



HORIZON CITY EDC WEBSITE REDESIGN

by Bright Sol Tech El Paso Inc.



BY
Bright Sol Tech



PROPOSED TO
Horizon City EDC

Summary

Client:	Horizon City EDC	Project Title:	Website Redesign
Address:		Project Manager:	Robert Arellano robert@brightsoltech.com
Contacts:	Rafael Arellano Eduardo Garcia	Author:	Robert Arellano
Email:	rarellano@horizonedc.com egarcia@horizonedc.com	Created:	October 16, 2023
		Revised:	November 1, 2023

Thank you for considering Bright Sol Tech for this project. We are dedicated to providing exceptional service and delivering top-quality technology solutions that exceed our client's expectations.

Our approach to software development is based on a refined, proven process that has helped numerous projects achieve success. We specialize in agile development, using a phased project approach to minimize cost and risk. We believe in working in small, experienced teams to increase efficiency and productivity. Our commitment to best practices ensures that we always do things the right way.

Our ultimate mission is to provide you with the best possible technology solutions. We believe that our experience, expertise, and approach make us an ideal partner for your project.

Thank you again for considering our proposal. Please do not hesitate to contact us if you have any questions or would like to discuss the project further.

Robert Arellano
Vice President

Introduction

Project Overview

Horizon City EDC aims to create a dynamic and engaging online presence that allows for easy content management and maintenance. Horizon City EDC has expressed the desire to have a website that caters to both local businesses and companies on a national and international scale. Bright Sol Tech will create a website that meets these objectives and enables Horizon City EDC to modify content at will.

Solution and Deliverables

Overview

1. **Website Redesign:** Website redesign that will enhance online presence. This project will include a fresh and modern design that aligns with business goals.
2. **Content Management:** We will provide the ability to easily manage the website's content, including the integration of videos and events on relevant pages. This will empower you to maintain a dynamic and engaging website independently.
3. **Website Maintenance:** To ensure the website remains up-to-date and functional, we service the website and cover ongoing updates, security enhancements, and any necessary technical support.
4. **Marketing Support:** We can collaborate with Baracuda Marketing to generate content, graphics, and videos that align with your branding and promotional strategies.

Design

Bright Sol Tech will propose a new website design based on Horizon EDC's requirements and input. After the first draft is created Horizon EDC will have two rounds of revisions before the design is finalized.

Current design input:

- Home/main page page should
 - Be minimalist with our HEDC logo
 - Include contact info
 - Include a moving background image of the city
 - Include testimonials
 - Include a "topic buttons"
- Our main goal is to be more business-focused
- Use the Frisco EDC website as design inspiration

Pages and Components

Site Selectors

1. Available Lands
 - a. Brochures and Descriptions of all available Greenfield and Significant Warehouse Spaces
2. Tax Information
 - a. Tax Rates
3. Consumer Market
 - a. Reports from the Retail Coach
4. Labor Market
 - a. Description & Demographics of Available Labor Market
5. Incentives
 - a. General Strategic Policy & Application
 - b. Infill (Rebuild) Policy & Application
 - c. TOD (Reimagine) Policy & Application
6. Schools
 - a. Description of All Schools and Regional Colleges/Universities
7. Interactive GIS
 - a. Link to Planning GIS Files

Small Businesses

1. Business Community Profile
 - a. General Description of Locally Registered businesses (List?)
 - b. Videos of Local Businesses
2. Training and Education
 - a. Links to Our Grant Training Videos & SBDC Site
3. Financing
 - a. Description and Link to our Finance Partners
4. Incentives & Programs
 - a. Infill (Rebuild) Policy & Application
 - b. TOD (Reimagine) Policy & Application
 - c. Review of Small B Grants (Videos and Narrative)
5. Employment and Training
 - a. Links to our Employments and Workforce Partners
6. PEO Services
 - a. Links and Descriptions of our PEO Partners

Data & Research

1. Community Demographics
 - a. Basic US Census Demographic Description
2. Consumer Market
 - a. Reports from the Retail Coach
3. Gap Analysis
 - a. Include the Gap Analysis Reports from HDL
4. Future Growth
 - a. Include our Estimates and Future Housing Maps

About Horizon City

1. Description of City
 - a. Narrative of City History
 - b. City Council Description
 - c. Key Facilities
 - d. Significant Planned Projects (Regional Sports Park, TOD)
2. The Horizon Economic Development Corporations (HEDC)
 - a. Description of the HEDC, our Functions, Staff, and Board of Directors
3. News & Press + Accolades
 - a. Include all Good news, Accolades, and Community Events
4. Contact Us
 - a. Our Detailed Contact Information

Dynamic Components

After the design is created, Bright Sol Tech and Horizon EDC will work to define up to 5 pages that include sections and components that will be dynamic and editable through the Content Management System.

