

**MONTHLY MEETING
TO BE HELD
February 19th at 9:00 a.m.
at Park Central Development,
4512 Manchester Ave.
St. Louis, Mo. 63112**

NOTICE & PROPOSED AGENDA

TAKE NOTICE that on February 19th at 9:00 a.m. via conference call, the DeBaliviere Place Special Business District will hold its public Monthly Meeting to consider and act upon the matters on the following tentative agenda and such other matters as may be presented at the meeting and determined to be appropriate for discussion at that time.

- 1. Call to Order**
- 2. Security Update**
 - a. Central West End Neighborhood Security
 - b. The City's Finest
- 3. Public Comment**
- 4. Approval of Previous Month Minutes**
- 5. Budget Report**
 - a. Finance Report
- 6. District Lighting:**
 - a. Lighting Repairs/Extra Lighting Parts – Discussion
 - b. Phase II Lighting Project: RFP Responses
- 7. Other Business**
 - a. Website RFP – Approval
 - b. Open Board Seat – Discussion
 - c. Repair Entryway Post – Discussion
- 8. Adjournment**

Please Note: Due to COVID-19 physical access to the general Board meeting by the public will be temporary closed and replaced by phone conferencing. To attend the meeting by phone, please dial 1-312-626-6799, meeting ID: 897 4877 0301

This meeting is open to the public; provided, however, that a portion of the meeting may be closed to discuss legal, real estate and/or personnel matters as provided by Sections 610.021(1), (2) and/or (3), RSMo.

Representatives of the news media may obtain copies of this notice, and persons with disabilities wishing to attend can contact: Park Central Development, 4512 Manchester #100, St. Louis, 63110, (314)535-5311.

DATE POSTED: 2-17-2022
Time Posted: 11:00 AM

DeBaliviere Place Board of Commissioners Meeting
January 15th, 2022 at 9:00 AM
At Park Central Development - Zoom
4512 Manchester Ave; St. Louis, MO 63110

Board Members Present: Neill Costello, Charles Wiltsch, Sherrone Beatty, Bobbie Butterly,

Board Members NOT Present: Sid Chakraverty, Amy Grace

Others in Attendance: Shameem Clark Hubbard, (St. Louis City), Jim Whyte (NSI),

Public in Attendance: Tracy Renison, Mike Klenc

1. Call to Order:

- a. B. Butterly called the meeting to order at 9:04 AM

2. Security Update:

- a. J. Whyte didn't not have a formal report. He is waiting for the final report from SLMPD to finalize their year-end report. J. Whyte gave an update on a major arrest regarding a car clotting ring that has been active in the STL region. R. Betts (The City Finest) gave an update on its new app that will allow the NSI to communicate more effectively with patrol staff.

3. Public Comments & Questions:

- a. T. Rension spoke about parking issues and that she notified parking enforcements. She also had concerns about the Pillars at Clara and Delmar and would like to have repairs to the pillars. She also asked if the gate would remain open. Alderwoman Shameem Clark-Hubbard stated that the Gate would remain opening during construction of several large neighborhood projects.

4. Approval of Previous Months Minutes: B. Butterly motioned to approve the previous month's meeting minutes; N. Costello second. All in favor – motion passed.

5. Budget Report:

- a. B. Butterly presented the financial report. B. Butterly motioned to approve the financials. Charles Wiltsch second. All in favor – motion passed.

6. Other Business:

- a. **Website Redesigned RFP:** One RFP was received for the Website redesigned. The board was not satisfied with the response to the RFP and will update the RFP and reissue it.
- b. **Landscape Contract:** B. Butterly, B. made a motioned to approve the landscape contract. Charles Wiltsch second. All in favor – motion passed.
- c. **Entryway post.** B. Butterly requested that Park Central reach out to the Alderwoman Heather Navarro to determine if funds can be allocated for the beautification and repair of the entryway at Pershing and Union.

- 7. Adjournment:** B. Butterly motioned to adjourn; N. Costello second. All in favor - meeting adjourned at 9:50 AM.

