



FEBRUARY 8, 2024
UPDATED 3/12/2024

PROJECT

WEBSITE DESIGN & HOSTING - Non Official Website

Presented To

BELL TOWER PARK PROPERTY OWNERS' ASSOCIATION, INC. (BTPPOA)
MASTER CONDOMINIUM ASSOCIATION

Presented by

RGB INTERNET SYSTEMS, INC.

Contact Details

PREPARED FOR:

Bell Tower Park Property Owners' Association, Inc.
 Master Condominium Association - Board of Directors

PROJECT BRIEF

Creation of a non-official companion website for the association to service communications/announcements/news from the Master Association to all Bell Tower Park residents/owners.

PRIMARY POINT OF CONTACT FOR PROJECT

Mary Perfette, BTP Communications Committee
 mary.perfette@gmail.com
 239/898-2280

COMMUNITY ADDRESS/LOCATION

5050 Bell Tower Park Blvd.
 Fort Myers, Florida 33912

DOMAIN TO LAUNCH NEW WEBSITE:

belltowerparkcommunity.com

CURRENT DOMAIN DETAILS

Redirected Domain: Belltowerparkcommunity.com - redirects to the Cardinal Property Management Frontsteps portal:
https://cmgflorida.frontsteps.net/?post_type=communities&s=Bell+tower+park

Domain Registrar: GoDaddy.com

Domain currently managed by Cardinal Property Management

GOOGLE SERVICES

Google My Business - <https://www.google.com/search?q=bell+tower+park>

- The listing is currently managed by Cardinal Property Management
- User accesses and permission levels are currently unknown

Project Scope

The RGB team is committed to collaborating closely with the client to design and implement a community association communications website. This project scope encompasses a range of services to ensure a successful design and launch.

Project Management

The initial phase involves a Kick-off meeting which is an in-depth 2-hour work session with the client to document the admin permissions, member registration process, online form data, page content, and similar items in detail for the website. This will also include an asset review for planned photos, documents, logos, or other third-party links and embeds that need to be added to the website. Post-meeting RGB will prepare a checklist of items needed from the client and confirm dates for delivery of assets to RGB. Once the assets have been received a follow-up to review the assets and finalize any open items from the first meeting. At this time RGB will confirm all remaining project dates of the website build, reviews, and launch plan. Additional information is listed in Service Details.

Plugin Configuration, Page Layouts & Third-Party Services Support

Plugin settings will be configuration settings, page content layouts, document repositories, user permissions, forms, and other specialized functionalities will be completed and tested. Note that third-party support may be reliant upon approvals and cooperation of those entities and should any conflict arise that would prohibit RGB from completing a task outlined in this proposal RGB will notify the client.

Website Design

The creation of a visually appealing, mobile-friendly, and user-friendly website that aligns with the identity of the community. Our design process incorporates your branding elements, ensuring a cohesive and professional online presence. During the kick-off meeting colors will be discussed and any branding guidelines, logo requirements, etc.

Training

To empower our clients and their administrative team, we provide a training session on utilizing the admin control panel for page content, posts, and selected features. This training is designed to ensure clients can independently operate and maintain the website without undue complexity. In addition, the RGB team is just a phone call away and is available to provide support plans to our clients if they need extra help.

Hosting/Account Services

RGB extends its services to include secure hosting, ensuring the website's seamless performance, security, and user accessibility. Our hosting solutions are optimized for reliability and scalability with backups performed daily, weekly, and monthly. Additional support services are itemized on an as-needed basis.

