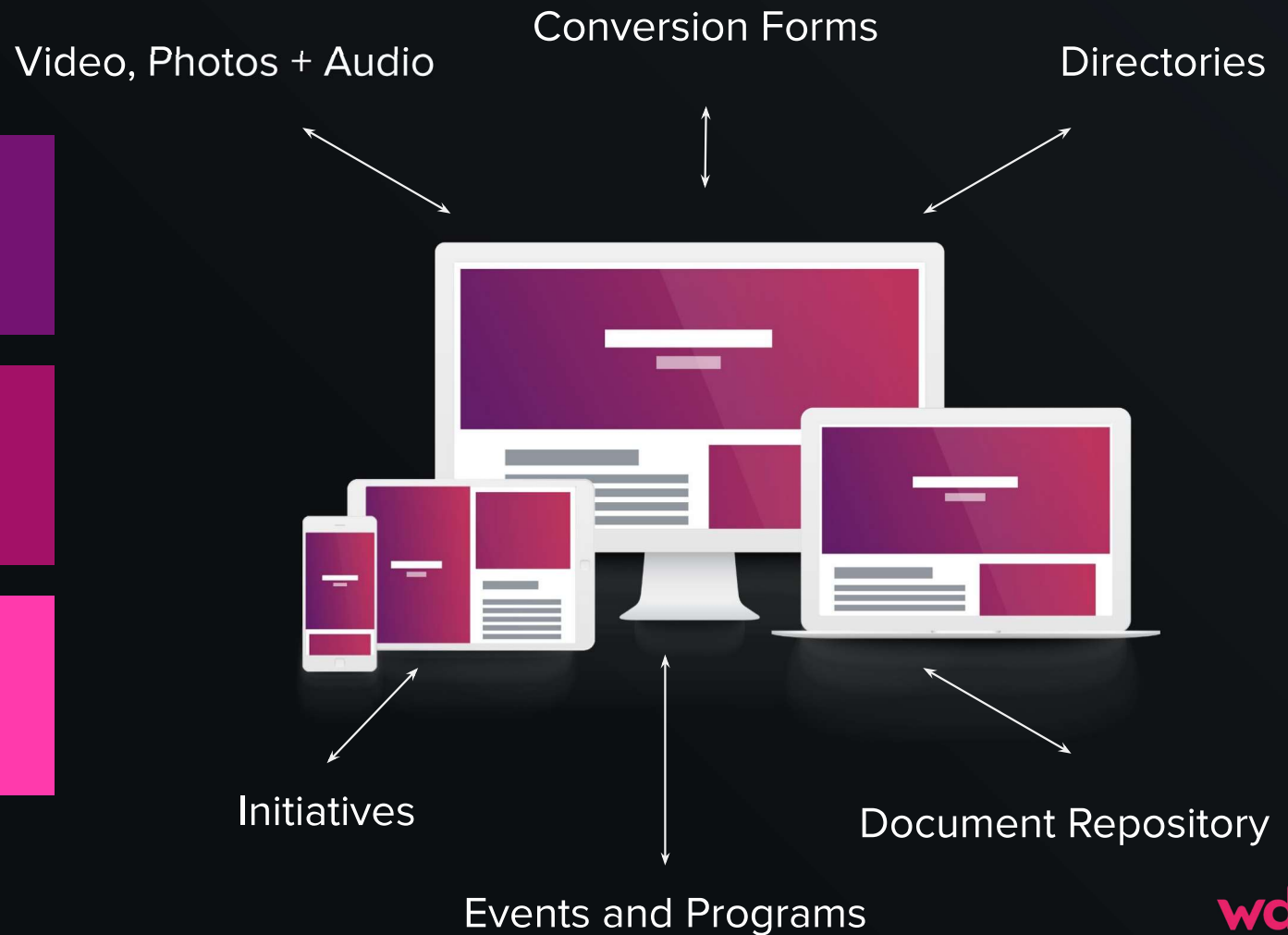
Branded + Flexible

Content

User First + Strategic

Experience

Engaging + Sustainable



Eagle Mountain City

01 Project Approach

02 Case Studies + Select Portfolio

03 Investment

04 About WDG

Project Management

In our collaboration, you will be paired with an experienced Project Manager, who will be backed by our proficient Accounts team. This dedicated Project Manager, assigned specifically to you, will act as your advocate and primary point of contact, ensuring that your unique needs are prioritized.

Depending on the project's start date, you might have the opportunity to work with our Senior Project Manager, Mary Henkin. Mary has successfully overseen notable engagements with organizations such as the University of Pennsylvania, National Association of Counties, and Barnes and Noble. As the Eagle Mountain City's representative, she will ensure that all project activities are properly managed, and crucial deadlines are met.

While our Project Managers play a vital role in ensuring your success, we also believe in the power of open and collaborative dialogue. Hence, we always encourage direct interaction between you and our subject matter experts. This way, we can ensure a more comprehensive understanding of your needs, leading to better-tailored solutions. Their role will entail providing constant account oversight and meticulously planning your project, assuring you of a streamlined, personalized experience.



Design & Technical Audit

Embarking on a journey to elevate Eagle Mountain City's digital experience, our multidisciplinary creative team along side with our WordPress specialized development team, initiates with a comprehensive technical audit, meticulously examining current and family of branded communication channels. Our combined technology review encompasses the current custom framework, feature set, performance, security, content types, and workflow. We'll assess the current infrastructure, identifying opportunities for optimization and enhancement.

- **Technical Audit:** Assessing technical architecture, performance and user interface design.
- **Technology Review:** Evaluating framework, features, content types, and content integrity and workflow. Partner with your teams to evaluate different CMS options (WordPress/Drupal), infrastructure options and security protocols.
- **Design Audit:** Analyzing current theme design, style guide, templates, and the additional social channels related to the Eagle Mountain City family of brands.

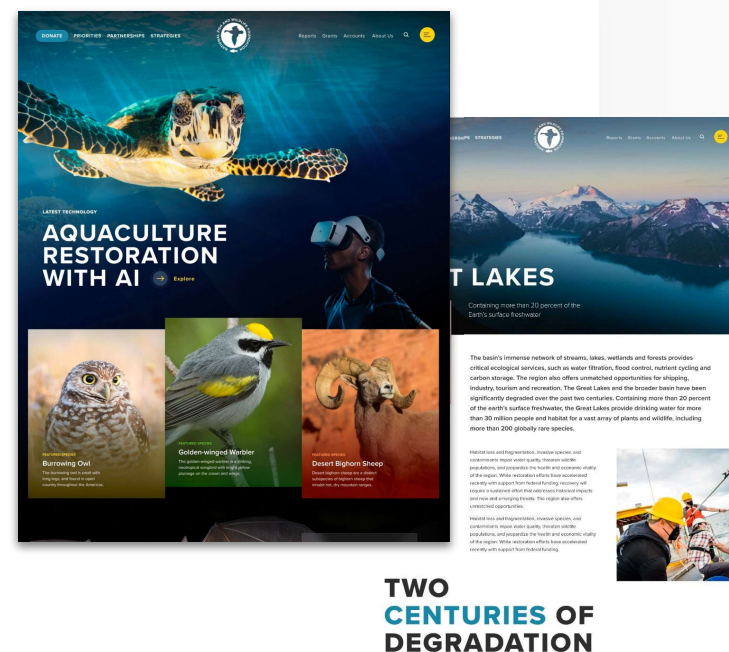
Our audits provide a solid foundation for our team to craft a user-centric digital platform that not only embodies the Eagle Mountain City mission but also inspires engagement. With our expertise in content strategy, user experience and development, we will work closely to achieve your goals of the user and content management experience. In addition we facilitate exercises to improve the user interface, search engine visibility and integrations between third-party platforms.

UX, Design & Accessibility

WDG is dedicated to crafting a captivating design direction for Eagle Mountain City. We'll leverage audit findings and brand exploration exercises to apply your brand guidelines to user interface elements. Custom-branded page designs will showcase an improved user experience, ready for aesthetic critique and brand application approval. We'll deconstruct these designs to establish a cohesive framework, encompassing digital style guides, menu systems, headers, footers, page layouts, and assets, annotated for handoff and technical documentation.

Adhering to WCAG 2.1 guidelines, we address a wide range of accessibility best practices, including mobile accessibility, cognitive disabilities, and low vision. Our process utilizes tools like Google's Lighthouse and WAVE, helping us identify and rectify accessibility concerns. We integrate ARIA roles and labels to enhance the accessibility of dynamic content and advanced user interface controls, providing additional information to assistive technologies.

Our team remains current with the latest accessibility best practices and guidelines, ensuring the creation of accessible, compliant web content. Together, we'll develop a visually stunning and accessible digital platform that embodies the Eagle Mountain City mission and inspires engagement.

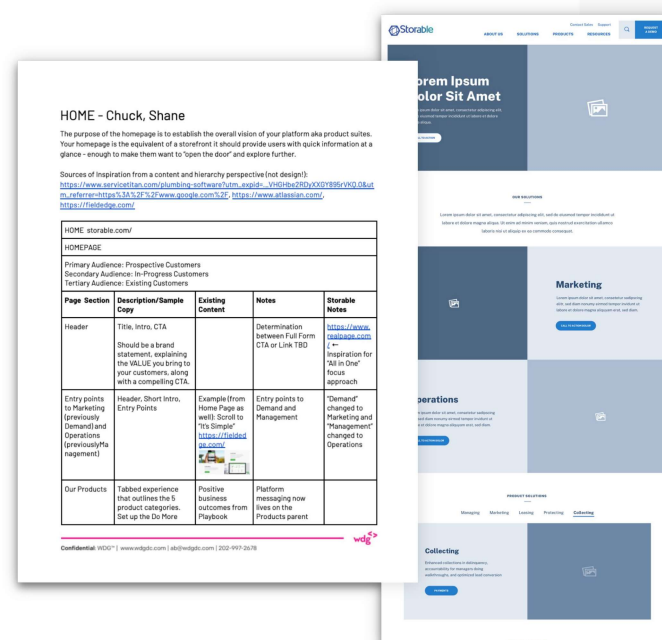


Content & SEO Strategy

We understand that transitioning to a new layout system can be daunting. That's why our expert team is here to help. Our focus is to set you and your future content teams up for success by providing guidance on how to make the most of your new component system. Our approach is simple yet effective. Our content strategists will work with you to organize your existing content and identify pieces that align with your brand. We'll then enhance elements that support your goals and eliminate those that don't. In some cases, we may need to create new content to achieve your desired outcome.

We offer a comprehensive range of content services to support you throughout the entire process. From planning and crafting, to maintaining and updating, we've got you covered. Our services include content auditing, migration planning, and content entry. Let us help you make the most of your new layout system.

Additional services include: SEO keyword analysis and SEO recommendation, consistent voice & tone development, on brand messaging, copywriting and editing, content examples/templates.



WordPress Implementation

WDG boasts a rich and diverse portfolio of expertise in WordPress development. We leverage this proficiency to optimally address your business requirements, particularly with the advanced Gutenberg release of WordPress. Our talented team of WordPress developers, strategists, and designers have delivered secure, sophisticated, high-quality WordPress experiences for renowned, enterprise-level clients such as the American Red Cross, Barnes & Noble, Several Federal Reserve Banks, and the Whitehouse.gov.

Our partnership with WordPress extends beyond proficiency. As a top WordPress VIP partner, we're not just expertly versed in the platform, but we're also directly connected with the WordPress VIP team. This partnership ensures you receive comprehensive support at every phase of the project - from planning and development resources, through content migration, to launch, as well as extensive security measures and full code reviews. As a result, our high-touch, hands-on client partnerships are bolstered by WordPress VIP's expert oversight, creating a potent alliance dedicated to realizing your project's success.



Approaching Migration

Content migrations can be challenging to manage and execute effectively. Our team is committed to ensuring a smooth transition of your content while simultaneously improving your site's SEO performance.

We begin by reviewing your content audit, database structure, and data integrity to identify all necessary types and fields for a successful migration. After approving the information architecture for your new site, we will align the existing content with the new structures seamlessly.

Our in-house migration system is designed to capture URLs and SEO metadata, which will be utilized to create redirects in the new WordPress build. These permanent redirects not only transfer SEO value (PageRank) for migrated content but also integrate smoothly with the site's SEO tools. This approach ensures an optimized web presence for your website during and after the migration process.

A flexible framework built for WordPress to create tailored migrations from almost any source. If it's available digitally, WDG can migrate it!

