

November 1, 2005

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
November 8, 2005

**Centennial Celebration
Budget Allocation**

Recommendation

It is recommended that the City Council approve \$7,000 allocation of Centennial Celebration funds towards website development and sponsorship packets, with the understanding that the Centennial Celebration Committee will continue to seek monetary sponsors.

Background

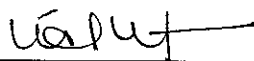
The City Council, at its meeting April 26, 2005, designated \$50,000 for use in future sunset concert series and entertainment activities associated with the Centennial Celebration. The committee is requesting \$5,000 for the development and maintenance of a Centennial website and \$2,000 for the creation of sponsorship packets to solicit donations and sponsors. Solicitation for in-kind services and monetary funding is required, as \$50,000 will not adequately fund proposed activities for the Centennial year (Attachment A).

A Centennial website is a vital component to a successful celebration. It would provide a central information source that is accessible at all times; it will highlight celebratory events, it will showcase the City's history; and, it will serve to memorialize the Centennial year. HERMOSA100.COM has been reserved for the City of Hermosa Beach. Cities that have recently produced Centennial websites include Venice, Vegas, and Newport Beach (Attachment B).

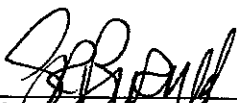
The City Council, at its meeting October 25, 2005 requested a budget from the Centennial Committee. The cost for each proposed activity is outlined in Attachment A. Bid sheet and proposals for the creation, maintenance, and hosting for the Centennial website are outlined in Attachment C. Lobo Productions is the committee's vendor choice, because of low cost, appealing design and capability to provide ongoing maintenance.

Respectfully submitted,

Concur,



Lisa Lynn
Community Resources Director



Stephen R. Burrell
City Manager

**CENTENNIAL CELEBRATION
Program of Activities 2007**

The Centennial year will be acknowledged by adding a Centennial theme to the existing roster of special events. The year will begin with a kick-off party at the Community Center and culminate with an event in the fall on the beach and Pier Plaza.

DATE	EVENT	NEW	TIE-IN EXISTING EVENT	LOCATION	ESTIMATED COST	POTENTIAL RECOUP
January	Centennial Kick-Off Party: Fashion Show, Music, Dance, Cake Balloon Drop	Yes	N/A	Community Center Gym, Playhouse & Courtyard	\$36,000 Entertainment, refreshments, decorations, equipment	Ticket sales to recoup costs 400 @\$50= \$20,000
February	Centennial Sand & Strand Race	No	Yes	Beach/ Strand	N/A Volunteers	Centennial Logo on Participant T-shirts
March	St. Patrick's Day Parade	No	Yes	Parade Entrants	\$500-\$1,000 Float Decorations	Corporate Donation
April	Centennial Egg Hunt	No	Yes	Clark Field	\$1,000 Candy, Eggs	Corporate Donation
April	Centennial Book Club	Yes	N/A	Hermosa Beach Library	Participants to purchase book	HB Library Promotions
May	Centennial Dog Parade	No	Yes	Green Belt	N/A Volunteers	Prize Donations
May	Centennial Car Show	No	Yes	Pier Plaza	N/A	Autos of Yester Year Car Club
May	Art Walk	No	Yes	Pier Avenue	Centennial Booth	
May	Fiesta Hermosa	No	Yes	Pier Avenue	Centennial Booth	
June	Centennial Summer Celebration	No	Yes	Valley Park	TBD	
June	Art Walk	No	Yes	Pier Avenue	Centennial Booth	May
July/August	Centennial Summer Concert Series	No	Yes	Beach	N/A	Corporate Donation
August	Hermosa: Host City International Surf Festival	No	Yes	Pier, Beach	Centennial Booth	Centennial Logo on Participant T-shirts
September	Centennial Walk Dedication	No	Yes Millennium Walkway Extension	Noble Park	Brick, engraving installation \$25 per/brick	Brick Sales \$100 per/brick
September	Fiesta Hermosa	No	Yes	Pier Avenue	Centennial Booth	


DATE	EVENT	NEW	TIE-IN EXISTING EVENT	LOCATION	ESTIMATED COST	POTENTIAL RECOUP
October	Pier Plaza Party: Time Capsule Burial, Aerial Photo, Concerts, Fireworks	Yes	N/A	Pier Plaza Beach	\$70,000 Bands, equipment, supplies, decorations, fireworks, seating	Corporate Donations Ticket Sales 2,000 @\$10 \$20,000

