



Mill Creek Geek LLC

Irvington Website Improvements

Jun 2, 2023

SCENARIOS

Thorough reconstruction using the current platform & domain (town.irvington.va.us)

- \$11,800 – 5 months estimate to launch

Thorough reconstruction using the current platform, acquire & migrate domain user accounts to IrvingtonVa.gov

- \$14,700 – 6 months estimate to launch

New construction using current domain on upgraded platform (town.irvington.va.us)

- \$15,200 – 6 months estimate to launch

New construction on upgraded platform, acquire & migrate domain user accounts to IrvingtonVa.gov

- \$18,100 – 7 months estimate to launch

Fulfillment Focus

Website users will encounter improved navigation and shortcuts to documents & forms, with town alerts and popular links on the home page for easy access. Users will also be introduced to an interactive town map linking to the current zoning & ordinance documentations. Mobile user compatibility has been a crucial factor missing from the current site and will be amended in any of the chosen scenarios, up to the platform's best ability - if it can handle it, we will make it happen.

The current platform for hosting the website does not provide as robust functionality as others available. A new site built on a preferred platform creates that opportunity, and allows for better incorporation to accept potentially upcoming incoming payments - it makes sense that if there will eventually be payments coming in, let's not rebuild the wheel twice!

If chosen, the new IrvingtonVa.gov domain will also need DNS authoritative servers to be created (the .gov registrar does not provide hosting of these services), and user data migration between the domains will need to occur while maintaining user security and FOIA compliance. This does increase the work overhead considerably more than just acquiring a new domain for a website - everything must be migrated, in-tact, and accounted for. Without further exploration, the information that the town desires is likely able to be covered within a 15 page site, but we foresee it growing as the town's duties expand.

Site Header & Pages

The header's NAVIGATION LINKS will be at the top of every page in the banner, and will also link to their own individual page with pertinent news and alerts, where the links under them being directed to their respective individual pages.

Irvington Va Home Page - a warm welcome message, easy navigation icons link to the most traveled pages, with local town images to keep the site's atmosphere inviting and representative of the beautiful community that this small town government represents. An area for alerts & notifications resides here to keep immediate news easily available for the public.

- RESIDENTS
 - Permit Forms / License Applications (CUP, STR, etc)
 - Town Ordinances
 - Community Services & Local Resources
 - External Business Directory & Tourism Advocacy Site
- VISITORS
 - Town Assets & Sponsored Activities (Parks, boat ramps, VIA)
 - Community Services & Local Resources
 - External Business Directory & Tourism Advocacy Sites
 - Town Ordinances
- BUSINESSES
 - Permit Forms / License Applications (CUP, STR, etc)
 - Planning / Zoning Documentation
 - Link to Government Page
 - External Business Directory & Tourism Advocacy Sites
- GOVERNMENT
 - Staff & Council
 - Boards & Committees
 - State/Regional/County/Local Official Links & Contacts
 - Maps, Records, Plans Documentation & Archives
 - Interactive Z/O Map
 - Voter Registration Information
- ABOUT
 - Historical Information
 - Neighbor Communities / Points of Interest
 - Working Opportunities
 - External Business Directory & Tourism Advocacy Sites

Special Connections

The External Business Directory provided by VirginiaRiverRealm.com is a terrific local business & tourism asset, one which the local businesses are already paying to be a part of, and could be easily integrated into the site's pages; as well as logo-links to Virginia.org, the local Chamber Of Commerce, and civic organizations' sites - if permission is granted by them and if the Town desires to promote these organizations.

Construction Phases

Ready-Set-Go phases correlate to $\frac{1}{3}$ payments. The 1st third is a deposit due on the scenario decision date, when the Town is **Ready** for us to draft a sample site for their approval, produced within 90 days. Refining the site to meet the Town's desires is when they determine it's **Set** and ready for launch, here's when the 2nd payment is due. Lastly, having it successfully launch off to the internet on the **Go** live date is when the 3rd payment is due. The estimated pricing and timelines listed are valid for 60 days.

Ongoing Support

Support & updating of the site after the launch date will be billed by the Town's ongoing contracted rates with us. It should be noted that one of the mutual goals of this site is to create it so that it can be updated solely by the town's staff and we only assist when called upon - which is our mission to have happen as infrequently as possible.

Ongoing Thanks

Thank you for inviting us to review and recommend these solutions to the Town's needs. Please reach out to me if you have any questions or concerns.

Sincerely,

Chris Henley

Mill Creek Geek LLC