



**WINNETKA PARK DISTRICT
TUESDAY, AUGUST 11, 2015
Community Room
540 Hibbard Road
5:30 P.M.**

ADMINISTRATION COMMITTEE

Administration Committee

Gerri Kahnweiler, Chair
Ian Larkin
John Peterson
Robert Smith, Executive Director

AGENDA

1. Call to Order
2. Website Redevelopment
3. Adjournment

Persons with disabilities requiring reasonable accommodations to participate in this meeting should contact the Park District's ADA Compliance Coordinator, John Muno, at the Park District's Administrative Office, 540 Hibbard Road, Winnetka, IL Monday through Friday from 8:30 a.m. to 5:00 p.m. at least 48 hours prior to the meeting. Telephone number 847-501-2040; Fax number 847-501-5779. Requests for a qualified interpreter require five (5) working days advance notice.

Winnetka Park District

Board Summary

Date: August 6, 2015

To: Administrative Committee
Commissioners of the Park Board

Subject: Park District Website Redevelopment

From: Robert Smith, Executive Director

Summary:

As part of the process to redevelop the website of the Winnetka Park District, staff has engaged the services of Excalibur Technology to conduct an evaluation of our website needs through focus groups. Please find attached their report on the findings of those focus groups and suggested recommendations. In addition, Excalibur has provided a service proposal listing a menu of services and cost for the Committee to consider. Should this initiative move forward, a tentative timeline is included on the last page of their report.

Recommendation:

Open. Based upon the discussion and evaluation of the Committee, staff will be seeking direction on the scope of services the Committee wants to proceed with.

End



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8/5/2015

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Winnetka Park District
540 Hibbard Road
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Edna Alvord
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Re: Cover letter for Committee Meeting

Dear Committee,

Upon the initial presentation of the first draft of the Website proposal, it was expressed from administration that they wanted all the different groups/divisions associated with the Park District, such as Tennis, Ice Hockey, etc. to have the opportunity to provide input and feedback into the direction and design of the new Website. The main concern of the Park District was beginning this project and learning after the fact that any of the Departments are not happy with the Website as it pertains to their business.

As this request became the focus of this meeting and the first priority, it was decided to hold various groups with the goal of having them involved in this process and providing feedback for what they would like to see in a new Website as well as what is most important to each division.

These focus groups were then conducted through the following few months by Excalibur Technology with each Department and a majority of Board Members. At the conclusion of this phase, Excalibur compiled the various items of feedback, along with our recommendations and presented this report to the administration along with a revised proposal based on these recommendations.

The focus group report, the revised proposal, as well as an estimated timeline of completion of the website are included in this packet for review.

Best Regards,

T.J. Sedarski
Technology Sales Consultant
Excalibur Technology Corp.



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WINNETKA PARK DISTRICT WEBSITE FOCUS GROUP FEEDBACK

Trends identified by multiple focus groups:

- Navigation.
 - Difficult to differentiate menu items. Some items are listed by specific department and others are not.
 - The content is not logically categorized and organized. This makes it not user-friendly.
- Search Field.
 - Very slow to respond to a query.
 - Often the search function will not find what the user is searching for, even though it does exist on the site. For some searches the user has to go off the site to Google and search through their engine to bring it back to the correct page on the Winnetka Park District Website.
- Design.
 - The majority of the focus groups do not like the overall design.
 - They felt the current color scheme is too dark.
 - Overall recommendation is to have a design that is be lighter/brighter, with a warmer feel that gives the user a more inviting feeling.
- Content Control.
 - Each department would like to be able to update content that is relevant to their department.
 - Golf, Facilities, etc. may need to update weather conditions over the weekend as well as open or close statuses for parks, fields, and beaches.
- Mobility.
 - Majority agreed that the current site does not work very well on any mobile device.
- Editing.
 - Current back end Content Management System causes some issues with editing content that causes issues with other content elsewhere.
- System Integration.
 - Some departments utilize specific scheduling/registration systems (such as MaxIce / Max Enterprise for ice). They would like to see some of these work together as one system and with RecTrac.
 - Note: this would take billable research for each system, and possibly changes or upgrades to backend network infrastructure (additional storage space, memory, software, etc.).
- Excessive reliance on dropdown menu navigation.
- PDF forms.
 - Registration and other items become frustrating to download, print, fill out, scan, and send back.
- Slideshow.
 - Overload of content in slideshow.



