



**PROPOSAL: FORWARD PINELLAS
COMMUNICATIONS AND WEB SUPPORT #19-05**

PREPARED FOR: FORWARD PINELLAS
PREPARED BY: VINNIE CAMPAGNA
OCTOBER 14, 2019



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First, a sincere “thank you” from each of us here at Westbay Websites. We feel it is an honor to be considered as a potential partner for Forward Pinellas.

In fact, we’ve found that Westbay Websites and Forward Pinellas have much in common. Both our businesses serve to better communicate with the local community. The vast majority of our presence, client footprint, and marketing dollars are spent right here in Pinellas County. We already consider Pinellas County a partner in business. We enjoy networking with the Clearwater Regional Chamber of Commerce, the Upper Tampa Bay Chamber of Commerce, and our local BNI chapter. We have been very engaged with the local community through our full time business since 2013 and growing professionally in northern Pinellas County since 2003.

The most exciting thing about this particular opportunity is its ability to combine our talents in a large purposeful way to make a difference in the lives of our fellow Pinellas County community members. We are very grateful for any chance we have to expand our presence in Pinellas County, and we appreciate the chance to be considered for this creative and supportive role.

Again, we’re very pleased to present our proposal, which includes the following sections of information. We sincerely appreciate your consideration of Forward Pinellas Communications and Web Support RFP #19-05

BIDDER INFORMATION

Please visit www.WestbayWebsites.com/forwardpinellas-rfp.pdf to view our full proposal.

- 1. Contact Info and Key Personnel with Organizational Chart**
- 2. Exhibit A: Scope of Service**
- 3. Project Examples**
- 4. Price and value proposal Exhibit B: Rate Schedule**
- 5. Exhibit C: Certificates and SBE certification status enclosed**
- 6. Exhibit D. Truth in Negotiation Certificate**

Appendix 1: Extended Portfolio

Appendix 2: Vinnie Campagna Resume

1. CONTACT INFO AND KEY PERSONNEL WITH ORGANIZATIONAL CHART

Vinnie Campagna

Founder & Media Director



727.776.9248 | helpbyvinnie@gmail.com
WestbayWebsites.com
36181 East Lake Rd. #296
Palm Harbor FL 34685



Media Director and Founder, Vinnie has a unique background. His background is in IT and Website Applications Programming. Easy to use screens have been an obsession of his since he began his career in 1999.

Our passion shows with great local clients, all of which we have redesigned and maintained from the ground up and on a daily basis. We thrive in these types of partnerships and we enjoy our work.

Our goals are in leveraging UI/UX skills to translate high-level requirements into interaction flows and artifacts, and transform them into beautiful, intuitive, and functional user interfaces. This includes understanding of business systems and industry requirement to help clients design and build solutions for technological projects and services.

Vinnie, his wife, 2 kids, and cat are residents of Palm Harbor FL for 16 years.



Joe Ashby

VP Business Development

Experienced Director of Business Development with a demonstrated history of working in the marketing and advertising industry. Skilled in Search Engine Optimization (SEO), Negotiation, Customer Service, Sales, and Business Development. Strong sales professional graduated from Saint Leo University with an MBA and University of Notre Dame - Mendoza College of Business with Executive Certificates in Leadership & Management, and Negotiation. Joe, his wife and 2 children reside in Palm Harbor, FL.



Russell Issaak

VP Client Services

Proactive and results-oriented self-started with 8+ years of proven track record of success in creating long-term relationships with the community. A passion for building relationships, solving problems and improving processes. Adept at building networks, recruiting, and coordination. Capable of assessing the needs of businesses of any size and designing a workable solution.

Russell earned his MBA from Western Governors University, He, his wife and 2 children reside in Citrus Park, FL



Pepir Jernigan

Creative Director

Pepir focuses on keeping ideas fresh and our message clear. Our goal is to take your marketing and advertising burdens off your "to do list" (while saving you money) so you can run your business.

Pepir has over 30 years of experience in the marketing/advertising/promotions and print industries. Her experience is broad ranging from Major League Baseball and Big Banking to Hometown businesses.

Her plan is quite simple:

Create a plan => Be consistent => Make adjustments along the way => Keep our clients on top.



Pepir became a Constant Contact All Star for 2018 which is given to the top 10% of results driven email marketers.

Pepir earned a Bachelors and Masters of Science in Education both from the University of South Alabama and is a IBNFC Certified Nutrition Coach. She, her husband and 3 dogs reside in St Petersburg, FL.



Elizabeth Olson
Social Media Director

Social Media Management and Marketing for Businesses
Elizabeth is our digital marketing specialist who comes from 10 years with the Tampa Bay Times.

