

BOARD OF COMMISSIONERS
SARPY COUNTY, NEBRASKA

RESOLUTION APPROVING LETTER OF AGREEMENT WITH REDSTONE COMMUNICATIONS
GROUP, INC. FOR THE DESIGN & IMPLEMENTATION OF TOURISM WEBSITE

WHEREAS, pursuant to Neb. Rev. Stat. §23-104(6) (Reissue 2012), the County has the power to do all acts in relation to the concerns of the County necessary to the exercise of its corporate powers; and,

WHEREAS, pursuant to Neb. Rev. Stat. §23-103 (Reissue 2012), the powers of the County as a body are exercised by the County Board; and,

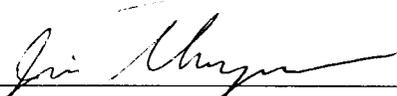
WHEREAS, the County of Sarpy desires to enter into an agreement with Redstone Communications Group, Inc. for design and implementation of the Tourism Department website, as outlined in the Agreement and Proposal attached hereto; and;

WHEREAS, said agreement is for unique, non-competitive and professional services and is in the best interests of the citizens of Sarpy County.

NOW, THEREFORE, BE IT RESOLVED by the Sarpy County Board of Commissioners that this Board hereby approves and adopts the agreement with Redstone Communications Group, Inc. for design and implementation services, a copy of which is attached.

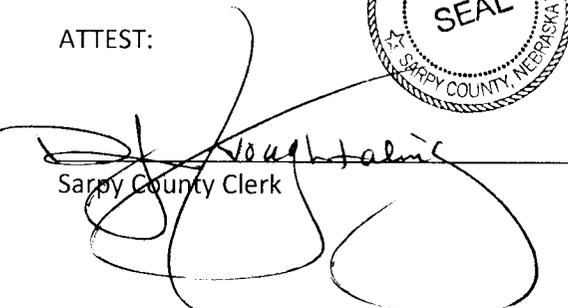
BE IT FURTHER RESOLVED that the Chairman of this Board, together with the County Clerk is hereby authorized to sign on behalf of this Board the agreement with Redstone Communications Group, a copy of which is attached, and any other related documents, the same being approved by the Board.

The above resolution was approved by a vote of the Sarpy County Board of Commissioners at a public meeting duly held in accordance with applicable law on the 15th day of July, 2014.

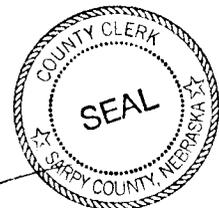


Sarpy County Board Chairman

ATTEST:



Sarpy County Clerk



Sarpy County Purchasing Department

SARPY COUNTY COURTHOUSE
1210 GOLDEN GATE DRIVE SUITE 1220
PAPILLION, NE 68046



Brian Hanson, Purchasing Agent
(402) 593-2349
Debby Peoples, Asst. Purchasing Agent
(402) 593-4164
Beth Garber, Senior Buyer/Contract Administrator
(402) 593-4476

MEMO

To: Sarpy County Board of Commissioners

From: Beth Garber

Re: Tourism Website Design Agreement

The current tourism website is developed on an outdated platform that is very difficult to maintain. Each change is often a change order for the Tourism Department since every change requires extensive code changes on the backend of the website.

In order to maintain a level of professionalism and keep current with media trends, the County solicited proposals from various website companies for a Content Management System (CMS) for the Tourism Department. Key features of the new CMS are: ease of editing/modifying the website, appealing design that is still accessible for users, integration with various social media platforms including Facebook and Twitter, utilization of responsive web designs, meet ADA requirements along with general requirements such as website security, company support and hosting capabilities/requirements.

We received a total of fourteen (14) proposals which ranged in price from \$7,192 to \$93,500 with the average cost of \$22,384. After reviewing the proposals the selection committee, which was composed of members from the Information Systems Department, Tourism and Purchasing, selected three (3) companies for demonstrations. The selection committee participated in two (2) rounds of vendor demonstrations and called references for the final candidates. After evaluation we recommend Redstone Communications Group, Inc. for the design and development of the Tourism website for an estimated cost of \$18,750.00 to be paid out of the Tourism Fund.

July 10, 2014

Beth Garber

cc: Deb Houghtaling
Mark Wayne
Scott Bovick
Brian Hanson
Mark Walters
Linda Revis

REDSTONE

ADVERTISING | MEDIA | ONLINE | DIRECT

10031 Maple Street, Omaha, NE 68134-5552
(402) 393-5435, FAX (402) 393-2139

July 10, 2014

Ms. Beth Garber
Senior Buyer / Contract Administrator
Sarpy County Purchasing Department
1210 Golden Gate Drive
Papillion, NE 68046

LETTER OF AGREEMENT

This document is a Letter of Agreement ("Agreement") between Sarpy County Nebraska, a government entity, (hereinafter referred to as "Client") and Redstone Communications Group, Inc., a Nebraska corporation (hereinafter referred to as "Agency") regarding the development, production and placement of advertising materials.

1. Scope of Work

This Agreement covers services provided by Agency on behalf of Client. These services include, but are not limited to: branding and marketing strategy; concept and idea creation, development and related services; creation and production of print and broadcast advertising; creation and production of long-form video; media strategy, negotiation, placement and maintenance; direct mail strategy, concepting, production and distribution; digital media; graphic design; creation and production of collateral materials; public relations; and event planning and management (collectively, "Services"). This Agreement also covers materials and concepts developed by Agency on behalf of Client which include, but are not limited to art, software, computer programming, broadcast materials, printed materials, concepts, ideas and plans, whether tangible or intangible and whether used by or for Client which are developed by Agency (collectively, "Materials").