TOTAL EXPENDITURES


Special Events & Activities **\$108,000**
Brick Program **\$12,500 (500 bricks)**
Website **\$5,000**
Sponsorship Packets **\$2,000**

Merchandise dependant upon sponsorship and donations

100 YEARS



Welcome Calendar History Gallery



Links Contact Merchandise Sponsors

The Celebration Has Begun

Abbot Kinney Birthday Bash

[Buy A Shirt](#)

[Raffle](#)

[Buy a Pennant](#)

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Attachment B



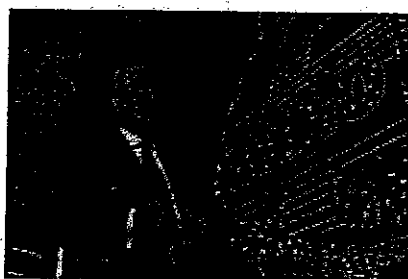
Today is Tue Nov 1, 2005

[CONTACT THE CENTENNIAL STAFF](#)

- [GENERAL INFORMATION](#)
- [MERCHANDISE](#)
- [LICENSE PLATES INFO](#)
- [HOW TO GET INVOLVED](#)
- [SPECIAL EVENT CALENDAR](#)
- [NATIVE VEGANS](#)
- [TELL YOUR STORY](#)
- [CENTENNIAL SPONSORSHIPS](#)
- [LAS VEGAS HISTORY](#)
- [MEDIA CENTER](#)
- [NEWS & HOT TOPICS](#)
- [CONTACT US](#)
- [HOME](#)

HAPPY 100TH BIRTHDAY LAS VEGAS!

"How does a timeless city like Las Vegas capture time? We want you to tell us!" - Mayor Oscar B. Goodman



Centennial Time Capsule

Here's Your Chance to Join Us In Making History!

How does a timeless city like Las Vegas capture time? What objects reflect your lifestyle, or characterize the spirit of our times?

We want you to tell us!

The Centennial Celebration Committee invites you to help fill the Centennial Time Capsule commemorating the 100-year history of Las Vegas. The capsule will be buried in Centennial Plaza at Fourth Street, near Lewis Avenue. The capsule container will be covered with public artwork at a later date. **Click here to see the Time Capsule Request for Proposals.**

Here's the schedule of events:

Now through November 14 - Please tell us what you think should be included in the Time Capsule. Click here to reach the online form.

November 14 - Do you own something you think should go in the Time Capsule? Bring it to Cashman Center, Hall A, on November 14 between 5 p.m. and 8 p.m. Your item must be small enough to fit in the volume of a shoebox and will not be returned. All items become the property of the City of Las Vegas.



Order your poster of "Vegas Galactica," created for the Las Vegas Centennial by Andrew Annenberg.



- GET INVOLVED**
- SPONSORS**
- EVENTS/DECORATE FLOAT**
- COMMITTEES**
- NEWPORT HISTORY**
- NB MERCHANDISE**
- MEDIA CENTER**
- CONTACT**

**Our City is celebrating 100
Years of History ...**

*January 2, 2006
With a float in the Tournament of
Roses Parade*

*July 12, 2006
Summer Celebration at Fashion
Island*

*September 1, 2006
Official City Birthday Party - Cake
Cutting
@ City Hall*

*October 8, 2006
Pier to Pier Finale*



BID/QUOTATION SHEET

ACCOUNT NUMBER: _____

VENDORS

A) COMPANY: Lobo Productions
 ADDRESS: 1512 Manhattan Avenue
 CITY, STATE: Hermosa Beach, 90254
 TELEPHONE: _____
 QUOTE BY: Pepe Lobo
 BUSINESS LICENSE: _____

DELIVERY CHARGE: YES NO
 EXPECTED DEL. DATE: _____
 MAX OVERRUN(PRINT SER.) _____ %
 OUT OF STATE VENDOR: REQUEST
 TAX ADDED TO INVOICE YES:
 CONTRACTORS ONLY:
 WORKERS COMP INS. YES:
 (CONTRACTORS, LOCAL DELIVERY)