Plan & Features

PLAN: **PALM INCLUDED FEATURES**

A full description of features included in the **PALM** plan and optional services can be found on our website at <https://thefloridajewel.com/pricing> -or listed within this agreement

- YES: 20 Hours of team support and project management
- YES: Multi-page mobile responsive website
- YES: WordPress CMS & theme license
- YES: Advanced menu navigation
- YES: Pre-designed pages customized to the community
- YES: Implementation of community photos on pre-designed pages
- YES: Optional stock photos, if needed
- YES: Google map of community location - (requires manager access to GMB)
- YES: Google embedded calendar
- YES: Privacy policies, cookies, terms of use, image content policy
- YES: Accessibility widget - USERWAY free edition
- YES: Unlimited **client admin** users
- YES: Unlimited logged-in users - w/lost password reset
- YES: Custom registration forms - registration approval moderation
- YES: **Single** User-level group (Residents) access private areas
- YES: Community Dashboard landing page
- YES: Searchable Document Library - preset 10 categories and help with uploading 20 initial documents - residents
- YES: Media storage - 5GB - video and image files
- YES: Scheduled and immediate news and announcement posts
- YES: Auto notification emails to all users for new posts
- YES: Online fill-in forms 3-4 forms
- YES: Searchable Resident Directory - configured based on direction from Board
- YES: SSL certificate - secure socket hosting
- YES: Website data backups - daily, weekly, monthly
- YES: Website email deliverability - software enabled
- YES: Google Analytics setup
- YES: RGB Support - M-F 9am to 5pm EST, email, telephone

OPTIONAL: **ADD ON FEATURES/SERVICES**

1. Support for Google Account Setup, Google My Business (GMB) Acquisition, Setup & Guidance for Google Calendar
2. Support for domain name Registrar transfer

Services Details

PROJECT MANAGEMENT & SUPPORT

- Account Onboarding
- 2-Hour client Kick-off planning meeting via Zoom (agenda sent ahead of time)
- Detailed Checklist sent to client
- 2-Hour Checklist client review meeting via Zoom
- Weekly project progress updates
- 2-Hour website presentation to client via Zoom
- Website post-meeting adjustments
- Website launch plan
- One 2- Hour training on CMS sections with the client via Zoom after the launch

WEB DESIGN PLATFORM AND STYLING

- Professional installation of WordPress CMS website platform
- Professional installation of fully licensed mobile responsive theme
- Page design, CSS styling for colors, and layout for all public and private pages
- Implementation of text content, images, and photos, provided by the client

PLUGIN SOFTWARE INSTALLATION AND CONFIGURATION

- Ultimate Member software set up for single-user group permissions
- Ninja Forms online fill-in with optional auto-response message
- Page content editor - WP Bakery
- Document Library Pro
- Resident & Board directories
- Akismet anti-spam
- Brevo email deliverability
- Auto notification
- YOAST SEO
- USERWAY accessibility

WEBSITE LAUNCH SERVICES:

- RGB's Proprietary Comprehensive Website Launch Process Q&A Check
- Mobile Responsive Check
- Forms Deliverability Testing
- DNS Server Setup / Zone File Management (if requested)
- Clients Domain Registrar DNS or Nameserver updates (if needed)
- HTTPS:// Secure SSL Certificate
- Daily, weekly, and monthly backups of website – for websites hosted on RGB servers.
- Google Analytics & Google Search Console Setup
- Google Maps Update Website Link - RGB must have access to the GMB listing to perform the update
- Domain Registrar must be updated to new nameservers or added A record - RGB can perform this service but must have access to the Registrar account.

Pages & Navigation

The public and private pages listed below are included in the initial project build. The client can use, edit, and disable pages - Additional pages may be subject to estimating based on the request. Minor adjustments are expected.

HEADER & NAVIGATION MENU

UTILITY MENU: LOG IN/REGISTER | PAY DUES (LINKS TO FRONT STEPS SITE)

PUBLIC PAGES

- HOME
- COMMUNITY
- AMENITIES
- AROUND TOWN
- VISITOR INFO (AGENTS, RENTERS, GUESTS)
- FOR SALE/RENT
- CONTACT

PRIVATE PAGES (LOGGED-IN USERS VIEW/ACCESS)