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- No visual indicators to change slides, pause, etc., unless the user hovers over the slideshow.
- Too much text to read.
- Duplication.
 - Many occurrences of identical text, pictures or graphics throughout the site.

Department specific feedback:

- Unique-looking design.
 - Each department wants to feel “special.”
 - Excaltibur does not agree with this idea as our opinion is to have a consistent base design across all pages.
- Main point of contact.
 - Currently process is through multiple contacts for changes or updates to website.
 - This is up to Winnetka P.D. on the process, however, with WordPress it will make it easier for user control.
 - Not always feasible to have one “Web Administrator” available at all times.
- Remove “Capital Projects” information.
 - This is up to Winnetka P.D. as a whole. A few departments do not believe this provides any informational value to the common community user.
- Community Websites.
 - Align designs to Village of Winnetka and Winnetka Chamber of Commerce.
 - Links to those websites should be present on Park District Website, however, reverse links from those sites to Winnetka P.D. are up to those Organizations.
- Utilize PayPal or another payment type system for transactions.
 - This can be tricky as there are compliances involved and possible fees.
 - RecTrac may have a system that can be utilized.
 - Authorize.net payment gateway – can store credit card numbers on its servers. Also, site could use PayPal to allow people to pay with their PayPal accounts, which may have their payment information saved.
- Club Organizations.
 - Coordinate with other clubs, such as Hockey Club, Paddle Club, Men’s and Women’s Golf Club.
 - These are independent Organizations. Links would be a nice add, however, to have them included as part of the website may be difficult and could become an issue due to over-abundance of information, and trying to differentiate Organizations.



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Overall Recommendations:

- Visual differentiation.
 - We suggest the same design site wide, but different coloration for each department (possible issue with this: multiple groups wanting same color scheme, such as green for tennis, golf, parks, etc.).
- Freshen up content, images, etc.
 - Remove stale content, such as Capital Projects.
- Add vertical side menu navigation.
 - Does not replace horizontal menu, but as navigation within a specific department.
 - This could help to reduce reliance on dropdown menus.
- Eliminate PDF forms.
 - Move to RecTrac when possible.
 - Convert to online forms using WordPress form builder plugins.
- Slideshow with fewer slides (no more than 5).
 - Lessen the amount of text, and create more eye-catching images.
 - Develop more clear calls to action.
- Integrate other registration platforms.
 - Consult with RecTrac as there may be more features or functionality available for integration.
 - Possibility to move away from all platforms (including RecTrac) depending on a WordPress registration plugin that is powerful enough to handle the functionality of these platforms. This depends on the capabilities of available WordPress plugins and obtaining Department buy in.
- Virtual tour of different facilities.
 - 360° view of certain facilities.
- Eliminate duplicate content.
 - List content in one place with other locations that this content would be relevant will simply have a link returning to the main location.
- Brand Identity.
 - Consistency with overall park district marketing (catalogs, brochures, mailers, etc.).
- Contact information.
 - Current department in top right corner of the site.
- Shorter and cleaner URLs.
 - Shorten URLs to winpark.org/tennis, windpark.org/golf, etc.
 - Implement URL redirects to preserve current site URLs and SEO ranking (e.g. if the new site's URL for tennis were www.winpark.org/tennis, we would set the current site's URL of www.winpark.org/ac-nielsen-tennis-center/default.aspx to redirect to this new URL).
- Interactive map.
 - Google maps with possible GPS functionality.
 - Clearly mark fields, parks, buildings, etc. on a map.
- Emergency module.