B) COMPANY: Webtrix Designs
 ADDRESS: www.webtrix.net
 CITY, STATE: _____
 TELEPHONE: 1-888-932-8749
 QUOTE BY: Kevin Busnell
 BUSINESS LICENSE: _____

DELIVERY CHARGE: YES NO
 EXPECTED DEL. DATE: _____
 MAX OVERRUN(PRINT SER.) _____ %
 OUT OF STATE VENDOR: REQUEST
 TAX ADDED TO INVOICE YES:
 CONTRACTORS ONLY:
 WORKERS COMP INS. YES:
 (CONTRACTORS, LOCAL DELIVERY)

C) COMPANY: Hermosawave Internet
 ADDRESS: www.hermosawave.net
 CITY, STATE: _____
 TELEPHONE: _____
 QUOTE BY: Daniel Sofer
 BUSINESS LICENSE: _____

DELIVERY CHARGE: YES NO
 EXPECTED DEL. DATE: _____
 MAX OVERRUN(PRINT SER.) _____ %
 OUT OF STATE VENDOR: REQUEST
 TAX ADDED TO INVOICE YES:
 CONTRACTORS ONLY:
 WORKERS COMP INS. YES:
 (CONTRACTORS, LOCAL DELIVERY)

#ITEMS	PRODUCT DESCRIPTION	VENDOR A		VENDOR B		VENDOR C	
		EACH	TOTAL	EACH	TOTAL	EACH	TOTAL
Website	Site Creation		\$3,000		\$2,500		\$2,700
	Monthly Maintenance 24 Months: 2006/2007	\$75	\$1,800		Not Included	\$340	\$8,160
	Hosting		Included	\$14.99	\$360	\$24.99	\$600
	DELIVERY TAX						
VENDOR TOTALS			\$4,800		\$2,860		\$11,460

REQUESTED BY: _____

DATE: _____

WEBSITE PROPOSAL

HERMOSA100.COM

LOBO PRODUCTIONS

1512 Manhattan Ave.

Hermosa Beach, Ca.

90254

Lobo Productions offers to research, write, design and build the Website for the Hermosa Beach Centennial. The site, whose url is to be Hermosa100.com, is to be clean, fun, exciting, classy and most importantly, functional.

Purpose: To serve as the main portal for information about the Centennial, its activities, projects, and organizers. Members of the general public will be able to access information easily to keep themselves abreast of the programs and activities making up the Centennial celebration. Up-to-date information on events and key activities will be available there.

Secondarily, the Website will serve the committee by maintaining current schedules and helping coordinate various aspects of the endeavor. Additionally, it will provide access to photography, promote the centennial merchandising effort, promote the Centennial's sponsors and serve as a tool for anyone researching Hermosa and its history.

Production Process: Once the contract is awarded, the preliminary design (attached) will be iterated and presented to the committee. At the same time content development will proceed and presented to the committee. Once the preliminary content is developed and approved, the first version will be implemented and the site will go live.

Over the next 90 days, the site will be improved and iterated to flesh out those elements that are not fully created in the first iteration. Once the site is fully populated with content, logos, timelines and photos, it will be uploaded.

Maintenance: The site will be upgraded and material added on a regular basis throughout the Centennial Year.

Cost: Site Creation-Design and Development.....\$3000

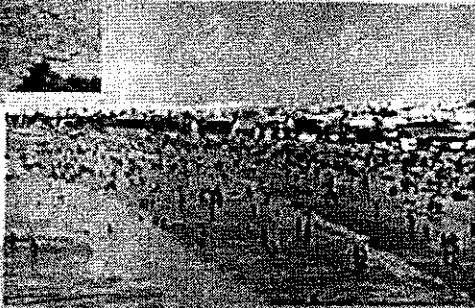
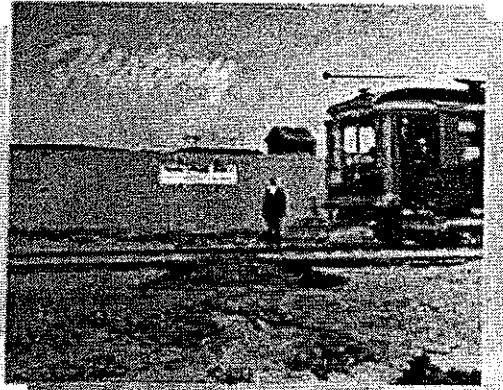
Maintenance: \$75/mo. Including hosting services

HERMOSA BEACH 100

celebrating our Centennial

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Hermosa Beach ips fact lorum qudloranf. sproktilon Nard cropfrogenhthorp, beltrap scromlefy prontowiger nifrolepsis con figiron. Wraptofenstral jod nax to redflince specume dovrenizia. Elp zond vron clipsh vord epsentrfugal bat yorunda.