2. Ownership of Materials

A. Finished Materials. Finished materials (physical and tangible products including but not limited to video and audio tapes, video and audio electronic files, printed materials and finished electronic layouts) developed exclusively for and delivered to Client by Agency shall become property of Client upon payment of applicable invoice(s). In the case of cancellation of this Agreement, Agency will charge an hourly fee as set forth in Schedule A (Part I) for all work associated with retrieval and assembly of archived materials requested by Client.

B. Intangible Creative Materials and Intellectual Property. Concepts, methodologies and materials (including but not limited to art, software, computer programming, marks, designs and branded marketing programs) developed by Agency will be licensed for use by Client and will remain the intellectual property of Agency. These materials may be used by Agency for other customers of Agency but not for customers within the trade area of Client while this Agreement remains in effect.

Ms. Beth Garber
Senior Buyer / Contract Administrator
Sarpy County Purchasing Department
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C. Licensed Materials. Materials such as photography, illustration, music, typefaces, talent and other components licensed for use by Agency on behalf of Client remain the property of their respective owners and will be managed under the terms and conditions of the license agreements.

D. All Materials. Agency reserves the right to use all material created by Agency subsequent to its release to intended audiences as examples and/or case studies for self-promotion or for the purpose of entry into industry competitions unless otherwise specifically requested by Client.

3. Compensation

Agency shall be compensated for Services and Materials based on Agency's activities, which include the following:

A. Creative Work. Any Services associated with, or Materials developed by Agency which relate to creative or conceptual matters, as classified by Agency, shall be billed on an hourly basis at the rates set forth in Schedule A (Part I) or as otherwise agreed in writing by Agency. The rates in Schedule A may be increased from time to time, provided Client is notified in advance of such increase.

B. Programming and Coding. For Services associated with, or Materials developed by Agency which involve creating electronic platforms for engagement, commerce or distribution including but not limited to websites, applications and software, Agency will charge a fee as agreed in writing with Client or shall bill on an hourly basis at the rates set forth in Schedule A (Part I) for programming, testing, and troubleshooting.

C. Media Research and Planning. In the case where Client-requested media research and/or planning does not result in a corresponding media purchase, Client agrees to pay Agency the cost of time spent based on the hourly rates set forth in Schedule A (Part I).

D. Traditional Media Purchasing. Client agrees to pay Agency the agency commission rate set forth in Schedule A (Part II) on all media purchased or placed on behalf of Client ("Media Purchasing"). If medium allows no agency commission or a commission of less than the rate set forth in Schedule A (Part II) or if Client places advertising other than through Agency or on a barter basis, Client will make up the difference to yield Agency the rate set forth in Schedule A (Part II).

If, in a medium having a schedule of graduated rates, Client uses a different amount of space or time than contracted for, the amount payable by Client will be adjusted to reflect the charges for the space or time actually used.

E. Online Media Purchasing. For media purchased or placed on behalf of client in digital form including but not limited to banner/display advertising, online pre-roll, paid search, rich media and social network advertising, Client agrees to pay Agency the cost of time spent based on the

Ms. Beth Garber
Senior Buyer / Contract Administrator
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hourly rates set forth in Schedule A (Part I) and commission rate as set forth in Schedule A (Part II).

F. *Production Management.* On those projects requiring the production of materials using outside vendors such as printers, production studios, web designers, research suppliers and other service providers Agency will mark up those services purchased by Agency on behalf of Client at the rates set forth in Schedule A (Part II).

G. *Account Management.* Any time spent by Agency in connection with or on account of Client including, but not limited to, discussions regarding developments or associations which promote Client or its services (with either Client or third parties) responding to inquiries or proposals, progress meetings with Client, and time spent by Agency attributable to Client's interests shall be compensated through billing of an Agency Account Planning and Consultation Fee ("Monthly Fee") as specified in Schedule A (Part III). Account service activities undertaken on behalf of Client when no Monthly Fee has been established will be billed directly to Client in accordance with Schedule A (Part I).

H. *Taxes.* Client shall reimburse Agency any state or local sales or use taxes that Agency is required to pay in connection with the performance of this Agreement ("Taxes"), whether payable during or after the term of this Agreement.

4. Billing and Payment

A. *Billing/Invoice.* All compensation due Agency for Services and Materials arising from activities involving Creative Work, Programming and Coding, Production Management, Account Management, Miscellaneous Expenses, and Taxes shall be billed on the last day of the month incurred unless otherwise agreed in writing. Billing for Media Purchases and out-of-pocket production charges will be billed to Client in advance of actual publication or presentation based on Agency's estimate of anticipated costs for such advertising. Any necessary billing adjustments will be made once the final charges from the media outlets are reconciled.

B. *Payment.* All invoices are due upon receipt. Interest in the amount of 1.5% per month will be assessed for any amounts that remain outstanding thirty (30) days or more after mailing the invoice. Agency reserves option to enact "Introductory Period" billing practices for first 90 days of engagement as described in Schedule B of this document.

