

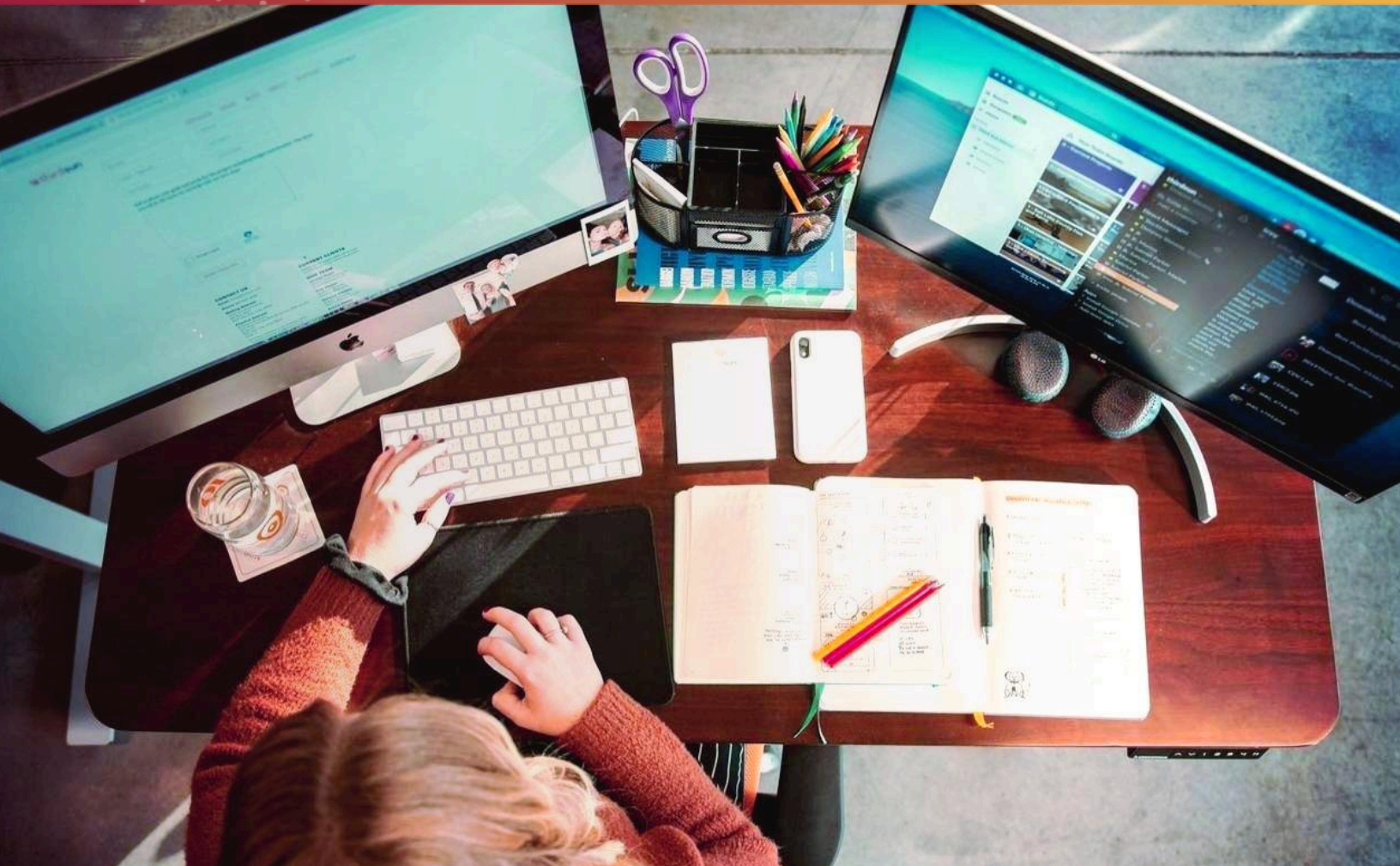


WEB + BRANDING + DESIGN

## WEB DESIGN PROPOSAL

**Presented to:** Michele Rehbein  
Salt Lake City Mosquito Abatement District

September 11, 2025



*For questions or more info, please contact Jocelyn Kearl,  
at [jocelyn@thirdsun.com](mailto:jocelyn@thirdsun.com) or 801-649-3598.*

# EXECUTIVE SUMMARY

Third Sun Productions proposes to develop a new website for Salt Lake City Mosquito Abatement District to create an engaging and informative resource for residents and leaders in Salt Lake. The website will provide scientific data and maps alongside myth-busting and recommendations for how to handle mosquitos in a more compelling and visually appealing way.