Become a Sponsor, Here's How:



See the All New Hermosa 100 tote Bags!!!



HERMOSA100.COM

Home Short writeup of Centennial

Hermosa History

Timeline with photos (link to gallery)

History writeup

John (video clips)

Calendar

Calendar with key dates input (updatable)

Events

List of key events during the year – short blurb on each

Each event home page w. writeup of event, contacts, etc.

Contacts link to contacts page.

Centennial Committee

List of members with contacts for each-links to contacts page

Sponsors

Sponsor logos – links to sponsors websites

Merchandise

Pictures of hats, t-shirts, books, vendor info., etc.

(Can think about making on-line store with paypal etc.)

Gallery

Photo gallery (thumbnails) that link to 72dpi (only) photos and captions. (Note: must protect the copywrite of these photos. May need some verbiage from the lawyers. Not be used without the express written permission of..... etc.)

Links

To various websites like the Historical Society, Hermosa Beach, etc.

Hermosa People

A series of pages featuring local Hermosa residents, seniors, famous Hermosans, etc.



Hermosa Beach Centennial Web Design and Web Hosting Quote

Prepared For:
Laura Raymond
Maureen Ferguson

Presented By:
Kevin Busell
Executive Director
kevin@webtrix.net

Prepared On:
October 3, 2005



Introduction

Webtrix Designs thanks you for the opportunity to present you with this proposal in regards to your future hosted messaging needs. The following proposal reflects our understanding of your current hosted messaging needs as well as your future plans.

Webtrix Designs is committed to providing our clients with solutions that will provide them with as much information as possible in order that the customer may make an informed decision on how Webtrix Designs can help achieve their business goals and objectives.

Webtrix Designs is a Microsoft Certified Partner and have been since 1997. Since the beginning of our great company, we have always used and will continue to use, Microsoft Exchange for our messaging solution. Over the years, we have worked very close with Microsoft and their products and are committed to providing you and your company with the highest level of service.

In order to provide our clients with the highest availability, Webtrix Designs utilizes Dell PowerEdge Servers to power our complete organization. As a Dell Partner, we are able to provide you with the latest industry standards in server technologies from a nationwide supplier for scalability and system flexibility.

Our servers are connected to the Internet by redundant OC-12 circuits with advanced capacity monitoring and planning able to scale to OC-192 capacity. For added reliability and redundancy, our data center is served by two different Central Offices and has dual-path, dual-entry fiber facilities. These circuits terminate on dual Cisco routers to ensure complete redundancy and maximum uptime.

Our entire system is designed so that that there is no single point of failure. The network is designed to provide the reliability, performance and scalability to maintain your mission-critical Internet operations giving you the freedom and peace of mind to focus on your core business. Webtrix Designs looks forward to being your Solution Provider!

Thank you,

Kevin Busell,
Executive Director
Webtrix Designs



Webtrix Designs' Proposed Client Solution

The following is based upon the customer consultations with Maureen Ferguson, Laura Raymond and Webtrix Designs. If you have any questions, please contact me. I can be reached through email at kevin@webtrix.net or by phone at 888.932.8749. This quote is valid for 30 days.

