



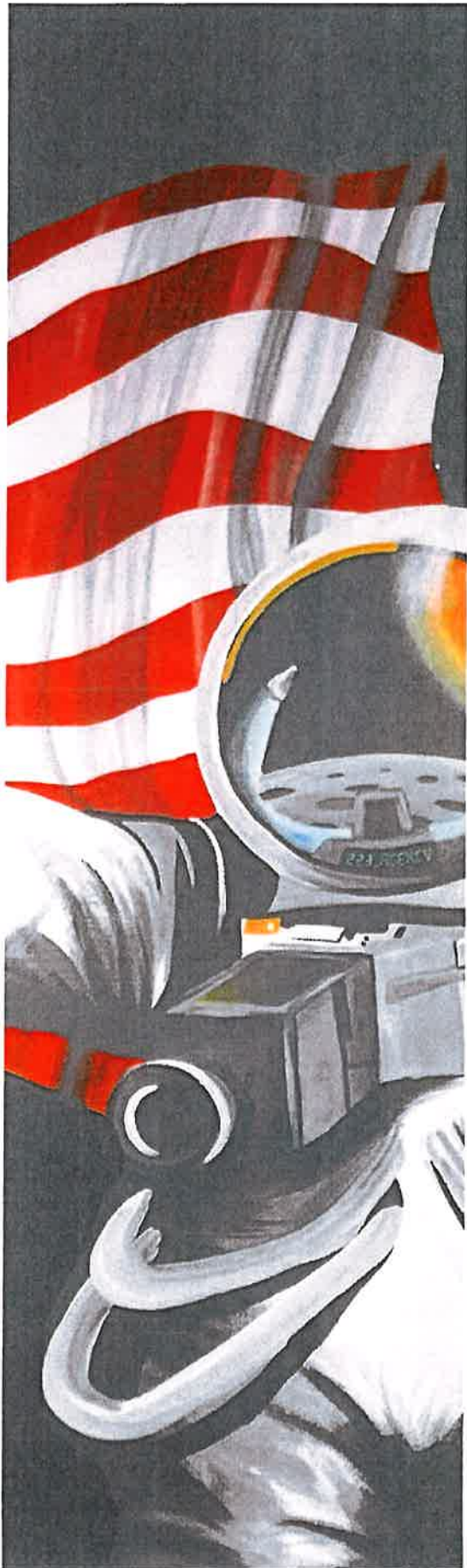
223_AGENCY

PROPOSAL OF SERVICES

PREPARED FOR

**THE
ABLE
TRUST™**

SUBMITTED DECEMBER 17, 2021



**223 AGENCY IS A FULL-SERVICE
DIGITAL RELATIONS FIRM HELPING
BUSINESSES ESTABLISH AND GROW
THEIR ONLINE & MARKET PRESENCE.**

**NOW IS THE TIME TO
PLANT YOUR FLAG.**

| 223_AGENCY, YOUR CHIEF COMMUNICATIONS PARTNER

Dear Tracey,

Thank you for the 223 Agency's (223) invitation to present our proposal for Website Development services.

The 223 Agency understands the importance of balancing progressive digital marketing strategies with practical application and brilliant execution on a statewide level to connect and serve a variety of target audiences. We value the benefits technology provides and appreciate the importance of connecting face to face with those The Able Trust serves, along with those who support the organization.

The Able Trust has an established history and positive reputation throughout Florida. The effects of the pandemic, along with The Able Trust's desire to update your online presence, dictate that you have an experienced digital marketing team to support the organization's continued growth and expansion. Considering all the nuances and intricacies of ever-changing digital communication, hiring a proven team to orchestrate and oversee your website development and related digital communications makes good business sense.

The 223 Agency looks forward to the prospect of serving as a trusted integral part of your communications team's efforts through the website development. Our goal is to help facilitate the growth and brand awareness for The Able Trust throughout Florida, reaching all regions and varieties of constituents.

Our experienced team of 15 professionals focuses on building and strengthening our clients' digital presence to achieve their organization's goals. We understand the details and priorities for maximizing positive growth, sharing trusted communication, and building awareness across the spectrum of appropriate digital and social media platforms.

223 Agency's full array of services include:

- Digital Marketing
- Website Development
- Graphic Design
- Videography
- Photography
- Content Creation
- Brand Development & Refresh
- Retargeting Ad Development
- Social Media Management
- Online Reputation Management
- Search Engine Optimization (SEO)
- Email Campaigns
- Online Advertising
- App Development

We understand the dynamics and the complexity of establishing a working partnership with an outside firm. We are willing and available to present our professional services in person or in an electronic presentation to The Able Trust's staff and board.