- Appear on Website only when there are urgent announcements, such as a closure of a facility due to inclement weather.
- Other links.
 - Less important links (such as privacy policy, terms of use, sitemap, etc.) at bottom of site to keep top navigation from being too cluttered.
- Google page speed optimization.
 - Improve page load time as well as Google SEO ranking.
- Mobile friendly.
 - Responsive Design - content and graphics to scale
 - Mobile ease of use for registration and other interactivity with RecTrac and other registration programs.
- Identifiable Domain Name.
 - Winnetkaparkdistrict.org or winnetkapd.org (both are currently available).
- Site Security.
 - Initiate and maintain optimal level of site security.
- Headers.
 - Drop-down headers of the site for the various departments.
 - Depending on which department is selected, the main menu navigation that displays is specific to that department.
 - May not be ideal since the main menu would look different for each department, which could confuse some users.
 - It is another option, though, for how to handle the navigation.
- Add links to winpark.org site to all sites that are related to the park district.
 - Golf Club, Men's Golf Club, Women's Golf Club, Hockey Club, Paddle Club, Team 1, KWBA, et al.
- Departments categorized in alphabetical order on the main menu navigation.
 - Easier to read and find specific departments.



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Re: Proposal for Web Design

Dear Edna,

Thank you for your consideration on your website project. We at Excalibur are excited about the opportunity to help you with this important facet of your business. The attached proposal outlines your project and associated costs.

Excalibur Technology began creating web designs in 1994. We pride ourselves on our ability to turn your business needs into a visually appealing design that uses the most up-to-date search engine technology. We realize that your website presents your company to the internet community and must not only attract attention, but hold the visitor's interest. Let Excalibur Technology help your company get a presence started on the Internet or enhance and maintain your current website.

Having a presence on the Web is mandatory for legitimate businesses. More and more customers are expecting to be able to shop and find the information they need on your site. Excalibur can handle all your web needs from domain name registration to website creation and your web and email hosting.

Our web department staff skill sets include custom graphics design, banner ads, JavaScript, ASP.Net programming, database connectivity, shopping cart systems, Flash animation, and more. Of course, we also specialize in smaller projects for companies who want to get on the Web with a minimum expense.

Thank you again for the opportunity to share our estimate for your website project. We are confident Excalibur Technology can do an outstanding job for your company, and we look forward to working with you in the future.

Best Regards,

Ben Litton
Web Department Manager
Excalibur Technology Corp.



Proposal for Web Design for Winnetka Park District

Project Overview

The overall scope of the project is to redesign the existing website with a new current website design and integrate a content management system to allow for ease of maintenance for the site.

Primary Goals

- The new website design must be user friendly with easy to follow navigation.
- The new design must be attractive and business professional.
- The WordPress Content Management System (CMS) will be used to allow for easy integration and maintenance of the site.
- Visitors will have a search feature for quickly locating information on the new site.
- The site will utilize CSS to maintain a consistent look and feel throughout the site without the need of styling on individual pages.
- The site will be responsive so that it is easy to view and navigate on any device or screen size.
- WordPress training will be provided to your team.
- Search engine friendly and keyword specific URLs will be created for each page. This will also allow you to easily direct people to specific pages of the website.
- A large image/news rotator will display on the homepage to showcase important information.
- The website layout will include a module that can be used to display urgent or emergency notices to visitors.
- The site will include photo galleries for displaying pictures in a format that is easy to view and navigate.
- The website will be secured with an industry standard SSL certificate.
- The site will include a calendar of upcoming events.
- User access control will be built into WordPress to restrict certain users to only be able to edit certain content.
- E-Newsletter / Email marketing capabilities will be included in WordPress to allow website admins to maintain email lists and send mass emails.
- A blog will be included for posting important news and announcements about the park district.
- An interactive Google map will allow visitors to view park district facilities that are nearby.
- Google Analytics will be installed for collecting and analyzing statistics about user traffic on the website.
- The website will be optimized for fast page load speeds in order to improve its Google SEO rank.



