# Recharge the Range

**A strategic roadmap for economic development**

# Tourism Committee

**Meeting August 29, 2017**

**3:00 to 4:30**

**Mesabi Station Building**

### AGENDA

1. Community Calendar Presentation from Arts Unlimited

2. Discussion and VOTE on Calendar

3. Next Meeting

## The Mission of the Recharge the Range Tourism Committee is to educate elected officials and area businesses about the economic value of tourism.

**Tourism and Recreation**
**August 29, 2017**
**Mesabi Station**
**3:00 p.m. – 4:30 p.m.**

**In Attendance:** Jim Makowsky, Anna Anderson, Dave Setnicker, Beth Pierce, Jane Serrano, Anne Varda, Keny Adams and Sara Ferkul

Anna from Art Unlimited came in to answer the few questions that the group had in regards to the community calendar. (Full proposal is attached).

1. **How will you promote the site?**

   They will be doing a variety of facebook ads, print ads and banners.

2. **How will you populate the site with events and what would a successful event calendar look like to you?**

   The content organizer from Art Unlimited will be working with local events to ensure that they have enough content. We also discussed that the Tourism Committee will work at creating a list of any current event contacts that we are aware of and pass on to Art Unlimited.

3. **Can you show us a mockup of what the site might look like?**

   Provided in the attached proposal.

4. **What region will you include events from?**

   The group would work with Art Unlimited to decide the areas that we would like covered.

5. **What would you suggest for event categories?**

   - Arts and Culture
   - Festivals
   - Education
   - Sports
   - Community

After much discussion and deliberation between Art Unlimited and Hometown Focus the group decided that the best choice to implement a calendar would be Art Unlimited.

# WELCOME

Tuesday, August 29, 2017 12:02 PM

## Iron Range Tourism Bureau

Beth,

I'm very excited about the opportunity to work together on the community calendar website with you. A huge part of creating a strong online presence is to listen to how you are building this community calendar so that we create an online presence that reflects and strengthens your core values.

Throughout the website development process, you will be kept up to date with the progress through regular meetings and e-mail messages. These messages enable you to help us by knowing what information to submit and if there are elements that you need to assist with.

Thank you for your consideration of our proposal. Please contact me at any time, using the contact information below, should any questions arise during the review of this document.

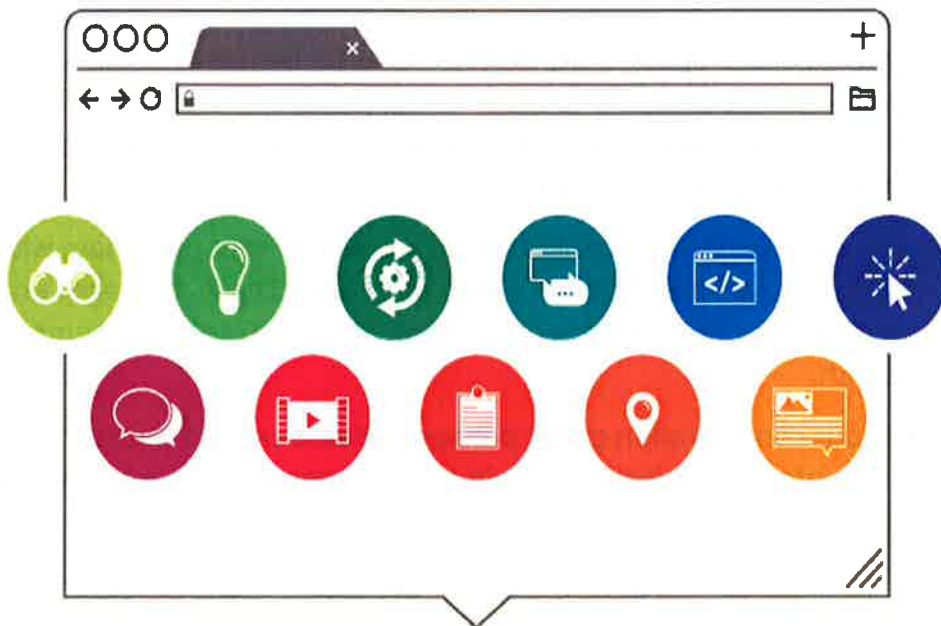Thank you,

**BEKKAH** ANDERSON
**COMMUNICATION / EDUCATION MANAGER**
artunlimited

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bekkah@artunlimitedusa.com
office 218.666.2512

# artunlimited™

**brings life to marketing**

# WHY ARTUNLIMITED

## Why Art Unlimited

Thomas Chapman founded Art Unlimited in 1982 and continues to oversee the family business. Expertise and knowledge of the advertising industry allow our company to stand above our competitors. Through our firm grasp of the past, we look at the future with confidence and can clearly see the market trends that will stand the test of time.

