



Corporation of the Municipality of Temagami

Memo No.
2024-M-130

Memorandum to Council

Subject:	Proposal for Transitioning Municipal Website to Loop (Box Clever)
Agenda Date:	August 8, 2024
Attachments:	Website Proposal for Municipality of Temagami

RECOMMENDATION

BE IT RESOLVED THAT the Council of the Municipality of [Municipality] hereby approves the transition to Loop for website development to enhance our digital presence and achieve cost efficiency by consolidating several existing subscriptions.

By adopting this resolution:

- The municipality will fulfill its obligations under the Municipal Act, Ontario, by enhancing communication and engagement with residents through a more accessible and user-friendly platform.
- The new website will support transparency, streamline information delivery, and better align with the municipality's commitment to efficient and effective public service.

INFORMATION

This report provides information as context for recommending the transition of our municipal website to Loop (Box Clever) and seeks approval for the associated changes. Attached is the proposal for the website development for your review.

Key Points:

1. **Experience and Expertise:** Based on my previous experience with RMWR, I am confident in Loop's capabilities. Their track record and expertise suggest they are well-equipped to meet our needs effectively. Loop's portfolio demonstrates their proficiency in delivering user-centric, innovative web solutions tailored to municipal requirements.
2. **Cost Efficiency:** The proposed website solution from Loop offers significant cost benefits. There are no additional costs for extra tagging, and I will personally oversee the migration of data and provide the necessary staff training. This approach ensures a smooth transition while avoiding further expenses.
3. **Positive Feedback:** John reached out to one of Loop's largest clients in Alberta. The Economic Development Officer from this client provided positive feedback regarding their services, underscoring their reliability and effectiveness in meeting municipal needs.
4. **Budget Justification:** Transitioning to Loop will result in substantial financial savings. Currently, we are incurring costs as follows:
 - o \$2,881.73 for Civic Live

- \$4,514.50 for All Net (S-Tracker), which is underutilized given our use of C-GIS. By consolidating these functions into Loop's platform, we will streamline our operations and remain within our allocated and approved budget.

5. **Benefits of Loop:** According to Loop's website, their platform offers several key benefits:
- **User-Friendly Interface:** Loop provides an intuitive and accessible interface, improving user engagement and satisfaction.
 - **Customizable Solutions:** Their website solutions are highly customizable, allowing us to tailor features to meet specific municipal needs.
 - **Enhanced Functionality:** The platform supports advanced functionalities such as integrated document management, streamlined content updates, and responsive design, which will enhance our digital presence.
 - **Robust Support:** Loop offers dedicated support and training, ensuring our team is well-equipped to manage the new system efficiently.



Website Proposal

for Municipality of Temagami

July 29, 2024

PREPARED FOR:

LAALA JAHANSHALOO
CAO
MUNICIPALITY OF TEMAGAMI
7 LAKESHORE DRIVE
TEMAGAMI, ON P0H 2H0

PREPARED BY:

HEATHER COOK
ACCOUNT MANAGER
LOOP
#200, 100 PALISADES WAY
SHERWOOD PARK, AB T8H 0T1



LAALA JAHANSHAHLOO
CAO
MUNICIPALITY OF TEMAGAMI
7 LAKESHORE DRIVE
TEMAGAMI, ON P0H 2H0

JULY 29, 2024

Dear Laala,

I am happy to submit our proposal for the Municipality of Temagami website!

Loop was created with the singular focus of creating the best possible websites for Canada's small and medium-sized municipalities so they can easily keep their audiences *in the loop*. Loop is a user-friendly, municipal-specific website CMS packed with specialized features for municipalities. Our award-winning designs and features set up an easily scalable website foundation for your municipality, allowing the website to grow with your needs. Loop is proudly Canadian, with our full team and our hosting in Canada.

Loop is proudly Canadian, with our full team and hosting in Canada, and with clients right from the East Coast to the West Coast. With a new website powered by Loop CMS you and your team will be able to manage your content with ease and you will have the full support of the Loop team!

The following document includes recommendations for your website, available features, pricing plans, and why Loop is the best solution for your project. Heather Cook will be your main point of contact right through to launch day and beyond, please don't hesitate to reach out with questions!

Your consideration of this proposal is greatly appreciated.

A handwritten signature in blue ink, appearing to read 'S Mebs', with a long horizontal stroke extending to the right.

Steve Mebs,
Principal Partner
Loop



Table of Contents

1. General Information	3
2. Loop	4
2.1. Client References	5
3. Executive Summary	6
4. Website Details	7
4.1. Consistency	7
4.2. Progressive Enhancements	7
4.3. Compatibility	7
5. Loop CMS	8
5.1. Content Management System	8
5.2. Basic Features	8
5.3. Advanced Features	9
5.4. Loop Mobile app	14
5.5. And more!	15
6. Optional Enhancements	16
6.1. MailGuide Email Newsletter System	16
6.2. Content Migration, Editing and Writing	16
6.3. Integrations (Discovery project)	16
6.4. Additional Content: Photos and Videos	17
7. Process & Team	18
7.1. Overview	18
7.2. Project Schedule	18
7.3. Project Management	18
8. Website Design Options	19
8.1. Custom Design Website	19
8.2. Pre-Designed theme	19
9. Our Experience	21
10. Training & Support	27
10.1. Website Changes after site launch	27
11. Cost Proposal	28
11.1. Select your Website Plan (Annual Costs)	28
11.2. Additional annual Features	29
11.3. Website Design Selection	29
11.4. Optional one time Costs	29
11.4. Extra to Contract	30
11.5. Payment Schedule	30
12. Terms	31
13. Agreement	32
Appendix A: Our Company	33
Appendix B: Loop CMS vs. Open Source	34
Appendix C: Hosting	36

1. General Information

PURPOSE

The purpose of this proposal is to describe how Loop will work with Municipality of Temagami to create a new website with a modern design, improved functionality and the ability to manage content easily.

PROTECTED INFORMATION

This proposal will be considered protected and confidential.

PRICING

Pricing elements of this proposal will be held for 30 days from proposal date.

AUTHORIZED REPRESENTATIVES

The owners of Loop are Chris Mebs and Steve Mebs.

CONTACT INFORMATION:

Loop
#200, 100 Palisades Way
Sherwood Park, AB T8H 0T1

Phone: 587-735-3560

Email: hello@looponline.ca

Website: www.looponline.ca

Facebook: [loopmunicipal](https://www.facebook.com/loopmunicipal)

Twitter: [@loopmunicipal](https://twitter.com/loopmunicipal)

LinkedIn: [loopmunicipal](https://www.linkedin.com/company/loopmunicipal)



2. Loop

Loop builds powerful, award-winning websites and apps for municipalities and related organizations such as tourism and economic development. Our unique municipal website packages consist of specialized designs and features that are scalable and easy to manage.

Customized for you

Loop CMS was built for municipalities and honed with years of experience powering websites. It is equipped with settings, features, and layouts designed to help administrators get information to their residents, businesses and other important audiences quickly and easily.

Easy to use

Your site will be simple to manage. It includes a user-friendly back-end that will eliminate the headache associated with adding new content, moving pages, uploading galleries, and more. Loop was built for users with any level of experience to ensure managing the content of your website is fast, simple and easy to learn. Most importantly, you will receive full training and the ongoing support of the Loop team! We are happy to help.

Value

Loop offers multi-year contracts that provide municipalities with a cost-effective solution that will surely fit within your annual budget.

Scalable

Add additional features at any time, or we can build the custom functionality you will need – now or in the future. Your website is entirely scalable!

More than 30 municipalities are already enjoying their Loop websites!

Here are some of our clients:



2.1. CLIENT REFERENCES

We are easy to work with and provide exceptional service. Feel free to contact our clients below to discuss their experience working us!

TOWN OF DRUMHELLER

www.drumheller.ca

Bret Crowle

Communications Officer
1-403-823-1338
bcrowle@drumheller.ca

TOWN OF EDSON

www.edson.ca

Steve Bethge

Communications Coordinator
1-780-723-4401
steveb@edson.ca

DISTRICT OF SICAMOUS

www.sicamous.ca

Kelly Bennett

Chief Administrative Officer
1-250-836-2477
kbennett@sicamous.ca



3. Executive Summary

Municipality of Temagami recognizes a need for a website redesign and upgrade in content management and functionality. It is in need of a modern website design with specialized municipal website features that will allow residents, businesses and other stakeholders easily find the information they're looking for.

Municipal websites launched by our team are all powered by Loop CMS, a user-friendly Content Management System that will provide Municipality of Temagami's team with the tools necessary to keep their website up-to-date. The system running Loop CMS currently powers over 1,700 websites and is a multi-site CMS, meaning that all of our clients are always on the most recent version and *receive updates automatically* as they are developed. Loop CMS was built from scratch so we are able to make custom changes for our clients with no risk of losing upgradability or causing conflicts between modules.

You will be able to add unique features built specifically for our municipal clients, including an interactive business directory, emergency notices, polls, tax calculator, public event submissions, waste collection, trail maps, report a problem, and a municipal app. You will be able to easily manage your content, add news/blog posts, images, documents, videos, forms, take payments and more. Loop CMS also has SEO tools built in and pulls your Google Analytics to its dashboard so you can see the past month's statistics at a glance!