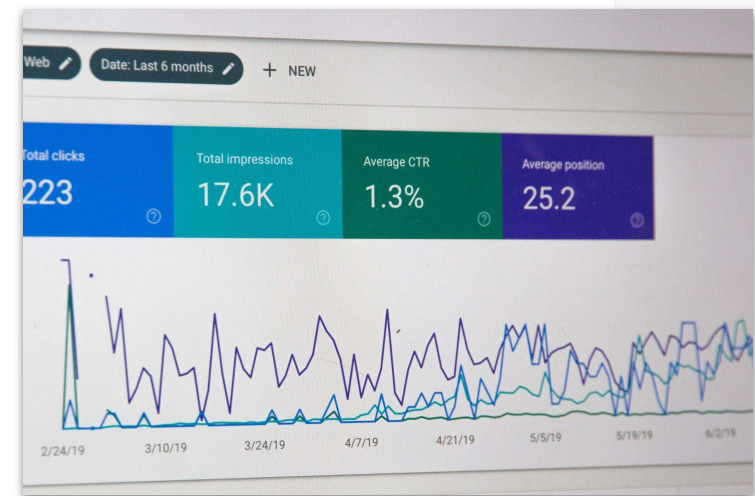
- Source from a database export, REST API, Excel spreadsheet, live site content, or combination.
- Fine-grained control over post type, field and taxonomy A flexible framework built for WordPress to create tailored migrations from almost any source. If it's available digitally, WDG can migrate it!
- Source from a database export, REST API, Excel spreadsheet, live site content, or combination.
- Transform or merge content to fit block types
- Media asset migration and import into the WordPress Media Library
- WP-CLI runtime and output for scriptable performance and reliability
- Built to run with an initial migration and multiple catch-up (update) migrations for up-to-the-hour launches

Analytics Implementation

We recognize that implementing a new analytics system and comprehending the data it yields can sometimes feel overwhelming. That's where our expertise comes into play. Our primary goal is to empower you and your teams with insights that drive conversions and demonstrate a clear ROI. Our method is both straightforward and impactful. Our analytics experts collaborate with you to understand your current data landscape, pinpointing metrics that resonate with your objectives. We'll accentuate those measurements that drive actionable insights and filter out irrelevant noise. Sometimes, establishing fresh tracking parameters is essential for capturing the most meaningful data.

We furnish a holistic suite of analytics services to guide you at every turn. From initial setup and strategy, to consistent monitoring and optimization, we're by your side. Key services encompass analytics configuration, KPI definition, and ROI analysis. Allow us to help you harness the full potential of your analytics platform.

Further offerings encompass: Advanced segmentation, funnel visualization, user journey mapping, behavior analysis, A/B testing insights, and custom dashboard creation.

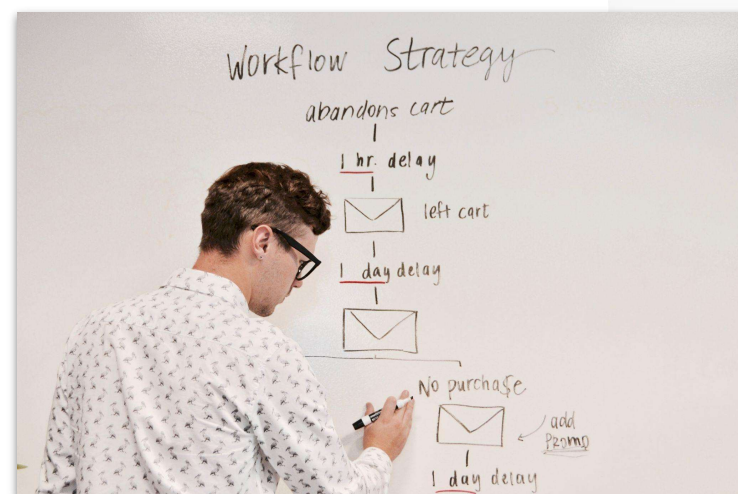


Third-party Integrations

Our core mission? To seamlessly intertwine your WordPress-powered user experience with pivotal platforms such as CRMs, AMS, and Marketing Automation systems. Our approach is rooted in simplicity, yet yields transformative results. Collaborating closely with you, our integration specialists tailor solutions that bridge the gap between diverse systems, ensuring a cohesive and personalized member experience. Through strategic API and SSO services, we ensure interaction is synced, whether it's event registration, profile updates, or dues payments.

Our comprehensive suite of integration services is designed to simplify and enhance every touchpoint. From the initial integration planning to ongoing support, we're your steadfast ally. Our offerings span the gamut: from CRM synchronization, API customization, to SSO implementations. Our objective? To amplify the holistic member experience on your site.

Additional areas of proficiency include: Real-time data syncing, advanced member portal integrations, seamless e-commerce experiences, event management connectivity, tailored automation workflows, and secure payment gateway solutions.



Limiting Security Exposure

- Limit access Controls for various CMS features like the REST API
- Disable CMS comments
- Security configuration like iframe headers and content security policies
- Enforce two factor authentication
- IP based authentication
- Protect homepage from being deleted
- Security headers for standardized best practice security headers across all WDG builds
- Disable common username sniffing techniques
- Harden the CMS password hash algorithm

Security protocol is based on client's specification, requirements and selected hosting provider



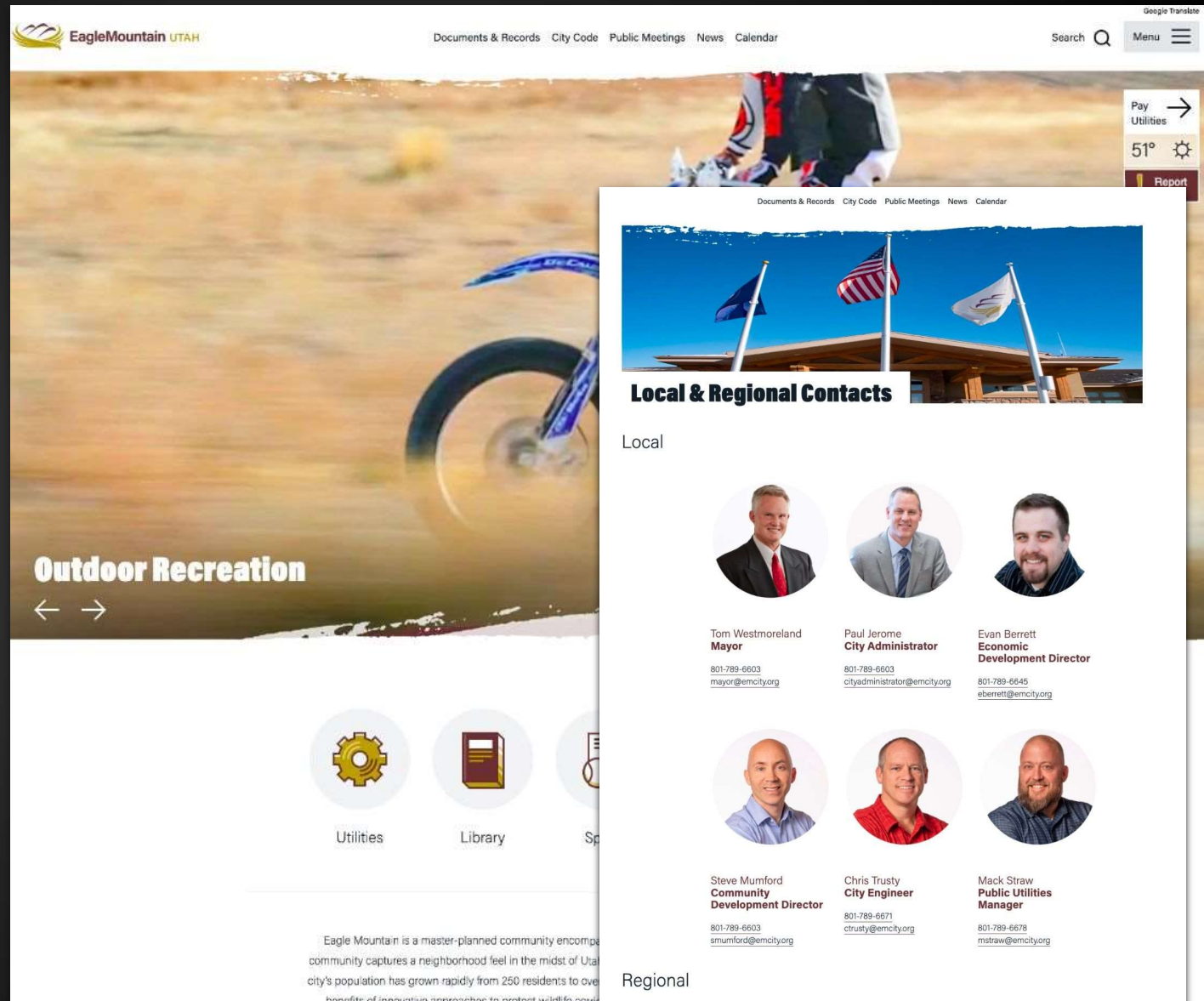
Recommendation: WordPress

- **Key tech highlights:**

- WordPress CMS
- Flexible Layouts
- Speed & SEO optimized
- Develop for scale
- Searchable

- **Key design highlights:**

- Modern Creative Direction
- Enhanced Style Guide
- Flexible Design System
- Revitalized User Experience
- Accessible
- Mobile friendly



Eagle Mountain City

01 Approach

02 Case Studies + Select Portfolio

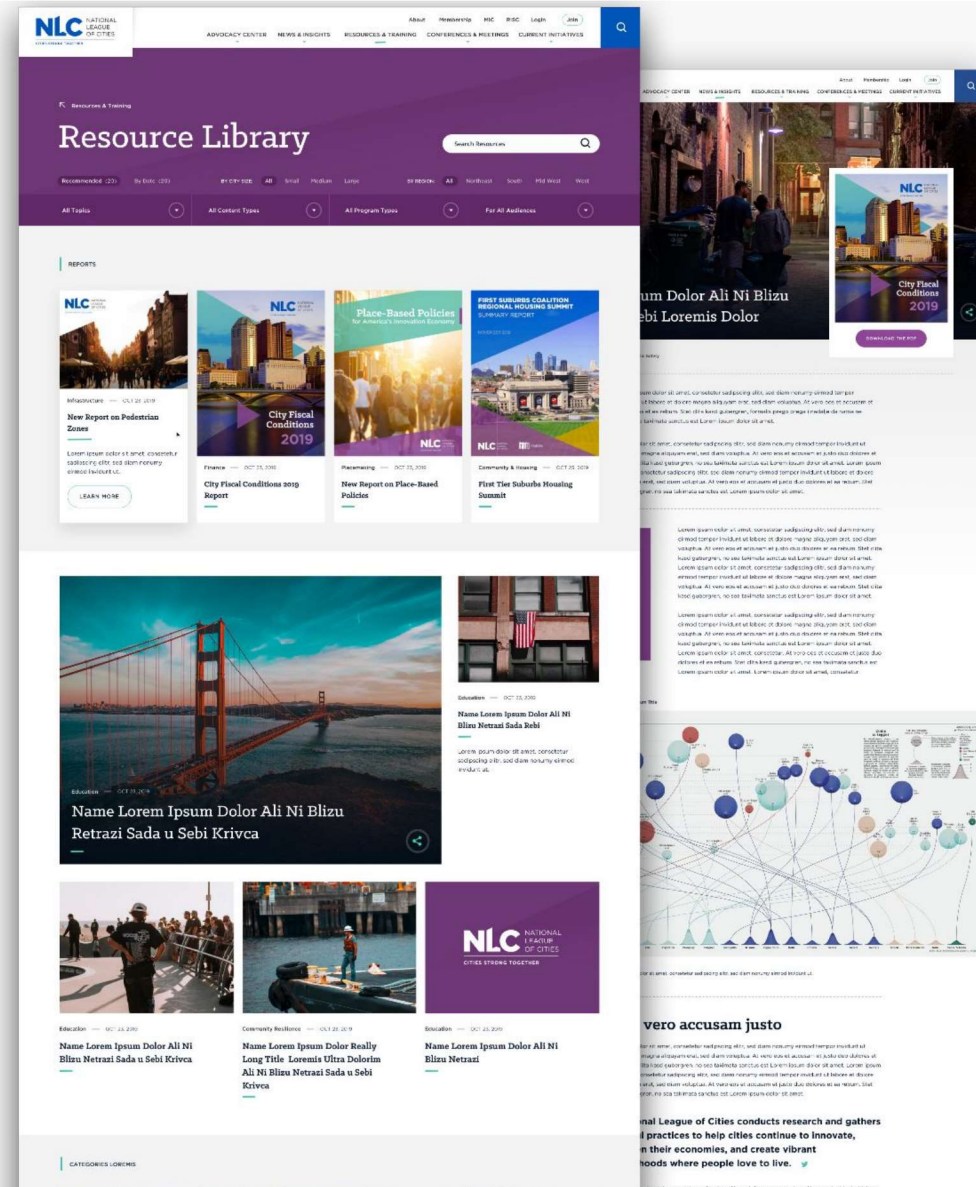
03 Investment

04 About WDG

National League of Cities

WDG collaborated with NLC stakeholders to consolidate microsites and reposition content for municipal employees into one engaging experience. The migration involved an initial content audit from multiple websites and blogs. The result is a multisite with a searchable resource library, serving diverse audiences including members, students, and the public. Notably, WDG coordinated with NetForum and Higher Logic to create a seamless Single-Sign-On experience, ensuring all technical and user needs were met.