Over the years, we have seen the advertising business move and change, from phone book ads and sign decals to websites and mobile applications. Art Unlimited started out with a primary focus on signs and print advertising. Today we focus on website development, online marketing, company branding, and print media.

We work with clients across North America on a daily basis providing robust solutions to their advertising needs.

## Mission Statement

*Art Unlimited combines cutting edge graphics with interactive media solutions for business owners within North America. For 30 years, AU has combined our clients' vision with their users' expectations. In providing our service, Art Unlimited's primary goal is customer and user satisfaction. We achieve this goal through communication, honesty, dedication, and education.*

**Anna Anderson**

*CEO*

**Tom Chapman**

*Founder/ Designer*

**Elizabeth Chapman**

*CFO & Account Manager*

**Bekkah Anderson**

*Communications & Education Manager*

**Desiree Yourczek**

*Account Manager*

**Mike Laulunen**

*Project Manager*

**Dani Super**

*Account Manager & SEO Manager*

**Caitlin Lilly**

*Marketing Assistant*

**Amanda Curry**

*User Engagement Manager*

**Toni Boone**

*PayPerClick Manager*

**Matt Jankila**

*Graphic Designer*

**Susan Rebman**

*WordPress & IT Manager*

Picture Coming Soon!

**Michelle Lexvold**

**David Howell**

*Lead Developer*

*SEO Manager*

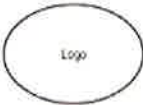218.666.2512     artunlimitedusa.com

# **CORPORATE** BRANDING

Our team believes that your branding needs to be reflected in your online presence. You will work with our project manager and a graphic designer who focuses on website design.

- **Custom website layout**
  - We will create a new website design that will support and strengthen your online brand.
  - Homepage Layout
  - Website Style Guide
    - Website colors
    - Image sizes
    - Suggested photo optimization sizes for strong SEO value
    - Font styles
    - Font Sizes
    - Button styles
  - There are 2 design revisions included within the estimate.

Logo

**VIEW AS**

- ☰ List
- 📅 Month
- 📅 Week
- 📅 Day
- 📍 Map

| DATE | SEARCH | NEAR | | | VIEW AS |
|------|--------|------|--|--|---------|
| Date | Keyword | Location | ⊞ | **FIND EVENTS** | 📍 Map |

*Ad Space*

**Featured Event**

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Event Details

**Featured Event**

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Event Details

— Rotating
Out
— Bigger Events

**Upcoming Events**

**Featured Event**

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Event Details

**Featured Event**

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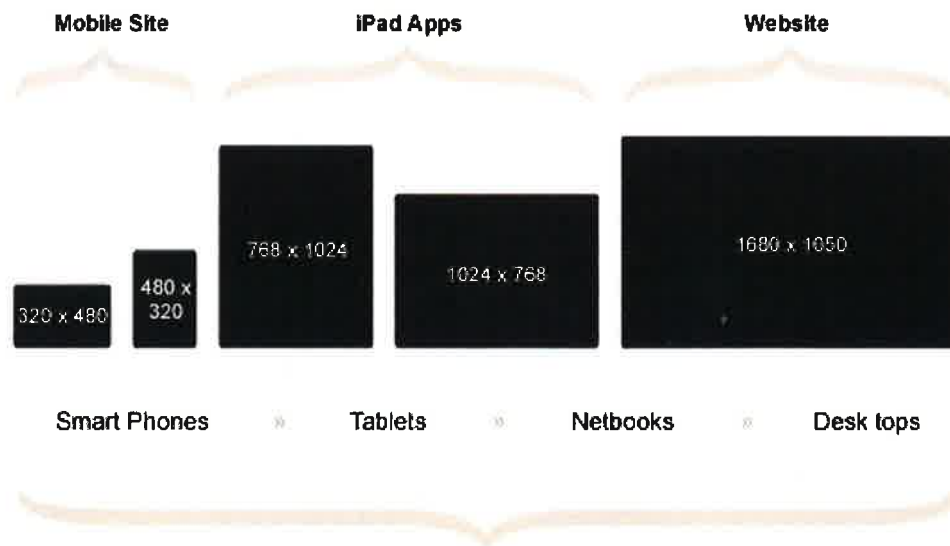
Event Details

# What is Responsive Design:



- **Fluid Grids** - refer to fluid designs where the grid units resize according to screen size.
- **Flexible Images** - don't have fixed widths but instead move and scale with the flexible grid.
- **CSS Media Queries** - selectively serve stylesheets based on browser window's size, orientation, screen res, and color.
- **Screen Resolution -** commonly include portrait and landscape widths of smartphones and tablets as well as various desktop monitor resolutions