5. Residency Verification Clause

Pursuant to Neb. Rev. Stat. § 4-114 et seq., each party shall use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. § 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States

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Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

6. Limitations of Liability

In no event will Agency be liable to Client, or any other person, for any lost profits, loss of goodwill, loss of use, indirect, special, incidental, or consequential damages arising out of or relating to this Agreement, Services, or Materials. The aggregate liability of Agency for any claims whatsoever arising out of or relating to this Agreement, Materials, and/or Services will in any event be limited to the amount of Agency fees Client paid under Schedule A during the preceding twelve (12) month period. Any claim against Agency with respect to any Services or Materials must be asserted in writing, within eighteen (18) months after the Agency's delivery of Service or Material.

7. Acts of Client

Agency shall not be liable to Client for missed deadlines or other performance failures which are due to Client's delay in approving any Materials or creative concepts developed by Agency or otherwise failing to respond in a timely manner to questions or requests for information from Agency. If Client, after having approved any advertising campaign, cancels part or all thereof, Client shall pay Agency for all related costs incurred to the date of cancellation and any unavoidable costs incurred thereafter, including, but not limited to, non-cancelable Media Purchases.

8. Indemnification

Agency shall indemnify and hold Client harmless from and against any and all third party claims, demands, regulatory proceedings, damages, costs (including, without limitation, settlement costs), and expenses (including, without limitation, reasonable attorneys' fees) arising from any claim pertaining to libel, slander, defamation, copyright or trademark infringement, invasion of privacy, piracy, or plagiarism arising from Client's use of any Materials which Agency creates or supplies to Client, provided such use is proper and consistent with all restrictions and agreements. However, no such indemnification shall be applicable to the extent such claim arises from materials created, supplied, or modified by Client or any other party.

Other than claims or liabilities for which Agency shall indemnify and hold Client harmless pursuant to the above paragraph, Client shall indemnify and hold Agency harmless from and against any and all third party claims, demands, regulatory proceedings, damages, costs (including, without limitation, settlement costs), and expenses (including, without limitation, reasonable attorneys' fees) arising from or relating to any Services or Materials.

Ms. Beth Garber
Senior Buyer / Contract Administrator
Sarpy County Purchasing Department
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Agency will use reasonable best efforts to guard against any loss to Client caused by the failure of media, suppliers, or others to perform in accordance with their commitments, but Agency will not be responsible for any such loss or failure on their part, or any destruction or unauthorized use by others of Client's property.

9. Term of Agreement

This Agreement will be in effect from the date of execution until termination ("Term"). This Agreement and the license shall be cancelable as follows: (i) by either party on ninety (90) days prior written notice to the other ("Termination Notice"); (ii) by Agency upon Client's breach of any terms of this Agreement which is not cured within ten (10) days of notice to Client; or (iii) by Client upon Agency's breach of any terms of this Agreement which is not cured within ten (10) days of notice to Agency. Once a Termination Notice is sent or Client fails to timely cure a breach, all outstanding balances due to Agency hereunder shall become immediately due and payable and Agency shall have all remedies available at law or in equity.

Upon termination of this Agreement, the licensed use of materials described in Section 2 (Part B) shall immediately terminate. In the event Client wishes to use any licensed materials subsequent to termination, Agency and Client will attempt in good faith to negotiate a license for the continued use of the materials.

10. Miscellaneous

A. *Force Majeure.* Agency shall not be liable to Client for error, failure or delay in its performance of this Agreement due to events beyond its reasonable control, including without limitation, acts of God, acts of government, labor disputes, unusually severe weather or failures or fluctuations in electrical power or telecommunications equipment.

B. *Acts of Third Parties.* Agency shall not be liable to Client for any failure by a third party with whom it has contracted to provide products or services under this Agreement (including without limitation print and broadcast media) to properly perform such contracts in a timely manner, unless such failure is attributable to Agency's negligent failure or delay in performing its obligations under any such contract or negligent failure to reasonably oversee, manage and communicate with the third party.

C. *Insurance.* During the course of services provided for by the Agreement, the Agency shall maintain Worker's Compensation Insurance in accordance with the Worker's Compensation laws of the State of Nebraska; Professional Liability Insurance with a minimum coverage of \$1,000,000 annually; Automobile Liability Insurance with a combined single limit coverage of \$1,000,000 for each accident; and Commercial General Liability of \$1,000,000 per occurrence, \$2,000,000 if aggregate. For the Commercial General Liability and Automobile Liability Insurance, the Client is to be named as an additional insured on the insurance coverage

Ms. Beth Garber
Senior Buyer / Contract Administrator
Sarpy County Purchasing Department
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identified in this section. In addition, the insurance coverage identified in this section shall be kept in force during the life of the Agreement and if there is any event of cancellation or, or material change in any of the insurance coverage, the Agency shall notify the Client within thirty (30) days. The Agency shall furnish proof of insurance coverage, if requested by the Client.

D. *Entire Agreement, Assignment, and Amendment.* This document constitutes the entirety of the Agreement between Client and Agency and may not be assigned or amended by either party without the express written consent of the other party.

E. *Governing Law.* The laws of the State of Nebraska shall govern this Agreement.

F. *Successors.* This Agreement shall be binding upon and inure to the benefit of the parties, their successors and assigns.

G. *Survival.* Sections 3, 6, 8, 9 and Agency's right to collect for amounts due hereunder shall survive the termination of this Agreement.

H. *Severability.* If any provision of this Agreement shall be held to be invalid, illegal or unenforceable, such unenforceability shall not affect the enforceability of the remaining clauses hereof.