- Web page URL redirects will redirect old website URLs to the new site URLs to preserve SEO rank.
- All content, including text, images, and logos, will be provided by the client in digital format.
- The site will be built to allow for expansion in the future.

Site Content Layout and Functionalities

Excalibur proposes the following site layout and tasks for your website:

- **Advanced Website Package**

This is a static brochure website package with a WordPress Content Management System (CMS) backend. This allows your business to have an online presence on the Internet as well as full control over the content of your site. The following is included in this package:

- **Custom Designed Layout**

Three (3) unique templates will be created with a professional and easy to navigate design. These layout design templates will include samples of navigation and some graphical content including photos. From these custom designs, you may review and make changes or mix and match the designs as you desire until the final is chosen. The website package includes up to 2 revisions. Additional designs and revisions can be added for \$125 each.

- **Custom Template and CSS**

- **WordPress Installation and Setup**

- **Five (5) Static Web Pages**

Up to 15 blank pages can be added as well. These are pages that would not have any content on them. Your staff would be responsible for adding the content to these pages. Additional pages with content can be added for \$75 each.

- **Testing**

- **Client Review and Consultation**

Up to 2 hours of review and consultation are included. Additional time will be billed at our standard hourly rates.

- **Basic Search Engine Optimization**

This includes meta keywords and description tags, page titles, header tags, and image alt and title text for each page.

- **Google Webmaster Tools**

This is a set of tools that allows site webmasters to perform various tasks, such as analyze errors on the website and control how pages appear in Google search results.



- **Social Media Icon Integration**
- **Secure Administration Area**
SSL certificate not included.
- **Fully Editable and Expandable Website**
- **Domain Name Registration or 1 Year Renewal**
- **Free Domain Transfer and Setup**

- **Additional Template Development**
Although development of the site template is included in the Advanced Website Package price, the scope for the template development is for a single site template with no variations. In order to set up the site template to implement different color schemes depending on department, as well as other variations such as displaying the phone number for the correct department in the header of the site, some development time that is considered outside the normal scope of the site template development will be required. We have included a line item in the pricing section of this proposal for the additional template development.

- **Responsive Design**
For years, mobile web browsing has been on the rise. To present a better user experience for visitors browsing the site on a smartphone or tablet, the website design to be responsive. The content of the website will be fluid so that it conforms to the width of the device's screen regardless of its dimensions. Although it is not feasible to test on every type of device in production, content generally appears similarly across different devices of the same operating system. In order to ensure consistency across devices, we will test the site on one current smartphone device each for Android, iOS (iPhone), BlackBerry, and Windows Phone, as well as an iPad.

- **Advanced Website Search**
Although WordPress includes a search feature, its search filtering and configuration options are limited. Therefore, we will install a WordPress plugin that provides more powerful search features. You will be able to control options such as which types of content or areas of the site to search, and sorting search results by relevance, among others.

- **Responsive Image / News Rotator**
The homepage of your site will include a large image rotator for displaying important information. This image rotator will serve two purposes: first, it will create visual interest to encourage visitors to browse the site; and second, it will prominently display important news or other information and allow visitors to click on each image to go to the appropriate area of the site.



- **Emergency Module**

The new website template will include a section that will be hidden by default, but that can be toggled on very easily when there is urgent information that visitors need to know. For example, if there is a severe thunderstorm, and certain sports league games must be cancelled, your staff will be able to turn on this module and enter the information about the cancellation. The information will display on the site in a manner that is very easy for visitors to see.

- **Responsive Photo Gallery**

WordPress users will be able to quickly and easily create photo galleries and add them to pages of the website. Users will have full control over not only which images appear in the gallery, but also the order in which the images appear, as well as alternate text / captions for each image. The images will be displayed on the page as thumbnails, and when someone clicks on an image, the large version of the image will open in a Lightbox format. The cost of each photo gallery includes up to 10 images, provided by the client.

- **SSL Certificate**

An SSL certificate is required to ensure that all transmission of sensitive data, such as credit card information, is encrypted on the website. Pricing for SSL certificates begins at \$49 for a one-year certificate. Additionally, there is a \$25 setup fee for installing the certificate. We have included pricing of \$74 in this proposal for the purchase and installation of a one-year certificate.

