



SEALED PROPOSALS RECEIVED IN THE DIVISION OF PURCHASES & SUPPLIES

**City of Flint Website Redesign**

PROPOSAL# 22000708

Approximate Annual Quantities – Not Guaranteed

Furnish as requested for the period 7/1/21 – 6/30/22

**Bidder #1: 4D7 Inc.**

**Temple, TX**

| Costs  |   |
|--|---|
| 1 Week Discovery/Theme Design, Navigaton and approval    | 60 Hours @ \$85 per hour: \$5,100<br>Project Management: \$1,250  |
| 1 Week WordPress Theme Development and Testing           | 60 Hours @ \$100 per hour: \$6,000<br>Project Management: \$1,250 |
| 2 Weeks 166 Page Migraton                                | 83 Hours @ \$60 per hour: \$4,980<br>Project Management: \$2,500  |
| 1 Week 95 Post Migration, Google Analytics, Heat Mapping | 50 Hours @ \$60 per hour: \$3,000<br>Project Management: \$1,250  |
| Last Week Launch, Testing, and Training                  | 50 hours \$80 per hour: \$4,000<br>Project Management: \$750      |
| Total Hours + Rates                                      | \$30,080.00   |

**Bidder #2: Planetrtia Media**

**Santa Rosa, CA**

| Costs                               |  |
|-------------------------------------|--|
| Discovery                           | \$1,950  |
| Information Architecture            | \$5,200  |
| Visual Design                       | \$5,850  |
| Content Strategy                    | \$5,200  |
| Development                         | \$10,400   |
| Quality Assurance & Launch          | \$3,250  |
| Post Launch Monitoring and Training | \$2,600  |
| Total                               | \$34,450.00<br>**Additional Services \$130 an hour |

**Bidder #3: Upsize Marketing Strategies**

**Monroe, LA**

| Costs  |  |
|--|--|
| Marketing Strategies, Project Management<br>Content Migration, QA, Customer Relationship | \$17,610   |
| Website Design, Development, SEO, Google Analytics                                       | \$14,350   |
| HubSpot Implementation and First Year Subscription                                       | \$3,040<br>-Subscription: \$540/year<br>-Implementation: \$2,500 |

**A SPECIAL NOTE FROM THE PURCHASING DIVISION**

*Bid results posted are before evaluation team review and award recommendation.*



|       |             |
|-------|-------------|
| Total | \$35,000.00 |
|-------|-------------|

Bidder #4: *Emberly Digital*  
*Lowell, MI*

| Costs                       |             |
|-----------------------------|-------------|
| Project Management          | \$3,750     |
| Initial Wireframe Designs   | \$3,750     |
| Design Initial Code Framing | \$15,000    |
| Project Revisions           | \$8,750     |
| Post Launch Support         | \$1,875     |
| Total                       | \$33,125.00 |

Bidder #5: *SoftSages Technology*  
*Malvern, PA*

| Costs |             |
|-------|-------------|
| Total | \$38,000.00 |

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