I. *No Waiver.* No failure to exercise or delay in exercising any rights under this Agreement will operate as a waiver of those rights.

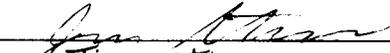
J. *Notices.* All notices, demands and other communications to be given or delivered under or by reason of the provisions of this Agreement will be in writing and will be deemed to have been given and to have been received when delivered personally, or by documented overnight delivery service, or sent by telecopy, telefax, or other electronic transmission service, provided a confirmation copy is also sent no later than the next business day by first class mail, return receipt requested to the address indicated on the signature page of this Agreement. Any party may by written notice complying with the requirements of this Section specify another or different person or address for the purpose of notification hereunder.

Ms. Beth Garber
Senior Buyer / Contract Administrator
Sarpy County Purchasing Department
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ACCEPTED AND AGREED:

CLIENT:

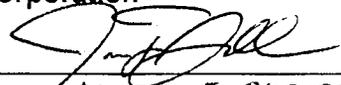
**Sarpy County Nebraska, a government
entity**

By: 
Name: Jim Thompson
Title: Chairman

Date: July 15, 2014

AGENCY:

**Redstone Communications Group, Inc., a
Nebraska Corporation**

By: 
Name: JAMES F. SVOBODA
Title: PRESIDENT & CEO

Date: 7/10/14

REDSTONE

ADVERTISING | MEDIA | ONLINE | DIRECT

10031 Maple Street, Omaha, NE 68134-5552
(402) 393-5435, FAX (402) 393-2139

Schedule A – Agency Compensation

I. Hourly Rates

Coordination & Support	\$70
Associate.....	\$90
Senior.....	\$100
Manager	\$125
Executive.....	\$150

II. Commission And Production Markup

Media Commission	15%
Production Markup.....	17.65%

III. Account Planning And Consultation Fee

A monthly Account Planning and Consultation Fee will not be utilized.

REDSTONE

10031 Maple Street • Omaha NE 68134 • (402) 393-5435 • (402) 399-8793 Fax

Estimate

Sarpy County Nebraska
1210 Golden Gate Drive
Papillion, NE 68046
ATTN: Ms. Beth Garber

Date: 6/20/2014
Page: 1

Estimate: 005557 Sarpy County Tourism website redesign **Job:**
Comp: 01 Sarpy County Tourism website redesign **Comp:**
Quote: 01
Revision: 00
Account Executive:

The following estimate is for a re-design and implementation of a Content Management System (CMS) for the Sarpy County Tourism website (gosarpy.com) as the scope of project has been outlined in the provided proposal.

The project includes four phases:

- Phase One: Gathering and Project Planning - \$3,400
- Phase Two: Concept and Design - \$5,600
- Phase Three: Development and Training - \$7,600
- Phase Four: Implementation, Training, Maintenance Turnover - \$2,150

Final site will be programmed in Drupal to provide CMS and flexibility for future updates. The estimate includes testing in Chrome, Firefox, Safari, IE11, IE10, iPhone and iPad. Estimate includes copy proofing and up to two (2) rounds of client revisions of design and copy.

The estimate also includes up to two (2) hours of training in managing content on the site following the "go live" date.

The estimate does not include e-mail campaign system, new photography, new video elements, hosting or domain name costs/maintenance. The addition of these elements or other elements beyond original scope will be estimated separately. Once live, and following initial training as referenced above, any ongoing questions, site enhancements or consulting needs will be billed at standard agency rates.

Upon estimate approval, invoices will be issued on the start date of each Phase.

Total for Estimate: 005557 Component: 01 Quote: 01 Revision: 00

\$18,750.00

REDSTONE

10031 Maple Street • Omaha NE 68134 • (402) 393-5435 • (402) 399-8793 Fax

Estimate

Sarpy County Nebraska
1210 Golden Gate Drive
Papillion, NE 68046
ATTN: Ms. Beth Garber

Date: 6/20/2014
Page: 1

Estimate: 005557 Sarpy County Tourism website redesign **Job:**
Comp: 01 Sarpy County Tourism website redesign **Comp:**
Quote: 01
Revision: 00
Account Executive:

Estimate is valid for 30 days and is subject to a variance of 10%.
Changes and revisions requested by the client beyond those noted in this estimate will be charged.
Applicable sales tax and shipping charges may be billed in addition to the estimate total.
Any photography and/or illustration used in the final product are licensed for use only for the production of the project named in this estimate.
Client requests for additional printouts, photocopies and media other than those provided by the agency for approvals will be billed in addition to this estimate total.

Agency
Authorization: _____



Date: 6/20/2014

Client Approval
Approved By: _____


Date: July 15, 2014

Beth Garber
Sarpy County Purchasing Office
bgarber@sarpy.com

Dear Ms. Garber:

Thank you for reaching out to Redstone regarding your upcoming website redesign.

In this document, we are pleased to present you with a proposal outlining the specific steps to achieving the goals you have outlined. We have provided information specific to your requests, a proposed platform that allows for simpler content management, and, finally, some optional functionality you may want to consider.

We are enthusiastic to get started and we look forward to working with you. Thank you again.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Svoboda". The signature is fluid and cursive, with a large initial "J" and "S".

Jim Svoboda
Partner and Response Marketing Director
Redstone

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Situation Summary

Sarpy County Tourism is seeking to update its website to improve both visual appeal and usability.