- **Calendar of Events**

A WordPress plugin will allow your staff to input upcoming events in WordPress and have them displayed on the site in a calendar format. You will be able to include information about each event, such as start and end dates and times and a description of the event.

- **User Access Control**

In order to restrict certain staff members to only be able to edit certain content, a WordPress plugin will be installed that will allow site admins to restrict certain users to only be able to edit content from certain areas of the site. Additionally, when these users add or edit content, before the content changes appear on the site an approval email will be sent to site admins, who must approve the changes themselves.

- **E-Newsletter / Email Marketing**

Site admins will be able to send mass emails to users on a subscription list from within WordPress. Using a WordPress plugin, admins will have control over email lists and who is subscribed to each list. Admins also will be able to create email templates for sending mass emails. If you prefer, a subscription form can also be displayed on the site to encourage users to sign up to receive emails.

- **Blog**

The blog section of the site will contain important news pertaining to the park district. WordPress was built specifically for blogging, and adding new blog posts is incredibly simple in WordPress. Staff members will be able to quickly create new posts and have them display on the site in a blog style



format. You also will have the option to allow visitors of the site to comment on blog posts, as well as to require an admin to approve comments before they appear on the site.

- **Interactive Map**

With so many departments, buildings, parks, fields, and other facilities, it can be very confusing for visitors to understand where each facility is in the park district, as well as in relation to where each visitor is. The new website therefore will include a Google map that contains a marker for every facility in the park district. The map will be maintained through the WordPress backend by your staff, and it will include GPS functionality so that it can display the facilities that are closest to visitors when they view the map from their smartphones.

- **Google Analytics**

Google Analytics is a free statistical analysis tool that provides you with a wealth of information about the traffic on your website. You will be able to view statistics such as which pages of the site receive the most traffic, where the site's visitors are geographically located, what type of devices they use to browse the site (e.g. desktop or mobile), and the average number of pages viewed per site visit.

- **Website Page Speed Optimization**

Recently, Google updated its search algorithm to place a strong emphasis on the speed of a website. The faster a site loads, the better the SEO ranking Google gives the site. This is especially true in terms of the speed of the website on mobile phones. Although we use best practices when building a mobile-friendly website, optimizing a site to achieve a high Google page speed score requires additional effort. Therefore, we have included a line item in the pricing section of this proposal for optimizing the new website in order to improve the user experience and to boost the site's ranking with Google.

- **Page URL Redirects**

With the launch of the new website, the URLs for each page will be changing. This means that, by default, any Search Engine Optimization (SEO) ranking that your pages have built up over the years will be worsened. For example, after the launch of the new website, the current tennis page <http://www.winpark.org/ac-nielsen-tennis-center/default.aspx> will no longer exist, and therefore the SEO rank for the tennis page will be lost because the page cannot be found. In order to preserve any existing SEO rank, URL redirects will be set up to redirect all old page URLs for the current site to the corresponding URLs of the new site. For example, if the tennis page of the new site is <http://www.windpark.org/tennis>, the current site's URL of <http://www.winpark.org/ac-nielsen-tennis-center/default.aspx> will redirect to <http://www.winpark.org/tennis>.

- **WordPress Training**

WordPress training has been included in this proposal to provide a basic understanding of the WordPress content management system as well as assist your personnel with the creation and publication of some of your initial content. This allows us to train utilizing real world scenarios and content, as well as continue the creation of the actual site. More time may be required depending on the



skill level and talent of your personnel. Please note that the training included will be provided online. Your staff will learn how to:

- Create new pages, modify or delete existing pages
- Upload images and files, and add them to pages either in the content or as links
- Modify the menu options and much more.