DRAFT

DeBaliviere Place
Balance Sheet
As of January 31, 2022

	<u>Jan 31, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
1073 · Operating 6692	477,911.70
Total Checking/Savings	<u>477,911.70</u>
Total Current Assets	<u>477,911.70</u>
TOTAL ASSETS	<u>477,911.70</u>
LIABILITIES & EQUITY	
Equity	
3000*OE · Opening Balance Equity	499,566.89
32000 · Retained Earnings	-214,095.16
Net Income	192,439.97
Total Equity	<u>477,911.70</u>
TOTAL LIABILITIES & EQUITY	<u>477,911.70</u>

DeBaliviere Place Profit & Loss Budget Performance January 2022

	Jan 22	YTD Budget	Annual Budget
Income			
40000 · Revenue			
40100 · Tax	200,328.26	120,000.00	320,000.00
Total 40000 · Revenue	200,328.26	120,000.00	320,000.00
Total Income	200,328.26	120,000.00	320,000.00
Gross Profit	200,328.26	120,000.00	320,000.00
Expense			
60000 · Expenses			
61010 · Admin Fees- Park Central*	1,575.00	1,575.00	18,900.00
61020 · Legal	0.00	170.00	2,040.00
61030 · Insurance	0.00	0.00	8,700.00
61035 · Meeting Room	0.00	45.00	540.00
61040 · Postage	0.00	16.74	200.00
Total 60000 · Expenses	1,575.00	1,806.74	30,380.00
61150 · Marketing & Promotions			
61160 · Website Maintenance	30.00	33.37	400.00
61165 · Newsletter	769.23	333.37	4,000.00
Total 61150 · Marketing & Promotions	799.23	366.74	4,400.00
61250 · Public Maintenance			
61260 · Landscaping	0.00	833.37	10,000.00
61280 · Pet Waste Stations	64.80	70.87	850.00
Total 61250 · Public Maintenance	64.80	904.24	10,850.00
61350 · Infrastructure			
61359 · Lighting Maintenance	0.00	250.00	3,000.00
Total 61350 · Infrastructure	0.00	250.00	3,000.00
62000 · Safety and Security			
62010 · Patrols	4,734.38	12,750.00	153,000.00
62020 · Cameras	0.00	833.37	10,000.00
62021 · Internet for Cameras	714.88	666.74	8,000.00
62022 · Camera Maintenance	0.00	583.37	7,000.00
62030 · NSI Membership	0.00	7,500.00	30,000.00
Total 62000 · Safety and Security	5,449.26	22,333.48	208,000.00
Total Expense	7,888.29	25,661.20	256,630.00
Net Income	192,439.97	94,338.80	63,370.00

Tax Bills Report 1/5/22

118 Tax Bills for 2021 outstanding	47,074.00
9 Tax Bills for 2020 outstanding	\$ 1,734
5 Tax Bills for 2019 outstanding	\$ 9,812
1 Tax Bills for 2018 outstanding	\$ 243
1 Tax Bills for 2017 outstanding	\$ 283.00
	\$ 59,146

DeBaliviere Place Transaction List by Vendor January 2022

Type	Date	Num	Memo	Split	Amount
Dog Waste Depot					
Bill Pmt -Check	01/07/2022	Bill.com	Inv 454800	Pet Waste Stations	-64.80
Park Central					
Bill	01/09/2022	2022-01-09	Recurring Bill	61010 · Admin Fees- Park Central*	-1,575.00
Presort, Inc					
Bill	01/11/2022	326637	SBD Newsletter	61165 · Newsletter	-769.23
Seafoam Media					
Bill	01/05/2022	2007090	Website	61160 · Website Maintenance	-30.00
Spectrum-formerly Charter Communications					
Bill	01/15/2022	0023856011522	Inv 0023856011522 - January Services	62021 · Internet for Cameras	-714.88
The City's Finest LLC					
Bill Pmt -Check	01/06/2022	Bill.com	INV-3534	Patrols	-2,234.38
Bill Pmt -Check	01/25/2022	Bill.com	INV -3072	Patrols	-2,500.00
Bills Paid in January 2022					-7,888.29



4140 Lindell Blvd.
St. Louis, Missouri 63108
Phone: (314) 454-0222
www.abnacorp.com

February 16, 2022

Debaliviere Place Special Business District
c/o Park Central Development Corporation
4512 Manchester Avenue, Suite 100
St. Louis, MO 63110
via e-mail: Ashley@pcd-stl.org