Web Site Design Details	Design Rate
<p>New Web Site</p> <ul style="list-style-type: none"> Creation of up to "15" New ASP Web Pages: <i>Creation to include "Home Page", "Company History Page", "Frequently Asked Questions Page", "Guestbook Page", "Photo Gallery Page", "Biography Page", and a "Contact Us Page". Client will be required to provide the necessary content (via Electronic Format) and company logos to Webtrix prior to the start of the design process.</i> Also includes: <i>Image and logo formatting to fit design layout of website,</i> 	<p>\$2500.00</p>
<p>Total Web Design Fees:</p>	<p>\$2500.00</p>

Recommended Hosting Platform	Setup Fee	Monthly Fee
<p>Dell PowerEdge Shared Web Server (Dell 2450)</p> <ul style="list-style-type: none"> Dual Intel Pentium 4 2.4GHz CPU's "2" GB RAM "5" - 36 GB 10k RPM SCSI hard drives in RAID 5 Array Windows Server 2003 Platform 100 MB Ethernet Network Connection "1" Internet IP Address Nightly Backup of Web Site Data Monthly Web Site Traffic Reports "25" E-Mail Accounts Front Page & FTP Access 	<p>\$0</p>	<p>\$14.99 (Billed Quarterly)</p>
<p>Totals</p>	<p>\$0.00</p>	<p>\$44.97</p>

Total Amount Due prior to order will be 50% of the "Total Web Design Fees" = **\$1250.00 ***

Notes: * The balance is due as well as the first quarter's Web Hosting fees are due upon completion.



Webtrix Designs Service Level Agreement

This Service Level Agreement ("SLA") describes certain performance and security components regarding the operation of Webtrix Designs Web Hosting Service.

This SLA is governed by the Webtrix Designs Terms and Conditions. Webtrix Designs agrees to abide by the terms of this SLA, and requires its customers to do likewise. Webtrix Designs shall use commercial best effort to provide continuous and consistent service with respect to this SLA. Webtrix Designs reserves the right to add, subtract or amend the terms of this agreement at any time. Such changes shall be provided to the administrator via e-mail with at least 60 days prior notice.

Service Availability

Webtrix Designs will use commercial best efforts to provide customers with 99.995% network availability. Network availability will be calculated on a monthly basis, based on the total time the service is available, plus any scheduled outages divided by the total number of hours in the month.

The designated administrator will receive email notification of any scheduled outages with twenty-four (24) hours advance notice. Scheduled outages are defined as necessary maintenance and upgrades required to maintain a stable and secure service. Webtrix Designs will use commercial best efforts to schedule these outages at non-peak hours and limit their occurrence.

Unplanned outages that result in network availability of less than 99.995% will result in affected customers receiving pro-rated credit for each hour of outage. Administrators will be notified of any unplanned outages that require Webtrix Designs to issue a pro-rated credit.

Pro-rated credits will be calculated based on the following:

The monthly web hosting rate is divided by the total number of hours in the month. That figure is then multiplied by the total number of unplanned outage hours during the month.

Any credit issued will not exceed the total charge for the month.

System Security and Customer Data

All server and network hardware is located in a secure, state of the art Network Operations Center. The entire network incorporates perimeter firewall and intrusion detection systems. Servers are clustered and load balanced where necessary. Access to web based email and other information sensitive portions of our web site are secured via Thawte 128-bit SuperCert.

A full backup of all customer data is performed each day. Incremental backups are done every 2 hours. Tape rotation is 20 days. All tapes are stored off site in a secure location. One full backup from the 1st of the month is retained off site for 3 months.

Customer Responsibilities

All Customers are responsible for the following:

- Maintaining the administrator profile. All profile information (phone, pager, email address, etc.) should be kept up to date in order to receive service notifications.
- Maintaining confidentiality of their administrator username and password
- Change the administrator password on a regular basis.
- Change user passwords on a regular basis.
- Strong passwords should be used. Strong passwords would include a combination of upper and lower case letters, numbers and symbols, and should not contain any portion of a word found in a dictionary.
- Maintaining all workstation and network hardware, software, and Internet communication necessary for use of the service.



- Maintaining all necessary firewall configuration settings.

Customer Service

Webtrix Designs offers various methods of contacting our customer support department. These methods are as follows:

- Toll Free at 1-888-932-8749 (1-888-WEBTRIX)
- Emergency support via text messaging at 911@webtrix.net
- Via email to support@webtrix.net

All email requests will be answered within 24 hours. Our support hours are 8-5 PST Monday-Friday. In the event of an emergency, you may contact us at our Emergency support number listed above. All pages will be answered within 2 hours.

Thursday, September 22, 2005

Ms. Maureen Ferguson
Hermosa Beach Centennial Committee

Dear Maureen:

Thanks for your consideration of Hermosawave Internet as your partner for the Hermosa Beach Centennial Website. As the most established Internet firm in Hermosa, we are very excited about working with you on this site.