Ultimately, we aim to be Municipality of Temagami's digital partner providing ongoing support and service to ensure your website is performing, dynamic, and connecting with your audiences. Our team has a diverse range of specializations from UX design to content strategy, development to graphic design. We have been working with the public sector for over 15 years and are confident that we will be a great fit in working with you to develop excellent websites and in providing ongoing digital support. There is so much we can do to help revitalize Municipality of Temagami online and we are very excited for the opportunity to work with you on this project!



4. Website Details

At Loop, we pride ourselves on producing websites that look great and are easy to use. We strongly believe in clean and efficient website design with a clear focus on user centered design. This means that visitors to our websites never need to be taught how to use the site because information is laid out intuitively.

Our team is constantly discovering new ways of doing things and opportunities for our clients. We take what we learn and make recommendations on how to best harness new technology and new ideas, to keep websites relevant, effective and useful. In business for over 15 years, we have extensive experience working with municipalities. We believe our website design process and the features outlined in this proposal will provide everything you need to distribute information effectively to your website visitors.

4.1. CONSISTENCY

Loop CMS's templating features will allow us to design a highly interactive, clean and easy to navigate website for Municipality of Temagami. For your staff this means that each new page added to the website will automatically inherit the page styles. This includes font choices, colours, page layouts, and features. No effort will be required by your team to keep a consistent look and feel throughout the website.

4.2. PROGRESSIVE ENHANCEMENTS

We use advanced features such as CSS3 that are supported in more advanced browsers such as Safari, Chrome and Firefox. We provide fallback styles for older or less advanced browsers so the same information is presented to all browsers but the presentation can be enhanced for better browsers.

This allows for more modern designs with faster page loads, and also furthers future-proofing of the website. Progressive enhancements are included in this project.

4.3. COMPATIBILITY

Loop is experienced in ensuring that our websites work on all current and widely used browsers, devices and platform combinations. As computer technology is constantly changing, Loop is always watching current trends in order to anticipate and prepare for the newest technology. We are always looking to see how we can best harness these new technologies to benefit our clients and their sites.

Every one of our websites is built to be responsive – meaning it performs beautifully on screens of all sizes: desktop screens, tablets, smartphones, and more.

We currently support the latest versions of Firefox, Chrome, Safari and Microsoft Edge. Latest versions are determined at the time of contract signing.



5. Loop CMS

5.1. CONTENT MANAGEMENT SYSTEM

Loop is a Content Management System custom-built for municipalities. Loop CMS was specifically built to be **easy** and **straightforward** to allow one or more users to access and edit the website's content. Many clients currently using Loop have had no training on the system, though we do provide complimentary training.

Loop's core features will provide Municipality of Temagami's team with the tools necessary to keep their website up-to-date. The system running Loop CMS currently powers over 1,700 client websites and is a multi-site CMS, meaning that all of our clients are always on the most recent version and *receive updates automatically* as they are developed.

Loop CMS was built from scratch so we are able to make custom changes for our clients with no risk of losing upgradability or causing conflicts between modules.

5.2. BASIC FEATURES

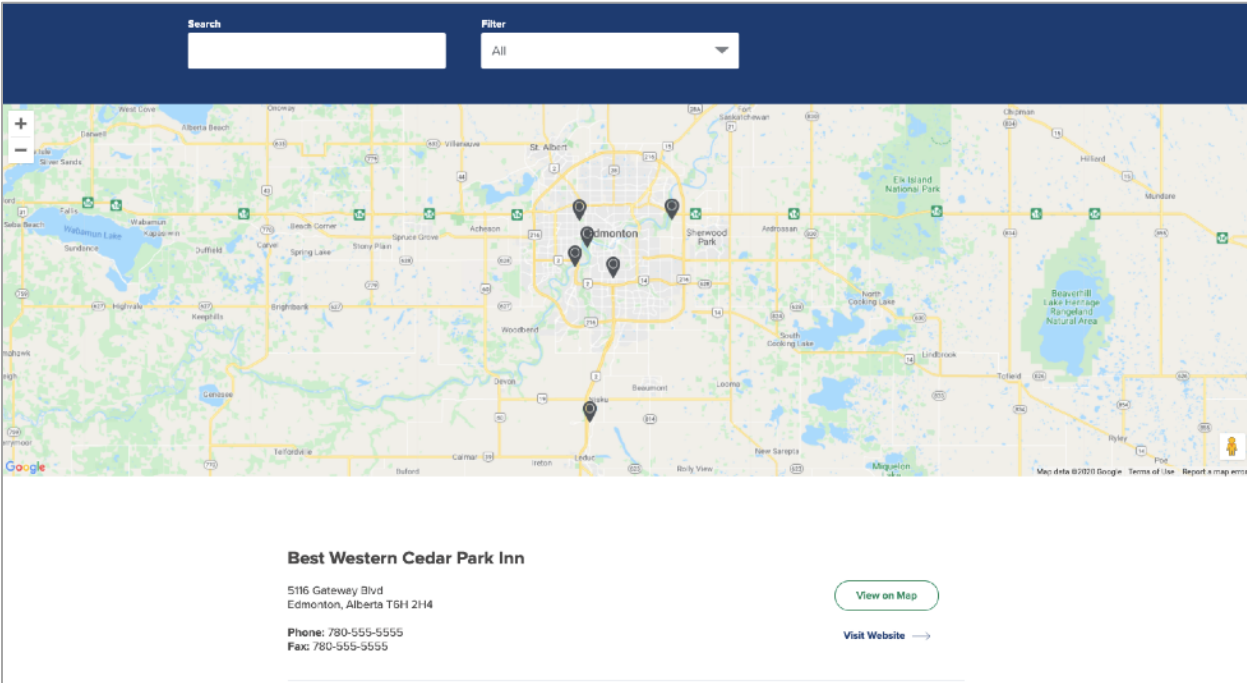
- Simple interface
- Automatic Image Resizing
- Copy/Paste from Microsoft Word
- Friendly URLs
- Social Media Integration
- Calendars
- Blog & News
- Document Management
- Easy Photo Galleries
- User Management
- Password Recovery Tool
- Password Protected Pages
- Activity Logging
- Version Control
- Date Scheduling
- Active Directory Integration



5.3. ADVANCED FEATURES

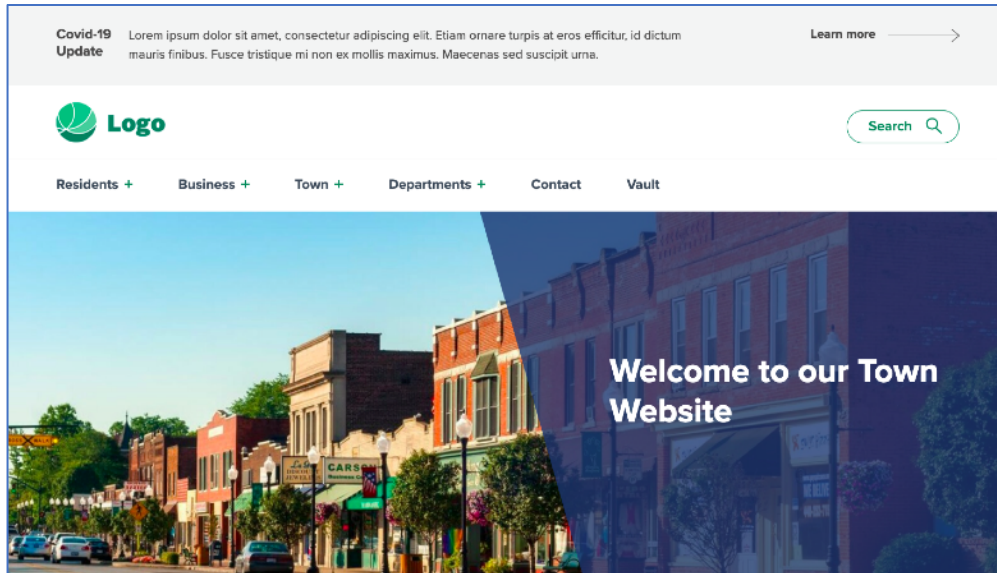
5.3.1. Business Directory Module

List and highlight every business in Municipality of Temagami! Categories (restaurants, hotels, etc.) can easily be added, edited or deleted, and all of the listings are searchable and filterable by website visitors. Listings directly link to an interactive map, which is populated by simply uploading a spreadsheet into Loop CMS. Locations are automatically plotted and categories are automatically assigned based on information included in the spreadsheet.