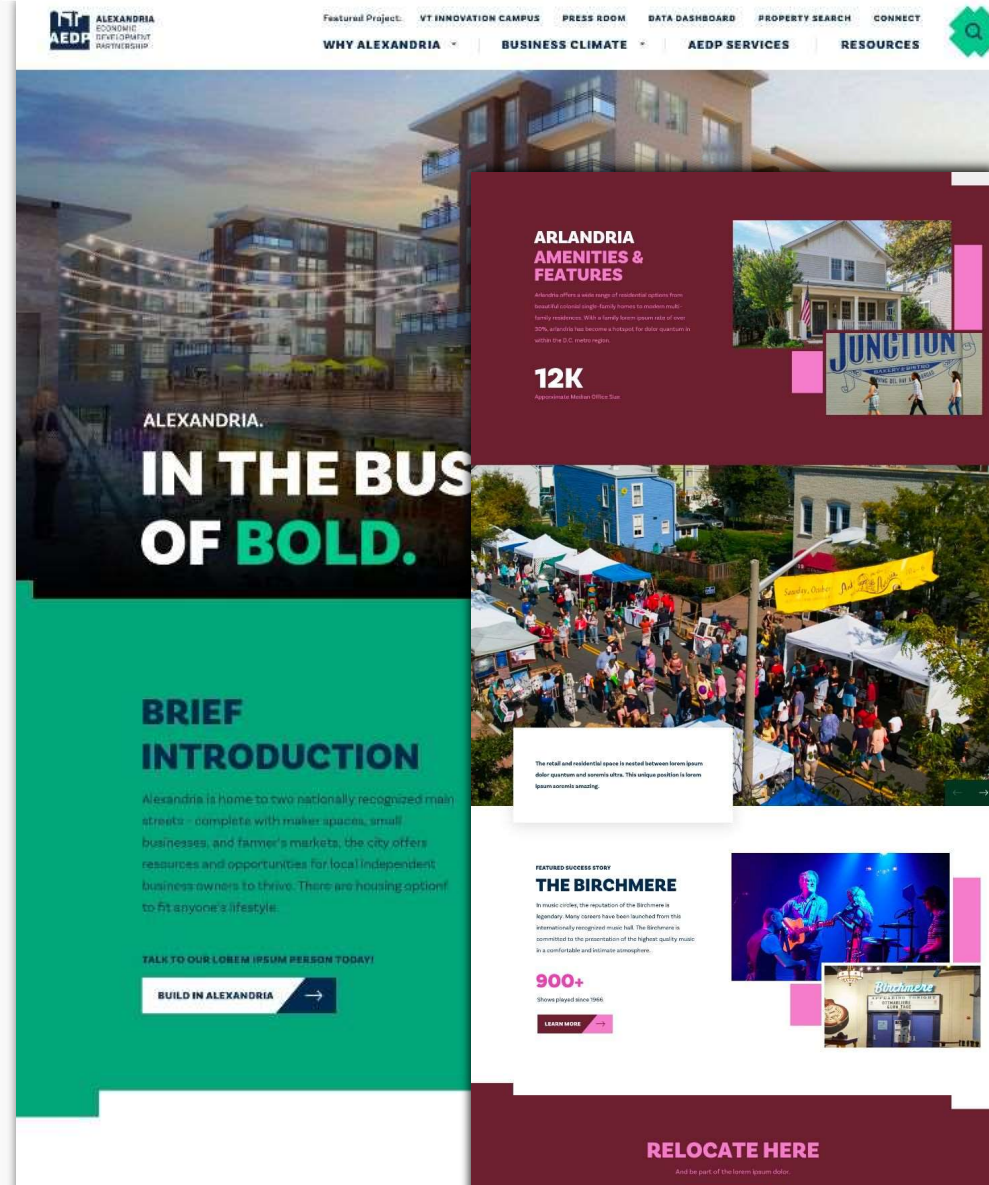
Key Highlight: CMS + Enhanced In-site Search Experience



Alexandria Economic Development

WDG partnered closely with AEDP stakeholders to unify multiple digital touchpoints, centralizing content designed for businesses and residents into one cohesive digital platform. This transformative journey began with a comprehensive audit of content spread across various sites and online resources. The culmination is a unified site featuring an easy-to-navigate resource library that caters to a diverse audience, including local businesses, investors, and the general public of Alexandria, in Virginia. A highlight of this collaboration was WDG's integration efforts with essential business tools, ensuring a frictionless user experience while keeping all technical requirements in check.

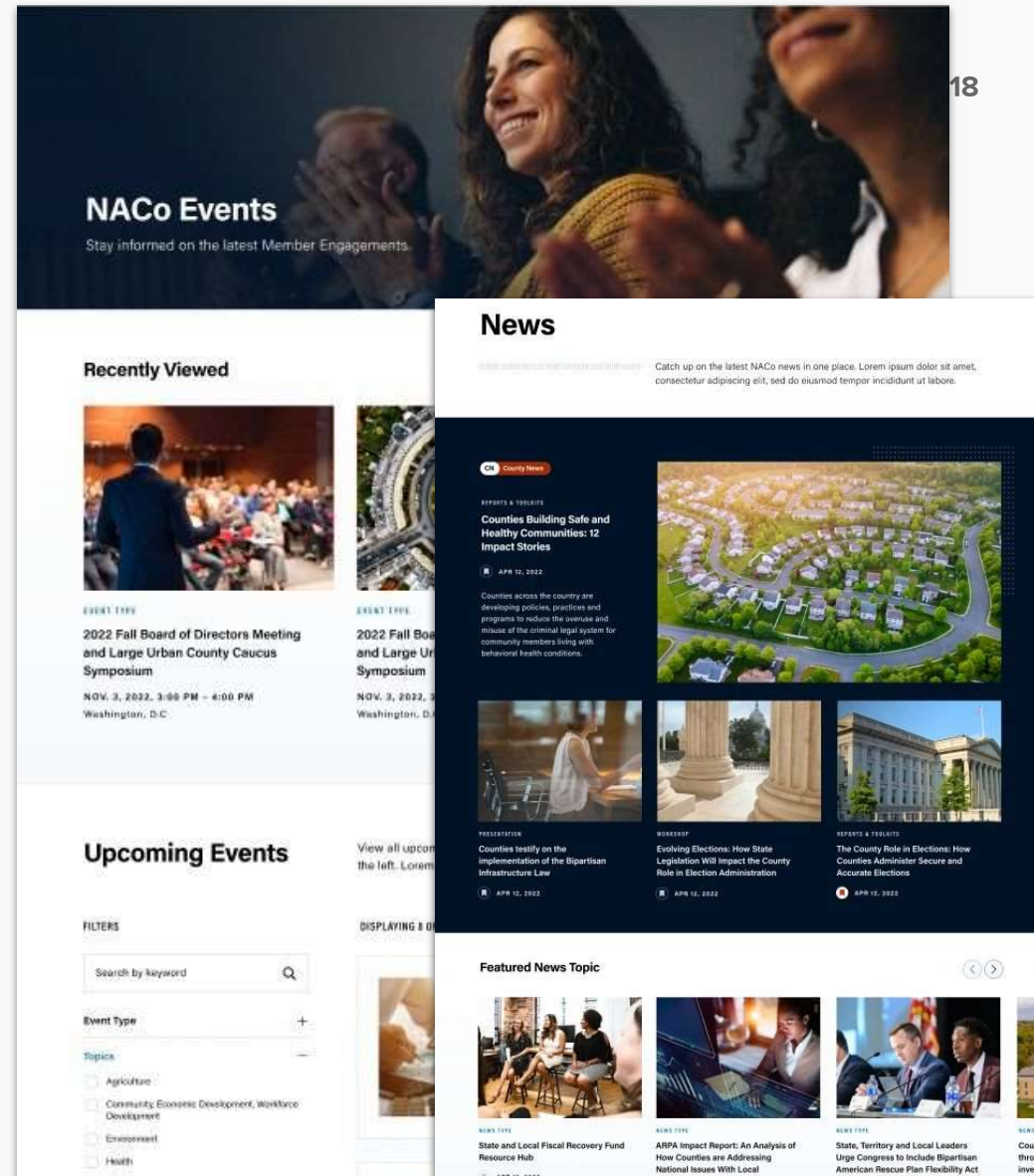
Key Highlight: Creative + CMS + Enhanced In-site Search Experience



National Association of Counties

WDG teamed up with NACo's key stakeholders to streamline multiple digital resources, bringing together content tailored for county officials and affiliates into a singular, unified online hub. The process started with an extensive audit of materials scattered across various sites and digital platforms. The end result is a centralized website offering an intuitive resource library, serving a varied audience from county leaders, policymakers, to the public. A standout element of our collaboration was WDG's seamless integration with essential member platforms, ensuring a user-friendly experience while fulfilling all technical specifications.

Key Highlight: CMS + Redesign + Enhanced In-site Search Experience

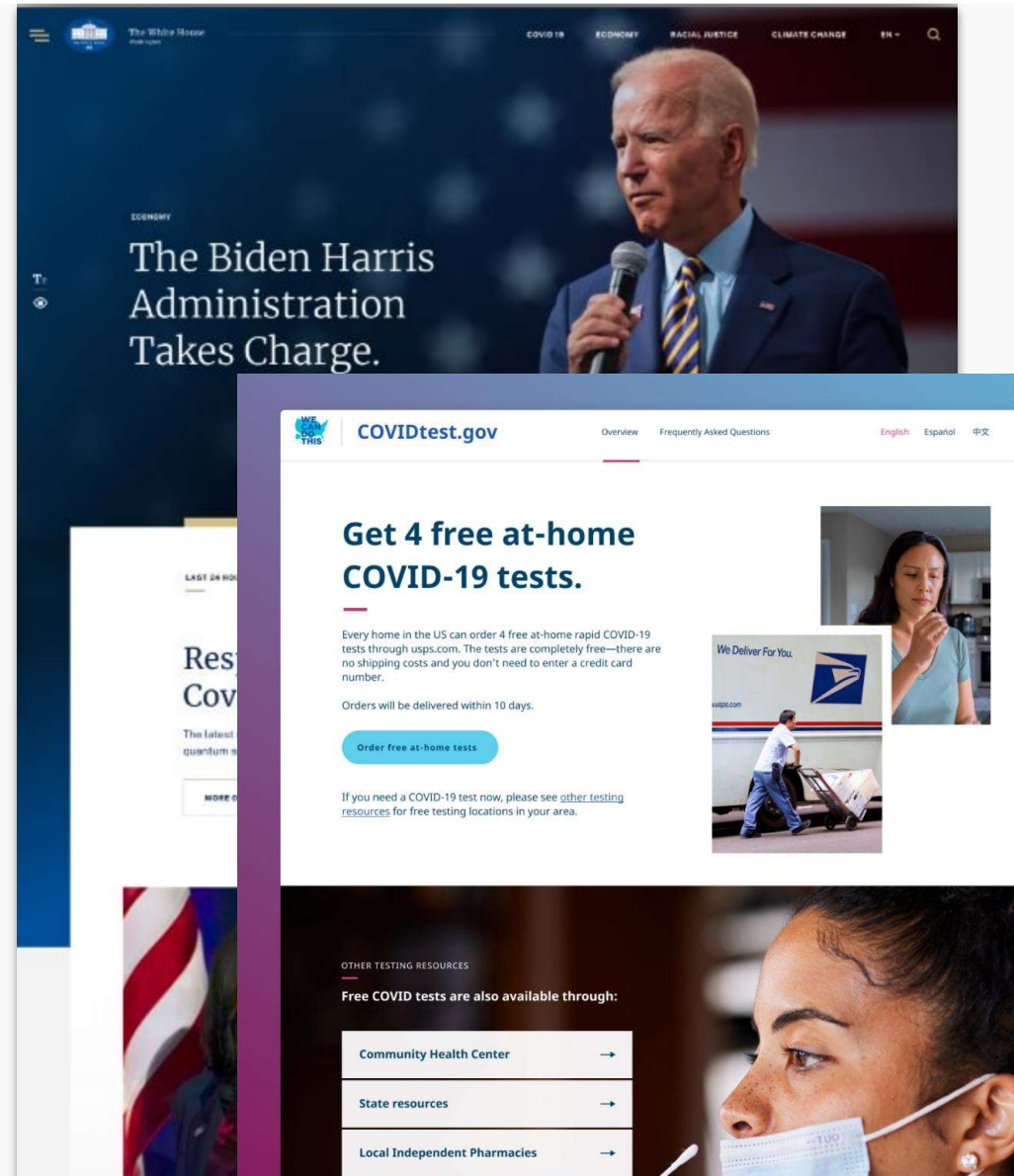


Whitehouse.gov

WDG has the privilege of collaborating with a diverse range of initiatives, including the primary domain for the Executive Office, engaging multiple sectors of the American public. Our ongoing partnership of 5 years, encompassing two administrations, has been focused on ensuring that vital information is securely accessible to the American people through websites such as whitehouse.gov, ai.gov, covid.gov, and covidtests.gov.