I don't know if you have much experience with web site development, but I'd like to make it clear that a successful web site will require continuous effort from you and your team. A website is not a CD or movie that you produce to a deadline, then release and are finished with. It is a much more organic process: after even the first steps the site can "go live" and be useful, yet in another sense the site will never be finished during its lifetime.

Naturally I have my own ideas about what will make the Centennial Website successful. I will describe my thoughts below (with links to example sites) and summarize the costs and timeline at the end.

There are two main pieces of a web site: the **Hosting** (the office space) and the **Design** (the furnishings):

Web Hosting

Hermosawave has a number of web site plans, but based on your requests you will probably need the Basic \$24.95/month plan. This includes the web site, database and flash capabilities, ftp, weblog and email. There is a one-time \$39 setup fee that is waived if you pay a year of hosting in advance. The only reasons you would need anything more is for a Secure Certificate (SSL - the "s" in https://) which is used for eCommerce transactions that take place onsite and is \$15/month additional; or for extra bandwidth if you have a large amount of steaming video on the site.

If you end up with a static site with no *on-site* eCommerce, then our \$14.95/mo. plan will be sufficient.

Web Design

The rest of this document will discuss the design and functionality of your site.

How I Work

Hermosawave produces sites based on an hourly rate of \$85.00. This covers all facets of production: graphics, photography, copywriting, html, flash, video, programming, database, etc. The prices in this documents are estimates, based on my experience building hundreds of sites with these features. Just like constructing a house, if the process goes smoothly my invoice will be less than the estimate; if the process is difficult my invoice will reflect that.

I don't require any upfront payment, my design services will be invoiced net 30 at the end of every month during the site's lifecycle. At the beginning, these charges will be substantial; as the site moves into a maintenance phase, charges will be minimal or non-existent.

My recommendations below take into account your desire for a cost-effective development process.

Initial Design Concept and Execution

This is the look and feel, and basic functionality of your site. I generally will come up with one or two designs and evolve the look over the initial development. It takes a long time to come up with the first page, because this page is used as a template for the other pages, each of which can then be produced in just a few minutes.

Cost \$1000 / 1 to 2 weeks

Static or Dynamic?

One of the biggest decisions about a web site structure is whether that structure will be static or dynamic. **Static Design**, used on smaller simpler sites, is much less expensive starting out. A **Dynamic Design** is more expensive to create, but can reduce or eliminate site maintenance -- and may not be more expensive in the long run. A dynamic site -- which means placing the content in a database instead of on multiple pages -- can also be more flexible, allowing searches and filtered content.

An example of a dynamic site is my Picture of the Day site: <http://www.hermosawave.net/pix/>
By utilizing a database backend, over 650 photographs can be displayed and searched using a total of three web pages. As a static site, there would be over 700 pages that would need to be created, and would be less flexible as a result.

The Venice site you used as an example is a Static site; the much larger Las Vegas site is a Dynamic one.

I would suggest starting out as a static site, Hermosa Beach will be a much smaller centennial than Las Vegas.

Static Site Startup Cost: \$500 (depends on how many pages are being created) / 1 week
Additional maintenance charges whenever content changes.

Weblog

How do you constantly update the content on your site, keeping it fresh, without the cost and complexity of a dynamic site? By utilizing a web log to supply pseudo-dynamic content on the home page.

Here is an example: I designed Mary Setterholm's Surf Academy site to pull content from her blog (*syndicate*) onto her home page. Look at her Surf Report (<http://www.surfacademy.com/home.php>), then look at her blog (<http://weblogs.hermosawave.net/surfacademy/>)

I'm not a big blog fan, but a blog is a simple solution for basic content management without constant maintenance fees.

Setup and syndicate a weblog to the site's home page: \$200 / 1 day

Calendar

People want to know what's happening at the Centennial Celebration, so a calendar is a must in my opinion. There are many ways to set up a calendar. Here are two:

A database-driven list of upcoming events, as used on The Lighthouse Cafe site:
<http://www.thelighthousecafe.net/calendar.php>

Using a database to drive the calendar enables the server to display only future events and search for events by name by date or location. The Hermosa Events on the bottom of my home page is another example (<http://www.hermosawave.net/>) I would create a private web page for you to add and edit calendar entries.