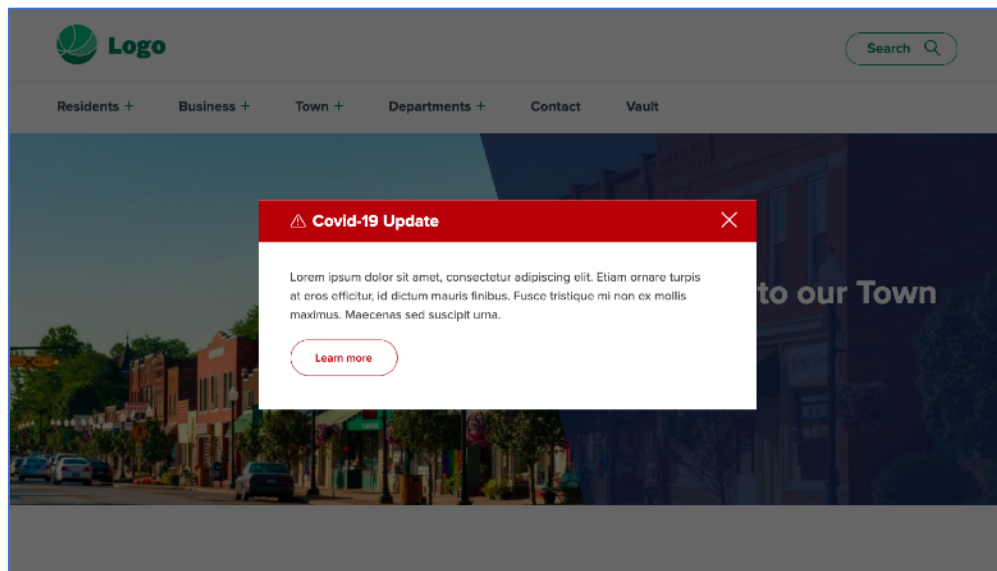


5.3.2. Notices & Emergency Notices

Quickly publish banner and emergency pop-up notices to communicate critical information to website visitors and mobile app users. These notifications can show up on the Home Page and on all internal pages of the site, as well.



Sample Banner Notice



Sample Pop-up Notice



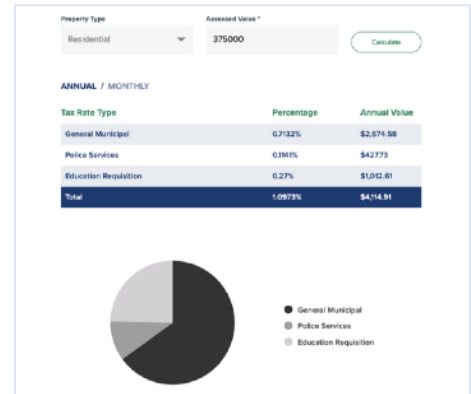
5.3.3. Polls Module

Conduct simple multiple-choice surveys and keep your audience involved by allowing them to vote for their preferred option. When a vote is cast, participants automatically see the vote results animated onto the page!

5.3.4. Tax Calculator

Display tax rate information for prospective businesses and residents so they can see how their taxes are broken down and what they are contributing to.

To try out a tax calculator, visit: sicamous.ca/live-here/property-owners/tax-calculator.



5.3.5. Form Builder Module

The Form Builder Module adds the ability to create fillable forms and assign them to pages on Municipality of Temagami website. Forms can have unlimited fields. Forms have the ability to add: single line text, paragraph text, multiple choice, checkboxes, drop downs, phone numbers, email addresses, postal codes, and accept files.

Forms can also include online payments. Payment forms can be built quickly and filled out by website visitors easily on both desktop and mobile. *Online payment fees are 4.5% + 35 cents per transaction.*

All form results are stored in Loop CMS and can be set to automatically email to staff members. Results can also be exported into a spreadsheet.

5.3.6. Public Event Submissions

This feature allows the public to submit events through a web form. Events are reviewed by your staff and can be either approved or deleted. Approved events will be automatically added to your website's calendar.

5.3.7. Meetings Module

The Meetings module simplifies management of council meeting agendas, minutes, attachments, and even video recordings! Improve organization and workflow while making documents accessible and transparent on a public-facing page of your website.

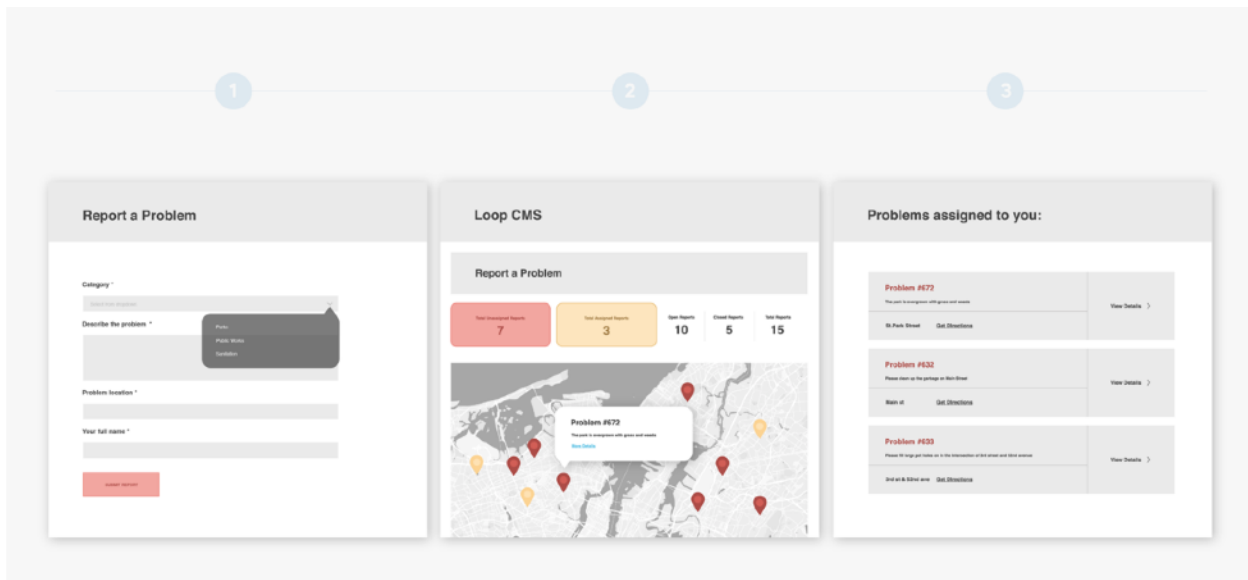
5.3.8. Report a Problem System

The Report a Problem system is a tool for both municipalities and the public they serve. This module will give residents an avenue to inform municipalities of issues in their community.

Municipalities using this tool will be able to receive, assign, and monitor issues with ease. The system tracks an issue's progress, notifies relevant staff when an issue requires their attention, and



has reporting capabilities that will allow municipalities to review issues based on date, department and status.



An example can be found on Town of Edson's website: edson.ca/residents/report-a-problem . Or download the Town of Edson app on the Apple or Google Play app stores!

5.3.9. Integrated Staff Directory and Department Directory

An easily searchable, easily updatable staff directory can be implemented to provide staff and visitors with an easy to access directory. Municipality staff can also be tied to departments or other internal divisions. Staff could be assigned to more than one department and automatically be displayed on each department's page.

Town of Drumheller: drumheller.ca/your-municipality/staff-directory

5.3.10. HR - Job Postings Module

The HR-Job Postings Module would enable Municipality of Temagami to publish job postings to the website in an easy to update, standardized format. Each posting can have a unique hiring manager who would receive applications for that posting, and postings can also be scheduled to be posted and removed on specific days. Job listings would feature instant search capability and categorization.

An example can be found on Town of Whitecourt's website: whitecourt.ca/your-municipality/employment

5.3.11. HR - Applicant Tracking Module

To enhance the Job Postings Module the Applicant Tracking Module will track all applicants in Loop CMS. Applicants can be filtered and sorted according to different fields and can be useful for future job posting.



5.3.12. Waste Collection Schedule

Residents can select their zone on a map or search their address to get more information about their waste collection schedule. Combined with the Loop mobile app, residents can also receive automated reminders of their collection day!

5.3.13. Snow Removal Priority

Upload a CSV with street addresses throughout the municipality and their snow removal priority levels. This will populate search results on a public form. Residents can search their address to discover their priority level and what that level means.

5.3.14. Trail Maps

This interactive trail map module allows visitors to view a map and list of trails throughout the municipality, as well as trail heads and points of interest. Details such as trail difficulty, length, and duration can also be added.

An example can be found on Town of Whitecourt's website: <https://www.whitecourt.ca/play/trails>

5.3.15. Tenders

The Tenders Module makes posting open and closed bid opportunities easy. Add tender dates, details, and attach links and documents to make all the information accessible. Once a tender is closed, update with details such as the awarded proponent and cost to keep residents and contractors in the loop.

An example can be found on Town of Drumheller's website: <https://www.drumheller.ca/do-business/tenders>

5.3.16. Lot Maps Module

In order to manage the many different lots, their statuses and individual information, and the progressive stages of development for Municipality of Temagami, the Interactive Lot Maps module easily populates and control the information. Data already collected by survey teams (uploaded as a .csv file) integrated with Google Maps will display actual lot sizes and locations, providing prospective clients and visitors with the specifics for each lot they are interested in. The Lot Maps module also provides control of each stage individually, with unlimited lots per stage, and can populate a separate map for each.

Each lot can be listed with:

- Lot: block, plan, and municipal address
- Sales status: available, on hold, sold, show home, spec. home
- Pocket size: width, length
- Downloadable plot plan and other photos and documents

An example of the Lot Maps module in use by a land developer for various stages and builders: edson.ca/town/land-sales

5.3.17. Secure Council Pages



A password protected area that provides a simple way to get secure documents and information to council, staff, committees, or boards that should not be viewed by the general public. Easily manage and add users when necessary within this module.