Attn: Ms. Ashley Johnson

Proposal for Professional Services

Installation of Pedestrian Streetlights along Waterman Blvd Between Debaliviere Ave and Belt Ave

Dear Ms. Johnson

ABNA is highly interested in providing professional services for the above noted pedestrian streetlight project. We are confident that we are the right fit for this project due to our recent and relevant pedestrian lighting design and construction management services provided for Park Central's completed West Pine Pedestrian Streetlight project, recently constructed Pershing Avenue Pedestrian Lighting project, and design of pedestrian streetlighting on Laclede Avenue. Our understanding of St. Louis City's Street Lighting and Board of Public Service Standards has been gained by our performance of several City Lighting projects including lighting in Forest Park. Our enthusiastic interest in this project is based on our desire to build on our relationship with Park Central Development Corporation and the Special Business Districts in the Central West End where our office is located.

Firm Profile

ABNA is a consulting engineering firm offering design in the fields of **civil-site, structural, transportation, water/wastewater, and electrical engineering**. ABNA further offers land **surveying, geotechnical, structural inspection, construction management and materials testing services**. ABNA's corporate headquarters is in St. Louis' Central West End Southeast Special Business District. ABNA is invested in this community and has contributed to the support of the CWE Southeast Special Business District through real estate taxes for over fifteen years. Since being founded in 1994 by two enterprising engineers, ABNA has since grown to have a staff of over 60 professionals.

Why Choose ABNA?

We propose assigning the same team that provided the personal and prompt service for the West Pine, Pershing Avenue, and Laclede Avenue Pedestrian Streetlight projects. ABNA offers a diverse range of professional resources completely in-house. Therefore, this project will benefit from the efficiency of not having to support the overhead of a multi-firm team and your representatives will benefit from ABNA's flexibility to respond rapidly to provide field surveys, attend meetings with your organization and the Debaliviere Place Special Business District, or to observe construction operation on short notice without unnecessary delay or the need to negotiate scope and fee adjustments with a surveyor or construction management subconsultant.

Licensure & Certifications

ABNA is a Missouri corporation, licensed Professional Engineering Corporation and a Professional Surveying Corporation with the Missouri Division of Professional Registration. In addition, each of our Missouri Professional Engineers and Professional Land Surveyors are in good standing in the State of Missouri. ABNA is certified as a M/W/DBE firm by the City of St. Louis Airport Authority's DBE Program Office, the Missouri Department of Transportation (MoDOT) and the Missouri Regional Certification

Committee (MRCC). ABNA is MoDOT prequalified to perform roadway lighting planning and design. We can be found on MoDOT's *Approved Consultant Prequalification List*.

Project Understanding – Waterman Blvd Pedestrian Street Lighting



Waterman Blvd between Debaliviere Ave and Belt Ave is a minor collector street that serves as a link to collector streets and serves local residential neighborhoods. The project is two blocks long starting at the intersection of Belt on the east and ending at Debaliviere on the west. It is a two-way street with curb side parking on both sides, serving residents. Streetlights are provided along the street consisting of standard streetlight fixtures on metal poles. The neighborhood would benefit immensely with the installation of new pedestrian scale lighting along both sides of the street to supplement the existing streetlights. The pedestrian lights can be installed in the tree rows on each side of the street like the recently installed pedestrian streetlights on Pershing Avenue.

The photo at the left shows an example of the city's standard acorn light on a decorative concrete pole. This light is typical of most of the newer pedestrian scale lights installed throughout the Central West End. We would specify the same pole and light as we specified for the Pershing Avenue Pedestrian Lighting project.

ABNA understands the project area has multiple utilities, several entrances for residence accesses, and some large trees which must be considered during the design planning for the new pedestrian scale lights and during the construction stage. The existing underground utility locations will be marked prior to completing the field survey so the locations can be included in the plans. During the design phase of this project, we will meet with the St. Louis City Lighting Department, as we did on our recently completed **Pershing Avenue Pedestrian Streetlights** and **Laclede Avenue Pedestrian Streetlights** projects, to determine the capacity of the existing lighting substation to power the new lights. In the event there is insufficient capacity to add the additional electrical load, we will work with the City to determine the best location for a new substation.