# Browser Support:

The Art Unlimited programming team is constantly reviewing user browser trends and programming to ensure that your new website is loading properly on the most used browsers. Any browser usage lower than 3% is not fully supported.

| 2017 | Chrome | IE/Edge | Firefox | Safari | Opera |
|------|--------|---------|---------|--------|-------|
| April | 75.7 % | 4.6 % | 13.6 % | 3.7 % | 1.1 % |
| March | 75.1 % | 4.8 % | 14.1 % | 3.6 % | 1.0 % |
| February | 74.1 % | 4.8 % | 15.0 % | 3.6 % | 1.0 % |
| January | 73.7 % | 4.9 % | 15.4 % | 3.6 % | 1.0 % |

| 2016 | Chrome | IE/Edge | Firefox | Safari | Opera |
|------|--------|---------|---------|--------|-------|
| December | 73.7 % | 4.8 % | 15.5 % | 3.5 % | 1.1 % |
| November | 73.8 % | 5.2 % | 15.3 % | 3.5 % | 1.1 % |
| October | 73.0 % | 5.2 % | 15.7 % | 3.6 % | 1.1 % |
| September | 72.5 % | 5.3 % | 16.3 % | 3.5 % | 1.0 % |
| August | 72.4 % | 5.2 % | 16.8 % | 3.2 % | 1.1 % |
| July | 71.9 % | 5.2 % | 17.1 % | 3.2 % | 1.1 % |

Full browser usage stats can be found at: http://www.w3schools.com/browsers/browsers_stats.asp

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## Mobile Design:

The design will focus on a mobile first user to ensure that the new website has compliance with Google's ever changing mobile compliance rules.

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**Website Event Content:**

- A Content Organizer will manage the content for the events for year 1 & 2, and will be trained in by Art Unlimited
- All event content will be G rated to ensure that it is compliant with Google's content rules.
- The Content Organizer will work with local events to ensure that they have as much content possible for their event within the event website. If organizers are unable to provide information the website will simply list the event and link to their marketing if available.
- Event content submission will be accepted through a form on the website.
- All content creation and updates will be supported through ad sales
- In year 1, Art Unlimited will manage Ad Sales and build a strong client base to support the future year's content management
- After the launch of the website, Art Unlimited will promote the event calendar website
- The Calendar Region Focus will be events from
    - Iron RaNge
    - Ely
    - Grand Rapids
    - Etc

- The Event Categories Will Be Segmented
    - Arts & Culture
    - Festivals
    - Educational
    - Sports
    - Community Locations

# DOMAIN/ SERVER

# Server Monitoring & Protection Plan Details

Your server's performance is extremely important to your online presence.  The amount of short blackout periods will adversely affect your site's ranking with Google.
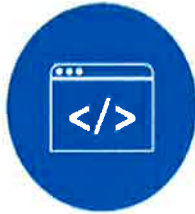


The report to the above shows poor server performance with the red outages, and then transferrin strong server with little to no outages!

**Website Hosting & Protection Plan Includes:**

Below is a list of the core features that are included within the annual website hosting & protection plan.

- Security Scans
- Malware Detection & Removal
- Blacklist Monitoring & Blacklist Removal, if infected (*Blacklisting occurs when the search engines inform the searcher that your website may harm their computer.*)
- Malicious Website Redirects (*i.e. pornographic sites*)
- Hijacked Websites
- Web Application Firewall
- Server Virus Notifications
- Performance Optimization

# WEBSITE DEVELOPMENT

# Website Development

- **Website Development**
  - 2 Pages - These pages will target the core elements of the community calendar
    - Home Page with main calendar of all events and a form to submit an event
    - Disclaimer Page- These events are submitted by volunteers...Text TBD
  - Wordpress platform
  - Responsive website programming
  - Google Webmaster Tools / Search Console compliant programming
  - Address navigation paths and update to allow the user to navigate with ease.
  - HTML5 & CSS3 code validation for proper search engine tracking.
  - Cross platform website development - This validates that your website will be visible on Internet Explorer, Firefox, Safari, Chrome and Opera.
  - Link validation so that your website doesn't have any broken links.
  - **1** Online form
  - Form Dynamic Integration with events calendar after approval by submissions administrator
  - Calendar integrated into page with filtered category results

- **Backend Editor Solution**
  - Access to the website content editor through the editor role.
  - Direct access to modify content on the fly to ensure that the website is up to date with relevant content.
  - Online tutorial videos
  - Ability to upload images, attach files, and link in videos if needed.

# Website Training:

We provide a full video tutorial suite that details the core editorial features of your Wordpress website. Due to the fact that every website that we create is custom to reflect your companies needs, the tutorial videos are a reference point. You will also receive a personal training session that will detail the specifics of your custom website editable elements!