Other Services

- **WordPress CMS Integration**

WordPress is an open source, non-proprietary content management system which is available at no expense. Our charges are for the integration of your custom look and feel combined with the WordPress functionality. WordPress is an award winning CMS known for its ease of maintenance, customization options and extensive add-ons. Each piece of content (simple text, photos, music, video, PDF documents, etc.) is stored and tracked by the WordPress system. Your website can be maintained by your staff with minimal technical experience.

- **Website Hosting**

This quote is based on the premise that Excalibur Technology will become your website hosting provider. We offer website and email hosting starting at \$16.95 per month. This also includes SPAM and virus filtering on all incoming and outgoing email from your website domain.

- **Virtual Tour of Facilities**

Although there are various WordPress plugins for displaying virtual tours on a website, they are meant to display files that have been generated from various virtual tour software applications. In other words, these plugins are useless without first taking professional photographs of your facilities and using an application or company to compile them into virtual tours. Because this is a service that would not be performed by Excalibur, at this time we are unable to provide a quote for the virtual tour. If you are interested in pursuing options for creating a virtual tour, we are more than happy to assist you in finding a reputable source to do so at our standard hourly rates.

- **Initial Search Engine Optimization Setup and Submission**

One very important aspect of any successful website project is search engine optimization. Creating a site website that can be properly indexed by search engines is vital to the success of your project. Our Web & SEO teams will work with you to develop a website that looks great and can be easily found. Once completed, your website will be submitted to Google, Yahoo, MSN, AOL, Ask and dozens of other search engines.



- **Logo, Media and Graphic Design Services**

Excalibur Technology offers full service graphic and media design. We have graphic designers on staff for all of your marketing needs. We can assist you with:

- Brochures
- Custom Graphics
- Vehicle Wraps
- Email Marketing
- Business Cards
- Custom Animations
- Signage
- And More!
- Logo Design
- Videos
- Letterhead

Proposal Pricing

Once this initial proposal is accepted, a meeting with one of the web developers and designers will be scheduled to better understand the overall vision of your project. If at any time you wish to add any functionality or other work that is not included in the scope of this proposal, such additional work will be quoted in a separate change order.

Description	Cost
Design, Structure, and Content Pages	
Advanced Website Package (WordPress)	\$2,800
Additional Design Concepts (1 @ \$125 each)	\$125
Additional Template Development	\$300
Additional Pages (100 pages @ \$75 each)	\$7,500
Responsive Design	\$950
Advanced Website Search	\$300
Responsive Image / News Rotator	\$600
Emergency Module	\$200
Responsive Photo Gallery	\$600
SSL Certificate (1-year certificate)	\$74
Calendar of Events	\$600
User Access Control	\$400
E-Newsletter / Email Marketing	\$500
Blog	\$200
Interactive Map	\$500
Google Analytics	\$50
Website Page Speed Optimization	\$800
Page URL Redirects	\$600
WordPress Training (3 hours @ \$99 per hour)	\$297
Total Estimated Project Cost	\$17396.00
Initial Search Engine Optimization Setup and Submission	\$165



Notes

** Please note that any time estimates are only estimates and actual costs may be above or below what is quoted **

(Time estimates are based on the premise that all content and graphics will be provided in an electronic format. Scanning images, typing content, or making multiple changes may add a significant amount of time to the project.)

Explanation of Rates

All tasks that are billed based on time fall under two categories: static development and dynamic development.

Static development is billed at a rate of \$99 per hour. Static development includes visual design work, the construction of pages that do not require database access or specialized programming, and any non-development related time such as meetings, research, or review time.

Dynamic development is billed at a rate of \$165 per hour. Dynamic development includes all database work and any programming required to build specific functionality into the web site such as a shopping cart, content editors, and other various administrative and interactive user utilities.

Start of project / Client delay

Once we start your project, your designers / programmers will be assigned to your account and work diligently to complete your work in a reasonable timeframe. Due to the nature of programming projects, they cannot work on many projects at once. It is imperative that you respond promptly to requests for layout approval, testing, information, etc. Failure to do so will cause a work stoppage. Should there be more than a five business day delay to an e-mailed request from the designer or programmer, we will consider this a client delay situation. The sixth day after the initial request and each business day thereafter will be billed to you at 2 hours per day at the appropriate rate (\$99/hr for designers, \$165/hr for programmers) for each developer actively working on your project until a response is received. We suggest you start your project at a time when you can devote the necessary attention to completing the requests in a timely manner.