5.3.18. Video Library

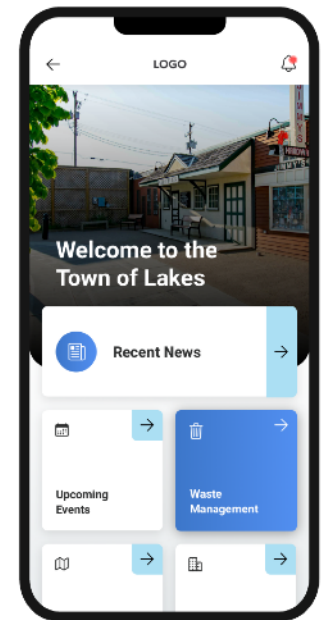
This module automatically puts your videos into a web friendly format and reduces the video file size to ensure they are not slowing down your website with large files.

5.4. LOOP MOBILE APP

Loop has experience building apps for clients that allow them to easily organize and manage information. Features of our Mobile app include:

- Push Emergency Notifications
- Business Directory
- News
- Events
- Waste Collection Schedule
- Trail Maps

This app would be a valuable addition to the communication tools of Municipality of Temagami, bringing up-to-date information right to the mobile devices of your tourists & residence. Once Trail Maps is implemented onto the App, this would be great for self-guided tours. The app is managed and accessed through Loop, which means your administrators will already know how to use the system and will be able to update your news, events and notifications with ease. Information entered into the related Loop modules will show up automatically in the app!



Our Mobile app comes in two formats: Unified and Standalone.

The *Unified app* is at a lower price point and is a singular app shared amongst multiple municipalities. Users will select their municipality from a list on the main screen the first time they download and open the app. The *Standalone app* would allow Municipality of Temagami to have its very own branded app within the app stores.

If there are base features in our app that are not required we can disable them for you. Conversely, if there is a feature not included in our base system that you would love to have, please let us know and we would be happy to provide a consultation. Other optional features, such as our Report a Problem tool where citizens are able to quickly and easily report issues within their community, would also appear in the app!

Once completed the Mobile app is available for download for both iOS and Android devices. Analytics are integrated within the app and reports can be generated to show app usage - including total downloads and most visited features.



5.5. AND MORE!

We are always improving our current features and adding new municipal-focused features, giving Municipality of Temagami a growing advantage with each year! No longer will your website stagnate year over year, keep it fresh and modern for years to come.



6. Optional Enhancements

Loop is backed by a team of digital specialists who can provide you with services beyond website design and development. Pricing may be included in the pricing section of this proposal or can be provided upon request.

These can be incorporated into the current project, or can be explored in the future!

6.1. MAILGUIDE EMAIL NEWSLETTER SYSTEM

MailGuide sends out HTML emails that are trackable and can tie in with Google Analytics. Email templates can be designed to match the look of the new website. Specific mailing lists and templates can be set up for different audiences: residents, businesses, etc. Municipality staff will be able to see how effective the newsletters are in engaging subscribers by tracking open rates, click rates, and even seeing which geographic area readers are in.

6.2. CONTENT MIGRATION, EDITING AND WRITING

Assessing, organizing, and refining website content is an essential component in building the new website. Our Content Strategist can provide you with content services which will include:

- Consultation with Municipality of Temagami Team
- Content Analysis and Site Mapping
- Keyword and Analytics Review
- Migration of Existing Standard Page Content
- Web-Friendly Refinements

With this work, prospective clients will be able to find you, easily browse through the website to the information they need, and make the conversion you are looking for. Additionally, Municipality of Temagami team will have full CMS access moving forward to make modifications when needed.

6.3. INTEGRATIONS (DISCOVERY PROJECT)

Loop is experienced in integrating with third party systems on our client websites and has successfully integrated with systems such as payment gateways and service APIs from leading services and companies such as Microsoft Active Directory, RetailOne, Agresso, Tessitura, Moneris, Gallup, and PayPal.

For projects with significant unknown elements, like integrating with various sites, Loop conducts a Discovery Project at the beginning to give our team the opportunity to scope and plan the work required to meet project requirements.

The Discovery Project gives us the opportunity to sit down with the Municipality of Temagami staff to learn about how you are using these systems, what information you would like to pull to the new



website, and each system's capabilities. From there we advise on which systems can or should be integrated with, which systems can be embedded, and which should simply be linked to, and our team will put together a final estimate for any additional work required.

Pricing details would be provided upon consultation with Municipality of Temagami if third party systems need to be integrated into the website. *Most often*, no integrations are required and this phase is not required since the majority of sites can be linked to easily without integrations.

An example of a basic integration/embed in use with Localintel can be found here: <https://www.whitecourt.ca/business/invest-in-whitecourt>.

6.4. ADDITIONAL CONTENT: PHOTOS AND VIDEOS

Using your own quality photography and videos on your website can help attract more visitors to your website, drive business to your municipality and promote social media sharing. Annual pricing is available!



7. Process & Team

7.1. OVERVIEW

- With a Pre-Design Municipal website from Loop our team will:
- Activate your selected design
- Enable all selected modules
- Embed your logo
- Customize your selected website design's colours to match your brand's colours
- Setup your top level pages in the menu (content migration and content strategy is also available as an option)

7.2. PROJECT SCHEDULE

Our Pre-Designed Municipal Websites have a very quick turnaround! Sites can be typically be ready for your content and training in less 4 weeks! The schedule will be confirmed once a signed contract is received.

7.3. PROJECT MANAGEMENT

All tasks, timelines, and communication are managed through ProjectGuide, our digital Project Management tool. This provides full transparency throughout your project. You will receive weekly updates so you are always in the loop! Presentations are marked on the project schedule above, but we will also plan additional calls or videos chats as they are needed throughout the project.



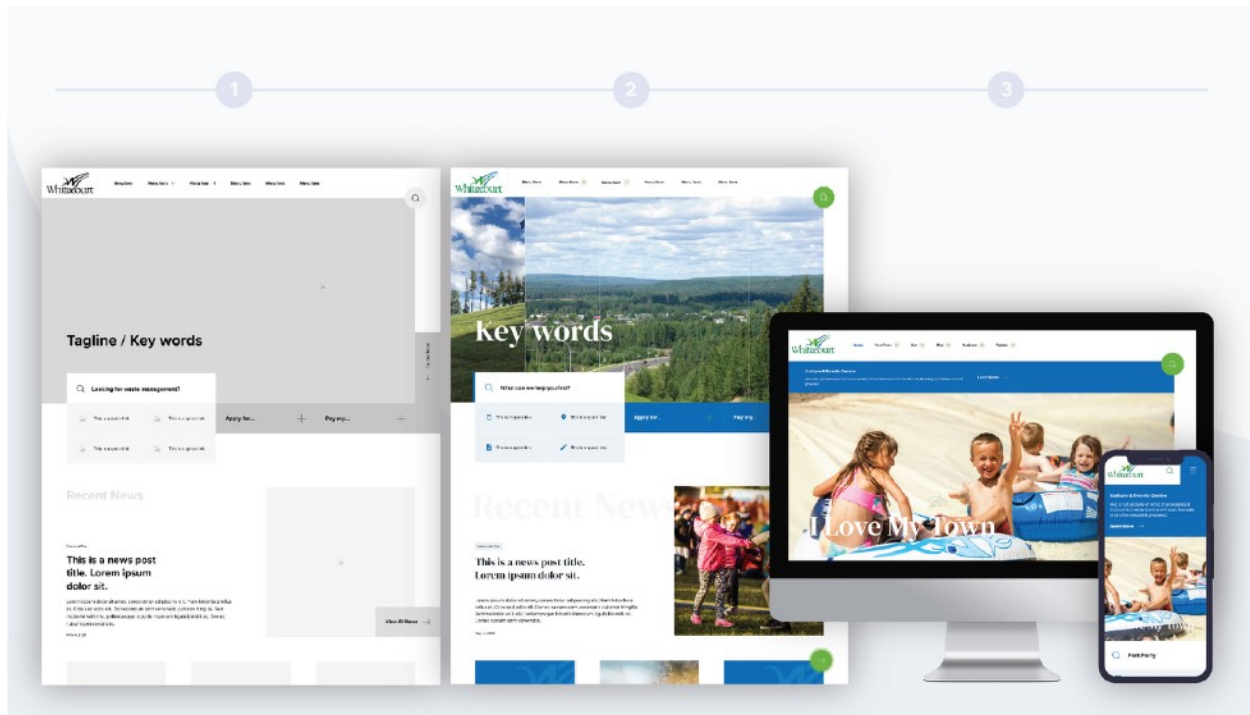
8. Website Design Options

The design for your new website can be either unique and custom-designed for the Municipality of Temagami, or your website can be based on one of our professionally designed municipal website themes.

8.1. CUSTOM DESIGN WEBSITE

Our design team excels at working with clients and understanding their needs. We have won numerous awards for our custom work on websites. Our process (outlined in section 8.1) involves discussing your needs and wants, discussing sample sites, and presentation of wireframes before starting on custom design work. The Municipality of Temagami would be involved in the kick-off meeting, design presentations, and approvals.

Please see Section 11 for examples of our custom design work with previous clients.