She manages Social Media Management for Businesses including design, set up and run social media platforms such as Facebook, Twitter, Google+, Pinterest, Instagram and LinkedIn, Purchase ads to promote the business, build the pages and increase engagement, offer retargeting and targeted banner ad services, and is excellent at event planning and fundraising. Elizabeth has a BA from the University of Miami, the founder of Rescue Pink which provides free spay and neutering to pets and lives in Palm Harbor FL.



Jordan Lung
Director of Video

Jordan is an experienced video producer with a demonstrated history of results in working with brands to connect to their audiences. Strong media and communication professional skilled in team building, creativity, professionalism, passion, and respect.

Jordan meets with brands who want a video produced to connect to their audience for their website, social media, blog, or for email campaigns. Jordan helps determine your needs and builds a video strategy around your wants. Many of our clients have reported that their videos have yielded hundreds of thousands to millions in added revenue.

Jordan earned a Theology, Cinematography and Film/Video production degree from Evangel University and a Master of Arts from the Assemblies of God Theological Seminary. He resides in Trinity, FL with his wife and 3 children.



Aamir Munir
Director of Technology

Aamir is the most technical person on the team. Responsible for ensuring that development of applications meet expectations for functionality, time, quality and cost targets.

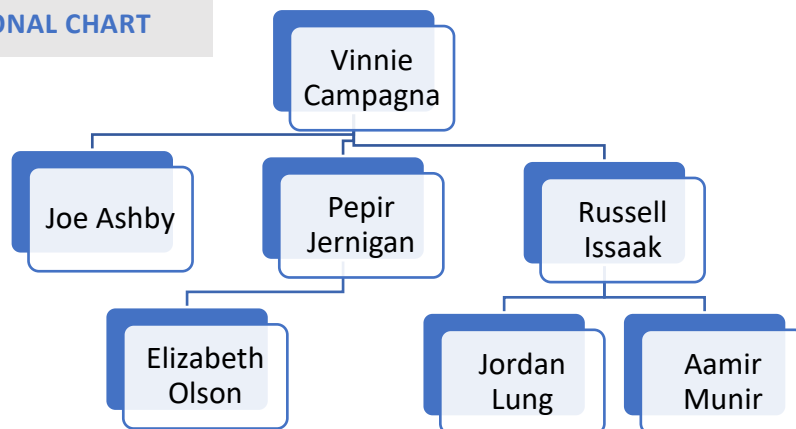
A top quality developer and quality analyst whose responsibilities include technical design, development, testing, deployment, and on-going maintenance of current and next generation of online products.

Provides input in short- and long-term strategic and operational planning and positioning within the organization.

Leads strategic planning to achieve business goals by identifying and prioritizing development initiatives and setting timetables for the evaluation, development, and deployment of all technology projects.

Aamir lives in Tampa with his wife and 2 boys.

ORGANIZATIONAL CHART



2. EXHIBIT A: SCOPE OF SERVICE

Over 90% of changes requested get done within 2 business days. This is our average turn around. Of course, if there is something more pressing, we can have this turned around for you sooner in many cases. We have full confidence that your requests will be turned around in a timely manner.

Our understanding of the scope of service Forward Pinellas requires includes...

Hosting Support



Hosting support is included on our dedicated virtual machine. We have been providing web hosting since 2004. We can easily add on storage and horsepower to this virtual machine as needed to accommodate Forward Pinellas. We will also supply patch management, security updates, and other error and bug fixes as needed.

New areas of Forward Pinellas for new offerings or services.



For drastically new concepts or marketing material, Westbay will create a new page to situate the new needs and offerings Forward Pinellas requires as needed. Then, based on your notes, we will bring those updates up to speed within 2 business days, and show the result back to you. Upon approval, we will go live within 2 business days. If anything is more pressing than this, please let us know and we will accommodate this.

Modifications in Best Practice



We continuously do continuing education and stay up to date on best practice. However, we are fully aware that we do not know everything or know what's best in every situation. Our philosophy is to 'test heavy'. We want to create real screens, in a small amount of time (average 2 business days) that we can test in real world conditions, on different laptops, iPads, desktops, and phones, and in special needs conditions, to verify that the user experience is optimized. We prefer to create our screens in a flexible environment. Thankfully, WordPress is quite a flexible environment and this is where the majority of our work is ultimately placed. This implies that a partnership between Westbay and Forward Pinellas is a good fit.

Site Design Modifications



Ensuring that a website appears current is paramount to its success. This is typically done by frequent updates to the popularly changing content on some key pages, such as the top news section on the home page, Pinellas Spotlight Focus Area, and the 'Get Involved' Section to name a few. In the case our preferred engagement methods are adjusted, agendas, any and all updates to any application forms, and especially the calendar can certainly be addressed on a daily business if required. It is our pleasure to update these time sensitive areas daily and often for you.