Access to third-party platforms

Bright Sol Tech will give access and support to the following third-party platforms.

- Website Content Management System (Webflow)
- Website Analytics (Google Analytics)

Multilingual Website (Localization)

The website will be created in two languages, English (default) and Spanish. Additional languages can be added at any time in the future.

Multilingual support will translate all static pages, all CMS items, images, and alt text. Translations are based on machine-powered translation with the option to translate any piece of content manually for more granular control.

Note: This Scope of Work is subject to revisions and updates based on project progress and requirements.

Issues and Bugs

Initial Bug Fixing Period: First Two Weeks

Upon the release of the website, Bright Sol Tech will provide an initial bug-fixing period of two weeks. During this critical time frame, we will allocate our technical resources to promptly address and rectify any major bugs or issues that may arise. We understand that the early stages of deployment are crucial for identifying and resolving any unforeseen challenges that might impact the website's functionality.

It is essential that the client engages in thorough testing of the application during this initial two-week period. This phase allows for comprehensive testing to uncover any major bugs that might not have been detected during our internal testing processes. We strongly encourage the client to rigorously test all aspects of the application, including its core functionalities, user interfaces, and interactions, to ensure that any critical issues are identified and reported within this timeframe.

Post-Initial Bug Fixing Period: Support and Maintenance Agreement

After the initial two-week bug fixing period, any minor bugs that may arise will be covered under the terms of our support and maintenance agreement. This agreement outlines the terms and conditions under which Bright Sol Tech will continue to provide technical assistance and address minor issues that may arise.

Timeline / Schedule

At Bright Sol Tech, we understand that time is of the essence when it comes to your web development project. We are committed to delivering a high-quality product that meets your needs and exceeds your expectations, while also adhering to a realistic and achievable timeline.

Based on the specifications outlined in this proposal, we have developed an estimated timeline for the project. Please note that this is a tentative timeline and may be subject to change based on a variety of factors, such as changes to the project scope or unforeseen technical challenges.

We will work closely with you throughout the project lifecycle to ensure that the project is completed on time and within budget, and we will provide regular updates on the project's progress to keep you informed of any changes to the timeline.

Week 0	Client approval	
Week 3	Cycle 1	
Week 6	Cycle 2	
Week 7 & 8	Client review and testing - Fixing any issues	

Ongoing Costs

Overview:

Ongoing costs for this project will be \$1,600/year or (\$133.33/month) for the ongoing services and expenses for your project. This covers support, maintenance, and software resources. Details are provided below.

Support and Maintenance

Bright Sol Tech will maintain and support the application based on an annual contract at **\$63/month**. Any significant changes are outside the scope of this maintenance agreement and will be deemed as additional work.

Services

Maintain the site functionality (fix any bugs or issues)

Security Audits and patches

Third-Party Code Upgrades

Backups

Upgrading database and server resources when necessary

Minor modifications and upgrades

Total

(Average of 5-6 hours/ month)

\$63/month

Resources (software tools and web services needed)

Server costs adjust per project depending on the amount of traffic and storage that is preconceived. The estimated numbers can fluctuate based on data storage and application usage. Bright Sol Tech will manage the security, uptime, and performance of the website.

Tool/Web Service	Estimated Monthly Cost
Hosting CMS Website	\$40
Domains	\$0
Uptime and performance monitoring	\$10
Multilingual support for 1 additional language (Spanish)	\$20
Total	\$70/month

Project Costs

The estimated budget below is based on the specifications provided and the features described above. We offer two options on how to move forward with this project.

Description	Estimated Total Cost
Website Redesign + Content Management System	\$7,660
Ongoing Costs for 2 years (Support + Maintenance + Resources)	\$3,200
Total	\$10,860

Texas State Taxes May Apply

There is a possibility of Texas state taxes applying to your invoices. When conducting business or making a purchase within the state of Texas, there is a chance that certain taxes imposed by the state government will be levied.

1. **Texas State Taxes:** Texas imposes various taxes on different transactions and activities, including sales tax, franchise tax, property tax, and others. The specific tax being referred to in the statement may vary depending on the context or the type of transaction being conducted.
2. **Applicability:** The statement suggests that these taxes may apply, implying that they are not automatically applied to all transactions. The applicability of taxes can depend on factors such as the nature of the transaction, the location of the buyer or seller, the type of goods or services involved, and any exemptions or thresholds set by the tax authorities.
3. **Tax Calculation:** The tax is levied on 80% of the invoice. This means that the tax amount will be calculated based on 80% of the total value mentioned in the invoice. The remaining 20% is presumably not subject to the tax being referred to.
4. **Calculation Example:** Suppose the invoice total is \$1,000. The tax would be calculated based on 80% of this amount, which would be $\$1,000 * 80\% = \$800 * 8.25\% = \$66$.