8.2. PRE-DESIGNED THEME

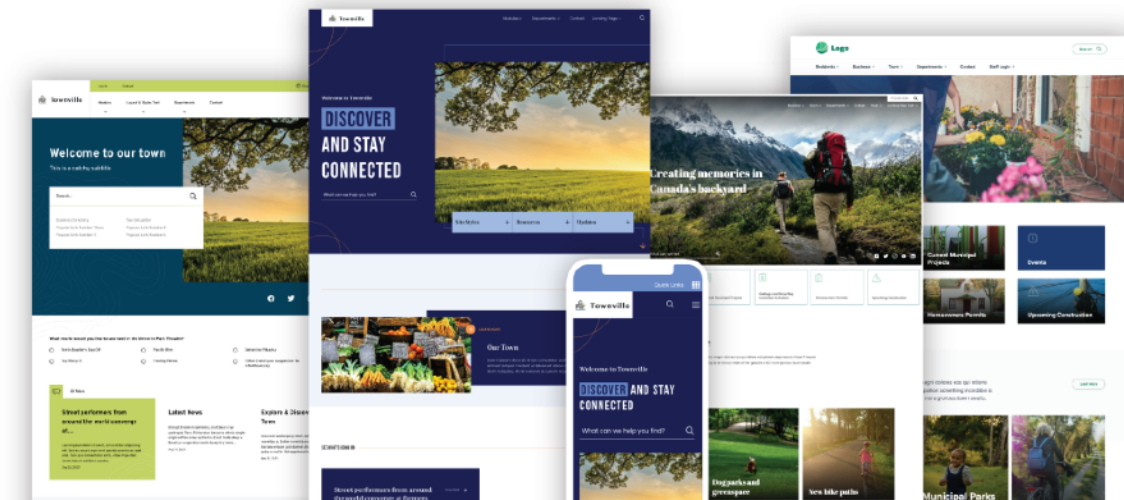
You also have the option of choosing a Pre-Designed Theme. Our pre-designed websites are designed to get our clients online, fast, with features that are typically reserved for large, custom websites. The design and features built right in also fit perfectly with the goals and subject matter that the Municipality of Temagami requires for its new website! These sites are designed with care to create a user-friendly website that allows site visitors to easily navigate to their desired content.



- Prominent Quick Links and Enticers on the homepage which can easily be used as shortcuts for popular content and to help guide your site's visitors to the most relevant content
- Calendar events and News highlights are pulled to the home page automatically
- Large header banner to showcase imagery
- Full control of your website's pages and menu, with flexible content options (ie. adding links as buttons and collapsible accordions)

We have four different pre-designed themes that the Municipality of Temagami can select from:

1. Yoho: <https://yoho.loopcms.ca/>
2. Grasslands: <https://grasslands.loopcms.ca/>
3. Moraine: <https://moraine.loopcms.ca/>
4. Tundra: <https://tundra.loopcms.ca/>
5. Summit: <https://summit.loopcms.ca/>



If you select a pre-designed theme, it would be customized to match your brands colours and logo. Additional customizations to our pre-designed themes are welcome! Our team can go through these requests and provide a quote for you.



9. Our Experience

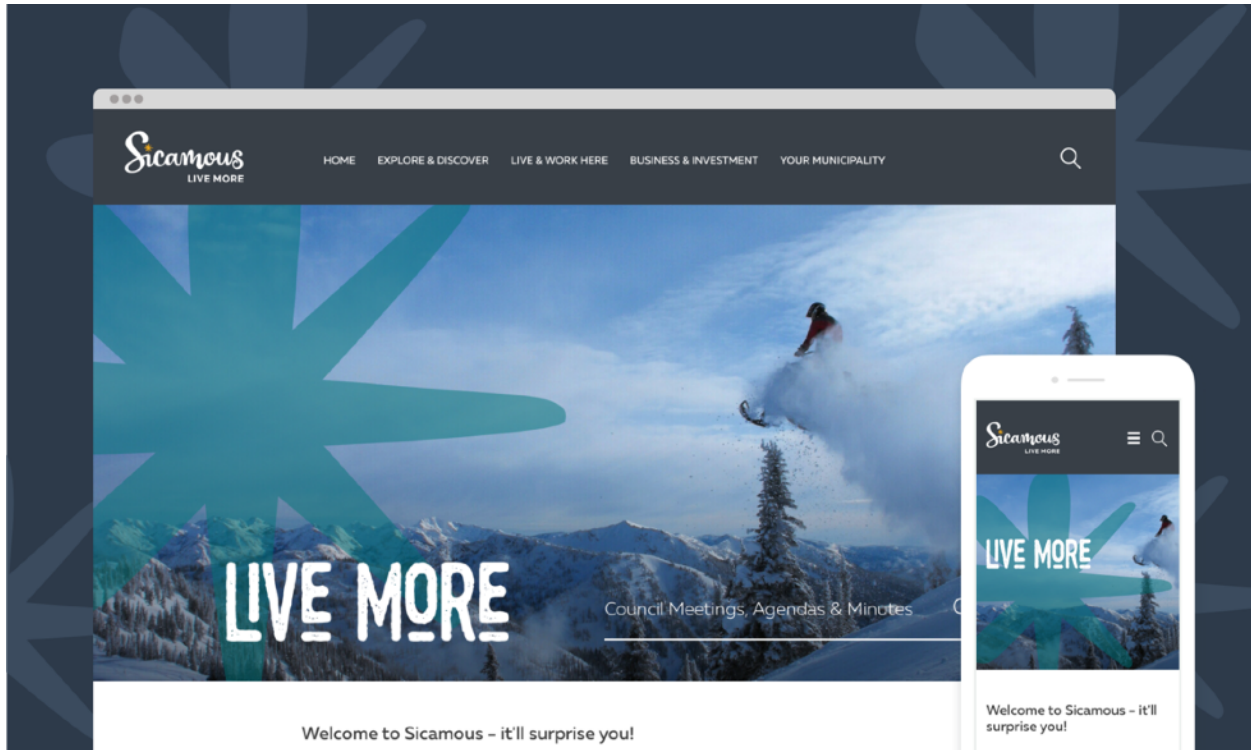
In business for over 16 years, our team has the experience, tools, and processes to launch a successful website for Municipality of Temagami! Here are a few case studies to showcase our talent:

DISTRICT OF SICAMOUS

The District of Sicamous website won the 2017 Marcom Gold award (website - municipality category) and the 2017 Davey Silver award (website - tourism category)! The Marcom awards are an international competition for marketing and communication professionals and are administered by the Association of Marketing and Communication Professionals (AMCP). The Davey awards honour the best in web, design, video, advertising, mobile & social from smaller agencies worldwide and are awarded by the Academy of Interactive and Visual Arts.

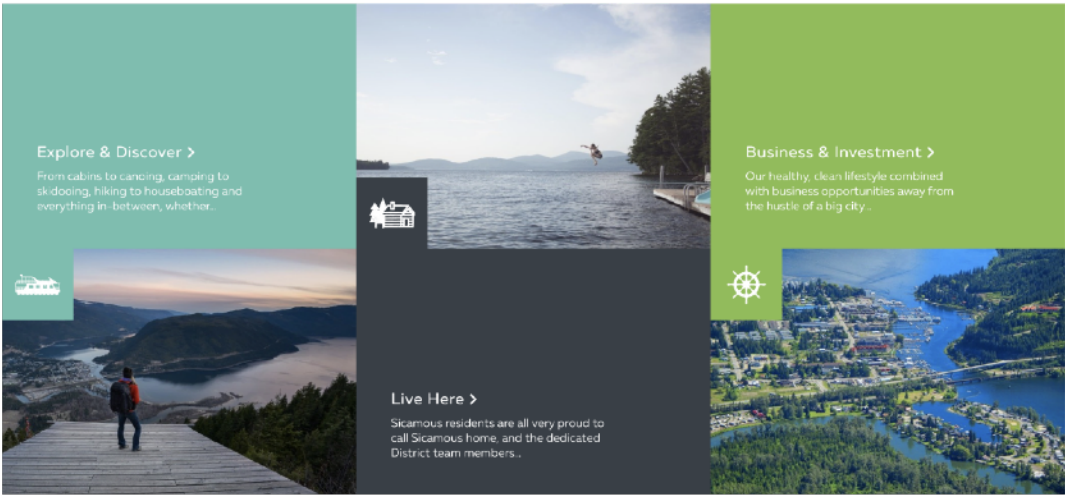


The District of Sicamous is located on British Columbia's scenic Shuswap Lake and is home to approximately 2,500 residents. Don't let their small population fool you, Sicamous is the House-boating Capital of Canada and transforms into a bustling vacation hotspot throughout the summer season!



Sicamous made the move to totally overhaul their outdated branding with a new logo, look, and feel that would resonate with their residents and tourists alike. The cornerstone of this new brand was of course, their website. We were contacted by the district to breathe life into their new, exciting brand and translate it into a high-functioning, beautiful website.

For many years, Sicamous had a very outdated looking website that was difficult to navigate and inconvenient to manage. With minimal functionality, the website didn't allow for the transparency and openness the district needed to offer their residents and businesses.



We envisioned a new website that truly showcased their personality, and youthful exuberance. Our planning and design process with the District was exciting to say the least; with a bold new colour palette, fun supporting graphics, photography, animations and an intuitive layout, their visual identity started to take form.

A site map was provided to the district that outlined our recommended structure for information – all pages accessible with two clicks or less. Site content was migrated into our Loop's CMS allowing administrators to audit and adjust their content with ease.