We implemented security recommendations for COVID.gov, safeguarding essential information related to the pandemic. Through our continued collaboration, WDG remains committed to elevating the online experience for the American public while maintaining the highest standards of security, accessibility, and design.

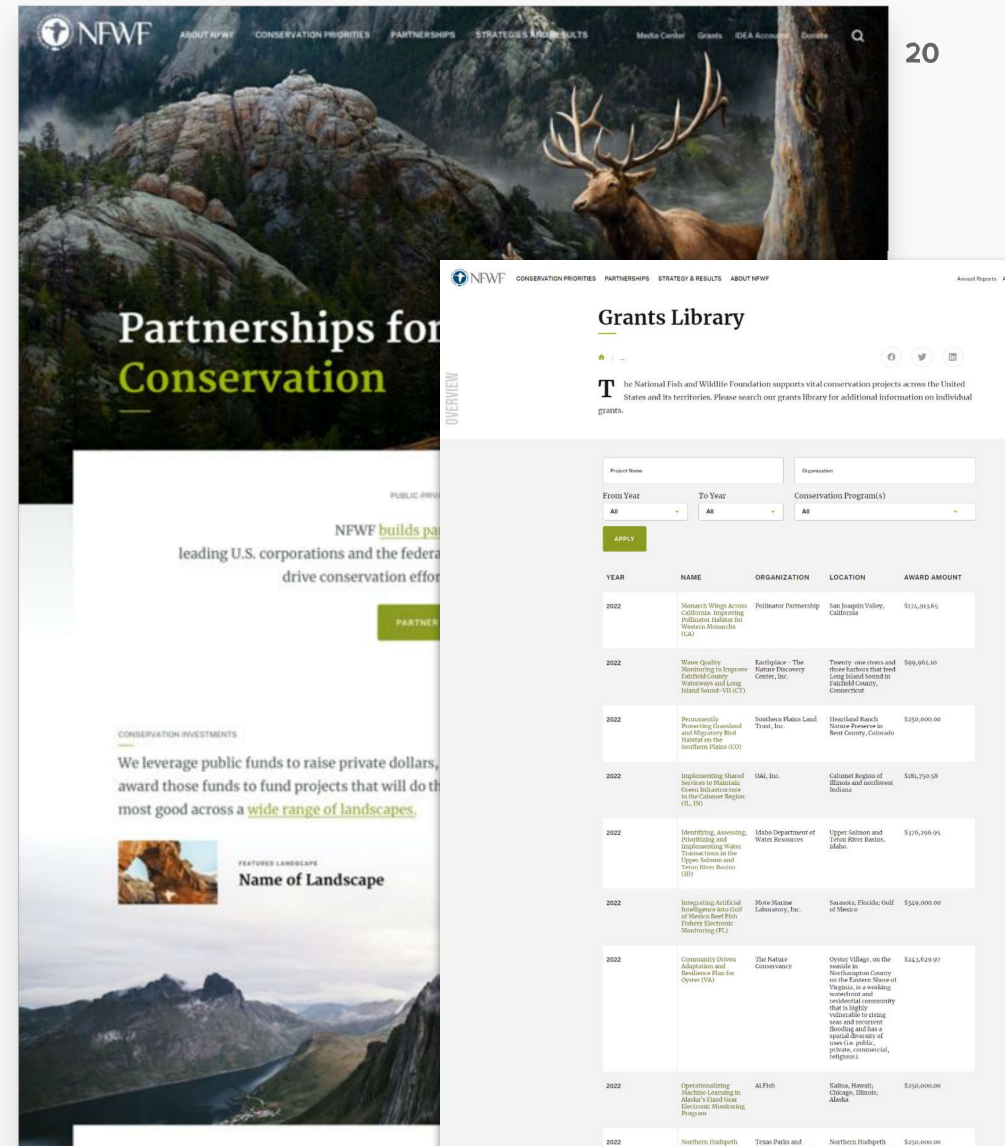
Key Highlight: CMS + Redesign + Security + Accessibility



National Fish & Wildlife Foundation

WDG partnered with NFWF for a website redesign, addressing unique design needs, secure Open Source implementations, and custom integrations with Mapbox and their Grants Library platform. Our responsive content layouts and striking multimedia content position NFWF as a result-driven, collaborative conservation leader. Notably, we created a dynamic database-driven grants library and an interactive map, enabling users to explore NFWF projects worldwide with zoom and search filter functions.

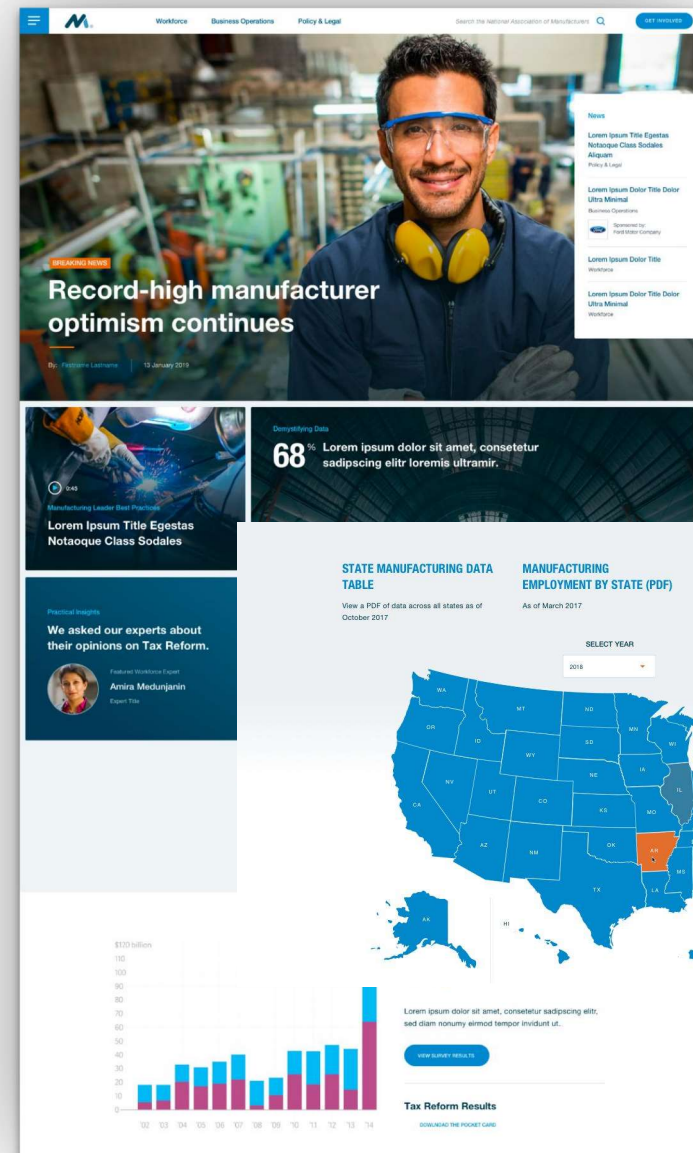
Key Highlight: CMS + Grants Database + Custom Map Experience



National Association of Manufacturers

During a detailed discovery process, we gathered insights from stakeholder interviews to revamp NAM's digital presence. Our strategy transformed them into a content powerhouse, establishing them as a sought-after thought leader in their industry. We implemented WordPress as their CMS, enabling the deployment of brand-consistent sub-sites such as the Manufacturing Institute and Manufacturing Leadership Council. Additionally, we applied their brand to their Shopify store, ensuring a cohesive online experience.

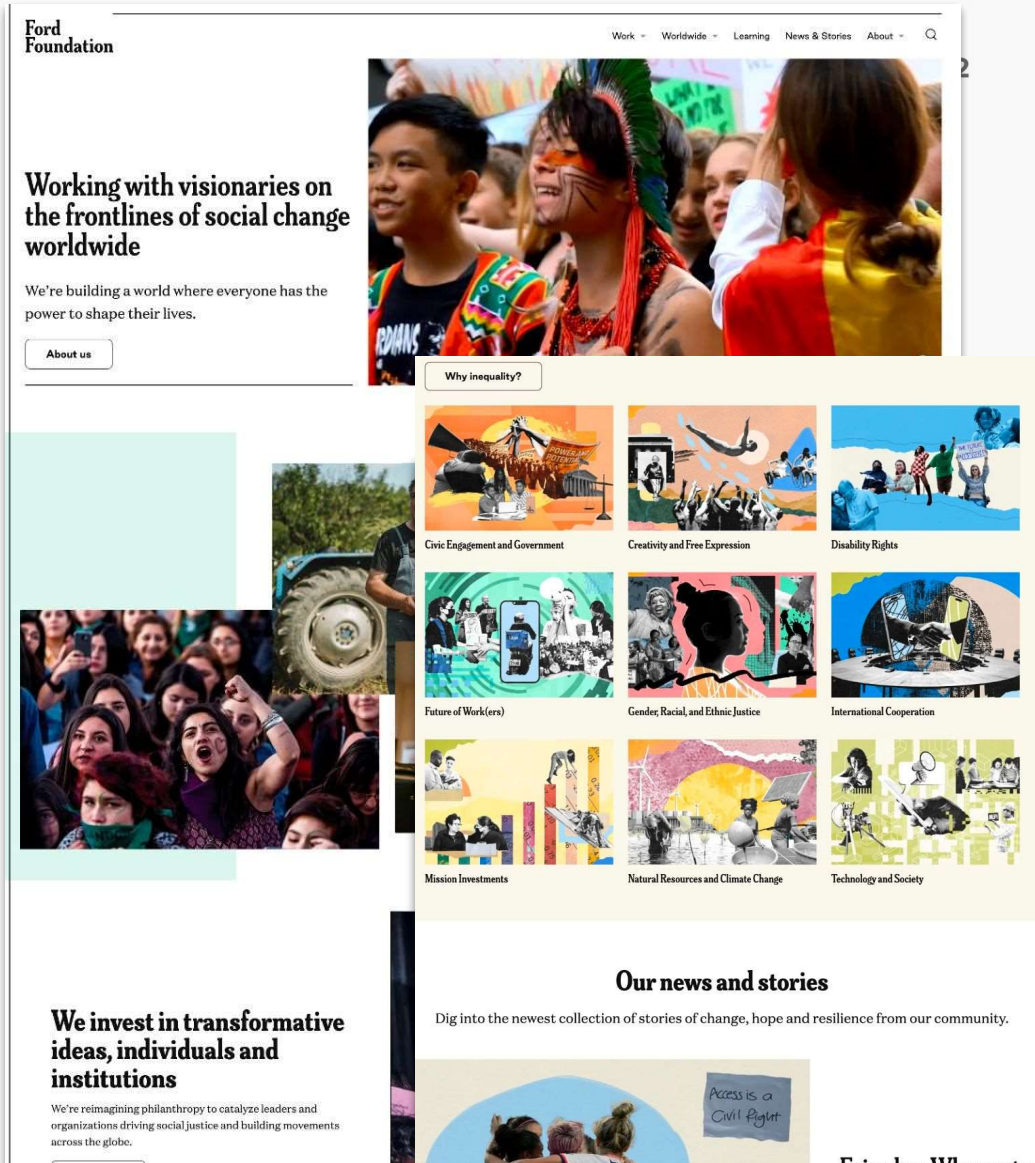
Key Highlight: Migration from Sitecore CMS to WordPress + Portal Integration



Ford Foundation

The Ford Foundation is shifting its digital platform from Umbraco CMS / Microsoft Azure to an Open Source CMS, integrating with their Grants Database via a custom API for interactive user experience. The new CMS driven site will update select page designs and site styling, enhance accessibility, and refine internal publishing. As a trusted digital design and development agency, WDG will spearhead this migration and continue as the foundation's agency of record.

