AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Proposal Acceptance; Cilia Kohn; One Valley Prospe

Action Requested: County Manager Signature

Parties to the Agreement: Gunnison County, Cilia Kohn

Term Begins: Oct 3, 2017 **Term Ends:** 10/1/2018 **Grant Contract #:**

Summary:

Contract with Cilia Kohn for OVPP/economic development website copy writing.

Fiscal Impact: 6500.00

Submitted by: Cathie Pagano **Submitter's Email Address:** cpagano@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:
No concerns, can be covered in 2017 budgeted expenditure account with related revenue. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 9/27/2017

County Attorney Review: (●) Required ( ) Not Required

Comments:
ok db 9/27/17

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 9/27/2017 Certificate of Insurance Required Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 9/29/2017

(●) Consent Agenda ( ) Regular Agenda ( ) Worksession Time Allotted: 0

Agenda Date: 10/3/2017

Revised April 2015

704 E. Aspen Avenue
Fruita, CO 81521
(720) 272 1777
ciliakohn@gmail.com

Cilia Kohn

PROPOSAL FOR CONTENT CREATION

One Valley Prosperity Project | Website

September 8, 2017

Attn: Rachel Sabbato
Community and Economic Development Planner II
Gunnison County
221 N. Wisconsin St., Suite D
Gunnison, CO 81230

Dear Rachel,

Thank you so much for this opportunity to submit a proposal to develop content for your new economic prosperity website!

Having worked in economic development for over five years now, and particularly in my current role as marketing director at the Grand Junction Economic Partnership, I closely relate to the challenges of growing economic opportunities in a smaller, rural community – and see the tremendous potential!

As you've identified in the One Valley Prosperity Strategy, it is key to rally local and regional resources to grow and diversify the economy, play to the strengths of your location, and support current residents with jobs, housing and provide a quality of place that allows them to thrive and become your advocates in economic development efforts.

A useful, easily navigable and engaging website, is the number one tool for reaching your community members, stakeholders and business prospects. I look forward to working with you and your team in creating an online destination that will support your strategic plan moving forward.

I have put together a proposal below for website content creation, including a timeline and budget. Please don't hesitate to call me at (720) 272 1777 with any questions.

Warm Regards,
Cilia Kohn

About Your Content Creator

Cilia Kohn is an experienced marketing communications professional who has over five years' experience in economic development and more than 15 years' experience in marketing and public relations roles across a diverse array of fields. She spent two years working as a business development associate for UK Trade & Investment in New York, and two years with Development Counsellors International in Denver, managing economic development marketing initiatives for clients such as Birmingham, Alabama; Houston, Texas; and Sioux Falls, South Dakota. Locally, she wrote the content for the City of Lone Tree economic development and consulted on website redesign, including SEO.

Currently, Cilia serves as the Director of Marketing & Communications for the Grand Junction Economic Partnership and freelances for clients in higher education, marketing and nonprofit.

Cilia holds a Bachelor of Science in advertising and marketing communications, and a Master of Science from the Columbia University Graduate School of Journalism. When she is not strapped to her keyboard, Cilia enjoys camping, hiking and boating in Colorado's great outdoors.

For resume and work samples, visit www.ciliakohn.com.

Scope of Work

Based on our phone conversation and the RFP you provided, I look forward to providing Gunnison County with the following:

- Copy for up to 35 web pages, delivered in Microsoft Word format. The content of the pages will be determined by the site map provided in the RFP and confirmed at the start of the project.
- The Word document for each web page will be structured to include recommended URL, title tag and meta description; main copy; as well as any recommendations for visuals to complement the copy (see appendix for sample Word doc.).
- The final content delivered will strive to meet the objectives of the website as outlined in the RFP:
  a. Provide existing businesses with resources to expand their business and improve their success.
  b. Attract new businesses in the valley by creating a web site with valuable resources which highlight how the Gunnison Valley is an attractive place to live and work.
  c. Provide resources on how to find help in relocating to the valley, obtaining capital, and connecting to resources to start or expand a business.
  d. And finally, a website which will provide information on the One Valley Prosperity Project and its implementation in the Valley.

All content will be delivered to Gunnison County well within time to review and implement online for a January 2018 launch date. A detailed timeline is provided below.

Process

Phase One – Research & Discovery

Once all parties have approved this proposal, we can kick off phase one immediately. The first step will be to review and confirm the site map (list of web pages). Based on this confirmed list, I will begin to collect raw data and information to support content creation. This will include brief keyword research to ensure the final content is search

optimized. I will provide a complete list with requests for information that cannot readily be found through your current web properties and third party research.

While the R&D phase can be managed remotely, I will aim to schedule one in-person exploratory visit to Gunnison County to interview the economic development team, any relevant stakeholders and key businesses who can complete the picture of the opportunities and challenges within the community. This visit will also review any brand positioning and help to determine the overall tone for the content.

Phase Two – Content Creation

I will develop all content needed for the website and deliver the pages in Microsoft Word documents, as outlined above and in the example in the appendix. The pages will be delivered in batches so that your web developer can begin programming content while additional content is being drafted.

Each batch may be subject to one round of edits and it is requested that comments are collected from all relevant parties and collectively returned for editing. If significant revisions are required, we may add an additional round of reviews, but please note that multiple rounds of reviews may delay delivery of the final content.

Phase two is expected to start no later than mid-October and be completed by mid-November per below timeline.

Phase Three – Website Development

Once all the content has been delivered in Microsoft Word format, efforts to complete the website will be turned over to your web developer. However, I will remain available to support and advise on this process, should your developer have questions or concerns. This may include questions in regard to best layout and formatting of information, contacts to create additional assets, questions in regard to search optimization and any other concerns.