In reviewing Sarpy County's RFP, Redstone proposes the following as key goals for an updated website:

- Freshen and contemporize the look and feel of the site;
- Provide a simple but powerful Content Management capability;
- Allow for integration of social media;
- Build within a dynamically responsive system that automatically scales for different devices;
- Position Sarpy County Tourism staff and stakeholders to best leverage the functionality of the site and to utilize the platform as a powerful tool for outreach and promotion.

In the following proposal, Redstone addresses these objectives by replying to each of your specific areas of interest and by providing cost estimates for all deliverables for your review.

REQUEST FOR QUALIFICATIONS – Agency Response

1. Company Profile

- A. Number of years in Business:** 31 years
B. Office Location(s): 10031 Maple St.
Omaha, NE 68134
C. Number of employees: 26
D. Total sales in past 3 years: 2011 – \$16,287,000.00
2012 – \$15,529,000.00
2013 – \$17,371,000.00
Total – \$49,187,000.00 capitalized billings

2. Tourism Website Design Experience

Redstone has been privileged to work on web re-design projects for a variety of clients. While none of these have been tourism-specific, we have listed three below that we feel feature similar appeals and/or relevance to those required by Sarpy County's Tourism Department.

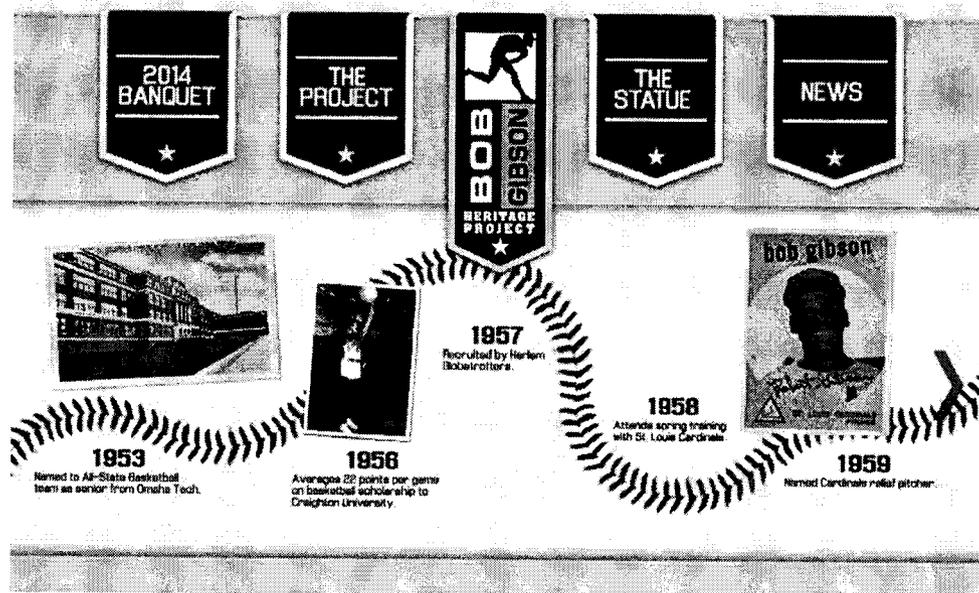
The following three pages feature contact information as requested by the RFP as well as a thumbnail screen shot for easy reference.

It also may be of interest to note that each is built on the same content management platform that Redstone will be recommending for the Sarpy County tourism site. The referenced samples display the versatility and flexibility of design offered by this platform.

The Bob Gibson Heritage Project

Redstone developed the website that helped the Sarpy County Sports Commission and dedicated baseball fans everywhere raise money to celebrate the career of hometown hero, Bob Gibson.

Client Name: Bob Gibson Heritage Project / Sarpy County Sports Commission
Client Contact Person: Lee Polikov
Phone Number: 402-593-2230
Email Address: lpolikov@sarpy.com
Physical Address: 501 Olson Drive, Suite 210, Papillion, NE 68046
Website Address: www.bobgibsonproject.org



The Hippodrome Arts Centre

This newly renovated theater combines the classic cinema experience with state-of-the-art technology. Likewise, the site's design showcases the destination's unique atmosphere.

Client Name: Hippodrome Arts Centre
Client Contact Person: Anna Scott
Phone Number: 970-474-9977
Email Address: oneanna2@kci.net
Physical Address: 215 Cedar St. Julesburg, Colorado
Website Address: www.hippodromeartscentre.com



Jean Stothert For Omaha

This ground-up web design for Jean Stothert played a key role in the communication plan that led to an historic victory.

Client Name:	Jean Stothert For Omaha
Client Contact Person:	Bill Protexter, Campaign General Consultant and Strategist
Phone Number:	402-871-4177
Email Address:	protexter@mac.com
Physical Address:	9476 E. Canyon View Rd., Scottsdale, AZ 85255
Website Address:	www.jeanstothert.com



3. **Proposed Project Management**

Redstone is continuously recognized by our clients for superior customer service. In fact, the majority of our new clients come to us as direct referrals from existing clients. Our team members work very hard to be responsive and responsible stewards of the work and budgets we are entrusted with. The leadership of your project team is proven in exhibiting these qualities.

Randa Zalman, *Project Lead*

Randa will serve as the agency's project lead on the Sarpy County tourism site re-design as she did on both The Bob Gibson Heritage Project website and the Jean Stothert for Omaha website project.

Randa's boundless enthusiasm for communication both as a career and lifestyle keeps her at the leading edge in interactive and social media communications. Having worked as an account executive at major agencies in Nebraska and in Chicago, Randa has developed expertise in managing projects in a wide variety of disciplines including public relations, branding, interactive design and strategic marketing.