Completion of project

Our web team will notify you via e-mail at the address that we have on file once the project is complete. You have 15 calendar days from the date of this notice to report any problems, change requests or missing portions of the website. If we receive no requests during this time, the project will be closed. All future work, regardless if it was to be included in this scope of work or not, will be considered billable if it was reported after the 15 day period has expired. Please note that all non-warranty work done within the 15 day period will be tracked and invoiced. Future changes, upgrades or additions to the website will be billed per our standard prices. Due to the possibility of staff changes, you might not be assigned the same web programmer. Because there is no way for every member of our team to "know" your project and how it works, you may have to pay for reeducation time should a new programmer be assigned to your project.



Acceptance

In order to begin work on a detailed project specification this estimate must be signed and dated by an executive member of Winnetka Park District and faxed to our office at (847) 842-0190 or otherwise given to Excalibur Technology along with payment of half of the maximum cost estimate (\$13,010.50). The remaining balance will be due upon completion of the project. This proposal is valid for 15 days.

ACCEPTANCE

I, _____, accept this proposal for development.
PLEASE PRINT NAME HERE

Signature

Date

Title

\$13,010.50

Deposit Amount

Initial Search Engine Yes No
Optimization Setup and
Submission:
(Please check one)

\$165

Cost

Payment Method:

The deposit will be paid by check # _____ and is being mailed to EXCALIBUR TECHNOLOGY'S Clearwater, Florida office for the deposit amount due.

I authorize EXCALIBUR TECHNOLOGY to bill the credit card on file for the deposit amount due.

I authorize EXCALIBUR TECHNOLOGY to bill the credit card provided below for the deposit amount due.

Cardholder's Signature: _____

Cardholder's Name: _____ (please print)



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Where Service is Legendary!

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Estimated Timeline for Website Design Project

Note These time spans – especially those of the Park District – are very rough estimates and depend on the Park District:

- Excalibur Technology and Winnetka P.D. engage in first step of choosing new Website Design Templates, and Winnetka P.D. provides any relevant information to assist with the selection of design. **Estimated time of 1 week**
- Excalibur creates design mockups. **Estimated time of 1 week**
- Winnetka P.D. reviews mockups, requests any revisions to Excalibur. Excalibur completes revisions. The Website package includes up to two revisions, so this step may occur twice. **Estimated time of 1 week per revision**
- Upon approval of final design by Winnetka P.D., Excalibur begins building website HTML template (meanwhile, Winnetka P.D. begins collecting content that will be included in the new site that is different from or not present on the current Website). **Estimated time of 1 week**
- Excalibur installs and configures WordPress, converts website HTML template to WordPress Template. **Estimated time of 1 week**
- Excalibur consults with Winnetka P.D. about specifics regarding website features, e.g. locations to include in interactive map, employee groups and associated permissions for user access control, etc. **Estimated time of 1 week**
- Excalibur selects, installs, and configures WordPress plugins for the various features (website search, image rotator, calendar of events, etc.), and adds necessary content to plugins. **Estimated time of 2 weeks**
- Excalibur creates website pages. **Estimated time of 3 weeks**
- Once all features are properly functional and all pages have been included, Excalibur tests website across multiple browsers for consistency and ensures that the site is responsive, i.e. mobile and tablet friendly. **Estimated time of 1 week**
- Excalibur performs website page speed optimization to ensure optimal Google Ranking. **Estimated time of 1 week**
- Excalibur sets up web page URL redirects, and finally conducts WordPress training for Winnetka P.D. staff. **Estimated time of 1 week**
- Winnetka P.D. performs final review of new Website prior to live launch. Once approved, new site goes live. **Estimated time of 1-2 weeks**

Total rough estimated timeline: 13-16 weeks