- DASHBOARD
- ANNOUNCEMENTS & NEWS
- COMMUNITY CALENDAR (GOOGLE EMBED)
- DOCUMENTS
 - Will include category Bell Tower Notes and any PDF Newsletters
- RESIDENT DIRECTORY
- ONLINE FORMS (3-4 FORMS TBD)
- HELPFUL TO KNOW
 - (a Single page with FAQs and quick links. This page can be moved to Private Access)

FOOTER LINKS

Copyright BTPPOA | [PRIVACY POLICY](#) | [IMAGE USE POLICY](#) | RGB
Additional links can be added - to be discussed at kick-off meeting

Project Timeline

The services included in each stage are identified on thefloridajewel.com Pricing & Services page based on the Plan. If Optional items are selected on this proposal the schedule will be adjusted accordingly during the initial kick-off meeting and confirmed with BTPPOA.

STAGE	DATE
Proposal Acceptance	on or before 3/25/2024
Project Commencement	within 5 business days of acceptance
2-Hour Client Kick-off Meeting	scheduled during commencement
Checklist Sent to Client	within 3 business days after Kick-off Meeting
Checklist of Items Due from Client	as confirmed during the Kick-off Meeting
Checklist Meeting Review	scheduled after assets arrive or agreed upon date
Website Presentation Review	within 2-3 weeks after checklist Items received
Website Adjustments & Pre-Launch	within 5 business days of presentation and receipt of any adjustment requests
Website Launch Date	date confirmed with client after adjustments are completed
Client Training	date scheduled with the client - within 5-30 business days

RGB OFFICE CLOSED OR TEAM SUPPORT NOT BE AVAILABLE OR LIMITED* ON THE FOLLOWING DATES in 2024

- January 1
- February 16
- March 22, 29
- May 27
- July 4, 5, 21
- August 30*
- September 2
- October 23*
- November 28, 29
- December 25, 26, 27*

Mutual Agreement

Relationship: RGB will work in good faith and professionally with the client through all aspects of the project.

Completion of Work: RGB Internet Systems, Inc. "RGB" warrants completing the work by its listed objectives, features setup, and project timeline as defined in this document and throughout communications with the client during the project. RGB will not charge more than the amount previously agreed unless the client has varied the specifications of the work since the agreement proposal was signed.

Supply of Materials: The client is to supply all materials and information required for RGB to complete the work by the agreed-upon schedule. Such materials may include but are not limited to, photographs, written copy, logos, logins, documents, information, approvals, or any information assets needed to complete the project.

Project Delays: Where the Client's failure to supply such materials leads to a delay of more than 90 calendar days from agreed-upon dates, RGB has the right to extend previously agreed deadlines for the completion of the work by a reasonable amount. Where the client's failure to supply materials prevents progress on the Work for more than 120 -business days, RGB will contact the client in writing and provide options to put the project on hold, suspend the development, re-estimate the project, change web designer or other remedy available to RGB.

Approval of Work: During the project, RGB will provide a link to the development website and a timeframe for the client to review the website. Client will provide RGB any requested adjustments in writing. During the project, RGB may have questions or need additional approvals from the client as soon as possible or as we agreed upon. It is expected to have unexpected minor modifications and adjustments pre and post-launch.

Design: Mobile Design is limited to standard content flow as made available by the RGB HOA theme layout located on <https://thefloridajewel.com>, software plug-in, or third-party embed. Any requests for customizing mobile displays beyond standard will be estimated separately and may or may not be available.

Payment: Payments are expected on or before the agreed-upon due dates as outlined in an executed proposal or writing between the client and RGB. **Overdue Payments:** If payment has not been received by the scheduled due dates exceeding 30 days, RGB Internet Systems has the right to suspend ongoing work for the Client, until such time that full payment of the outstanding balance has been received. RGB Internet Systems has the right to replace, modify, or remove the Website and revoke the Client's license of the Work until full payment has been received. By revoking the Client's license of the Work or removing the website from the Internet, RGB Internet Systems does not remove the Client's obligation to pay any outstanding monies owed. Updated Pricing information and terms are located on <https://thefloridajewel.com>

Website Ownership: Upon final payment for website design services the website as built becomes the property of the client. The client has the right to request a backup file of the website and database. Please note that much of the core software used by RGB Internet Systems is licensed AND governed under the GNU Public License Agreement.