The 223 Agency team looks forward to being a part of this next phase in your journey.

Dustin Rivest
Founder & CEO

Jim Hunt
Managing Partner & COO

| ACKNOWLEDGMENT AND UNDERSTANDING OF THE ABLE TRUST'S PURPOSE AND SCOPE OF WORK

As North Florida's leading digital marketing firm, 223 is fully capable and qualified to fulfill the project's purpose and scope of work as outlined in the Request for Proposal (RFP). We are confident of fulfilling The Able Trust's requirements and believe we are uniquely qualified to work with your team. We have recently completed a website development project for a national association management firm, which successfully included the incorporation of their related entity for strategic consulting services.

Additionally, 223 is working directly with the nation's leading software vendor for ADA compliance, AccessiBe, on a unique project to advance online accessibility for disabled individuals in Tallahassee, with the intent to move the project statewide eventually.

Intelligent strategic digital communication requires the highest level of technology in conjunction with an understanding of how to maximize online engagements with The Able Trust's target audiences. We foresee your target audiences including:

Businesses - reaching out with storytelling, resources, and a digital toolbox to help advance the employment of the disabled.

Individuals - messaging and services include reaching and serving the disabled and their caregivers regardless of demographics and location. The challenges are varied across ages, and the website must reach the one-in-four individuals who deal with some disability.

Professional / Educational / Governmental / Legislative - Your website will serve as the de facto resource for various organizations that support, fund, and advance vocational rehabilitation across each of these professional fields.

| OUR LEADERSHIP TEAM



DUSTIN RIVEST - Founder & CEO

Innovator, visionary, doer. Dustin started App Innovators in 2012 and rebranded the company as the 223 Agency in 2019. Maintaining a solid commitment to client service, being a dedicated corporate citizen, and building a talented team, Dustin has championed 223's continued growth for almost ten years.



JIM HUNT - Managing Partner & COO

Experience, leadership, connector. Jim shares business and marketing agency experience to serve 223's clients and internal operations. Balancing business acumen and passion for excellence in client servicing, Jim focuses on developing mutually beneficial client relationships.



JAVIER LOPEZ - Partner & Design Director

Creative, involved, humorous. Javier, "Javi" was the first full-time employee to join Dustin almost ten years ago. Having grown and helped build 223, Javi brings his talents, smiles, and tenacity to every project he is involved with.



JOE LAZARO - Managing Director

Builder, insightful, steady. Joe handles his teams and projects with a pragmatic approach and keen eye for masterworks. Whether it is coaching his colleagues or racing automobiles, Joe leads winning teams.



NICK WILLIAMS - Director of Business Development

Reliable, engaging, compassionate. Nick puts his heart into all aspects of his life. With a solid record of success in creating smart business growth for clients, Nick knows the best results are born in taking care of every detail.

OUTLINE OF WORK

Based on The Able Trust's RFP along with our internal team discussion, we are recommending the following components of work:

1. Website Development
2. Business Essentials Solution
3. Videography and Photography
4. Social/Online Media Support Resources
5. Digital Strategies and Consultation

1. WEBSITE DEVELOPMENT

223 offers a unique approach to website development. We believe the best websites remain current, offer strategic calls to action, and serve as the hub for all aspects of the organization's online presence.

223 has worked with numerous public, private businesses, education, healthcare, and not-for-profit organizations. Each website development project we undertake is explicitly custom-developed for the client.

A sampling of our website projects includes:

- Tallahassee Orthopedic Clinic - www.tlhoc.com
- Radiology Associates - www.radassociates.com
- Conn Architects - www.connarchitects.com
- Southern Standard Construction - www.southernstandard.cc
- The Vein Institute - www.tvifl.com
- Partners in Association Management - www.yoursearchisdone.com

223 provides website development in several distinct phases:

- Planning - initial strategic meetings and access to digital files and assets.
- Design - visual and structural, including navigation, page layout, and creative elements.
- Development - design mockup, functionality, APIs, contact forms, responsiveness.
- Launch - checking and optimizing outside functions, SEO, setup for analytics.
- Maintenance - keeping the site fully functional, including content management.

The Able Trust's website needs to serve as the online representation and first impression of everything the organization offers to your target audiences and embodies the organization's spirit. Your website must present an instantly captivating visual appearance, instilling confidence in The Able Trust's leadership, staff, services, amenities, and curriculum. The website will include competent organization, cohesive navigation, and intuitive functionality while engaging critical calls to action.

The website will function and present navigation, graphics, and content cohesively across desktop and mobile devices.

The website will serve as the hub for content about The Able Trust's services, resources, and expertise, along with the organization's steadfast commitment to communicating and helping your target audiences and the general public.