Payment Options

We offer flexible payment options to make the invoicing and payment process as smooth and convenient as possible. Invoices will be issued at the end of each billing cycle, and we accept payment by check or ACH bank transfer.

For your convenience, we also offer the option to pay by credit card with added processing fees. If you prefer to pay by credit card, we will coordinate the payment process.

Payment Terms

The projected payment schedule provided below is intended to give you an approximate timeline for the payment milestones associated with your project. Please note that this is a tentative schedule and may be subject to change in terms of the payment amount and/or the timeline.

If you have any questions or concerns regarding the payment schedule we will work with you to ensure that the payment schedule is structured that works best for your needs and budget.

Week 0	Proposal Acceptance	\$1,915
Week 3	Cycle 1 completion	\$1,915
Week 6	Cycle 2 completion	\$1,915
Week 8	Project completion	\$1,915

Terms of Agreement

Warranty

Bright Sol Tech guarantees that the final deliverables will meet the requirements and specifications outlined in this document. If the final deliverables do not meet these specifications, Bright Sol Tech will work to rectify any issues or discrepancies as quickly as possible to ensure that the client is satisfied.

Amendment and Entire Agreement

Any changes or amendments to this agreement must be made in writing and signed by both parties. This agreement represents the entire understanding between the parties and supersedes any prior agreements or understandings, whether oral or written, related to the subject matter of this agreement. By signing this agreement, both parties acknowledge that they have read, understood, and agreed to the terms and conditions outlined in this document. This agreement represents a legally binding contract between the parties and serves to protect the interests of both parties.

Signoff & Acceptance

We at Bright Sol Tech are excited about the opportunity to work with you on this project. We appreciate your consideration of our proposal and are committed to delivering a high-quality product that meets your needs and exceeds your expectations.

Our team of experienced professionals is dedicated to providing reliable service and support throughout the entire project, and we welcome any questions or concerns that you may have. We are committed to clear and transparent communication with our clients and will work closely with you to ensure that all aspects of the project are executed to your satisfaction.

We have made every effort to ensure the accuracy and completeness of our proposal, and we are confident that it reflects our understanding of your needs and objectives. However, we understand that there may be further questions or details that require clarification, and we welcome the opportunity to discuss these further with you.

Thank you again for considering Bright Sol Tech for your project. We are committed to delivering exceptional results and providing a positive experience for all of our clients.

Acceptance

Bright Sol Tech
4228 Hampshire Lane
El Paso, TX 79902

Horizon City EDC

Signature: _____

Signature: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Appendix

Our Development Process

We follow a proven software development process, which involves iterating through each project phase. Our approach ensures that we deliver high-quality software solutions to our clients, and each phase is carefully planned and executed to achieve project goals efficiently.

Discovery

Work closely with your team to define the goals and objectives of the project and gain a deep understanding of the problems the project is trying to solve.

During the discovery phase, we will engage in a series of discussions and meetings with your team to identify what needs to be built and what doesn't, as well as to define what success looks like for your project. Our team will use our extensive experience and expertise to provide insights and recommendations that can help to ensure that your project achieves its goals and meets your expectations.

Deliverables

- Define goals
- Define objectives
- Define priorities
- Define success metrics
- Define user stories
- Identify technical requirements

Information Architecture

During this phase, we will work closely with your team to identify the end-user needs and develop the navigational systems, user interface design, and functionality that are most appropriate for your target audiences.

Our experienced team of designers and developers will work together to shape a user interface that is both compelling and user-friendly. We will conceptualize how the application will work, how it

Deliverables

- Mockups
- User flow diagrams
- Create user story test cases for QA
- Create regression test checklist for QA

will be organized, what user functions will be available, and how users will find what they are looking for.

We will also create test checklists for quality assurance (QA). These checklists will be based on user stories and the overall desired functionality of the application.

Planning

During this phase, we will set up a project management tool and invite your team to collaborate with us. We understand the importance of transparency and communication, which is why we will work closely with you to ensure that everyone is on the same page throughout the project.

Based on our discussions and understanding of the project goals and objectives, we will create a detailed timeline that breaks down the project into three-week cycles. This allows us to track progress and make adjustments as necessary, ensuring that we stay on track and meet our milestones.

Deliverables

- Setup project management software
- Define phase
- Define phase cycles

Setup

During the setup phase, we take the time to ensure that all necessary components are in place to support the development process.

After discussing your project requirements and goals, we choose the best tech stack to fit your needs. We consider factors such as scalability, security, and ease of use to select the most appropriate technology for your project.