Duplication for Resale: Our policy strictly prohibits the duplication of websites. Each website we create is a unique and tailored digital asset crafted to meet the specific needs and identity of our clients. This policy is in place to maintain the integrity of our work, and our proprietary design layouts.

***Hosting & Account Services:** All hosting and account services payments start approx. 1-90 days from the project commencement date as outlined in this proposal or writing. RGB maintains daily, by week, and monthly backups of all sites in 2 separate locations across the USA. Hosting services can be canceled at any time by the client. Any past-due balances are still the responsibility of the client to pay RGB.

Software Duration: During the commencement of the project RGB will install the latest versions of WordPress CMS web development software and software plugins. RGB guarantees the replacement of a similar alternative plugin should this be needed at no additional charge within the first 2 years from commencement. Any software that may need to be replaced, relicensed, or upgraded after 2 years of RGB will be estimated on a case-by-case basis. Some features or options available differ based on the age of the website.

Compliance: Our agreement contemplates the creation of a website compatible and viewable by the most recent browsers and operating systems. It is the sole responsibility of the client and their legal representatives for any issues related to content, third parties, and all compliance with industry, state, and federal laws.

Status and Duration of Offers, Risks & Limitations: Proposals and offers are valid for a period as specified within this proposal. RGB Internet Systems is not bound to honor offers that have expired

Cost & Payment Schedule

COST

PALM PLAN Website Design & Features as defined in this proposal and further described on <https://thefloridajewel.com> \$3,000 USD
 Includes RGB support to upload 20 documents

WEBSITE PROJECT

A deposit of \$700 is due upon commencement and 10 monthly payments of \$230.00 starting April 1, 2024
 RGB will onboard the client and email an invoice to the Association's accounts payable as identified below - please complete the information

ACCOUNT SERVICE PLAN

\$75/mo | Invoiced Quarterly in advance starting July 1, 2024
 Web Hosting Shared Server, Firewall Malware Scanning, Website Backups, SSL Encryption, Annual Software Version Update
 RGB Support available by telephone and email

Association Accounts Payable Information

First Name _____ Last Name _____
 Contact Email **ap@cmgflorida.com & g.eckhardt@cmgflorida.com**
 Contact Telephone **AP 239-774-0723 ext 312 George 239-298-6305**
 Other Information _____

OPTIONAL Third-Party SERVICES	Fees	Approval
Google Support - Assist with creating a new account for Board, to be used as the Primary owner for the existing Google My Business Listing for Board to ensure Primary Owner and manage users. <i>Cardinal will continue to manage the listing information</i>	\$700	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Domain Transfer Support - Assist the Board with creating their own Registrar account, initiation of domain transfer request, updating whois information for Registrant and Admin. Client will be responsible for their own Registrar fees. <i>Cardinal will continue to manage the domain as needed by the Association</i>	\$300	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

OPTIONAL Add-on Website Features		Approval
Voting & Polls - Free version (paid version is available) - Creating of 3 initial poll-voting types - setup and settings configuration	\$500 \$25/mo support fee	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
SMS Text Messaging - Assist the Board with setting up their SMS text messaging account, Fees paid directly to messaging services. Integration of SMS services with News & Announcement posts	\$1,000 \$50/mo support fee	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Project Acceptance - Proposal services and pricing are valid until March 25, 2024

Accepted by: Gabrielle Marvin, President RGB Internet Systems, Inc.

Gabrielle Marvin, President

March 12, 2024

Client Acceptance

By signing this proposal, I, the "client," agree that the completion time for the various stages of this project is estimated based on the client's timely approval when requested. I agree with the fees, fee schedule, and Terms of the Project.

Signature:

[Handwritten Signature]

3/20/24
DATE

Authorize Representative of Bell Tower Park Owners' Association, Inc.

Please sign and return to mail@rgbteamsupport.com