223 understands that online website visitors (human and search engines) browsing The Able Trust's website are likely looking for information, experience, and expertise. They consider your website to be a key point of information and contact, as well as the best representation of your brand. 223 will develop the website to portray smartly and efficiently accessible content across mobile devices and desktop units.

| 1. WEBSITE DEVELOPMENT CONTINUED

The Able Trust's website development will feature updated and mobile-optimized design to improve its usability and visual impact. Our approach to design and development includes:

- Dynamic and responsive website for mobile devices and desktop presence.
- Content Management System - 223 builds websites using WordPress for ease of content management and updating graphics.
- Streamlined graphic design, smartly constructed to be respectful and reflective of The Able Trust's established brand and expertise.
- Intelligent User Experience with the ease of visually intuitive and user-friendly website navigation in full compliance with ADA standards for online functionality.
- Interactive features allow website visitors to connect with assistance and specific information quickly.

Our goal is to develop an online experience within The Able Trust's website to engage online visitors and deliver on your brand's purpose to educate target audiences in a safe, secure, and professional environment.

We estimate three complete months for the development of the new website. The website development timeline is subject to 223's timely receipt of requested files, data, content, access, and scheduled meetings with identified personnel from The Able Trust.

223 offers a unique approach to website development. We believe the best websites remain current, offer strategic calls to action, and serve as the hub for all aspects of the organization's online presence. Our innovative solution provides a pricing structure to minimize front-loaded expenses and ongoing website support and digital marketing services.

Major search engines rank updated content on websites as one of the highest components in determining search rankings. The Able Trust's web content should include the following:

- News - including feature articles, news, and current events. A well-designed blog structure will enhance the delivery of updated/pertinent content.
- Video - short online videos which can be for multi-purpose use. Video created for the website may also be hosted and delivered through a YouTube channel for the organization.
- Content creation - current content is adequately positioned on the website for optimal use.

The Able Trust website development will feature updated and mobile-optimized design to improve usability and visual impact. Our approach to design and development includes:

- Design for optimal user experience.
- Complete ADA compliance using AccessiBe
- Strong/limited color palette, with a clean/essential use of white space.
- Relevant calls to action.
- Video capable of being embedded in identified areas.
- Strategic placement of content and graphics.
- Integration of the Center's social media platforms.
- SEO-boosting components.
- Clean coding.
- Mobile optimization.
- Speed optimization.

We will improve the overall online user experience for new and returning website visitors. Enhancements to the following areas will drastically improve performance and better represent the organization and its quality of service.

1. WEBSITE DEVELOPMENT CONTINUED

Mobile responsiveness - Developing a fully responsive website will allow visitors to view the website from any device. This will minimize the number of users who leave your site without getting to know The Able Trust. Responsiveness will also help solidify prospective clients' thinking that quality is vital in every area of communication.

URL structure - By simplifying The Able Trust's URL structure, you eliminate hard-to-reach pages or pages that are difficult to share. Restructuring URLs will also help search engines be more "Human Readable."

Server Behavior - Improving and cleaning up the codebase to a more updated code will drastically improve performance and optimization.

Internal Links - Replacing long, hard-to-read internal links will also help with search ratings and ease of use.

Analytics - By installing analytics, we will be better prepared for future revisions and changes based on performance-specific information, allowing The Able Trust to see website traffic based on specific events, social media efforts, or other traditional marketing.

Descriptive Tags - Using more descriptive tags throughout the website to better represent the services of The Able Trust to improve search functionality and user experience.

Content Creation - The content on the website will increase visibility via the website's search functions. Still, more importantly, visitors will learn more about the organization and its services, resources, and expertise.

Image Placement and Optimization - We intend to accurately represent The Able Trust's expertise and services for disability inclusion through imagery and calls to action. Visually presenting both resources and results will offer a better feel for the services and awareness of the accomplishments. By optimizing all images, we will keep the speed and performance of the website will drastically improve.

The website's administrative backend program and Content Management System (CMS) will be intuitive and easy to manage with minimal training or assistance, allowing the website administrator(s) to quickly update and edit content as needed.

223 recommends utilizing a custom-designed layout built upon a CMS functioning and maintained on WordPress. The front end will use contemporary design best practices and trends incorporated with a fresh new look to improve the visual impact and user experience dramatically. The administrative back end will be customized to fit content administrators' usage needs and provide intuitive content control. We will provide training, instructions, and screenshots to The Able Trust to edit content.