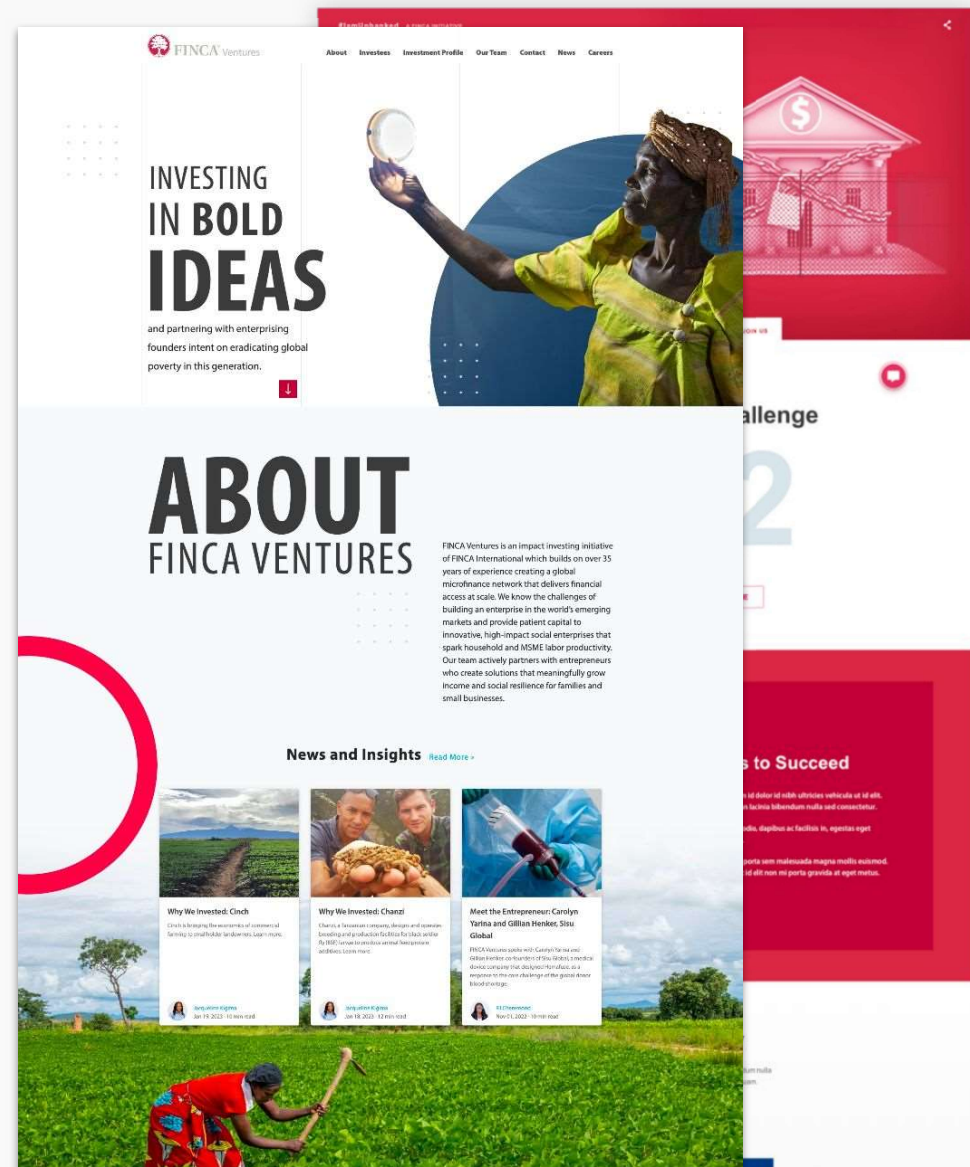
Key Highlight: CMS + Accessibility + Enhanced Security



Finca International

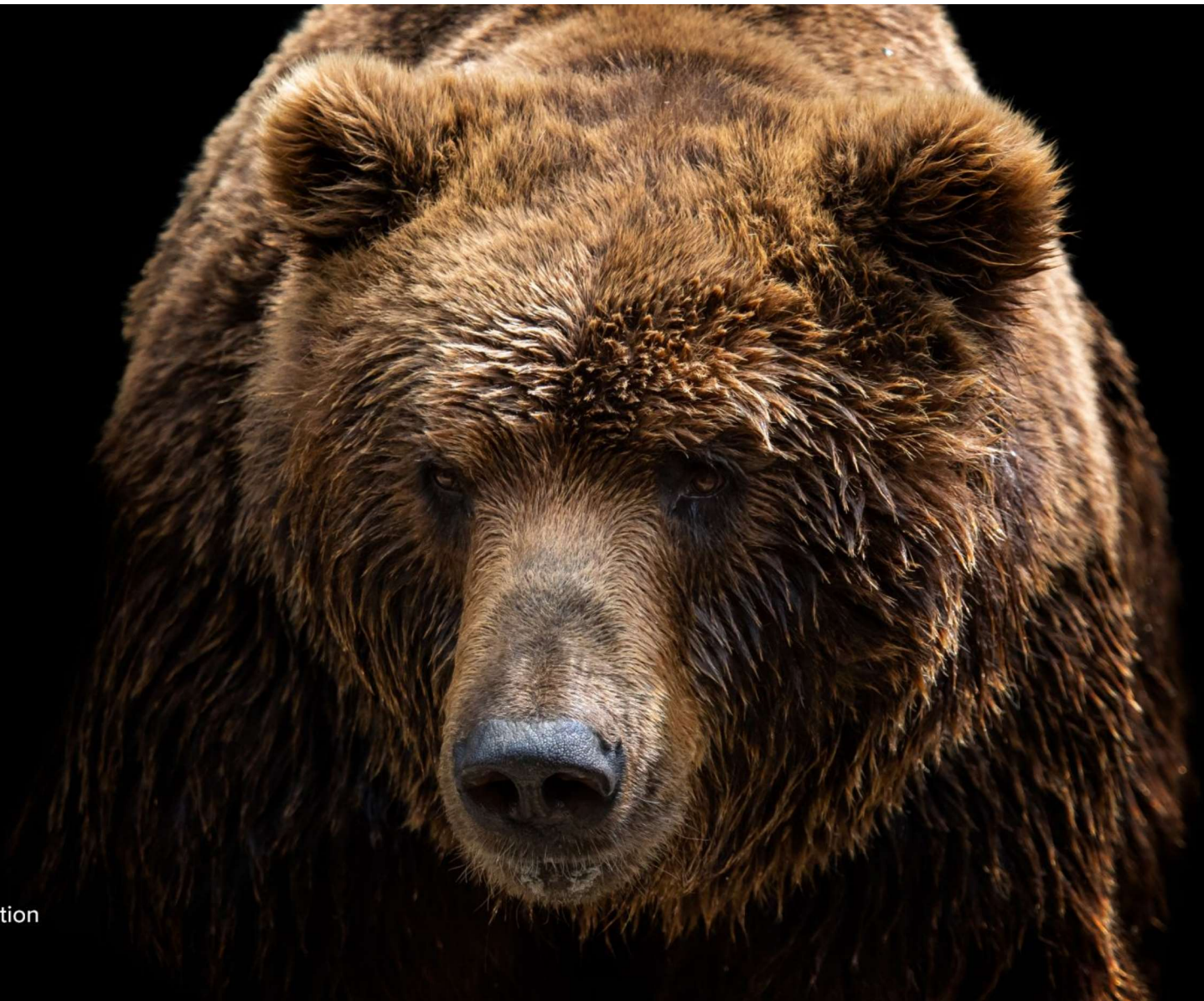
The main objective of this project and design was to differentiate FINCA Ventures from their non-profit parent company, FINCA International whom we also supported. WDG strategists had to identify the most effective ways to appeal to the target audiences while creating a completely unmistakable image, including creating the campaign with professionally produced video, prominent pledge form, a “share your story” feature, and social embeds.

Key Highlight: WordPress CMS + Integrations + Enhanced In-site Search Experience



— Select Portfolio

Our Cross Vertical User Experience Expertise



DONATE

PRIORITIES

PARTNERSHIPS

STRATEGIES

Reports

Grants

Accounts

About Us

Q

LATEST TECHNOLOGY

AQUACULTURE RESTORATION WITH AI

→ Explore

FEATURED SPECIES

FEATURED SPECIES

Golden-winged Warbler

FEATURED SPECIES

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GREAT LAKES

Containing more than 20 percent of the Earth's surface freshwater

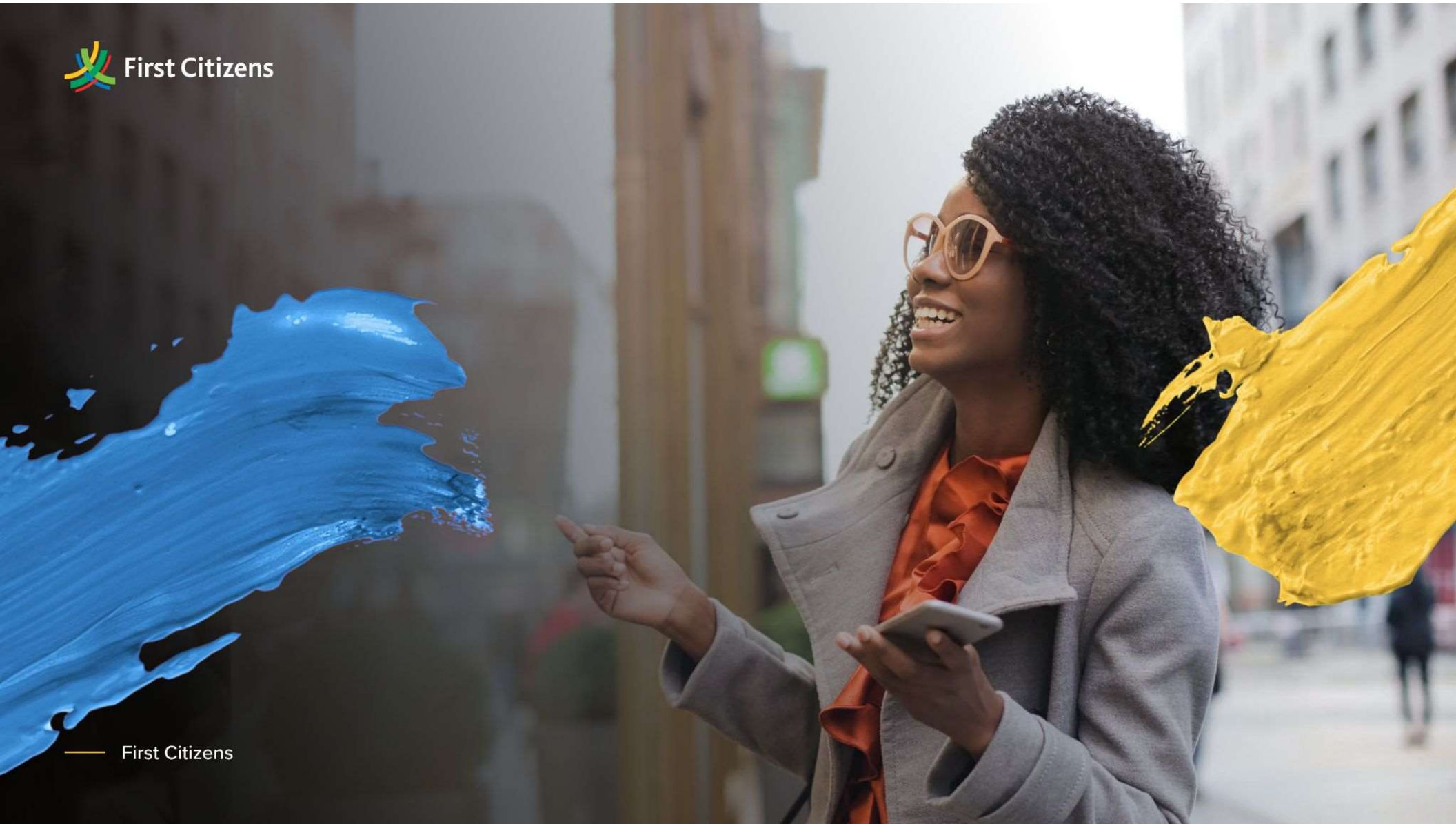
Restored Landscape

Habitat Loss

The basin's immense network of streams, lakes, wetlands and forests provides critical ecological services, such as water filtration, flood control, nutrient cycling and carbon storage. The region also offers unmatched opportunities for shipping, industry, tourism and recreation. The Great Lakes and the broader basin have been significantly degraded over the past two centuries. Containing more than 20 percent of the earth's surface freshwater, the Great Lakes provide drinking water for more than 30 million people and habitat for a vast array of plants and wildlife, including more than 200 globally rare species.

Habitat loss and fragmentation, invasive species, and contaminants impair water quality, threaten wildlife populations, and jeopardize the health and economic vitality of the region. While restoration efforts have accelerated recently with support from federal funding, recovery will require a sustained effort that addresses historical impacts and new and emerging threats. The region also offers unmatched opportunities.

Habitat loss and fragmentation, invasive species, and contaminants impair water quality, threaten wildlife populations, and jeopardize the health and economic vitality of the region. While restoration efforts have accelerated recently with support from federal funding.





48

The Phillips Collection is open Tuesday-Sunday, 11 am-6 pm. Reservations encouraged; members may walk-in.