The design of the pedestrian lighting will be based on guidelines for pedestrian lighting contained in the Illuminating Engineering Society Handbooks RP-8, *Roadway Lighting* and G-1, *Security Lighting for People, Property, and Public Spaces*. ABNA will provide photometrics for the proposed lighting utilizing Lighting Analysts, Inc. AGi32 design software

Project Team

Project management and lighting design will be led by **Franklin Eppert PE**. Frank is a resident of the Central West End Community and has over 40 years of electrical engineering design experience. He has prepared lighting studies and construction documents for a wide variety of roadway projects including recent lighting expertise provided to the CWE SE Neighborhood for the West Pine and Laclede Avenue lighting and the Debaliviere Place Special Business District for the Pershing Avenue Lighting. Frank's studies have included evaluations of roadway photometrics and performance as governed by the Illuminating Engineering Society's (IES) Roadway Lighting Guidelines. Frank is also a certified AGi32 Lighting Designer as well as an active member in Illuminating Engineering Society of North America (IESNA) and the U.S. Green Building Council (USGBC).

Surveying will be led by **Jonathan Rowse PLS**. Jonathan has many years of experience in topographic and boundary surveying. All field and office survey tasks will be managed by Jonathan.

Project Team Contact Information

1. Project Engineer: **Franklin Eppert, PE, Senior Engineer**. Desk 314-454-0222 Ext 1148, Cell 314-602-9300, e-mail feppert@abnacorp.com
2. Land Surveyor: **Jonathan Rowsell, PLS, Licensed Surveyor**. Desk: 314-454-0222 Ext 103, Cell: 314-445-7603, e-mail jrowsell@abnacorp.com

Experience and Technical Competence on Similar Projects

The above noted pedestrian street lighting projects entailed many of the same design elements and potential challenges as this project such as:

- Decorative Pedestrian Lighting along a busy roadway.
- Complex Utility locates and coordination.
- Maintenance of access to adjacent properties.
- Lighting photometrics for the project limits to include security level lighting.
- Electrical circuit layout and voltage drop calculations.
- Substation capacity analysis.
- Coordination with the City's Lighting Department and Board of Public Service.
- Provision of "As Built" plans.

Laclede Avenue Pedestrian Streetlight: This project involved design of **pedestrian lighting** on Laclede Avenue from Taylor Ave. to Boyle Ave. utilizing ornamental LED fixtures that provided average foot-candle luminance for sidewalks to comply with Illuminating Engineering Society Standards. For this project, ABNA worked as an extension of the Central West End Southeast Special Business District's and Park Central's staff to provide a project survey, utility coordination, perform photometric modeling, lighting design, prepare construction documents and coordinate the construction of this project with the City's Board of Public Service.

Pershing Avenue Pedestrian Streetlights: This project involved design of **pedestrian lighting** on Pershing Avenue between Union and Belt utilizing ornamental LED fixtures that provided average foot-candle luminance for sidewalks to comply with Illuminating Engineering Society Standards. For this project, ABNA worked as an extension of the Debaliviere Place Special Business District's and Park Central's staff to provide a project survey, utility coordination, perform photometric modeling, lighting design, prepare construction documents and coordinate the construction of this project with the City's Board of Public Service.

West Pine Boulevard Pedestrian Streetlights: This project involved design of **pedestrian lighting** on the 4400 block of West Pine in the Central West End utilizing ornamental LED fixtures that provided average foot-candle luminance for sidewalks to comply with Illuminating Engineering Society Standards. For this project, ABNA worked as an extension of the Central West End Southeast Special Business District's and Park Central's staff to provide a project survey, utility coordination, perform photometric modeling, lighting design, prepare construction documents and coordinate the construction of this project with the City's Board of Public Service.

Pedestrian Lighting at Washington and Broadway: On this project ABNA provided streetscape improvements in the southwest quadrant of the intersection of Washington Avenue and Broadway in the Central Business District of St. Louis, MO. This project involved design of lighted bollards at the Stifel

investment office location in Downtown St. Louis near the vicinity of the large Bull and Bear sculpture. The design included installation of decorative, stainless steel reinforced bollards to provide protection for pedestrians and the statue, as well as lighting of the statue. The bollards included integral spotlights highlighting the statue.