Further, once the website has launched, I will offer three official checkpoints at the three-, six- and 12-month marks to see how the content is performing (it is recommended to implement Google Analytics or other analytics tool on the site) and advise on adjustments. Of course, I am only a phone call or email away should issues arise in between these checkpoints!

Timeline

This timeline assumes the proposal is approved and phase one kicks off no later than October 1st. If phase one kicks off sooner, it will allow more time for research & discovery. Any changes to the scope or additional rounds of page reviews may extend the timeline and postpone final delivery of content.

TIMELINE FOR WEBSITE CONTENT CREATION		
Task	**Deadline**	**Resp.**
Approval of Proposal	1-Oct	GC
Phase One		
Review the proposed site map in the RFP and make any suggested edits	2-Oct	CK
Review and confirm site map	6-Oct	GC
Conduct third party research and compile a list of any missing information and questions regarding content	11-Oct	CK
Collect missing information/answer questions (this can continue into phase two, as content will be produced in batches)	16-Oct	GC
Conduct site visit in Gunnison	22-Oct	CK
Phase Two		
Develop content - batch one (10-12 pages)	23-Oct	CK
Review batch one	26-Oct	GC
Revisions to batch one	30-Oct	CK
Develop content - batch two (10-12 pages)	30-Oct	CK
Review batch two	2-Nov	GC
Revisions to batch two	6-Nov	CK
Develop content - final batch (10-12 pages)	6-Nov	CK
Review final batch	9-Nov	GC
Revisions to final batch - all final content delivered in Microsoft Word document format	13-Nov	CK
Phase Three		
Content programming and website development	1-Jan-18	GC

Advise through phase three as needed	1-Jan-18	CK
Website launch and testing	15-Jan-18	GC
Three-month check-in	15-Mar-18	CK
Six-month check-in	15-Jun-18	CK
Final 12-month check-in	15-Jan-19	CK

Cost

The hourly rate for this project is determined at $50/hour.

Content Creation for 35 pages, including: R&D, site visit, content development revisions and support through launch **(130 hours @ $50/hour)**	**TOTAL: $6,500.00**

**Additional content creation beyond the scope outlined herein will be $150 per web page.*

A 10% deposit is requested upon approval of this proposal. The remainder will be invoiced upon delivery of the final content mid-November and will be due within 30 days of receipt. A 5% late charge will be added to any invoice not paid by December 31, 2017.

Approval

Thank you again for the opportunity to work on this project! To indicate acceptance of this proposal, please sign and date below.

Gunnison County Date

Cilia Kohn Date

Appendix

Sample Word Document (Delivery Format)

Page: Education

URL Link: /livegrand/education

Title Tag (max. 60c): CO Mesa University – Mesa County School District 51 – Education Western Colorado

Meta Description (max 160c): From early childhood through secondary, Colorado's Grand Valley has many education options for your child.

Main Navigation:

[same as homepage]

Button:

Interested in staff education? See workforce development options. *(link to workforce page)*

K – 12

Mesa County Valley School District 51 is the main school district serving K-12 students in the Grand Valley. It is the 12th largest of 178 districts in Colorado and it is committed to serving the unique needs of each of its 21,000 students. In recent years, School District 51 has undergone a reform to adapt a modern, performance-based curriculum that will better groom students to be competitive in today's workforce.

School District 51 Vital Stats

- 77.7% graduation rate (Colorado average is 77.3%)
- 25 elementary schools, 8 middle schools, 1 middle/high, 4 high schools, 1 K-12 School
- Science, Technology, Engineering and Math (STEM)-focused elementary school
- Dual-language elementary and middle schools
- K-8 public charter schools, including Waldorf-based learning – a Montessori-based school is opening in 2017.
- K-12 online school
- K-12 vision school
- Two schools with vocational opportunities
- Alternative high school
- 42% high school athletes

- Programs within schools include: Challenge Program for middle school students, International Baccalaureate (IB) for high school students, Advancement Via Individual Determination (AVID) program
- 11% participate in college courses through a unique partnership with Colorado Mesa University and Western Colorado Community College

In addition to the public schools, there are a number of non-district charter and private, faith-based schools, providing parents with numerous options to tailor education to the specific needs of their children.

Higher Learning

Grand Junction is home to a number of secondary education institutions, including the renowned Colorado Mesa University (CMU). Founded in 1925, CMU is a comprehensive regional public higher education institution offering liberal arts, professional, and technical programs at the master's, bachelor's, associate and certificate levels. CMU offers evening, online and distance education classes for non-traditional and working students.

CMU Vital Stats

- Accredited by the Higher Learning Commission
- Located on 86 acres in downtown Grand Junction
- $74 million awarded in financial aid for the 2014-15 academic year
- A 22:1 student to faculty ratio with 295 full-time academic and technical faculty members
- Close to 11,000 students
- 13% of the student body is from out of state
- 77% are traditional students
- 660 student athletes have earned 72 conference and regional titles as part of 24 NCAA Division II teams and the Rocky Mountain Athletic Conference (Go Mavericks!)

The Western Colorado Community College is a division of CMU that offers more than 20 career-oriented associate-degree and certificate programs. Some of the more unique study options include a Peace Officers Academy, which entitles students to work in any law enforcement office in the State of Colorado, and Chez Lena, a state-of-the-art learning lab for culinary arts students, open to the public.

Alternative higher education options include IntelliTec technical trade college and a branch of the Colorado Christian University.

Footer: [same as homepage]