Randa has also worked on the client side as the advertising manager for Woodmen of the World, where she oversaw creation and implementation of internal and external campaigns. She participated in a re-brand while at Woodmen and also was a member of the team that rebranded the national YWCA.

Randa is Google Certified and has served on the American Advertising Federation Omaha board and with the Insurance Advertising Compliance Association, is a past president of the Mid-America Direct Marketing Association and is a frequent presenter to industry groups on the topic of online and social media.





Jim Svoboda, *Creative Lead*

Jim is one of the owners of Redstone and will serve as Creative Lead on the Sarpy County tourism site re-design as he did on both The Bob Gibson Heritage Project website and the Jean Stothert for Omaha website project.

Jim's career in the industry began in direct marketing copywriting. After spending time in an ad agency, with a Fortune 500 company and five years of running his own creative shop, Jim joined Redstone in 1998.

At Redstone, Jim has helped numerous clients create, clarify and amplify their brands. At last count, Jim calculates that he is personally responsible for copy and design that has generated more than half a billion dollars in sales of goods and services with his work in direct marketing alone.

Jim is past president and board member of the Mid-America Direct Marketing Association and a board member of the United Way of the Midlands Foundation.

Aubrie Hill, *Development Lead*

Aubrie is a designer and web developer and will be the Development Lead on the Sarpy County tourism site re-design as she was on The Bob Gibson Heritage Project, Hippodrome Arts Centre and Jean Stothert for Omaha website projects.

Aubrie was a champion collegiate athlete and her drive and dedication to excellence continues to show in her work within the online space. Aubrie is Google Certified as well as being proficient in a number of industry standard programming languages. A veteran of Omaha's "Bar Camp" coding events and a self-taught iOS app developer, Aubrie continually stays abreast of the latest advances in digital platforms.



4. Schedule

Redstone proposes the following schedule based on the Phases and scope set out in your Request document. We have included an entry for “Typical Span.” This sets forth the expected number of business days required for a typical step based on our experience with similar engagements. Following that are anticipated start and completion dates based on our initial understanding of your project.

Phase 1 – Gathering and Project Planning

To include up to two full team (agency and client) meetings and development of proposed site map.

Typical Span: 15 business days
Anticipated Start Date: April 29, 2014
Anticipated Completion Date: May 20, 2014

Phase 2 – Concept and Design

To include design of up to two proposed homepage layouts along with menu variables and secondary page sample.

Typical Span: 15 business days
Anticipated Start Date: May 21, 2014
Anticipated Completion Date: June 11, 2014

Phase 3 – Development and Testing

To include development of approved design: programming of page templates and other site components; importing of all necessary copy and graphics; creation of links and implementation of meta-tags and other Search Engine Optimization elements.

Typical Span: 25 business days
Anticipated Start Date: June 12, 2014
Anticipated Completion Date: July 18, 2014

Phase 4 – Implementation

To include migration of site code to chosen hosting platform, up to 3 hours of training and/or support for Sarpy Information Systems team members.

Typical Span: 10 business days

Anticipated Start Date: July 19, 2014

Anticipated Completion Date: July 31, 2014

5. Project Scope

Redstone understands the scope of the project as detailed in “Scope of Services” in the Request document. A brief discussion of each element identified in that document is included below.

1. Customized content management that allows for permissions based editing (to the page level).

It is Redstone’s recommendation to build the majority of the site on the content management platform Drupal.

Drupal is an industry-leading open-source content management platform that currently supports nearly one million users. Using it as our build platform offers a variety of advantages:

- Excellent flexibility of design of navigation and both home and secondary pages;
- Industry-leading ease of content management for the administrators you choose;
- Availability of multiple plug-ins (Drupal calls them “modules” and currently offers more than 23,000 distinct ones on their support page) for managing and adding specific site functionality: Blog, Gallery, Media, etc.
- Active support community at www.drupal.org for FAQs and other topics of interest;
- Excellent pedigree of other Drupal users including: The White House, MTV, Sony Music, Warner Brothers Records, Popular Science, Fast Company and more.

2. Design of Top Level Pages

Subsequent to approval of the site map developed in “Phase 1 Gathering and Project Planning” as noted in “4. Schedule” above, In “Phase 2 Concept and Design,” Redstone proposes to develop two layout design options for the GoSarpy.com home page. The Sarpy County team will have to opportunity to consider and choose between these two options.

3. Design of the site in a manner consistent with top level pages

As part of “Phase 2 Concept and Design,” Redstone will develop a sample secondary page to complement each home page design option presented. The Sarpy County project team will have the opportunity to select their preferred home/secondary page design prior to full site build out.

4. Provide content migration from the existing site to the newly created site.

Redstone understands that creation of new content (beyond incidental elements, headlines, menu titles, etc. demanded by the new design) is not a part of this Request. As such, the majority of “Phase 3 Development” will entail the migration and reformatting of the current site’s content to the new content management platform.

5. Integration of various social media sites

Redstone is familiar with integrating both social media links and content into brand websites. During “Phase 1 Gathering and Project Planning” we will determine which social platforms you would like to incorporate and the extent to which you would like their content to be integrated into your website.