The website will be optimized for mobile devices' best possible user experience. 223 will also provide:

- Onsite report & implementation
- Title & Description Density
- Index Check
- Google Analytics Check
- Canonicalization Check
- 404 Error Check
- Robots.txt & Site Map Review
- Schema.org Check

| 2. BUSINESS ESSENTIALS SOLUTIONS PACKAGE

ONGOING AFTER THE WEBSITE LAUNCH

223 recommends that every client with an online presence utilize a minimum level of essential services to support the optimal management of their organization's digital reputation. 223's Business Essentials Solution includes the most vital online components for your organization to maintain and navigate the ever-changing digital landscape. Business Essentials Solutions consists of the following:

Online Reputation Management (ORM):

Our ORM program integrates with more than 100 leading search engines to keep your business information and company's online presence and data up to date - everywhere it counts, including online directory listings and voice search optimization. ORM works to optimize your online opportunities to gather and monitor online reviews to impact your organization's online digital presence, search, and reach.

Retargeting Ads:

The 223 Agency will design The Able Trust's online retargeting ads in multiple formats to create top-of-mind awareness online with your target audiences and prospective clients/users, keeping The Able Trust brand in front of online website visitors after leaving your website.

Monthly Data Analytics Reporting:

223 provides a comprehensive monthly report of The Able Trust's digital activity, including essential website data, retargeting ads, and social media platforms. 223 will offer insights and suggestions for continued refinement and improvement based upon observations of your digital analytics for the organization's online/social media activity.

Compliance-as-a-Service:

223 provision of ADA compliance service for all aspects of The Able Trust website.

Search Engine Optimization:

Search engine optimization for your website to ensure all appropriate components are optimized for routine online search processes. 223 will also review and identify critical website components and features that should be enhanced for improved website presence and performance.

Secure Website Hosting:

Monthly hosting for The Able Trust website. 223 works with a reputable national hosting service with server redundancy to ensure your website's secure, reliable online presence. Website hosting also includes daily website backups and critical updates to WordPress plug-ins.

| 3. VIDEOGRAPHY AND PHOTOGRAPHY

The 223 Agency team includes a professionally trained and educated crew of digital media production specialists with various experiences in on-site and studio videography and photography. The 223 Agency building in downtown Tallahassee has an entire green screen production facility for client use.

We know every online experience is enhanced with professional visual presentation. We see significant opportunities for The Able Trust to have access and availability of our video and photography staff. 223 Agency will provide the organization with:

- New headshots for the administration, staff, and board of directors (on-site).
- New facility photos.
- Videos for the organization's services, resources, and outreach.

| 4. SOCIAL/ONLINE MEDIA SUPPORT RESOURCES

Vital to the successful provision of online ad and media services is the smart proven capability to respond, adjust and manage digital media holistically. Our years of proven success with a variety of clients through the strategic use of:

- Social media.
- Online ad management.
- PR and community outreach and engagement.
- Earned media.

| 5. DIGITAL STRATEGIES AND CONSULTATION

Indeed, one of the defining differences the 223 Agency offers to our clients is the most experienced and focused team for digital media services in North Florida. Through the continuing evolution of technology, changing and challenging environmental factors, we have continued advancing and elevating digital media services for our clients.

We approach each client in a customized approach to create progress and success to advance and exceed your stated goals. The Able Trust will have continuous access to our team's insights and expertise, as we know the digital world functions 24/7/365.

Our goal is to serve as a trusted resource and digital team member for The Able Trust.

INVESTMENT: BUDGET & FEES

The 223 Agency proposes the following budget and fees for The Able Trust:

WEBSITE DEVELOPMENT

\$14,000 to be billed in three installments over the three months of development:

- At signing: \$5,000
- Second month: \$4,500
- At launch: \$4,500

VIDEOGRAPHY & PHOTOGRAPHY

\$3,500 for services in conjunction with the website development project.

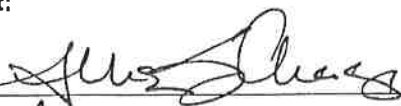
BUSINESS ESSENTIALS SERVICES

\$6,255 to be billed at **\$695/month** for nine months, starting with the new website launch.


Our proposal is for an initial twelve-month term, beginning with the agreement's acceptance. The 223 Agency will provide The Able Trust a renewal notice 60 days prior to renewal. After the initial period, the contract will automatically renew on a month-to-month basis. After the initial time, the agreement may be canceled with an advance 45-day written notice. The initial fee is due to begin work.

We appreciate the opportunity to present this proposal. We can show our professional services in person or an electronic presentation to The Able Trust leadership and staff. The 223 Agency looks forward to serving as your trusted communications partner

The Able Trust:

Accepted By:  Date: 1/11/2022
Printed Name: Alize S. Chase

223 Agency:

Accepted By:  Date: 1/11/2022
Printed Name: JIM HUNT



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