References for Similar Projects

The following references are knowledgeable of ABNA's project performance on lighting projects.

1. Debaliviere Place Special Business District
Mr. Sid Chakraverty, SPD Board President. Phone & e-mail not available. He can be reached through the Park Central Dev. Corp. office.
2. Mr. Dennis Overton, Former District Commissioner with the CWE SE Special Business District c/o Park Central Development Corporation. Phone & e-mail not available. He can be reached through the Park Central Dev. Corp. office.
3. Mr. Ron Coleman, Neighborhood Improvement Specialist. City of St. Louis. E-mail colemanron@stlouis-mo.gov. Phone 314-606-767

Fee Estimate

ABNA proposes to perform the engineering services outlined in the Request for Proposal for a Lump Sum fee of **\$39,000.**

Capacity and Capability to Perform the Work

ABNA maintains a local staff of 60 which includes surveyors, technicians, engineers and inspectors that provide engineering design services on a multitude of infrastructure projects in the St. Louis area. We are confident that we have the administrative, personnel, technological, and field resources necessary to be accessible to your staff and deliver a quality project within the time frame needed. ABNA has forecasted man-power needs for your project and are confident we have the available staff for this assignment. As our office is in the Central West End, ABNA will be able to provide top priority to exceed your project objectives and delight this vibrant and growing community in which we live and work.

Diversity

To ABNA, diversity is more than about ownership of the firm, it is about developing an inclusive work force that represents the community in which we live and work. ABNA promotes this philosophy in several ways. ABNA is committed to inspiring elementary and high school children develop an interest in Science, Technology, Engineering and Math (STEM). One annual event includes the Minority Science Showcase held every Martin Luther King, JR Holiday weekend at the St. Louis Science Center for which ABNA has participated for over 20 years. In addition, ABNA's senior staff also mentors a variety of youth such as through First Robotics© competitions, and one on one through college student internships.

Commitment

ABNA's Project Manager, **Franklin Eppert, PE** has worked on numerous roadway and lighting projects in the community and has a strong desire to help build quality infrastructure in the St. Louis region. This commitment, which is also equally shared by ABNA's Principal, Abe Adewale PE, and the other team members that will be assigned to this project, will ensure a highly motivated team delivers another outstanding project in the City of St. Louis.

We look forward to this opportunity to work with you and build a stronger positive relationship between ABNA and the Park Central Development Corporation and the Debaliviere Place Special Business District.



Franklin P. Eppert, PE
Project Manager



DEBALIVIERE PLACE SPECIAL BUSINESS DISTRICT

WEBSITE REDESIGN &
DEVELOPMENT PROPOSAL

01 12 22

Erin Neumann
Founder/CEO

Brian Illig
Creative Director

7323 Nottingham Ave
St. Louis MO 63119

(314) 332-1156
bealignedwebdesign.com



BE ALIGNED
WEB DESIGN + SEO



COMPANY HISTORY AND ORGANIZATION

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Erin knows how to pin-point what makes you and puts that into creating your own one-of-a-kind website. I couldn't be happier with how efficiently everything was crafted and the end result is a website that I love.

DANIEL NYDICK, WEDDING PHOTOGRAPHER



1. Company History and Organization

Be Aligned Web Design is a Service-Connected Disabled Veteran, Woman-Owned Small Business. We're a full-service Website and Branding Agency headquartered in St. Louis, MO—serving clients worldwide.

We're deeply committed to our clients, ensuring they have an impeccable experience that exceeds expectations with every project. After working with us, our clients leave with a professionally branded site that meets their needs and elevates their business.

Founded in 2017, Be Aligned Web Design has expertly served over 100 clients in six different countries.



Erin Neumann — Founder

Erin is the owner and founder of Be Aligned Web Design. She graduated from West Point and has her Masters in Business Administration. She's a Professional Copywriter, Strategic Web Designer, and SEO Expert. More importantly, she's skilled at managing complex projects to completion.