Plan your visit →

PHILLIPS

The Phillips Collection

About

Blog

Phillips@THEARC

Shop

Visit

Exhibitions & Events

The Collection

Learn & Connect

Support Us

Q

Become a Member

Frank Stewart's Nexus

Advance reservations encouraged; r

RESERVE TICKETS

Enjoy daily Spotlight Talks at 1 and 1:30

SEE MORE

What's On—Tuesday, August 29, 2023

Tuesday Hours: 11 am - 6 pm



AUGUST 4-SEPTEMBER 10, 2023
Double Take



JUNE 16-SEPTEMBER 10, 2023
Focal Point



JUNE 14-AUGUST 31, 2023
Frank Stewart's Nexus

Membership Levels

MEMBER FAQS



Find the level that's perfect for you.

Compare Membership Levels →

Individual

\$75

Fully Tax Deductible

The Phillips Collection basic level of membership for art lovers.

View All Benefits → Join/Renew/Gift →

Dual/Family

\$120

Fully Tax Deductible

Membership for families, couples, friends, and relatives who like to visit the museum together.

View All Benefits → Join/Renew/Gift →

Friend

\$250

\$200 Tax Deductible

BEST VALUE! For members with museum wanderlust, a level of membership that allows access to hundreds of museums nationwide.

View All Benefits → Join/Renew/Gift →

Contributing Friend

\$600

\$550 Tax Deductible

Contributing Friends provide greater support and gain access to make deeper connections to curators and educators at the Phillips.

View All Benefits → Join/Renew/Gift →

Supporting Friend

\$1,000

\$950 tax-deductible

Supporting Friends love to visit the galleries (especially with additional free admission and 15% discount in the shop) and want to be part of our mission to make art accessible to all.

Patron

\$2,000

Patrons provide critical support for the museum's exceptional collection, pioneering initiatives in education and community outreach, and engaging public programs. At the Patron level,



Streaming Music App Hubbard Radio

Thank God for Hometowns

Carrie Underwood

TIMELINE

Hello, Emma



ARTIST OVERVIEW

Active

2005—Present

Born

March 10, 1983 (age 31)

Muskogee, Oklahoma

Genre

Country, country pop, country rock

Labels

Arista, Arista Nashville, 19

Occupation(s)

Singer, songwriter, actress

Associated Acts

Braid Paisley

Get the best price on every trip—guaranteed!

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Expedia

ADD TO FAVORITE ARTISTS

Thank God for Hometowns

Carrie Underwood

TIMELINE

Hello, Emma



Emma Watson

@emmawatson

MEMBER SINCE 09/18/1991

38

CORRECTLY ANSWERED QUESTIONS

PLATINUM

TODAY 7.5 HOURS

THIS WEEK 45 HOURS

ALL TIME 264 HOURS

Listen for 59 hours to achieve Double Platinum Level

841 / 900 Hours Listened

NEXT ELIGIBLE LISTENING REWARD



Listen for another 8 hours and qualify to win 2 tickets to see the Minnesota Wild take on the Columbus Blue Jackets on Friday, December 4th.

This Reward expires December 12, 2014

VIEW MORE REWARDS

KS95

TODAY'S VARIETY

LISTEN

TIMELINE



Thank God for Hometowns

Carrie Underwood

LIKE

683

NOTIFICATIONS

You have listened to 20 hours this week!

You have earned the KS95 Budget!

Ed Sheeran Concert Presale

You have listened to 10 hours this week!

Ed Sheeran is playing near you soon!

HOME

RYAN & SHANNON

MOON & STACI

STATION

MUSIC

IN THE COMMUNITY

CONNECT

NEWS

DEALS

02

"Thank God for Hometowns" was based on what event?

A The birth of Henry Potter

B The discovery of Birthday cake

C The parting of the Red Sea

D The infamous toilet accident

Answered by: Emma Watson

Thank God for Hometowns

Carrie Underwood

LIKE

683

Ed Sheeran Concert Presale

Ed Sheeran is playing near you soon!

KS95

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TIMELINE



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683

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— Penn Engineering

You dream it.
We bring it together.

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Tight security.
Sleek design.

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New Innovations in
Captive Fastening
Lorem Ipsum

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PRESS RELEASE

PEM[®] Announces New
Form Factors in the
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Product Line

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PT[®] and Delta PT[®]
Screws for Plastic
Applications

9 DEC 2021

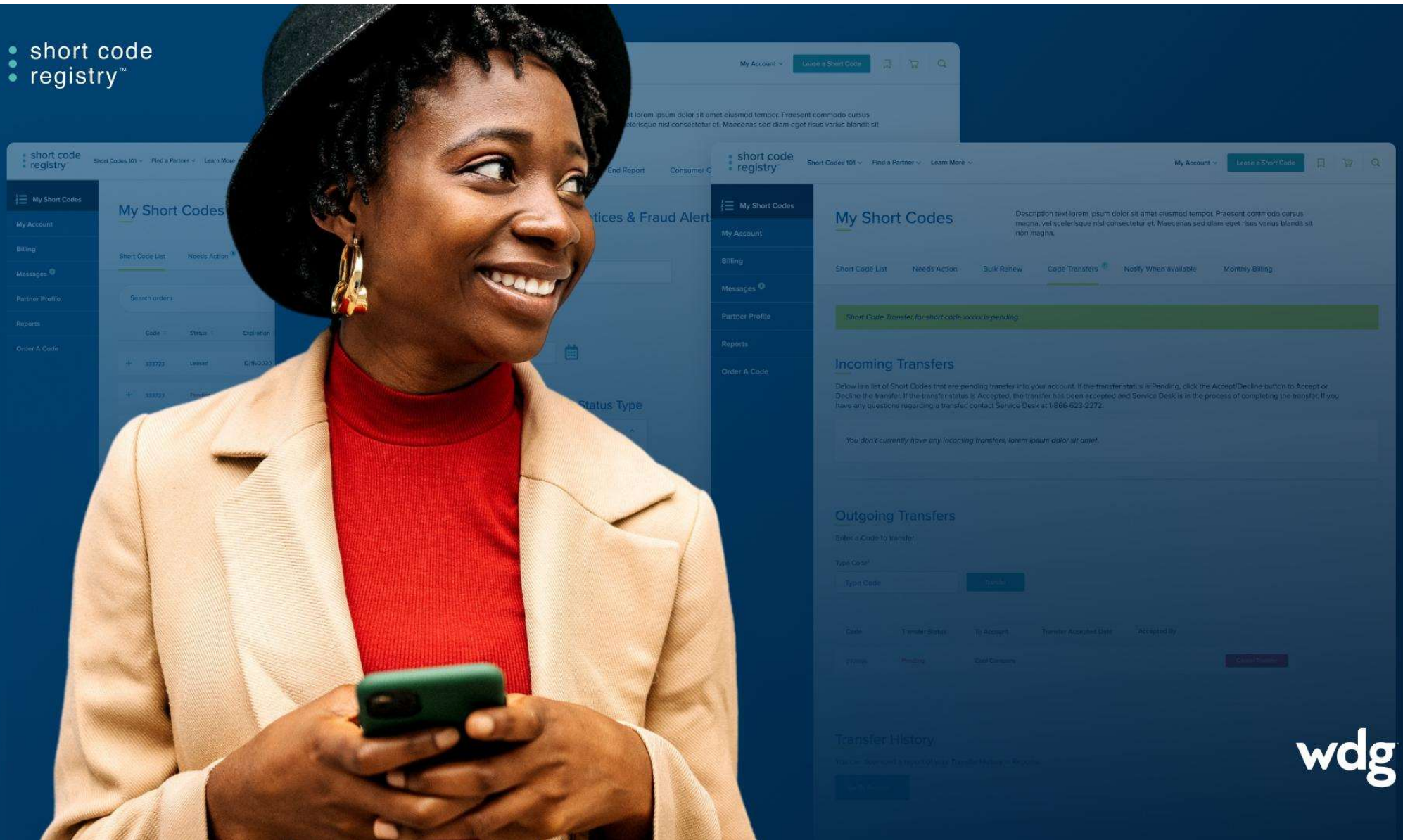


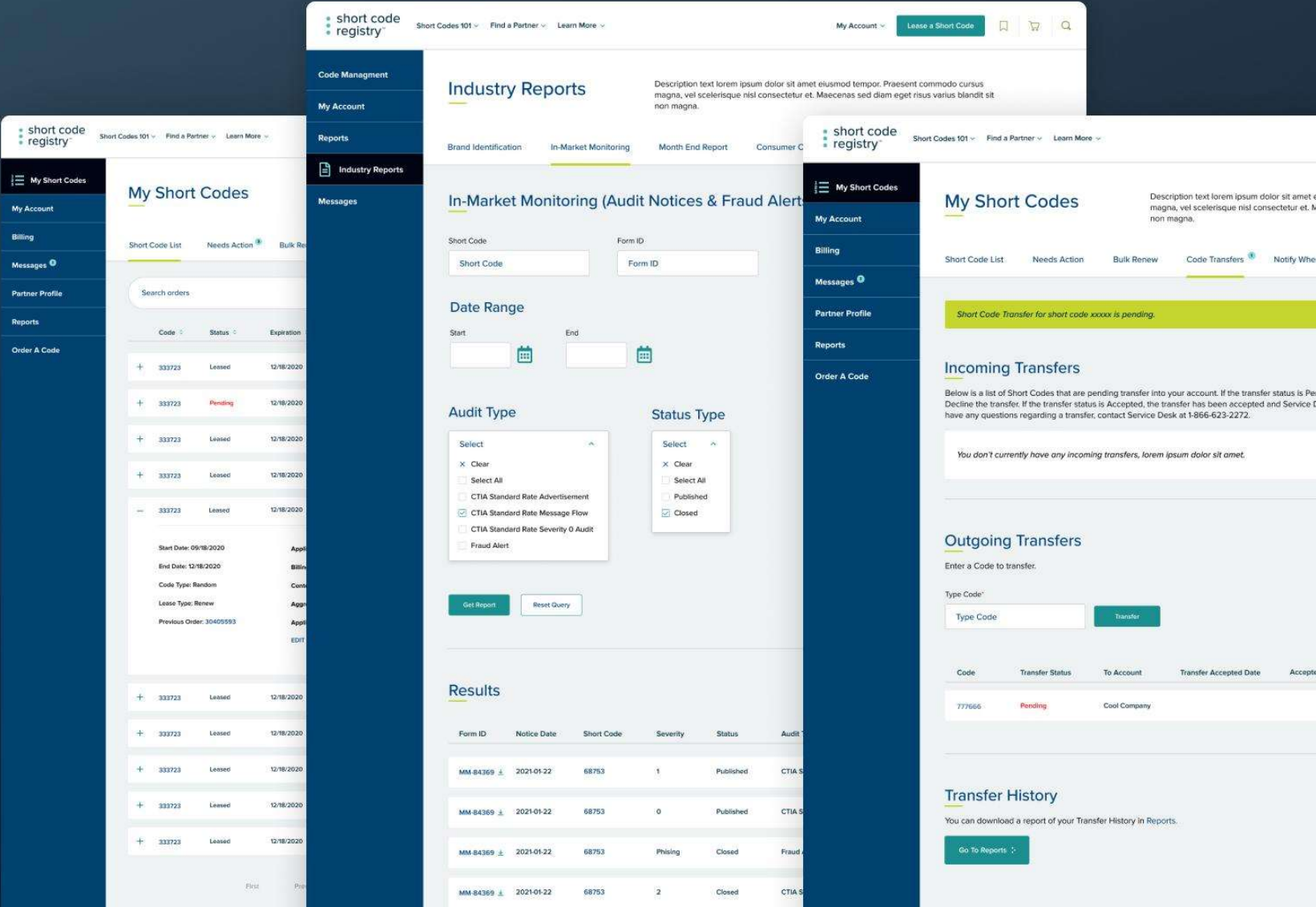
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VIEW PEM CATALOG











Deep Journey

Protect a Species

01

Deep Journey

Exploring and protecting the last wild places in the ocean.

02

Antarctic Protection

Keep plastics from ever reaching our oceans and rivers.

03

Salmon Farm

Photograph and protect known species under



THE OCEAN'S TRASH
Ocean Trash: 3.25 Trillion Pieces and Counting, but Big Questions Remain



UNDERWATER SHOWCASE

This freediving couple reveals the world underwater like never before.

Watch Video



NEWS ARTICLE

Largest Marine Protected Area in North America to Be Created off Mexico



Protect a Species

Humpback Whale

For more than 50 years, SeaLegacy has been protecting the future of nature. Now, more than ever, we are responsible for defending our earth.

Shop Packages



About This Species

Humpback whales roam the open seas, with regular migrations from feeding grounds at high latitudes to calving grounds in lower latitudes. Named for the distinct hump behind the dorsal fin, this agile and acrobatic whale often leaps out of the water and slaps its tail and flippers on the water's surface. Humpback whales manage to sustain their enormous bulk on a diet of small fish, krill and plankton.