Using Apple's iCal to create a public calendar, then syndicating it onto the web site, as St. Cross is doing (<http://www.stcross.org/calendar/>) An iCal format calendar can be maintained and published using one of several tools (Mozilla Calendar is a good choice for those relegated to Windows). The look is somewhat fixed, but it's easily maintained by you without my involvement.

It *is* possible to create and maintain a calendar using a completely static workflow. But I don't recommend it because it requires frequent updates and the updates are exceptionally time-consuming.

Database-Driven Calendar: \$500 / 3 days

iCal-Driven Calendar: \$200 / 2 days

Interactive Photo Gallery

As a photographer, I am always on the lookout for ways to get photos onto the web as quickly and easily as possible.

My Photography site is designed to allow me to upload folders of photographs quickly, good for documenting events during the celebration (<http://photos.hermosawave.net/>)

Photo Gallery: \$200 / 1 day (plus maintenance for creating new galleries, approx \$50/each gallery)

There are many other ways to display photos on the web. If you can be more specific, I can show you other solutions.

Timeline

This is a static listing of events/photos/links, laid out according to time. It can be done as a simple list, as a left-to-right scrolling graphic, or as a *whizzy* Flash that slides around as you mouse across it. This is not very complex...

List: \$100 / 1 day

Left>Right scrolling html: \$200 / 1 day

Sliding Flash: \$400 / 2 days

ECommerce

Between \$50 - \$50,000. This is such a broad subject, I can't make an estimate without a more specific request, but here are some ideas:

If you have a couple of products to sell, we can do the eCommerce on PayPal for less than \$100 (try the Donate button on my webcam: <http://www.hermosawave.net/webcam/newcamvideo.asp>)

If you have more products than will fit on a single page, then you need a shopping cart. To control the entire shopping process on your site, you will need a Secure Certificate, a Merchant Account with Internet Gateway, and a much more complex site, ~\$4000. **The Olive Press** (<http://www.theolivepress.com/store/>) or my **Picture of the Day** site (http://www.hermosawave.net/pix/db_purchase.asp?path=2005a/&photo=IMG_2409.jpg) are examples of this.

Maintenance

This too can vary wildly, depending on your requirements from month to month. To a certain extent, it depends on how much you and your staff want to do.

Some clients have a small staff and don't have time to make updates to the site -- so they send me Word documents and photos, and I take care of it.

Some clients are very control oriented -- *actually these people have paid for a completely dynamic site so they can change things themselves from a web browser ;-*)

Some clients are willing to work harder to save money. Several of these are using Macromedia Contribute to maintain their sites (examples: <http://www.adventureplex.org> and <http://www.mchspts.com>). This \$150 program is designed for clients with a Microsoft Office skillset and webmasters using Macromedia Dreamweaver. I do need to get involved from time to time, but these clients are generally able to maintain the content of their static sites on their own. More info at: <http://www.macromedia.com/software/contribute/>

Based on four hours/month:

Monthly Maintenance: \$340/mo.

Summary

These components for a successful web site can be implemented individually, over time, as budget allows.

A summary of recommended items:

Hosting: \$24.95/mo. or \$299.40/annually

Monthly hosting charges must be billed to a credit card. Annual billing can be paid by invoice.

Domain registration is your responsibility. Once the domain name is properly setup, the web site can be operational in one hour.

Design:

Design & Site Template:	\$1000	2 Weeks
Static Site Startup:	\$500	1 Week
Weblog Setup:	\$200	.25 Weeks
Database-Driven Calendar:	\$500	.5 Weeks
Photo Gallery:	\$200	.25 Weeks
Scrolling Timeline:	\$200	.25 Weeks
Selling a Couple of Products on PayPal:	\$100	.25 Weeks

Total Design:	\$2700	4.5 Weeks
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Requirements To Start:

I only require a Purchase Order or a letter of intent.

I want to have a mutually satisfactory and beneficial partnership with each of my clients. If you are dissatisfied at any time, you are welcome to take your hosting and paid-for assets to another provider. You are not locked into an unsatisfying relationship.

I hope this information is helpful. If you have any questions, please contact me at the locations above.

Sincerely

Daniel Sofer / Hermosawave Internet