As a Captain in the Army, Erin was personally responsible for over 300 Soldiers and \$20 Million worth of equipment. She uses the knowledge and expertise she developed as a Logistical Officer in the military to expertly run Be Aligned Web Design.



Brian Illig — Creative Director

Brian is a master at helping businesses convey their unique brand's story using creative and strategic solutions. He's committed to ensuring clients receive a premium product on every project and uses his extensive industry experience to provide guidance and clarity on every design and messaging decision throughout the process.



MANAGEMENT APPROACH

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I am so thankful for Erin's expertise, her heart for her clientele, and her beautiful aesthetic. She somehow created a perfect website out of the depths of my mind and I am so, so excited to show it off. If you need a webpage to reach to the heart of your audience, she's your girl.

MARISSA DEY, AUTHOR



2. MANAGEMENT APPROACH

Be Aligned's Creative Director, Brian Illig, is directly responsible for the project's daily progress. As the Project Manager for the DeBaliviere Place Custom Website Design Project, Brian will spearhead all client communication and implement design feedback.

Be Aligned's Owner, Erin Neumann, is the Quality Assurance/Quality Control Officer and will be responsible for ensuring the project is completed to the highest of standards.

Efficient and complete communication throughout the process is the cornerstone of Be Aligned's operations.

Perfected over time, our processes and procedures are simple and straightforward, allowing us to stay on top of what we need next from our clients while giving them plenty of time to react and keeping us both on schedule.

Our clients are never surprised and always know what's coming next. It takes four weeks from conceptualization (writing, designing, developing, and coding) to deliver your custom website.

Our proven framework for all website design projects is as follows:

Phase 1: Onboarding

Once your contract is signed and your invoice is paid, we'll send you a detailed client intake form to better understand your development. We'll then research your industry to ensure your website seamlessly reflects the market's current trends.

Phase 2: Content Writing (Week 1)

Next we'll copywrite your site. Copywriting is an essential element of online marketing. It is the art and science of strategically delivering words to get customers to take action. We copywrite all websites we design to help you convey your message clearly and effectively.

Phase 3: Design (Weeks 2-3)

Next, we'll design a mockup of your website called a wireframe. We'll present up to two proposed drafts where you'll have the opportunity to either approve your design or provide feedback. Our goal is to create a custom design that exceeds your expectations.

Phase 4: Develop (Week 4)

Once you are thrilled with the results of your design, we'll get to work developing and coding your site. Your custom website will be easy to use and gorgeous to look at.

After we publish your site, we'll transfer you ownership and train you on how to use it. If you want to sign up for our Monthly Support Plan, we will maintain the site for you. (See Section 5, Value-Added Features for details).

Key decision-makers can expect a project kick-off call with both Erin (Owner) and Brian (Creative Director), either in person or via Zoom, weekly progress reports, and daily check-ins when needed throughout the project's development.



PERSONNEL SELECTION PROCESS

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Erin produced an incredible product for The Waldorf School of St. Louis. With very minimal guidance, she was able to create a website that was visually stunning, well organized, and engaging. She's easy to work with – understanding our needs and quickly making changes requested during the feedback process. She's always pleasant and professional. Thank you, Erin for the wonderful work you did for our school!

JENNIFER PUATSCH, THE WALDORF SCHOOL



3. PERSONNEL SELECTION PROCESS

Be Aligned Web Design has a rigorous recruitment and employee selection process. Our high standards and expectation for quality of work ensures we hire personally driven individuals who are committed to our clients' success.

As a small business, we do not routinely need to hire. We're a boutique Web Design and Branding Agency. As such, all client work will be performed by our small but mighty team of three, ensuring your project gets the undivided attention it deserves.



COST PROPOSAL AND INVOICING

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Erin is professional, efficient and instilled confidence in me the first time we spoke. I'm very happy to recommend her. I've continued to use her services on a regular basis and I'm hiring her for another business I have. Both of these points demonstrate my belief in Erin and her service.

GARY LUCAS, FINANCIAL ADVISOR



4. COST PROPOSAL AND INVOICING

Billing Rates

Project Investment is **\$8,000**.

The investment to work with Be Aligned Web Design is \$8,000 and includes professionally written content, professional photography, mobile-first responsiveness, and a sleek, easy, and intuitive design that is visually pleasing to the visitor's eye.