Along with ship collisions and the degradation of their habitat due to pollution, the greatest threat to whales is entanglement in fishing gear, also known as bycatch.

Type	Diet	Group Name
Mammal	Omnivore	Pod
Size	Weight	Population Trend
48 - 62.5 Feet	40 Tons	Increasing

Learn More

Protection Packages



Marine Protection Kit

Includes: Plush Whale, Photograph, Protection Certificate, Species Card, Gift Bag

\$100.00

1 ADD TO CART



REVEAL THE PEOPLE



I have
Type 1 Diabetes



I know
someone
with Type 1 Diabetes



I Care for a(n):

 Infant / Toddler

 **Child**

 Teen

 Young Adult

 Adult

 Senior

[SKIP INTRO](#)

SEARCH RESULTS FOR

Diabetes Diet

[Person with diabetes](#)

[Child](#)

[Topics](#)



Parent Testimonial on Signs & Symptoms

Diabetes is a disease that affects the whole family, especially when a child is diagnosed. Whether you're a parent, sibling or other family member, your support and understanding can make all the difference.

RELATED RESOURCES

 [Diabetes Forecast Consumer Guide](#)

 [How to Use Insulin](#)

 [ADA Food Hub](#)

 [Key Moments of Transitions](#)

[Next](#)

Create a profile to save search preferences and bookmark content.

[SIGN UP](#)



What does new onset type 1 diabetes look like in an infant or child?

In du magna, posuere eget, vestibulum et, tempus auctor, justo. Sed a libero. Donec mollis hendrerit risus. Nullam accumsan lorem in du. Vestibulum dapibus nunc ac augue. Cras sagittis.



Teaching Self-Monitoring of Blood Glucose Levels

In du magna, posuere eget, vestibulum et, tempus auctor, justo. Sed a libero. Donec mollis hendrerit risus. Nullam accumsan lorem in du. Vestibulum dapibus nunc ac augue. Cras sagittis.



How to use Insulin

In du magna, posuere eget, vestibulum et, tempus auctor, justo. Sed a libero. Donec mollis hendrerit risus. Nullam accumsan lorem in du. Vestibulum dapibus nunc ac augue. Cras sagittis.

[HEALTHY LIVING](#) [EAT YOUR AGE](#)

Eat Your Age: Children

[BACK TO SEARCH RESULTS](#)

Your child's dietary requirements are no different from a child without diabetes. Focus on balanced and healthy eating. A great start is using the USDA Choose MyPlate guide for eating, adjusted based on your child's preferences.

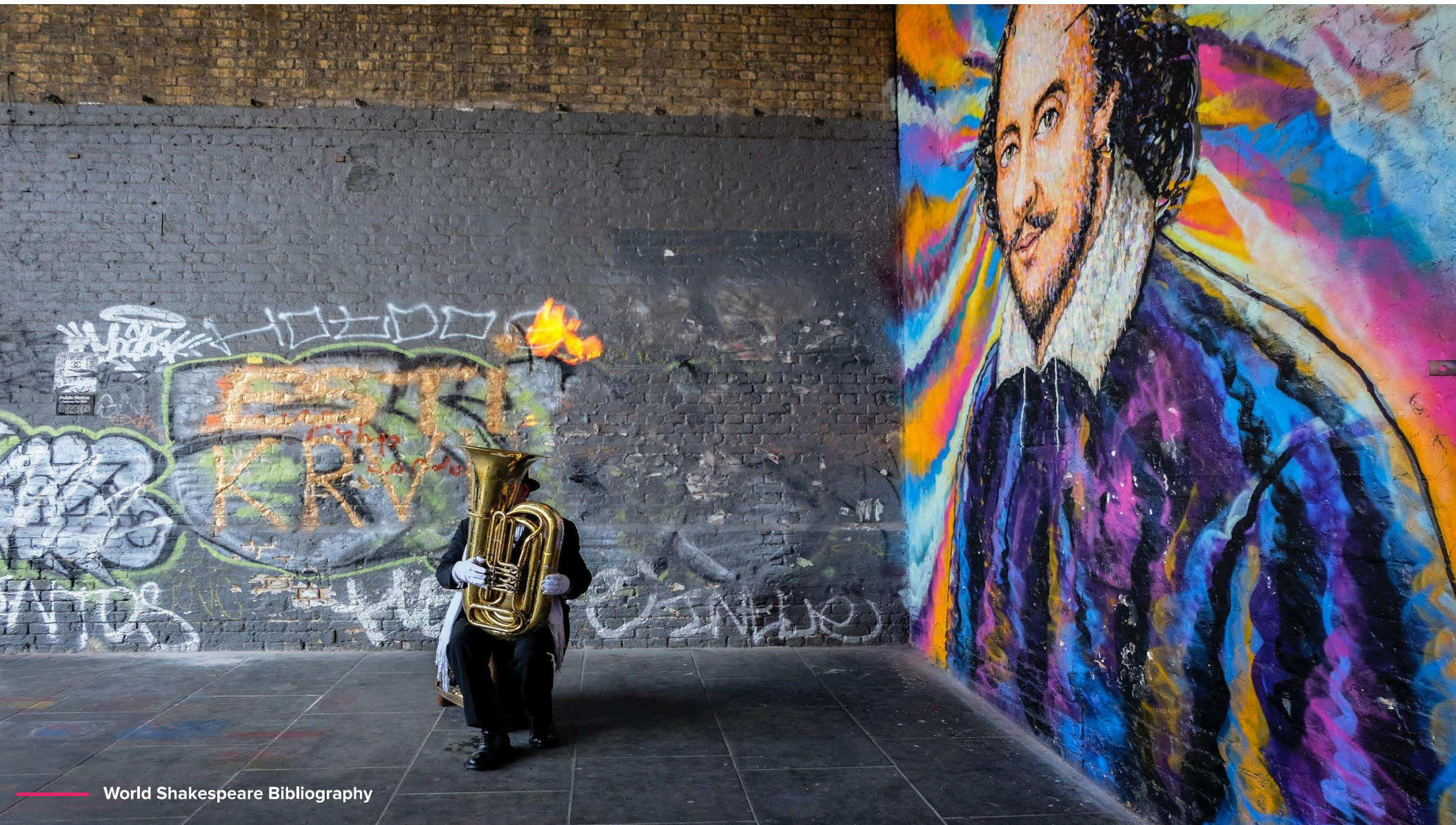
You'll want to learn carbohydrate counting and how to eat, affect your child's blood glucose levels. A registered dietitian type 1 diabetes is a key member of the diabetes care team. devise—and revise as your child grows—a nutrition plan.

Most dread the initial visit with the CDE: "Oh no, I won't be fat!" or "My child won't be able to eat pizza like the rest of those are just myths. Your child can still have pizza and longer as strict as they once were. These individualized amount of carbohydrates in each meal, while still offering a balanced selection of food.



Parent Testimonial on Signs & Symptoms

Diabetes is a disease that affects the whole family, especially when a child is diagnosed. Whether you're a parent, sibling or other family member, your support and understanding can make all the difference.



W S B

Search & Browse

SEARCH & BROWSE

BASIC SEARCH

ADVANCED SEARCH

BROWSE

Individual Works

1

All's Well that Ends Well

Antony and Cleopatra

As You Like It

Comedy of Errors

Coriolanus

Cymbeline

Hamlet

1 Henry IV

2 Henry IV

1 & 2 Henry IV

Henry V

1 Henry VI

2 Henry VI

3 Henry VI

1-3 Henry VI

Henry VIII

Julius Caesar

King John

King Lear

"A Lover's Complaint"

Love's Labor's Lost

Macbeth

Measure for Measure

The Merchant of Venice

The Merry Wives of Windsor

A Midsummer Night's Dream

Much-Ado About Nothing

Othello

The Passionate Pilgrim

Pericles

"The Phoenix and the Turtle"

The Rape of Lucrece

Richard II

Richard III

Romeo and Juliet

Sonnets

The Taming of the Shrew

The Tempest

Timon of Athens

980 entries in:

All's Well That Ends Well

Sort by:

Default

SAVE

1

Title:

All's Well That Ends Well

Type:

Production

Year:

2000

SAVE

2

Title:

All's Well That Ends Well

Type:

Production

Year:

1877

SAVE

3

Title:

All's Well That Ends Well

Type:

Production

Year:

1979

SAVE

4

Title:

"Table ronde avec Elisabeth Bricmont"

Type:

Book Chapter

Year:

1985

SAVE

Print / Download

Export list items

5

Title:

Shakespeare, Volume

Type:

Audio Recording

Year:

2011

SAVE

6

Title:

Ruimte voor Shakespeare

Type:

Book Monograph

Year:

1995

SAVE

7

Title:

All's Well That Ends Well

Type:

Production

Year:

1987

SAVE

8

Title:

All's Well That Ends Well

Type:

Book Monograph

W S B

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WORLD SHAKESPEARE BIBLIOGRAPHY

The World Shakespeare Bibliography Online is a searchable electronic database consisting of the most comprehensive record of Shakespeare-related scholarship and theatrical productions published or produced worldwide from 1960 to the present.

117,000+ RECORDS

The World Shakespeare Bibliography is an essential tool for anyone engaged in research on Shakespeare or early modern England. Search international Shakespeare scholarship including articles, books, chapters, dissertations, editions, adaptations, and digital projects.

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Access to information about and reviews of films, professional stage productions, music, and recordings from around the globe.

PRODUCTION

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DISSERTATION

BOOK CHAPTER

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1960-Present

Spring 2016 (updated 27 June 2016)

EDITOR:

Professor Laura Estill

ASSOCIATE EDITOR:

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Introduction



Agostino Nardelli, La Divesse at Antiochian Machine, 1588. Folger Shakespeare Library.

This release of the World Shakespeare Bibliography Online provides annotated entries for all important books, articles, book reviews, dissertations, theatrical productions, reviews of productions, audiovisual materials, electronic media, and other scholarly and popular materials related to Shakespeare and published or produced between 1960 and 2016. The scope is international, with coverage extending to more than 120 languages and representing every country in North America, South America, and Europe and nearly every country in Asia, Africa, and Australasia.

The more than 117,000 records in this version cite several hundred thousand additional reviews of books, productions, films, and audio recordings.

The World Shakespeare Bibliography Online is updated quarterly. No bibliography is without errors and inadvertent oversights. The editors of the World Shakespeare Bibliography Online will be grateful, therefore, to colleagues who report corrections or omissions. Authors are urged to send offprints, issues of journals, and books for inclusion in future versions of the bibliography. Each document received will be acknowledged and, if requested, returned to the sender.

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of San Francisco

— Federal Reserve Bank of San Francisco



Our Leadership

Mary C. Daly

President and Chief Executive Officer



MEET MARY 1:45

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Since taking office in October 2018, Dr. Daly has committed to making the San Francisco Fed a more community- engaged bank that is transparent and responsive to the people it serves.

She works to connect economic principles to real-world concerns and is a sought-after speaker on monetary policy, labor economics, and increasing diversity within the economics field...

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Climate Risk And The Fed:

Preparing for an Uncertain Certainty

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FEDVIEWS

Economic Outlook

Stating our views on the current economy
and the outlook as of October 7, 2021.

“ We are committed to work tirelessly to
loremipsum policy that promotes a healthier
and stable economy for all Americans. ”



A talk with Mary Daly Podcast Loremis 9:45

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Amet Consectetur Lorem



LINK



Eagle Mountain City

01 Approach

02 Case Studies + Select Portfolio

03 Investment

04 About WDG

Engagement Investment

	Creative	Project Management	WordPress	Optional	Timeline Availability	Estimate
Audit + Research + Brief	\$10,000					
Creative	\$45,000					
Content & SEO Strategy				\$5,000-\$20,000		
Product Roadmap + Technical consulting			\$5,000			
WordPress Implementation			\$30,000			
Content Migration				\$5,000-\$20,000		
Innovation Budget				\$20,000		
Total:	\$50,000	\$10,000	\$35,000			\$95,000
Timeline:	2 months		3 months	1 month	Timeline: Nov-April.	