Loop's optional Municipal tools and modules are excellent additions to increase engagement and functionality on websites; Sicamous jumped at the opportunity to enhance their communication with added features such as a tax calculator, business directory, staff directory and polls.

We have also been hired recently by District of Sicamous Development Corporation to develop the new website for their Explore Sicamous initiative, which will be launching in 2021.

Client since 2017

URL: www.sicamous.ca

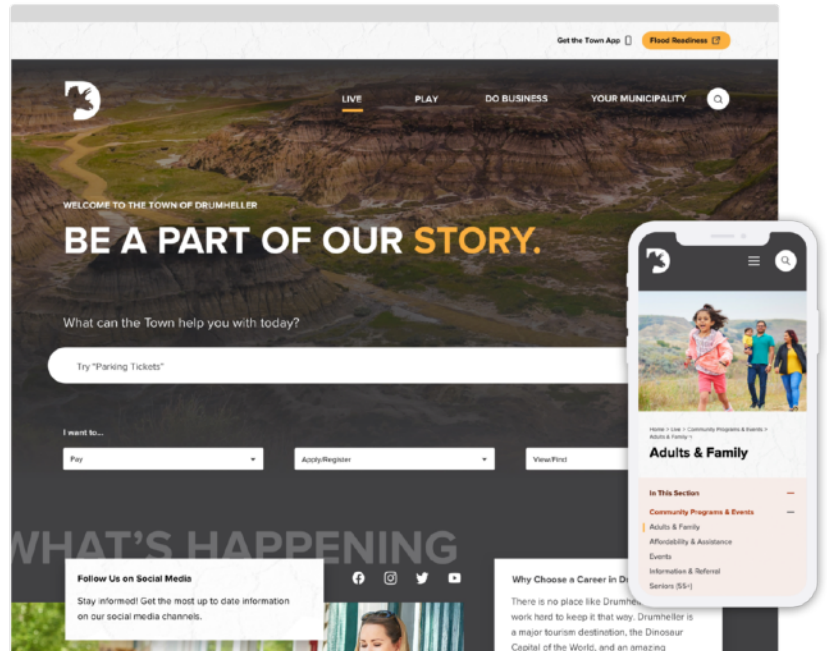


TOWN OF DRUMHELLER

Launched in 2021, this website won an award! It was awarded GOLD by the AMCP in the dotCOMM awards in the Government category!

The Town of Drumheller completed a rebrand in 2020 and was looking for a fresh website as an extension of its rebranding efforts. The Town needed a new website presence that reflected the new branding, was easy for users to navigate, and simple for admin to manage its content.

For years, Drumheller's website was difficult to navigate and inconvenient to manage.



Drumheller recognized the website as a primary tool to interact with current and potential residents and that it should be supportive of their communication plans and needs. Ideally the website would present the Town of Drumheller as the exciting, unique place it is!

We believe that all of this was achieved through their high-functioning, custom website. The website reflects their new logo, branding, textures, and graphics. Important information such as popular links, news, and events can be found right on the homepage, a search bar is prominent to easily search the website's content, and the menu is easy to navigate. There are also animations found throughout the website to bring the Town's personality to life.

This website is equipped with fantastic municipal features such as Notices, Form Builder, Staff Directory, Business Directory, Job Postings, Polls, Tax Calculator, and Tenders. Additional features such as Waste Collection, Trail Maps and Snow Removal Routes are coming soon!

Client since 2020

URL: www.drumheller.ca

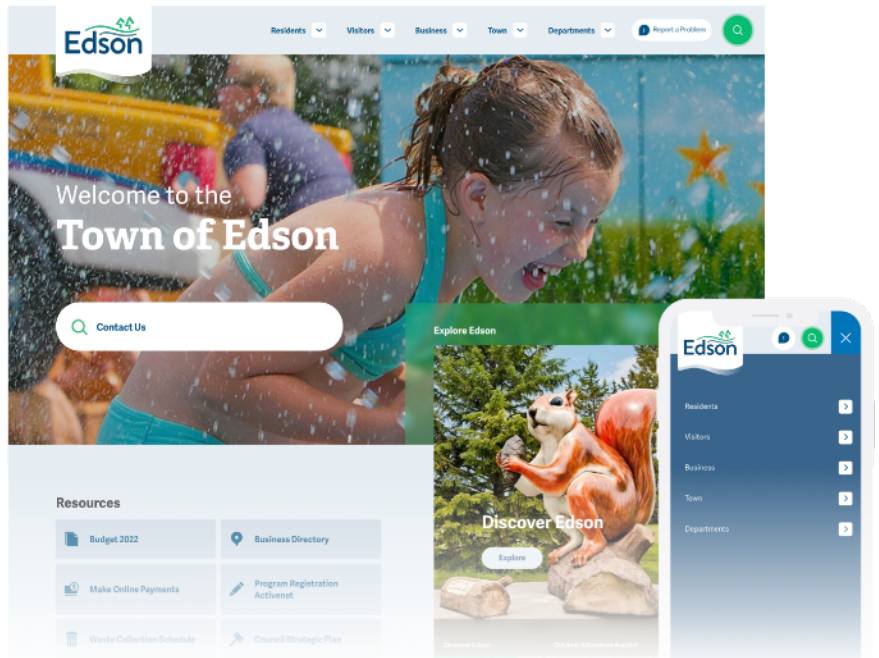


TOWN OF EDSON

New website just launched!

Loop has worked with Edson since 2011. Our first redesign for Edson won an award! We completed their branding project, launched a custom Edson app and their most recent website redesign was launched in 2022. We also designed and launched Edson's first fully digital Annual Report on their website in August 2022.

The navigation of the Town of Edson website has been created specifically to organize a large amount of content by audience category. This has proven to be an effective way to funnel site visitors to the information they are looking for. As you can see there are only five top level navigation items! This helps to prevent the dreaded information overload.

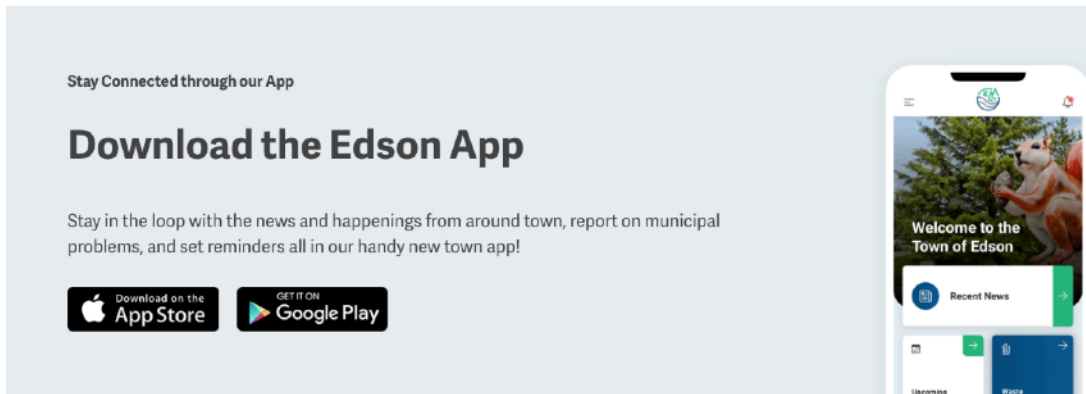


One of the major goals for the design of the website was to keep the Home Page clean and purposeful, we identified a number of key/ popular pages within the site and created enticers linking to those pages right below the carousel banner on the Home Page. This has made information like Online Bylaws and tools like the Waste Collection Schedule highly accessible. Site visitors are effectively directed to content.

The homepage also has News and Events showcased in a very user-friendly format, allowing administrators to highlight the town's dynamic content on the site in a way that is easily digestible and easy for users to browse. Other dynamic content is highlighted in the Around Town section, an attractive grid layout to showcase the great photos from events and initiatives in Edson!

The website stays clean with streamlined content and an effective use of breadcrumbs, so users always know where they are on the website. Site-wide searching is also one of the great ways information is kept highly accessible on this mobile responsive website!





Edson is utilizing our app, as well! Residents are able to stay connected with all news and happenings in the town, receive emergency push notifications, report problems to specific town departments, and even set garbage pick-up reminders!

Client since 2011

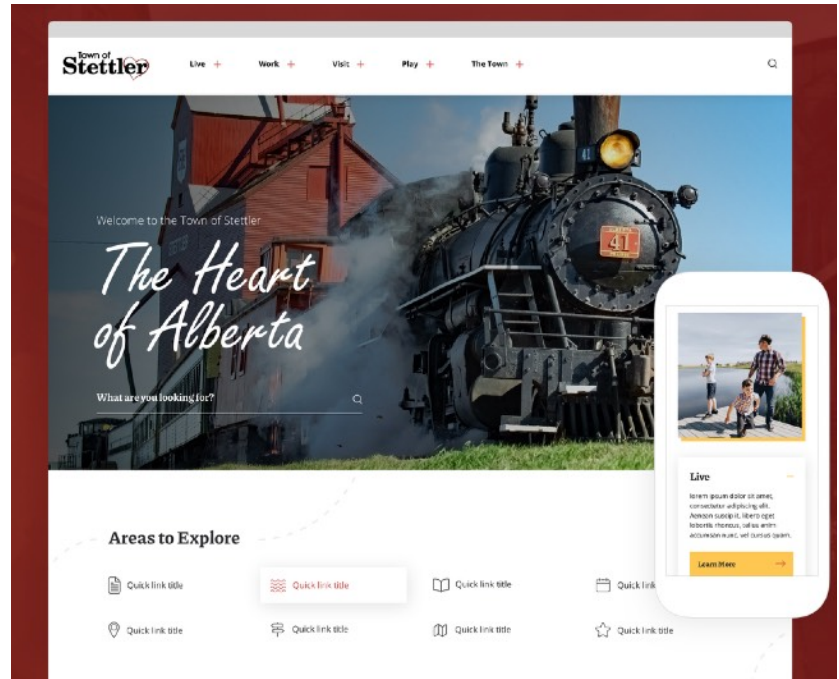
URL: www.edson.ca



TOWN OF STETTLER

The Town of Stettler chose Loop to complete their project of a custom designed website and a mobile app. A primary goal for their project was to ensure that it was user-friendly with a modern design to highlight all the great things Stettler has to offer!