The website will be built on Joomla, an open source content management system that provides a robust and cost-effective platform to enable client to manage most day-to-day updates with Third Sun providing ongoing support and consultation as needed. The Joomla platform has recently undergone a significant upgrade with enhanced security and accessibility tools.

## PROJECT GOALS

- Design a custom, mobile-friendly, and visually-appealing website that will effectively engage Salt Lake City Mosquito Abatement District's target audiences.
- Develop a streamlined and intuitive navigation structure for users to engage with content.
- Consult with the client on key content priorities and messaging, including clear calls to action and engagement opportunities for site visitors.
- Envision how content is delivered to website visitors, particularly on the home page.
- Create site that the client can manage through user-friendly interface.

## WHY WORK WITH THIRD SUN

- **WE DESIGN FOR GOOD:** We focus on helping clients communicate, offering our expertise to create brands, websites, and graphics that resonate.
- **WE FOCUS ON CLIENT SUCCESS:** We aim to create long-term relationships with our small business and nonprofit clients to help them build their capacity to be effective and strategic.
- **WE ARE EXPERIENCED AND RELIABLE:** Unique in the industry, we serve more than 200 clients with affordable and easy-to-use solutions backed up with training and ongoing support.

## TIMELINE

A typical project of this scope usually takes 3-4 months and is contingent upon client's delivery of requested pieces (approval of creative brief and site plan, delivery of logos, photos, final content) and timely feedback.

*We are available to get started on this project in September. A more firm timeline will be established after we begin the project.*



# SCOPE OF SERVICES

As part of the process, we develop a Creative Brief outlining the audience, goals, messaging, and any obstacles to overcome based on our kick-off meeting and a Discovery Questionnaire that can be distributed to key staff and stakeholders. The Creative Brief and Site Outline becomes our guide for developing the remaining pieces outlined below in a coherent and efficient way.

## CONTENT CONSULTING & STRATEGY

Third Sun will help identify core marketing messages for Salt Lake City Mosquito Abatement District and how to best elevate those in the design. We will review existing content to make recommendations for improved organization and help identify and develop new content that will be more story-driven and visually engaging. We will also prepare microcopy for home page calls to action and other entry points.

## VISUAL ASSETS & PHOTOGRAPHY

We will plan to use the existing brand and brand style guide along with any high quality images the client can provide. To create a more compelling story to engage users with mosquito education, we will develop some custom graphics that can be used in combination with client's existing content.

## WEB DESIGN & DEVELOPMENT

Building off the branding, Third Sun will design a new website that includes the following:

- Design a visually-dynamic and mobile-friendly custom template for the Joomla 5 content management system to engage website visitors.
- Input content estimated at 30-50 pages including setting up notices and news areas.
- Install and configure document management tool for board meeting minutes organized by year, and migrate existing documents from 2011 through 2025, estimated at 250 PDFs.
- Install and configure a calendar to house board meetings and other educational events.
- Integrate social media icons, Instagram feed, and e-newsletter sign-up form (TBD).
- Test site design for accessibility and adjust as needed to meet accessibility standards.
- Implement tools to allow client to easily manage text, audio/video, and images within content.

## HOSTING, TRAINING & SUPPORT AGREEMENT

- Provide and maintain relevant MySQL/PHP hosting for Joomla website.
- Provide administrator training for designated web contact(s) upon website launch.
- Monitor software updates for Joomla software and third party plugins.
- Provide email support to staff for questions and issues.
- Provide access to Third Sun training materials and group trainings as available.
- *Renewable annually.*



# PROJECT BUDGET

The following project budget provides an estimate based on the scope of services outlined above. If you have questions or need to change the scope of work prior to approval, please let us know.