6. Mobile version that will work on various smart phones and tablets.

Redstone will utilize responsive web design. This means that the site will automatically detect the

browser type that is accessing it and dynamically scale content appropriately. With responsive design of your main site, there is no need to develop a separate “mobile” version – and no need to constantly update multiple versions of the site. Any change made on the main site can be seen instantly by users accessing your content via phones or tablets.

7. *RSS feed of events*

The Drupal platform offers multiple ways to manage and share calendar and event information. Redstone will offer suggestions for the most impactful and versatile way to accomplish your goals as discussed during “Phase 1 Gathering and Discovery.”

8. *Options for hosting services*

Redstone is familiar with a number of hosting services. We can make appropriate recommendations for hosting based on your objectives and budget.

9. *Provide training to Tourism staff and technical training to Sarpy Information Systems staff to allow for site maintenance, expansion and enhancements.*

Redstone has allowed for up to 3 hours of in-person training and/or phone support within this proposal. More time is available if requested. One advantage of Redstone’s choice of the Drupal platform as the foundation for this site is the vibrant and active support community. While Redstone can continue to make ourselves available to answer questions and provide support, many simple questions can potentially be answered with a simple search of the Drupal message boards. In addition, with the more than 23,000 expansion modules available for Drupal, new content and functionality can often be added with minimal necessary.

6. Vendor Service Capabilities (General description of all available)

a) *Web Development/Design*

Redstone is a full service marketing and communications firm. We have been providing our clients with online strategy and development since the very advent of the Internet. We designed, enhanced and/or developed more than half a dozen sites in 2013 alone.

b) *Software Tools*

Redstone is Google and Apple iOS Certified. Our developers work with the Adobe Creative Cloud which includes both Dreamweaver and Muse for web development. Drupal (as discussed above) is our preferred Content Management platform. Google Analytics is our preferred platform for site usage and traffic analysis.

c) *Site Maintenance*

Redstone maintains and services sites for a number of clients. We are equally comfortable turning over management of a site to a client's internal team or serving as the client's outsourced web manager. We can provide estimates for ongoing regular maintenance upon request.

d) *Site Hosting*

Redstone does not provide hosting directly. The agency has found that our clients are better served by outsourcing hosting to companies who specialize in maintaining the latest infrastructure, mirroring, security and connectivity. Redstone can recommend hosting options that provide exceptional value, security and uptime.

e) *Client Training*

Redstone's first principle when developing a Content Managed site for our clients is to make sure that the platform is simple and straightforward. With that in mind, training sessions often make for a pleasant surprise, as clients are delighted that the vast majority of their desired activities can be managed easily.

Training sessions are hosted by the Development Lead on your project and can take place at our offices or yours. Attendance to training session is limited only by the size of the venue. If your proposal includes more time than is required for in-person training, additional time may be used as phone-support.

f) *Availability of robust self-service documentation and technical support.*

As noted above, the recommended Drupal platform is an industry standard used by such entities as the White House and Sony. The user and support community is indeed robust and can be accessed through www.drupal.org.

g) *Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges.*

As noted in "d" above, Redstone recommends the use of dedicated hosting services to answer these very concerns. With respect to site maintenance, with Drupal site changes can be made in virtual real time with no need to "take the site down" to manage or alter the content.

h) *Meets U.S. Federal Government ADA requirements.*

Redstone is familiar with ADA guidelines and will provide appropriate user options for compliance. This applies to Redstone-created elements and migrated text content only and does not include altering (captioning, transcribing, etc.) any existing audio visual media that is

to be migrated or imported.

i) *Support available to Sarpy County Tourism*

As noted in Site Maintenance and Training (“c” and “e” above), Redstone is available for ongoing support and site maintenance. We would be happy to provide an hourly or monthly retainer proposal based on a further discussion of your requirements.

j) *Site security features for both the County and users*

Redstone will employ industry-standard security conventions appropriate to site content. Both Drupal and any hosting service recommended by the agency are considered to be among secure and trusted platforms. Should Sarpy County require any additional or enhanced security for specific data to be transferred, Redstone can propose optional security measures specific to issues raised during Phase 1 Gathering and Project Planning.

k) *Mobile Development Capabilities*

Redstone prefers to develop all sites with responsive design so that there is no need to develop a separate site specifically for mobile access – your primary site will automatically detect the type of browser and dynamically scale to fit the appropriate platform. This alleviates the need to make changes on multiple platforms any time an update is required.

That said, Redstone also has the ability to incorporate mobile text messaging into campaigns through a trusted vendor partner. If text messaging is a functionality that Sarpy County would eventually like to explore, we would be happy to provide a separate proposal.

l) *App Development Capabilities*

Redstone is an Apple iOS developer. Android versions of Redstone-developed apps can also

be provided. If app development is something Sarpy County would like to explore, we would be happy to provide a separate proposal.

m) *Other*

There are three additional elements to your web design project that Redstone would like to call attention to:

Search Engine Optimization

As an integral part of your project, Redstone will incorporate appropriate strategies for Search Engine Optimization of the final site to include appropriate page titles, metadata and linking tactics.

Optionally, Redstone is also able to design and initiate powerful Paid Search campaigns. These campaigns can help build a foundation for better overall search results for a newly launched site. Budgets are flexible and can be generally affordable depending on the goals of the organization. We would be happy to discuss this option during “Phase 1 Gathering and Project Planning.”

Google Analytics

Redstone will add the appropriate java tags to all site pages so that Sarpy County can make use of Google Analytics. Google’s basic analysis and reporting features are extremely robust and free of charge. We feel that they will be more than adequate for Sarpy County’s analytics needs as stated in the RFP document. Google also offers exceptional online education and support resources to help get the most from the system.