We designed the homepage to help guide specific audiences to the exact information they are looking for on the first try. Loop was also able to highlight the search menu within the homepage banner with suggested search terms that not only help with suggested searches but also inform their audience of what is available on the website.



Stettler had new unique feature requests and we were able to customize modules based on their feedback.

It was important for Stettler to go with one provider for both the website and mobile app to ensure the app would always be fully integrated with the content on the website. With Loop, updating content on their website automatically updates the same content in their mobile app without having to input the information more than once!

Based on the success of this project our team was also awarded the project to also build the Town's new Economic Development website which launched in 2022; www.stettlerboardoftrade.com

Client since 2020

URL: www.stettler.net



10. Training & Support

Training will be provided for staff responsible for website management.

- training can be completed in one to three hours
- additional sessions can be provided, if required
- up to 5 staff can attend each training session

Training can be completed online at no charge (we've gotten lots of practice this past year!), or at your office with the associated travel costs. Travel costs are calculated at the rates below.

- \$65.00/hour for time incurred for travel associated with the provision of services;
- \$0.60/km for vehicle mileage or the actual cost of car rental
- Actual cost of accommodations and meals

You will also receive a "Loop Handbook" training manual. This document illustrates what is editable on your website and where to edit it within Loop CMS. Copies will be provided during training and a PDF will always be available to download through Loop.

Loop also has a Help Section, full of step by step instructions. You can also contact us directly through Loop CMS if you can't find the information you need.

You can also call us at any time after your site launches. Our office hours are 8:30 - 5:00 Monday to Friday. When our phone rings, we answer, and when emails are received, we reply!

10.1. WEBSITE CHANGES AFTER SITE LAUNCH

We're proud of the relationships we've built with our clients over time, and with more than 90% client retention from our first year in business, it's clear that the feeling is mutual. We stay involved with our clients long after launch, helping them to develop annual and long term plans to keep their website fresh and up to date. We work diligently with each client to prepare their website for the latest browsers and mobile devices.

General maintenance and updates are included. Although, most municipalities do not require additional maintenance to be done, we do offer Bulk hours to help with ongoing design and development changes that you may request.

If you ever need a change to your website or would like to discuss options, we would be more than happy to help!






11. Cost Proposal

Please select from our three plans below, along with any additional features that you would like. All pricing is an annual cost with a 3-year commitment. A website redesign is included with each contract renewal!

Additionally, we are offering a special promotion: 50% for the first year of services (Including Section 11.1 & 11.2).

11.1. SELECT YOUR WEBSITE PLAN (ANNUAL COSTS)

 - Available in the app

	Basic	\$1,500	Essentials	\$2,500	Plus	\$3,750
	Loop CMS & Training		Loop CMS & Training		Loop CMS & Training	
	News		News		News	
	Events Calendar		Events Calendar		Events Calendar	
	Page Manager		Page Manager		Page Manager	
	File Manager		File Manager		File Manager With click tracking	
	Emergency Notices	\$500 <input type="checkbox"/>	Emergency Notices		Emergency Notices	
	Polls	\$375 <input type="checkbox"/>	Polls		Polls	
	Business Directory	\$500 <input type="checkbox"/>	Business Directory		Business Directory	
	Quick Links	\$375 <input type="checkbox"/>	Quick Links		Quick Links	
	Form Builder* With online payments	\$750 <input type="checkbox"/>	Form Builder* With online payments	\$750 <input type="checkbox"/>	Form Builder* With online payments	
	Public event submissions	\$375 <input type="checkbox"/>	Public event submissions	\$375 <input type="checkbox"/>	Public event submissions	
	Meetings Module	\$500 <input type="checkbox"/>	Meetings Module	\$500 <input type="checkbox"/>	Meetings Module	
	Tax Calculator	\$500 <input type="checkbox"/>	Tax Calculator	\$500 <input type="checkbox"/>	Tax Calculator	
	Secure Council Pages	\$500 <input type="checkbox"/>	Secure Council Pages	\$500 <input type="checkbox"/>	Secure Council Pages	
	Select Plan	<input type="checkbox"/>	Select Plan	<input type="checkbox"/>	Select Plan	<input type="checkbox"/>



11.2. ADDITIONAL ANNUAL FEATURES

Our extensive menu of features gives you the flexibility to build the site most helpful to your target audiences. These features can be added now, or in the future to enhance your digital presence and communication with residents.

<input type="checkbox"/>	Report a Problem	\$4,750	<input type="checkbox"/>	<input type="checkbox"/>	Trail Maps	\$1,500	<input type="checkbox"/>
	Integrated Staff & Department Directory	\$500	<input type="checkbox"/>		Lot Maps	\$1,000	<input type="checkbox"/>
	HR - Job Postings	\$500	<input type="checkbox"/>		Site Search Engine	\$575	<input type="checkbox"/>
	HR - Applicant Tracking	\$2,000	<input type="checkbox"/>		Videos	\$375	<input type="checkbox"/>
	Tenders	\$500	<input type="checkbox"/>		Redirects	\$375	<input type="checkbox"/>
<input type="checkbox"/>	Waste Collection	\$500	<input type="checkbox"/>	<input type="checkbox"/>	Municipal App		
	Snow Removal	\$500	<input type="checkbox"/>		Unified App	\$1,250	<input type="checkbox"/>
	Active Directory Integration for User Management	\$500	<input type="checkbox"/>		Stand Alone App	\$4,750	<input type="checkbox"/>

11.3. WEBSITE DESIGN SELECTION

Yoho	\$0	<input type="checkbox"/>
Grasslands	\$0	<input type="checkbox"/>
Moraine	\$0	<input type="checkbox"/>
Tundra	\$0	<input type="checkbox"/>
Summit	\$0	<input type="checkbox"/>
Custom Design Website	\$6,500	<input type="checkbox"/>

11.4. OPTIONAL ONE TIME COSTS

Each item can be added individually. The initial selections may impact the initial layout of the site. If added later, additional items may require additional design time to incorporate them into an existing website.

<p>MailGuide</p> <ul style="list-style-type: none"> As outlined in Section 71 Setup and branded header on template An additional \$15/month fee based on 0-500 subscribers, charged monthly to credit card 	\$500	<input type="checkbox"/>
--	-------	--------------------------



Content Strategy		
<ul style="list-style-type: none"> • Consultation • Analytics Review (if applicable) • Proposed Site Architecture (Site Mapping) • Content Writing (price TBD based on needs once site map and migration plans are finalized) 	\$500	<input type="checkbox"/>
Content Migration		
<ul style="list-style-type: none"> • Excludes calendar content, business directory, outdated documents, galleries, blog posts older than one year and password protected pages. You would be responsible for creating the various forms that they might require • <i>Price is based on our estimate that the current website has approximately 100 pages and documents to migrate. Pricing can be finalized after new website site map is determined and final document and page count is determined.</i> 	\$700	<input type="checkbox"/>

11.4. EXTRA TO CONTRACT

Work done beyond the scope of this contract will be estimated on an as-needed basis. *Monthly and annual retainers also available.*

11.5. PAYMENT SCHEDULE

All annual and fixed costs will be due at project commencement. We keep our invoicing simple with annual fees instead of being based on hours of work provided.



12. Terms

The Customer shall permit only Loop's personnel or agents to perform the work included in the scope of this Agreement for the domain(s) specified. Should anyone other than Loop's team perform such work, Loop may, at its option, cancel this Agreement.

The Customer will promptly pay invoices within thirty (30) days from the date of the invoice. Should a payment become more than thirty (30) days overdue, Loop may stop all work under this Agreement without notice and/or cancel this Agreement.

Account outstanding in excess of 30 days after due will be assessed a 2% interest charge (compounded monthly).

Loop shall not be liable for any delay, loss, damage, or detention caused by unavailability of machinery, equipment, materials or labor, delay of carriers, strikes, lockouts, acts of war, action of the elements, forces of nature, fire, flooding, explosions, or by any cause beyond their control.