**Contract & Payment Requirements:** *Unless otherwise arranged, 50% of project estimate is required along with a signed contract (attached below) to commence work. The balance is due upon completion.*

Service & Description	Estimate
<b>Website Design</b> Design and build content management website as outlined above.  <i>Includes up to 100 hours for prep, content strategy, design, implementation, user and accessibility testing, and revisions based on client feedback. Also includes calendar and document management tool that will enable client to manage those areas more efficiently.</i>  <i>Additional hours billed at \$150/hour.</i>	\$15,000
<b>Graphic Design</b> Develop supporting graphics to support educational components of the website. <i>Includes up to 20 hours for design and revisions based on client feedback.</i>	\$3,000
<b>Copywriting</b> Rewrite and edit existing content to reframe for improved flow and effectiveness with the goal to engage website visitors in a more robust way. <i>Includes up to 10 hours for copyediting and copywriting.</i>	\$1,500
<b>Hosting</b> Appropriate hosting will be provided by Xmission, client's current provider.	
<b>Training + Annual Support Agreement (renewable annually)</b> Provide support and training as outlined above.	\$1,800
<b>Total</b>	<b>\$21,300</b>

Please initial to acknowledge the scope of  
work and cost estimate for this project.



INITIAL  
Michele Rehbein

*This estimate is valid until 60 days past the date submitted (September 11, 2025)*





# RECENT WORK SAMPLES

Below is a list of recent Third Sun design projects:

- **June Sucker Recover Implementation Program (graphic design, web design, copywriting)**  
Project overview: [thirdsun.com/work/government-and-education/june-sucker-recovery-implementation-program](https://thirdsun.com/work/government-and-education/june-sucker-recovery-implementation-program)  
Client site: [junesuckerrecovery.org](https://junesuckerrecovery.org)
- **Utah Firefighter Cancer Initiative (web design)**  
Project overview: [thirdsun.com/work/nonprofit/utah-firefighter-cancer-initiative](https://thirdsun.com/work/nonprofit/utah-firefighter-cancer-initiative)  
Client site: [utahfirefightercancer.org](https://utahfirefightercancer.org)
- **Hobbled Dog Cider (brand consultation, package design, web design)**  
Project overview: [thirdsun.com/work/small-business/hobbled-dog-cidery](https://thirdsun.com/work/small-business/hobbled-dog-cidery)  
Client site: [hobbeddogcider.com](https://hobbeddogcider.com)
- **Association of Nature Center Administrators (web design, graphic design)**  
Project overview: [thirdsun.com/work/nonprofit/association-of-nature-center-administrators-578](https://thirdsun.com/work/nonprofit/association-of-nature-center-administrators-578)  
Client site: [natctr.org](https://natctr.org)
- **Mighty Penguin (content strategy, copywriting, web design)**  
Project overview: [thirdsun.com/work/small-business/mighty-penguin](https://thirdsun.com/work/small-business/mighty-penguin)  
Client site: [mightypenguinconsulting.com](https://mightypenguinconsulting.com)
- **Scenic Utah (content strategy, web design)**  
Project overview: [thirdsun.com/work/nonprofit/scenic-utah](https://thirdsun.com/work/nonprofit/scenic-utah)  
Client site: [scenicutah.org](https://scenicutah.org)
- **WasteLess Solutions (branding, web design, copywriting)**  
Project overview: [thirdsun.com/work/nonprofit/wasteless-solutions-2024](https://thirdsun.com/work/nonprofit/wasteless-solutions-2024)  
Client site: [www.wastelessolutions.org](https://www.wastelessolutions.org)
- **The Bagel Project (photography, web design)**  
Project overview: [thirdsun.com/work/small-business/the-bagel-project-2025](https://thirdsun.com/work/small-business/the-bagel-project-2025)  
Client site: [bagelproject.com](https://bagelproject.com)
- **RoHa Brewing Project (brand consultation, brand guide, graphic design, posters, web design)**  
Project overview: [thirdsun.com/work/small-business/roha-brewing-project-510](https://thirdsun.com/work/small-business/roha-brewing-project-510)  
Client site: [www.rohabrewing.org](https://www.rohabrewing.org)
- **The State Room Presents (web design, content strategy, branding)**  
Project overview: [thirdsun.com/work/small-business/the-state-room-presents-557](https://thirdsun.com/work/small-business/the-state-room-presents-557)  
Client site: [thestateroompresents.com](https://thestateroompresents.com)
- **Amplify Utah (branding, graphic design, web design)**  
Project overview: [thirdsun.com/work/nonprofit/amplify-utah](https://thirdsun.com/work/nonprofit/amplify-utah)  
Client site: [amplifyutah.org](https://amplifyutah.org)

More examples can be found on our website at [thirdsun.com/work](https://thirdsun.com/work).



