

WEB DESIGN & DEVELOPMENT PROPOSAL

MR. FREELAND DESIGN + WCCiT

CLIENT:

SALINA COMMUNITY ECONOMIC
DEVELOPMENT ORGANIZATION

PROJECT:

CUSTOM WEBSITE DESIGN

DATE:

05/04/26



Mr. Freeland
DESIGN



WEBSITE DESIGN PROPOSAL

MR. FREELAND DESIGN + WCCiT



Thank you for the opportunity to collaborate on the design and development of a powerful, custom website for your organization. Through the combined expertise of Mr. Freeland Design and WCCiT, we offer a full-service solution for all your marketing needs — from web design and social media management to print materials and strategic marketing consultation.

This partnership is about more than just building a website — it's about helping you tell your story, connect with your audience, and ensure ongoing access to the services and resources that matter most. Together, we'll create a digital presence that not only informs but also engages and grows with your organization.

PARTIAL CLIENT LIST:

Advantage Trust Company
Central Kansas Mental Health Center
Child Care Aware of Kansas
Greater Salina Community Foundation
K-State Salina

Pathway Financial Solutions
Salina Arts & Humanities
Salina Airport Authority
Salina Area Chamber of Commerce
Salina Public Library

Our monthly service packages go beyond basic site maintenance. We provide comprehensive support. With a focus on value-driven content, we aim to boost engagement, extend your reach, and keep your community informed with timely, relevant information.

We begin the process with a collaborative, in-person meeting where we listen to your vision and goals. From there, we'll build a strategy tailored to your needs—one that delivers real, measurable results.

Thank you once again for considering us to lead this exciting project. We're honored by the opportunity and look forward to bringing your digital vision to life.

Best regards,

Michael Freeland
Owner, Mr. Freeland Design
michael@mrfreeland.com

Brent Sadler
Owner, WCCiT
brent@wccit.com

CLIENT: Salina Community Economic Development Organization
ATTN: D. Mitch Robinson
120 West Ash Street
Salina, KS 67401

PROJECT: Custom Website Design

PROPOSAL DATE: 05/04/2026

PROJECT OBJECTIVES:

A partnership between the Salina Community Economic Development Organization, Mr. Freeland Design and WCCiT will exist to design and build a new online presence for your company. WCCiT and Mr. Freeland Design have a solid business relationship that delivers the highest quality web design that is unique to your organization, easy to use, and mobile-friendly. Our goal would be to design and develop a user-friendly, welcoming website that informs viewers, allows for easy access to business development, and informs the viewer on the financial impact the EDO has in the Salina area.

PROJECT PHASES:

PLANNING/CONSULTATION: All projects begin with a face-to-face Kickoff Conversation where we meet your entire team, ask a lot of questions, listen intently, and learn about your project goals and site needs. This meeting will last about 1 hour. Client staff members and leadership team vital to the project goals and future involvement need to be present for this initial conversation. If additional follow up meetings need to occur, this should be scheduled within first 1-2 weeks of project kick-off.

DESIGN: After this Kickoff Conversation, the Design phase is normally about 30-45 days, depending on the amount of modules, content, and pages needed to approve. Any photography should be provided by the Client. In the case of any stock photography used, the cost for each image purchased will be added to the project’s final invoice.

DEVELOPMENT: Once approved, the website moves into the Development Phase as long as all client content and imagery is provided upon project start. This Development Phase lasts up to 90 days and this phase is where the site is tested on multiple browsers and devices to ensure design looks consistent and functionality are working properly. Both the Web Team and Client review all aspects of the Development Site during this phase.

LAUNCH/ONGOING MANAGEMENT: After the site is approved and launched, if there is a multi-year agreement in place, there are up to 4 hours of site edits/additions included each month. Support tickets can be submitted to the Web Team at any time to get the edit/change taken care of in a timely manner.

HOSTING AND SECURITY:

HOSTING AND EMAIL

Includes full premium web hosting and email accounts with Outlook Web Mail, Basic Email Anti-virus and Spam Filtering. We run Hyperconverged servers to provide N+1 reliability for shared hosting or dedicated servers. We also now have Secure Cloud VPN with Government eligible DNS servers.

DATA CENTER

We are a Tier 2 hosting company, with Azure available as an option.

BANDWIDTH & UPTIME

Cox dedicated fiber with redundant connections coming to the building for redundancy.

DISASTER RECOVERY

Full system recovery and notification with backup offsite included for website. All systems on hardware set up on 3+ Clusters with offsite backup. Full system replication available with extra security options.