Currently, DeBaliviere Place has eight pages (Home, About Us, Board Meetings, Our Neighborhood, Resources, Security Reports, Services, and Contact), bringing the project to \$8,000.

All websites we develop are light, quick to load and operate, and safe and secure.

Invoicing

Unless otherwise requested, Be Aligned requires a signed contract and 50% of the invoice before beginning client work. Once the project is completed and you're thrilled with the results, the remaining 50% is due before launching the website.

Procedures

Be Aligned's procedures are outlined in Section 2, Management Approach.

Discounts

Be Aligned does not offer discounts on project work.

That said, should you select our agency, we will hire a Professional Photographer at no cost to you.

Our photographer will take stunning images of your beautiful neighborhood to use on your custom website—elevating the look and feel of your website to match your development.



VALUE-ADDED FEATURES

”

Erin was a dream to work with. She answered all my questions and made me a beautiful website much faster than any other designer I've worked with in the past. She also followed up after she was done to see if I had any changes I'd like to make and if I had any issues maintaining and understanding my site. HIRE THIS WOMAN!

TERESA MORRIS, URBAN FARMER



5. VALUE-ADDED FEATURES

Identity Design Service (\$2,200)

It's our professional opinion that the DeBaliviere Place website is obsolete, to include the current logo. You may consider adding our Identity Design Service, priced at \$2,200.

Impressions are formed within seconds. That's why we believe that refined aesthetics, creativity, and strong messaging are integral to creating a successful brand identity.

Furthermore, your future success is built on the strength of your reputation, public awareness, and the values you uphold. We create compelling, visually appealing logos that resonate with your ideal visitor and stand out from the crowd through a collaborative process.

Monthly Support Plan (\$75/month)

The Client may elect to have us maintain their website so they can focus on what they do best—running their business. We offer a Monthly Support Plan which provides the following services:

- A direct line to our agency where we'll be available by phone and email should you need to contact us for an update or have a question regarding your website.
- Up to four changes to your site per month, which include adding board minutes, updating content, and uploading blog posts (all content and images will be provided by the client).

If you opt for the Monthly Support Plan, the reoccurring monthly rate is \$75/month. You can cancel the service at any time with 24 hours' notice in writing.

Hourly Rate Beyond Scope of Work (\$150/hour)

If the client's needs exceed the Scope of Work and requires our assistance outside these parameters, our hourly rate is \$150/hr with a minimum \$150 fee.



REFERENCES



Everything about Erin's style, responsiveness, process, communication, transparency and accountability and tremendous skill set was clear from the first conversation. I never once second-guessed my decision. Erin says what she does and does what she says. There is no gray area and nothing is ever lost to interpretation resulting in missed expectations.

Let me be clear. I am not easy to please. Coming from the technology and business consulting industry, my expectations are set very high. But Erin is in a league of her own. I emphatically recommend Erin if you are in search for a highly skilled Squarespace and SEO expert. The caliber of her talent and level of integrity is second-to-none.

LISA WALCZAK, DESIGN + BUILD FIRM



6. REFERENCES

Be Aligned does not have references for other districts. However, we have expertly served over 100 clients in six different countries with over 30 five-star reviews on Google alone.

We are both humbled by and grateful for our clients.





A FINAL NOTE

”

I am so incredibly happy that I selected Erin to develop my website. After many proposals, her's was by far the most professional. She is friendly and very easy to work with. She went above and beyond many times over creating my site, making it as easy as possible for me along the way. She both streamlined my site as well as made it visually appealing. My website has already brought more traffic and sales! I recommend her services to anyone who needs a new website.

SARA POFF, HEALTH BLOGGER (50K+ MONTHLY FOLLOWERS)



7. A FINAL NOTE

We are grateful for the opportunity to submit a proposal for your project.

We couldn't live our purpose + passion if it weren't for you. We know you have many choices when hiring a Web Design Agency, and we're thrilled to be given a chance to serve you.

Our deepest desire is that you see a consistent return on your investment and believe that when you succeed, we succeed.

Lastly, **THANK YOU** for supporting a Veteran and Woman-Owned business!