We set up a version control system, typically using Git and Github, to ensure that all code changes are

Deliverables

- Choose tech stack
- Create and set up web app
- Setup version control
- Setup and configure staging and production servers
- Define the development process

tracked and properly managed. This allows us to collaborate effectively and ensures that changes are properly reviewed before being implemented.

We also acquire and configure staging and production servers, setting them up for continuous integration and deployment. This ensures that the development process is streamlined and efficient, allowing us to deliver high-quality code in a timely manner.

Finally, we define and document the development process for our developers. This ensures that everyone is on the same page and that we are following established best practices throughout the project. We understand that a well-defined process is essential for success, and we take the time to ensure that everything is set up properly from the start.

Design

The design phase is where we focus on creating a visually compelling and user-friendly project. Our team will work with you to define the essential aesthetic components, including layout, color, photography, and typography. We'll collaborate closely with your team to ensure that the design aligns with your business, marketing, and user objectives.

Deliverables

- Design concept
- Prototype

Development

During the development phase, we break down the user stories and application requirements into functional components that we develop in three-week cycles. At the end of each cycle, we'll present our progress to you for review and refinement. Based on your feedback, we'll adjust tasks and priorities for the subsequent cycles to ensure that we're on track to meet your goals. Our team will work closely with you throughout the development process to ensure that we're delivering the features and functionality that your users need.

Deliverables

- Functionality and logic of the application in 2 or 3-week cycles

QA and Release

Our QA team ensures the application meets the highest quality standards by performing rigorous testing at the end of each cycle. A QA developer tests the functional components against user stories and performs full regression testing at the end of the phase.

Before launch, we conduct a thorough review of the application with your team to ensure that success metrics have been achieved. This includes reviewing the functionality, design, and user experience to guarantee that the application meets your business and marketing objectives.

Deliverables

- Test all user stories
- Test entire application
- Test against regression checklist
- Fixes to any bugs
- Launch app!

About Bright Sol Tech

Together, with our unwavering commitment to excellence, we can illuminate your ideas and empower them to radiate brilliance. Since its humble inception in 2011, Bright Sol Tech has remained dedicated to delivering tailored technology solutions that not only meet but surpass our clients' expectations, ultimately bolstering their organizational success.

At Bright Sol Tech, we specialize in providing comprehensive turnkey solutions across a wide range of industries. Our expertise extends to diverse sectors, including education, manufacturing, healthcare, retail, e-commerce, and many more. By leveraging our extensive knowledge and experience, we help businesses harness the full potential of technology to optimize their operations, enhance productivity, and drive sustainable growth.

Our team of seasoned professionals, comprised of engineers, developers, designers, and project managers, works collaboratively with clients to understand their unique requirements and deliver bespoke solutions. With a client-centric approach, we strive to forge enduring partnerships, built on trust, transparency, and exceptional service. Together, we can navigate the complexities of the digital era, harnessing the power of technology to illuminate your path to success.

Choose Bright Sol Tech as your trusted technology partner, and together, let's make your ideas shine bright and propel your organization toward a future filled with endless possibilities.

Client Testimonials



Wayne Eckerson

President of Eckerson Group



We've been a customer of Bright Sol Tech for more than 8 years since founding our company. They've helped us grow every step of the way. Innovative development and steady, responsive support. They built our website and several custom applications. I highly recommend.

Jul 21, 2023



Shil Basu

Sales Director (Americas) at Memstar USA



I've been working with Bright Sol Tech since 2017. They helped us implement our web presence with lots of support designing and implementing our vision. They have a very skilled and responsive staff and I'm very grateful for their years of support. Highly recommended.

Aug 19, 2023



Corinne Chacon

Interwoven Community Manager;
Robert Wood Johnson Foundation
Culture of Health Leader



The staff are all very respectful, they listen carefully to our needs and are frank with the challenges of choosing one approach versus another. They have helped to anticipate challenges which is crucial. They are also excellent at maintaining contact and keeping me informed. Highly recommended.

Jul 24, 2023



Juan Ferret

President at Philosophic Systems Institute



"Bright Sol Tech has been a partner for all our technological needs, as we have evolved as an organization. Bright Sol Tech not only advises us but implements our technology to keep us moving forward."

Jul 24, 2023



Nate Robinson

Acting Director of the Center for
Computation and Analysis for
National Security



Bright Sol Tech makes a commitment to prompt service and clear communication. They have been a consistent source of quality work for me and so stand to be of value to you.

Jul 24, 2023



Rebecca Monteverde

Director of Marketing & Product
Design at El Paso Saddleblanket
Company



Bright Sol Tech helped us implement a modern e-commerce site that keeps our customers engaged. Our activities have significantly gone up because of Bright Sol Tech.

Jul 24, 2023



Thank you!