

# Exhibit A – Scope of Work

The logo for RIESTER, consisting of the word "RIESTER" in white, uppercase, sans-serif font, centered within a black rectangular box.

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## INTERACTIVE SCOPE AND ESTIMATE

**Project Title:** Cambria Chamber Website Redesign

**Date:** May 23rd, 2011

**Client Name:** Cambria Board

**Verdin | RIESTER Contact:**

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### OBJECTIVE

Cambria Chamber is looking to realign <http://www.cambriachamber.com> website to have a deeper focus on tourism and commerce. The Chamber Board and Local Area Marketing Committee has requested Verdin | RIESTER to evolve its website into a more visitor friendly destination that focuses on the unique offerings of Cambria. Cambria is undergoing a new visual and brand identity and the website will be the extension of the Cambria brand in the digital space.

Utilizing the content developed for <http://www.winecoastcountry.com>, the Cambria website will inherit key functionality via an API to provide a more robust website with an improved user experience to market.

Verdin | RIESTER has conducted a Discovery and Definition Phase with the Cambria board in April, 2011. Based on the key findings during Discovery and Definition Verdin | RIESTER has prepared the following Estimate for the Design, Development and Deployment Phases.

### KEY DELIVERABLES

Through our initial discovery meeting, RIESTER has defined the following content, usability, and technical deliverables:

#### Content and Organization Deliverables

- Audit of existing copy, content, and analytics.
- Review of agency research to define web specific personas and content strategy.
- Copy deck written with guidance and approval from Cambria Board marketing team.
- In-page imagery defined and purchased (when necessary).
- Natural search strategy based on analytics research.
- Content population and proofreading.

#### UX and Design Deliverables

- Wireframes defining visual hierarchy and page elements.
- Mapping of existing functionality from WCC to be available for CambriaChamber.com
- Creation of 2 static concepts of home page with approved Cambria Identity. Cambria will choose one direction to pursue with one round of revisions.
- Design of up to 6 Template level pages based on selected concept.

#### Technical Production Deliverables

- Exploration of technical functionality: javascript or Flash animation, forms, CMS functionality extensions.
- Front-end development using HTML, javascript and CSS production. Maximum of 6 templates.
- Mobile friendly accessible content

- Back-end development: Utilizing WordPress framework and WCC API's for content
- Technical testing and quality insurance.
- Deployment procedure and strategy.

## TECHNICAL SPECIFICATION

### Browsers

The website will be tested and support the following browsers:

- Internet Explorer 8+
- Firefox 3.5
- Safari 3.0
- Google Chrome 1.0

### Hosting environment

The website will be hosted with Cambria's current vendor. A development environment will need to be made available that replicates the production environment.

### Development platform

To manage cost and provide scalability RIESTER recommends the WordPress framework utilizing the API's for filters and itinerary from WCC.

RIESTER uses HTML5 mark-up, CSS 2.1, and the JQuery javascript framework for front-end production. For certain visual effects, RIESTER uses CSS 3.0, which is not fully supported by all defined browsers. This will not effect the content accessibility or core experience of the website.

The website content management system will be WordPress.

RIESTER will use Google Apps and Google API's for Search, Email and Mapping unless otherwise requested.

## PERFORMANCE INDICATORS

By improving the usability, content and functionality of the website, we can define these key performance indicators as measurements of success:

- Lower bounce rate to signify visitors are finding the relevant content they looking for.
- Increased time on site indicating visitors are interested in content.
- Increased online lead generation and email signups.
- Better search ranking on content keywords produced by improved search-engine accessible content.
- Ultimately, an increased visitation to Cambria area.

## KEY MILESTONES

Milestone	Date
Discovery Meeting	4/26
Definition Complete	11/15
Design Review	12/5

Milestone	Date
Development Begins	12/5
Design Complete	12/19
Content Review	12/5
Development Complete	1/23
Environment QA and Testing	
Website Launch	1/30

**PROJECT COSTS**

Description of Requested Service	Low Hours / Cost	High Hours / Cost
Project Management/Interactive Strategy	70 / \$10,500	85 / \$12,750
Copywriting/Natural Search	50 / \$7,500	80 / \$12,000
Design	70 / \$10,500	85 / \$12,750
Development	130 / \$19,500	175 / \$26,250
<b>Total:</b>	<b>320 / \$48,000</b>	<b>425 / \$63,750</b>

RIESTER estimates a range of low to high hours. Client will be billed for actual.

I am in agreement with the fee, description and details outlined above. Please sign below.

  
 \_\_\_\_\_  
 Client Signature

NOV. 3. 2011  
 \_\_\_\_\_  
 Date

TANO TATAUD  
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 Client Name (printed)

CTB. COCHAMPERSAW  