Clear communication

We want to highlight the steps we take to control scope creep during a full redesign. By clearly defining the project scope, prioritizing requirements, setting realistic timelines, establishing a change management process, scheduling regular status updates, and monitoring progress against the scope, we ensure that the project stays on track to achieve its objectives. We believe in building strong partnerships with our clients, and we are committed to working collaboratively with you to deliver successful project outcomes. To reduce risk and overages:

- We help our clients clearly define the scope
- We help you prioritize requirements
- We help with setting realistic timelines
- We establish a change management process
- We schedule regular status updates
- We monitor progress against the scope

Post Launch Proactive Approach

We stay engaged and proactive in identifying potential issues, suggesting solutions, and being direct in communicating with our clients about any changes that need to be made. As part of our CMS maintenance and optimization services, we provide the following:

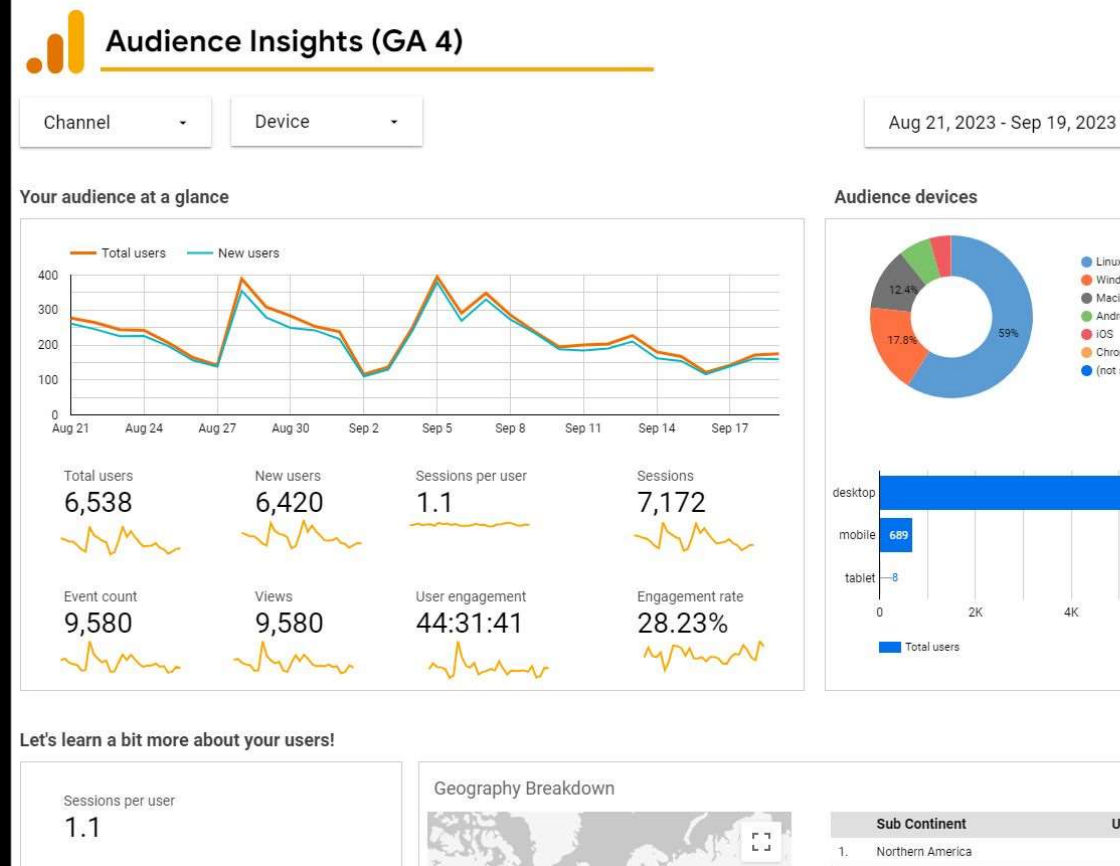
- Regularly monitor the website for any issues or potential problems, such as slow loading times, or security vulnerabilities.
- We use tools and software to analyze the website's performance and identify areas for improvement, such as optimizing images and files to reduce loading times, or implementing caching to improve page speed.
- Communicate directly and openly with clients about any issues or potential problems that are identified, and provide clear recommendations for how to address them.
- Keep clients informed about any updates or changes that are made to their website, and provide clear instructions for how to use any new features or functionality.
- Monitor the website's performance after any updates or changes are made, and provide regular reports to clients on the website's health and performance.
- Overall, by working directly and proactively with clients, you can ensure that their CMS powered websites are well-maintained, optimized, and effective at achieving their goals.

Post Launch Data Services

Custom dashboard for easier data literacy.

Sometimes the data by itself is not enough. WDG offers an ongoing relationship with its web clients leveraging our Custom Tag Implementation by providing continued strategic research and curated review.

- Quarterly insight reports, offering a deep dive into your users' behaviors and content optimization opportunities.
- Data insights to support and guide greater events and goals for further and ongoing website optimization.
- Our comprehensive Strategic Insights service is a powerful tool for web owners and growth marketers alike, offering the insights needed for a businesses to grow effectively.

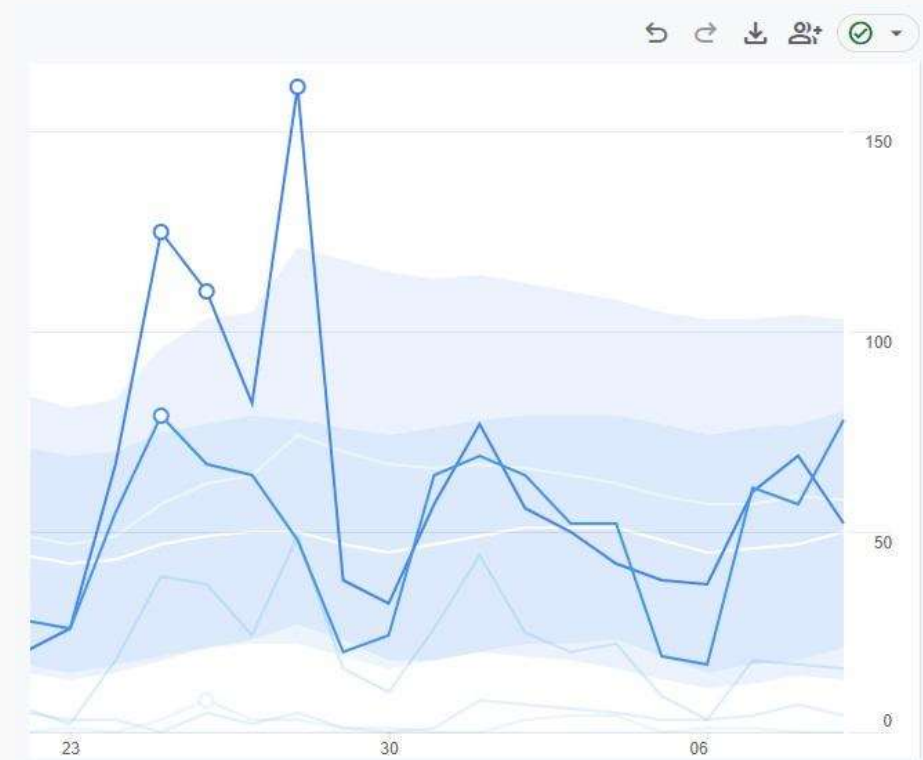


Analytics + Reporting

User Insights + Channel Insights = Deeper Engagement

Websites are more than a source of user data, they're in a position to become a playbook for greater marketing/communication strategy and cross-platform opportunity.

- **Content/SEO Data:** See more than what content attracts users, but what content may be relevant to re-engage users.
- **Granular User Channel Insights:** Segment more granularly than platform, but by which content type led the user to the website, and what channel the user is most ready to engage with next.
- **Custom Events for Third Party Optimizations:** A strategic discovery phase to ensure that Analytics setup covers your particular needs, offering your marketing strategy specific events towards which to optimize their platforms and measure ROI.
- **Deeper Data Science:** Potential for deeper, off-site analysis through clustering and logistic regression analyses.



Eagle Mountain City

01 Development Approach

02 Case Studies + Select Portfolio

03 Investment

04 About WDG



PAPER  SOURCE



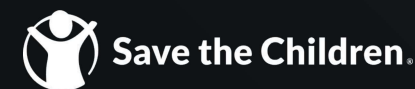
THE WHITE HOUSE



BARNES
& NOBLE



ctia



PennEngineering®



wdg

— Curious Collaborators

We are a multicultural, client focused, web agency committed to purposeful digital transformations.

The Quick on WDG

Our Agency

WDG is privately owned, financially healthy and based out of Washington DC.

Tenured diverse leadership team—10 years average tenure at WDG servicing 35+ active clients.

Experienced US-based team of 40. Strategy, Creative, Content and WordPress & Drupal implementation teams.

What We Enjoy

- **Strategic** solutions backed by data analysis and fueled with discovery to inform decisions during and after the build.
- **Problem solving** for complex IA and UX challenges with a proven user centered approach.
- **Delivering** flexible and scalable web frameworks and design systems that are created for the marketer, and the developer.

Where We Excel

- **Extending** the CMS to suit your business requirements for insite search, SSO and API integrations for your CRM, AMS, LMS and marketing automation platforms.
- **WordPress** is our CMS Platforms of choice for enterprise level implementation.
- **Developing** custom insite search integrations with facets, filters and federated experiences.

Experienced Leadership Team



Vajaah Parker
Executive Vice President

- 15 years of experience
- 10 years with WDG

Notable engagements:

- Freedom House
- Federal Reserve Bank of SF
- National Association of Manufacturers



Homiera Emam
Director Of Delivery

- 16 years of experience
- 10 years with WDG

Notable engagements:

- Whitehouse.gov
- Penn Engineering
- National Endowment for Democracy



Creative Director

- 18 years of experience
- 10 years with WDG

Notable engagements:

- National Fish & Wildlife Foundation
- United States Institute of Peace
- Center for Global Development



Kurtis Shaner
Director Technology

- 18 years of experience
- 10 years with WDG

Notable engagements:

- Barnes & Noble Booksellers
- Federal Reserve Bank of NY
- National League of Cities



Alec Bourgeois
Clients Services Director

- 25 years of experience
- 6 years with WDG

Notable engagements:

- The Phillips Collection
- The American Red Cross
- University of Pennsylvania

Recent Accomplishments

Inc. 5000
Company



#1 on Clutch
Global 1000



Leading WordPress
VIP Partner



Inc. Regionals

Inc.
Regionals
MID-ATLANTIC

Leading WordPress VIP Partner

Although we have earned many other accolades including Inc. 5000, in 2022 and Inc. Mid-Atlantic Regionals in 2023, our direct partnership with WordPress, extends beyond proficiency. As a leading WordPress partner, we're not just expertly versed in the platform, but we're also directly connected with the WordPress VIP team. This partnership ensures you receive comprehensive support at every phase of the project - from planning and development resources, through content migration, to launch, as well as extensive security measures and full code reviews. As a result, our high-touch, hands-on client partnerships are bolstered by WordPress VIP's expert oversight, creating a potent alliance dedicated to realizing your project's success.



Creative and Technology Capabilities

Technology	Digital Strategy	Design
Platform Audit Audit hosting infrastructure	Platform Evolution Aligning business structure and strategy (KPIs / ROI) with framework development	Custom UX Workshops Digital solutionizing with WDG
WordPress/Drupal Development Custom feature development	User Behavior Analysis Data analytics review for engagement opportunities and performance measurement	Menu(s) + Navigation Redesign Architect, design, develop, implement
Security & Maintenance Secure and maintain platform	Consolidation Plans Centralize sprawling digital networks	Prototype Creation Wireframes or designs for testing
Integrations CMS to CRM, AMS, API based	Search Engine Optimization Identify priorities, provide keyword research, recommend focus keywords, benchmark and monitor rank and authority.	Visual Asset Production System wide art direction application
Advanced In-Site Search Benchmarking, indexing, ranking	Content Strategy (see next slide)	Digital Campaign Design Multi-channel branded collateral
Accessibility Compliance Conformance implementation		Website Framework Extensions Add new layouts for page building

Content Strategy Services Capabilities

Plan	Craft	Maintain
Content Audit Review for effectiveness, brand	Content Outlines + Templates Prep work for writing web pages	Custom Content Workshops Digital solutionizing with WDG
Migration Planning Planning for reassembly	Proto Content Creation Sample content by content type	Writing for Web Training Regular trainings for new writers
SEO Audit Email capture, tiered user access	Copywriting + Copyediting Professional writers for team support	Governance Planning Content flow, editorial review
Voice & Tone Assessment Personality, brand effectiveness	Brand Messaging Sample marketing language	Governance Training Step by step guidance
Readability Reviews Benchmarking, grade level, gaps	Content Optimization Page level focus for organic SEO	Content Entry Hands on assembly of new content
Digital Content Strategy Plan Guidance, goals, audiences	Content Analytics Metric analysis and report creation	
Brand & Messaging Platform Brand pillars, mission & vision	Web Content + CMS Trainings For web editors and CMS admins	

—— Manuel Mattke: President & COO, Opportunity Education

“They don’t just work from our requirements - they work to achieve our intent. In every engagement, they have delivered our requirements, and did so in a way that made their solution easier to use and more effective than we could have anticipated. Few companies do that consistently. WDG does.”

— Contact Information

Ab Emam | ab@wdg.co