Basic Accessibility



Our site needs to be accessible to all of our audience and especially those with special needs. We will test the accessibility functions and add more areas of capability where needed. It is our pleasure to provide this service.

Graphic Support



We can generate and create engaging graphics, maps, photo-illustrations or infographics as needed to be used online or offline to support the initiatives of Forward Pinellas. We can also design documents, reports and brochures, and templates as needed, as well as refining existing materials that are created or otherwise supplied by Forward Pinellas Staff. All of our work can be revised as needed.

Video Development



We work with an award winning video production person with an extened team when needed, and we are confident we can provide a sharp, reusable and rich asset that can be used in multiple social media, agencies, and other distribution outlets.

Branding Support



Other branding packages that may be needed can certainly be provided. We can offer an array of branding options through our creative director. Any brand package that needs to be made for Forward Pinellas or a project or plan of Forward Pinellas can be created through a back and forth introduction of options and solutions to support and re-enforce the brand.

3. PROJECT EXAMPLES

All of our examples are from our Local Community and are Non-Profit in nature. Each example is also a WordPress site that we designed, redesigned and manage moving forward from 2 years ago to the present. References from these Project Examples are Included. Please feel free to reach out to any and all of them. They all have approved of being a reference for you on this specific project for Forward Pinellas.

RHEUM4US.ORG

<http://Rheum4Us.org>

The Rheumatoid Patient Foundation

This is a wordpress redesign project. Costs are estimated in the 5k-10k range.

Dana Symons | Vice President
Rheumatoid Patient Foundation

<http://rheum4us.org>
616-443-1998
dana@rheum4us.org



INTERNATIONAL CARDIO-ONCOLOGY SOCIETY

This is a wordpress redesign project. Costs are estimated in the 15k-20k range. This site includes membership login levels for members with various levels.

Stephen J. Casselli, Ph.D.
Executive Director
International Cardio-Oncology Society
Tampa, Florida USA
Cell: 813-323-5448



\$250.00	\$75.00	\$50.00	\$100.00	Membership Renewal
Attending physician Level 01 Price: \$250.00 Per Year Expires After One Year Join Now	Fellows Level 02 Price: \$75.00 Per Year Expires After One Year Join Now	Nurse or Tech Level 03 Price: \$50.00 Per Year Expires After One Year Join Now	Retired Physician Level 04 Price: \$100.00 Per Year Expires After One Year Join Now	Stay Connect Acknowledge renewal Price: Based on levels Per Year Join Now

Benefits of Becoming a Member

When you become a member you are joining a community of other researchers, teachers and grand old men committed to the promotion of Cardio-Oncology as a discipline.

As a member of ICOS you have access to:

- The Board Certification exam.
- A searchable database of peer reviews.
- Regular communication with a global community through emails and newsletters.
- Our job savings board.
- Discounts on the Global Cardio-Oncology Summit.

BOYS & GIRLS CLUBS OF TAMPA BAY

<https://www.bgctampa.org/>

This was a redesign of Boys & Girls Club of Tampa Bay. We provide weekly and sometimes daily updates for the organization as well. Working with Boys & Girls Club has been a wonderful long term partnership for both sides. Costs estimated 25k.

Alison E. Fraga

Chief Development Officer

Boys & Girls Clubs of Tampa Bay
1307 N MacDill Avenue
Tampa, FL 33607

Direct: (813)769-7543

Cell: (813) 205-6205

afraga@bgctampa.org



TUF LIFE SKILLS

<https://tuflifeskills.com/>

This is a wordpress redesign and updates project. We work with Andria and Dom to help spread this helpful curriculum to middle schoolers through college. We also provide updates and feature changes, such as various opt- in forms, usability of the interface to flow easily, and other marketing functions. This website's is estimated cost in the 15k-20k not including the custom video by professional athletes and other mentor celebrities throughout the site.

Dominic Owen

COO/Co-Founder

M: 813.389.0452

E: dom.owen@trainupfirst.com



We have also done other materials such as video, flyer, and various other marketing materials that Forward Pinellas may need.

Some examples as shown....



4. PRICE AND VALUE PROPOSAL

EXHIBIT B: RATE SCHEDULE

Activity	Fully Loaded Hourly Rate
Consulting with Senior Marketing Team	\$420
Graphic Design & Layout	\$97
Photography	\$270
Web Design	\$137
Video Production	\$470
Brand Management	\$157

5. Certificates and SBE certification status

No SBE certification participation.

However, please see attached insurance policy as requested. Our policy exceeds what is required by Florida law for our company's nature and size.