# WHO IS THIRD SUN?

Since 2005, Third Sun has provided web design, branding, graphic design, and marketing to a variety of clients in the nonprofit and small business sectors. With more than 200 clients, we continue to grow primarily through client satisfaction and referrals.

Our team's diverse skillset allows us to handle a wide range of projects, focusing on helping clients communicate effectively with their audiences and formulating design plans around key marketing goals and objectives. We are unique in our commitment to the nonprofit community and local businesses.

## **Jocelyn Kearnl, Owner, Founder & Chief Strategist**

Jocelyn leads our client and business development, helping clients find their voices and message to create and build their branding on websites and beyond. In 2015, she graduated from the Goldman Sachs 10,000 Small Business program. Formerly Development Director at KRCL and a nonprofit grant writer, Jocelyn holds master's and bachelor's degrees in English with a minor in Women's Studies from Brigham Young University.

## **Troy Mumm, Founder & Technical Director**

Troy leads our technical implementation and problem-solving with fluency in CSS/HTML design. He is also tasked with troubleshooting our PHP-driven open source code and is a Joomla! Certified Administrator. Since 2002, Troy has been exploring online web technology and design. Formerly Operations Manager at KRCL Community Radio, Troy has a bachelor's degree in Mass Communications from St. Cloud State University.

## **Delaney Stevens, Senior Designer**

Delaney serves as graphic designer at Third Sun. A native of Maine, Delaney relocated to Utah for the love of the outdoors and the pursuit of creative inspiration. She is especially interested in how design can promote activism and corporate responsibility. Also a talented mixed media artist, she has a BFA in Visual Communications and Graphic Design from Endicott College.

## **Sabriel Gee, Client Success Manager**

Sabriel helps clients find solutions and use tools efficiently through training and support. As she manages Third Sun projects, she helps clients identify needs, refine their messaging, and implement a vision for their branding and websites that will make them more effective in the long run. She's studied English and History at the University of Utah.

## **Clair Nebeker, Project Coordinator**

A native of Salt Lake City, Clair brings her expertise in UI/UX design, visual design, and psychology to her role as Project Coordinator at Third Sun. Her multidisciplinary background, combined with her roots in the local community, enables her to deliver thoughtful solutions that resonate with clients. Clair has a bachelor's of psychology from Utah State University and UI/UX certificate from the U of U.



# AGREEMENT FOR DESIGN & DEVELOPMENT SERVICES

## DESCRIPTION OF PROJECT AND PROCESS

1. Third Sun Productions, referred to here as "Design Firm," will provide design services (branding, graphic design, web design, and/or related consulting and services) per the project scope outlined in the PROPOSAL for the individual or organization named Salt Lake City Mosquito Abatement District, referred to in this document as "Client."
2. The estimate included here covers only that which is described in the PROPOSAL. Additional work will result in additional charges. Additional work is defined as the addition of pages, graphics, or other significant features; additional work includes redesigning finalized graphics or elements, re-importing or re-formatting content, or designing beyond two rounds of revisions. Significant changes in plan, scope, or direction of original project estimate are subject to cost adjustment. For additional work or significant changes, the Client will be billed at our hourly rate. For additional features reaching beyond the scope of the PROPOSAL, the Client will be provided with additional quick estimates verbally or via email. As approved verbally or via email, these CHANGE ORDERS will become part of total contract and will be represented in the final invoice for work completed.
3. The process for the creation of visuals, such as graphics and page designs, consists of Design Firm providing drafts and asking for feedback from Client; the feedback is then used to produce another draft. This estimate assumes that 2 rounds of this process for each design element will suffice. Additional revisions resulting in additional work time will be billed accordingly.
4. Any written content (if applicable) will be provided by Client as final drafts ready for publication and in digital form. Graphic content (if applicable) will be provided by Client in an orderly manner and clearly labeled as to desired use.
5. To maintain our portfolio credentials and the integrity of any applicable copyrights, Design Firm shall be entitled to reproduce samples of Client's produced collateral and/or website in our portfolio and marketing materials. For websites, Design Firm may place an unobtrusive credit with a hypertext link ("Web Site Design by...") in the footer of the web site.
6. Design Firm may use qualified subcontractors under our supervision for any work on this project.