Should you find you need additional analysis features, Google does offer a Premium service with an additional subscription fee that adds more complicated modeling, remarketing and integration of other media channels.

Redstone ECS

The Redstone Email Campaign System (ECS) is an email marketing tool that allows for managing your email list, segmenting those consumers and communicating with them through easily-built template or custom emails.

This system can be incorporated to your website to capture emails of consumers requesting more information. You can also import any existing email database. Consumers can be segmented based on their request or any other data you request and they provide.

After initial setup, and with a minimum \$25 monthly charge, Redstone ECS is priced on a “per email sent” model. This model is typically cost-effective in that clients only pay for their actual use of the system. During slower, inactive months, the minimal \$25 charge maintains your database ready for use. This is in contrast to many platforms that charge a monthly fee based on total number of records (emails) in your database, regardless of whether you’ve sent them an email that month or not.

We can provide the full User and Pricing Agreements if this is a functionality that Sarpy County would like to explore.

7. Pricing

The following figures include all services enumerated in the preceding document. Services described as optional or as requiring a separate proposal are not included. In addition, over the course of the engagement some activities may generate requests by client for additional research, revision or material. Estimates for any expenses of this nature will be presented to Sarpy County for approval prior to the incursion of costs. Costs below are considered to be inclusive of any applicable sales tax, however in the event that tax exceeds amount estimated by Redstone, client will be responsible for tax. Upon acceptance of proposal, invoices will be issued as follows on the start date of each Phase.

Phase 1: Gathering and Project Planning	\$3,400
Phase 2: Concept and Design	\$5,600
Phase 3: Development and Testing	\$7,600
Phase IV: Implementation – Training and Maintenance Turnover	\$2,150
Total One-Time Costs	\$18,750

Note that standard hosting fees will be assessed annually and will be billed separately from this proposal depending on hosting option selected by client. These fees are not anticipated to exceed \$200 per year for the site as proposed above. It may be advisable for client to contract directly with web host.

Redstone hourly fees are tiered based on seniority of billing individual. Currently these tiers are: Coordination and Support - \$70; Associate - \$90; Senior - \$100; Manager - \$125; Executive - \$150.

Redstone At A Glance

Services

Redstone is an advertising agency with strength in creating, clarifying and amplifying brands as well as building sales through effective media strategy and placement, both traditional and online; interactive development of websites, social media programs and email promotions; direct marketing; and creative production of television, radio, print and outdoor communication.

Fast Facts

- Redstone has 26 employees in the Omaha office and manages a satellite staff of more than 112 experts in a variety of supporting fields.
- Redstone places media in 22 states and more than 65 markets nationwide.
- Redstone consistently produces more than 400 radio and television commercials each year.
- Redstone is headquartered at 10031 Maple St. in Omaha, Nebraska.
- The agency website can be found at www.redstoneweb.com
- Three Redstone partners (Phillip Webb, Claudia Martin and Steve Armbruster) are past Ad Federation Silver Medal winners. Each year the ad federation chooses one individual to honor for outstanding achievement in the field of advertising.
- Each year, Redstone chooses a number of non-profit causes for whom they do marketing and advertising. Currently, the agency works closely with The Arthritis Foundation Heartland Chapter, Habitat for Humanity and The Association for Corporate Growth.

History & Ownership

Redstone was founded in 1983 as Culver & Associates. In 1996, agency was purchased by the Omaha World-Herald (OWH) Companies and became Redstone Communications Group, Inc.

Redstone was an integral part of the OWH's World Marketing subsidiary which was made up of lettershops, fulfillment houses, list companies and other direct marketing companies nationwide. Redstone provided the national company with strategic and creative services for clients like Verizon Wireless, American Airlines and the Corporation for Public Broadcasting.

In August of 2004, Redstone's management team purchased the agency from the OWH. Redstone's then-president, Phillip Webb became the agency's chairman and long-time media director, Claudia Martin, took the role of president. Other partners include: Gail Seaton, account service director; Stacy Vance, CFO; Steve Armbruster, creative director; and Jim Svoboda, director of response marketing.

APPENDIX A: Comments

Redstone agrees in principle and, to its knowledge, complies with all requirements set forth in the RFP with the exception of the following:

Within “11. Insurance Requirements” the RFP states the desire for the selected vendor to carry Cyber Liability Insurance with a minimum accepted liability of \$1,000,000.00 *each occurrence*. Redstone’s current corporate insurance policy provides for up to \$1,000,000.00 *annually*. (Emphasis added for contrast).

Deb Houghtaling

Sarpy County Clerk

Renee Lansman
Chief Deputy

1210 Golden Gate Drive #1250 • Papillion, Nebraska 68046-2895
Phone: 402-593-2105 • Fax: 402-593-4471 • Website www.Sarpy.com • Email: Clerk@sarpy.com

July 17, 2014

James F. Svoboda
RedStone Communications Group, Inc.
10031 Maple Street
Omaha, NE 68134-5552

RE: Letter of Agreement Regarding the Development, Production and Placement of
Advertising Materials

Enclosed is the agreement for your files.

Sincerely,

A handwritten signature in black ink that reads "Deb Houghtaling". The signature is written in a cursive style with a large initial "D" and "H".

Deb Houghtaling
Sarpy County Clerk

Enclosure
DH/sm