This Agreement shall commence on the date of signing by both parties. This Agreement shall continue in effect from year to year unless either party gives written notice to the other of intention not to renew, thirty (30) days prior to any anniversary date. Annual fees are pre-paid annually. Multi-year contracts are binding. Early termination of contract will result in a cancellation fee of 70% of the remaining contract amount. Cancellation of optional modules will result in a cancellation fee of 70% of the remaining contract amount for the cancelled modules. Years are not pro-rated. Upon expiration of the initial term, this Agreement shall continue in effect year to year unless either party gives written notice to the other of intention not to renew, thirty (30) days prior to any anniversary date. The fees due for each renewal term are subject to review and/or adjustment on each anniversary date to reflect increases in labor, material, and other costs.

In the event Loop must commence legal action in order to recover any amount payable under this Agreement, the Customer shall pay all costs and attorney fees between the solicitor and client.

The annual Agreement price is subject to review and/or adjustment on each anniversary (renewal) date to reflect increases in labor, material, and other costs.

All web pages, images, database content files, production files, and related code created for the purpose of the website(s) specified within this contract will remain the property of Loop.

All website content supplied by the customer will remain property of the customer. This includes written work, photos, logos, and video created for the website and supplied to Loop.

"Web Design by Loop" will be displayed in the footer of the website(s). If this cannot appear please ask for our most current branding removal pricing.

Any costs incurred for mapping features using Google's Maps API (including, but not limited to Business Directory, Report a Problem, Waste Collection) will be paid by the client directly to Google.

Projects will commence upon payment of the non-refundable deposit (first year's fees).

If a project should become stagnant and the Customer continues to remain unresponsive to Loop's attempts at communication for more than 90 days, the project will be considered abandoned and the customer will lose their deposit.



13. Agreement

SIGNED ON BEHALF OF THE CLIENT:

Name and Title

Proposed Project Start Date

Signature

Date

SIGNED ON BEHALF OF LOOP:

Steve Mebs
Loop

Date



Appendix A: Our Company

Box Clever was founded in 2005 by Chris Mebs and Steve Mebs. Our multi-disciplinary team delivers high-quality websites, custom apps, and powerful digital marketing campaigns. Loop, a division of Box Clever Incorporated, showcases our continued commitment to making our municipal websites the best in the industry. This division proves a fresh resolve to keep excelling with new ideas, new features, and a refreshed energy for our municipal clients.



We are all full-time staff of 20+ working in our Sherwood Park office. For quality assurance, we do not sub-contract our design or development work.

Our commitment to long-term partnerships has enabled us to provide our clients with exceptional digital strategy and support as they grow and evolve.

We love what we do.

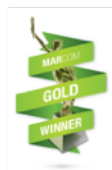
This shows in all our client interactions, our strategy sessions, our phone calls, emails, and more importantly in the work that we deliver. We have a knack for being easy to work with and our projects are on-time and always on budget.

Our team stays on top of industry trends and knowledge; we are proud Google Partners and Shopify Experts.



Award Winning Team.

In the past few years, our team has won over 30 website design awards. Like our clients, we are proud of our work and are always thrilled to receive recognition on the national and international stage!



Appendix B: Loop CMS vs. Open Source

We are sometimes asked why we chose to build our own Content Management System instead of using an open source or “free” CMS such as WordPress or Joomla. Building our own provides numerous benefits to our clients:

PURPOSE

Loop CMS was purpose-built for municipalities - our clients need to get their specific kinds of content onto the web where their stakeholders are. Open source systems, such as WordPress, are built to do one thing well (blogging) and are then twisted and hacked to work for other types of websites. It includes features that you don't need and is missing many features that you do need.

Open source systems are built to do everything, meaning that nothing is simple. Features are complicated and processes are convoluted, especially for those who are non-technical.

SECURITY

When a security exploit is discovered in an open source system (such as WordPress or Joomla, for example) that exploit spreads like wildfire across the internet. Hacks are prevalent. Loop CMS is extremely secure, and is also a smaller target.

CONTROL AND RESPONSIBILITY

Loop CMS was built by us from the ground up so we know exactly how it works. If our clients ask if something can be changed, we respond immediately. We never have to wait on others for security patches, system upgrades, new features, etc. because we control the features of the system. If part of the website is broken or buggy we are responsible for both the front-end and the CMS. This means we can immediately trouble-shoot the issue, and quickly provide a fix free of charge.

MODULES AND CONSISTENCY

Loop CMS comes with the base group of features listed in this proposal, along with additional modules that we have built for other clients, that now become included in Loop CMS. When a client requests a new feature/module for their website we don't need to scour the internet to see if one is built already, or try to install one that does 95% of the job and subsequently spend weeks trying to tweak it cover the other 5%. We build modules for our clients so they will perform exactly how they need them to perform. If a change is needed we don't have to say “Sorry, that's how the developer built it” - we can simply make the change. We have built several custom modules for our clients' websites. When change requests are made we can have the changes complete within a matter of days.

Your organization is unique! You have unique staff and unique needs. Loop CMS has the flexibility required to add features as they are required.

We pride ourselves on the fact that Loop CMS training is extremely fast and easy, with training typically lasting just an hour or two. The benefit of all the CMS features being developed by the



same team is that all the features work the same way, with the same look. When a new module is developed there is no learning curve.

When new features are installed on open source CMS, the website is at their mercy. If a new version of the CMS comes out to patch a security hole and the installed modules aren't updated, webmasters have to make the decision: do we run a website that isn't secure, or drop the module? With Loop CMS that doesn't happen.

ROBUST, SCALABLE AND HIGHLY CUSTOMIZABLE

Loop CMS is robust, completely scalable and highly customizable. Since we built the system we can change it to do whatever we want it to do! Open source systems are not completely customizable because they are slowly developed by multiple people spread across the world.

WHY DOES ANYONE USE OPEN SOURCE?

Open source CMSs are free, simple to setup, easy to install and in many circumstances provide all the features required. For web design studios that don't have their own true developers, they can be the ideal solution. At Loop we have talented designers and developers, so we don't need to be limited by a system that is being built by outside developers, has security holes and needs constant patching and fixing to fit separately developed modules into it.

Interested in experiencing the difference? We'd love to give you an online demo!



Appendix C: Hosting

Loop CMS uses private cloud hosting. Cloud-based hosting makes your website faster, more reliable and more secure versus hosting on a single server within your own environment or a co-located server. Our enterprise-grade hosting infrastructure has extensive redundancy, data protection, and security as a standard part of our service offering.

SECURITY

With our web hosting services, you can rest assured that your website will always be safe and secure. Our network-based, stateful cloud firewall service protects websites from external attacks. 24/7 monitoring and health checks along with extensive logging and performance metrics gives our team the tools to keep your website online and performing at an optimal level. Additionally, your website will have a SSL certificate and will be served over HTTPS so that:

- Your confidential data is protected
- Your website will have a higher search engine ranking
- PCI/ DSS requirements are satisfied
- Site visitors feel more secure about their browsing experience
- Your website is authenticated

PHYSICAL SECURITY

Our datacenters are co-located in some of the most respected datacenter facility providers in the world. We leverage all of the capabilities of these providers including physical security and environmental controls to secure our infrastructure from physical threat or impact. Each site is staffed 24/7/365 with on-site physical security to protect against unauthorized entry. Security controls provided by our datacenter facilities includes but is not limited to:

- 24/7 Physical security guard services
- Physical entry restrictions to the property and the facility
- Physical entry restrictions to our co-located datacenter within the facility
- Full CCTV coverage externally and internally for the facility
- Biometric readers with two-factor authentication
- Facilities are unmarked as to not draw attention from the outside
- Battery and generator backup
- Generator fuel carrier redundancy
- Secure loading zones for delivery of equipment



SECURITY CERTIFICATIONS

The data centre hosting Loop CMS is certified in the international standard ISO/IEC 27001:2013. By achieving compliance with this globally recognized information security controls framework, audited by a third-party, they have demonstrated a commitment to protecting sensitive customer and company information. That commitment doesn't end with a compliance framework, but is necessary baseline for security. In addition, the data centre holds both SOC 1 Type II and SOC 2 Type II certifications.

CANADIAN HOSTING

Loop CMS was built in Canada. There are a number of privacy concerns facing Canadian organizations that host in the USA or overseas. Knowing your data is located in Canada gives you peace of mind that all of your website data is subject to Canadian laws and that it won't be subject to the Patriot Act, PRISM, DMCA, or other laws and regulations that could give other governments or agencies access to your data.

BACKUP MANAGEMENT

Your data will remain recoverable in the unlikely event of an outage or data loss with our automated backup strategies. Not only do we backup your data, but we also backup configuration and system information. The multiple layers of backups give you the confidence that uptime is a priority for Box Clever.

TRANSPARENT SYSTEM STATUS

You will be provided with access to our System Status page. This page provides real-time incident communication and proactive updates on our system health. Team members within your organization can access this page at any time to review the current status of our system and subscribe themselves for updates.

SERVER MAINTENANCE

As with any computer system, servers require routine maintenance. Should scheduled maintenance occur, Municipality of Temagami staff will be notified of the scheduled maintenance. We typically schedule this kind of maintenance in off-peak hours to minimize disruption in services.

BUSINESS INSURANCE AND LICENSE

We have attached our Certificate of Insurance and our Business Incorporated Information. Our office is located in Strathcona County and does not require a business license.



**Thank you for your consideration.
We can't wait to get started on
your web project!**

Please don't hesitate to contact me if you have any questions:

HEATHER COOK
ACCOUNT MANAGER, LOOP
HEATHER@LOOPONLINE.CA
587-735-3560