## ESTIMATE & PAYMENT AGREEMENTS

7. Design Firm estimates that the cost for producing the site and graphic design in the attached PROPOSAL will be \$21,300.00.
8. Payment to Third Sun Productions shall be made by Salt Lake City Mosquito Abatement District as follows:
  - A deposit of 50% of \$21,300.00 is due upon signing this Agreement before work begins. *Unless otherwise arranged, this contract serves as the invoice for the required 50% downpayment.*
  - A final payment (adjusted for changes if necessary) is due upon completion of work.
  - If payment is not received within 30 days, 10% late fee will accrue monthly on balance.



9. If the production process takes longer than 90 days, billing may switch to semi-monthly and will be based on hours expended, while still honoring this estimate, with invoices sent mid-month and at month's end.

10. In the event of the client cancellation of this assignment, or any client delay of more than 90 days, we will invoice you for the greater of either: (1) all work completed up to the date of notification, based upon the percentage of the project finished, including expenses; or (2) 20% of the agreed-upon estimate plus expenses, and this contract shall be considered fulfilled by Design Firm. All incomplete work will remain the property of Design Firm. All payments already made by Client will first be applied to these charges.

#### **OTHER LEGAL AGREEMENTS**

11. Design Firm will maintain the confidentiality of Client's source materials, technical and marketing plans and all other sensitive information.

12. Design Firm and Client agree that any dispute arising out of this Agreement shall first be resolved by mediation, if possible. This contract was entered into in Salt Lake County, State of Utah, and any necessary arbitration or litigation will take place in this county.

13. Upon full payment of all invoices due, copyright to all final deliverables (website, collateral, logos) produced by Design Firm for Client shall belong to Client. Secondary materials created by Design Firm during production, including drafts, plans, graphic source files, and templates, remain the sole property of Design Firm.

14. Client is solely responsible for the editorial content of the material produced by Design Firm. Accordingly, Client agrees that it will defend and indemnify (hold harmless) Design Firm from any suit, demand, or claim resulting from the editorial content of the deliverables.

15. Client represents to Design Firm and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Design Firm for inclusion in Client's collateral or website are owned by Client, or that Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect and defend Design Firm and its subcontractors from any claim or suit arising from the use of such elements furnished by the Client.

16. If applicable, Design Firm will consult to set up web hosting for Client with a professional hosting company known to be reliable. However, Design Firm makes no guarantees as to minimum "uptime," nor shall Design Firm be held responsible for any direct, indirect, special or consequential damages resulting from possible lapses in hosting services. Such possible damages include any lost profits or business interruption or loss of digital data.

17. Design Firm will not be liable to Client or any third party for any damages arising from use of the deliverables or website (if applicable).

18. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.





19. To be valid, this Agreement must be signed within two (2) weeks of Not yet accepted and be accompanied by a downpayment of the amount specified above. To be valid, this Agreement must include a PROPOSAL and be signed by Client and Design Firm.

21. This Agreement may have attachments—verbal addendums or email addendums—that will be considered CHANGE ORDERS for additional or amended services and shall become part of this contract. *These will be billed on the final invoice.*

## PROJECT & PROCESS AGREEMENTS

***Please read each statement below and initial here to acknowledge that you agree with these terms and the process outlined.***



INITIALS  
Michele Rehbein

As the Client, I (on behalf of my organization/business) agree that:

- I will provide finalized content in Word docs or equivalent (if applicable). Content edits requested after final content is delivered may be subject to additional hourly charge.
- I will provide the best quality logo files electronically for my organization (if applicable).
- I will provide photos/graphics electronically, organized by file name and/or folder (if applicable).
- I will provide login information for existing hosting and domain name registration (if applicable).
- I will provide all required information as outlined within 30 days of the signing of this contract.
- I will provide feedback in a timely manner after drafts are provided.
- I understand that requests made beyond outlined and estimated features will be subject to additional cost as appropriate. I may request additional work and approve of relevant additional charges verbally or by email.
- I understand that my support agreement (if applicable) is renewable annually and subject to annual adjustment and as usage dictates; I understand the support agreement does not include additional design or features.
- If applicable, I understand that other features or additional template designs may be added to my website even after site launch upon request and at additional cost.
- I understand that I will be billed annually for any relevant charges including hosting, domain name registration, and annual support agreement (if applicable).
- I understand that after project completion, I may request support at [support@thirdsun.com](mailto:support@thirdsun.com).

**Date:** Not yet accepted

*50% downpayment is required to commence work.*



SIGNATURE  
Michele Rehbein

Salt Lake City Mosquito Abatement District



SIGNATURE  
Jocelyn Kearl

Jocelyn Kearl, Third Sun Productions