DDoS MITIGATION

All systems protected by Meraki Firewall with basic DDOS included. Options available for dedicated PFSense or Sophos virtual firewalls. Options also available for Full Siem & Full Penetration Testing. WCCiT now offers Web Application and API Protection, Cloud Load Balancing and Enterprise Level Application Delivery as a Service (These items are also optional to the agreement)

BROWSER BASED ADMINISTRATION

Full site editing capabilities via Wordpress CMS

DOCUMENT CENTER/MANAGEMENT

Limited only by file type and total storage assigned to hosting account. Options available for integrating 3rd party Cloud Storage Options.

PHOTO CENTER/GALLERIES

Including capabilities to upload photos to be sorted by event, category or other factors.

E-NOTIFICATIONS AND SUBSCRIBE TO EMAIL LISTS

Managed Forms using databases and offering notifications included with options for compliant level forms available.

ADA ACCESSIBILITY

Your site will meet ADA compliance.

SECURITY PROTOCOLS

Easily setup a User ID/Password login portal for staff, vounteers, investors or community partners at various tiers of permission-based access.

WEB SERVICES INCLUDED:

Gain more traffic with websites optimized for desktop, tablet and mobile viewing. Our complete managed package includes all the services listed below.

EASY-TO-USE CONTENT MANAGEMENT SYSTEM & TRAINING

Update your website easily with a user-friendly content management system interface. Add pictures, text, videos, blog posts, and more with ease. Basic training with documentation is available for staff to learn the CMS and gain the ability to make minor changes to the site.

CUSTOM MOBILE / RESPONSIVE DESIGN

Gain more traffic with websites optimized for desktop (PC and Mac), tablet (iPad/Android devices) and mobile viewing (iPhone/Android devices). Your site is custom designed every three years and includes 4 hours of design and content changes per month. Mobile app design/development is not included as part of this project scope.

PREMIUM CONTENT & SEARCH

Keep your customers engaged with rich media content such as photo galleries, video slideshows, forums, surveys & more. Capability to include a robust search engine to easily find content within the site.

WEBSITE ANALYTICS

Track your website's performance and traffic conversions with monthly reports, if needed.

SOCIAL INTEGRATIONS

Integration with Facebook/Instagram allows you to connect with customers on social media.

DIRECTORY SUBMISSION & MAINTENANCE

Submit or correct your information to the top 50 online directories - maintained monthly.

SEARCH ENGINE OPTIMIZED

Your website will be configured and optimized to show up on all major search engines.

GENERATE LEADS

Capture useful customer information with our easy-to-use contact forms.

BLOG/NEWS UPDATES

Grant the ability for the Client to upload articles/images and schedule accordingly.

VIDEO CAPABILITIES

All videos will be uploaded to YouTube in order to save site bandwidth, then embedded in video player on site. We can include access for live video like Facebook live, but other options may need to be discussed based on how often and how long live videos are.

CALENDAR OF EVENTS

Grant the ability for Client to upload/manage upcoming events and schedule accordingly.

PHOTOGRAPHY

If original photography is needed, the Client must provide all photos. If stock photography is used instead, the cost of purchasing stock images will be added to the total project cost.

CORPORATE CLIENT WORK:

Aviation Innovation and Maintenance (AIM) Center for Excellence Logo Design

Advantage Trust Company Logo Design/Website
www.advantagetrustco.com

Bradley Associates Healthcare Advisors & CPAs Website Design

Clark Mize Linville Chartered. Logo Design

Great Plains Manufacturing Digital Interface Design

Kansas State University Salina Campus Print Collateral/Website

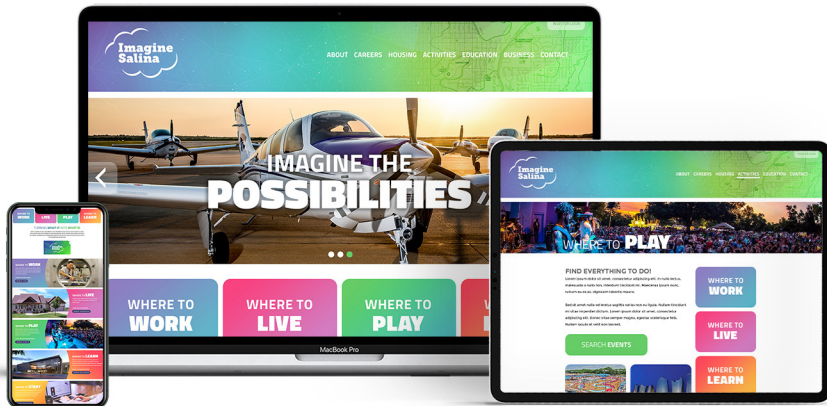
Kansas Physical Therapy Partners Logo Design/Print Collateral

Discover Mitchell County Tourism Website
www.discovermitchellcounty.com

Pathway Financial Solutions Logo Design/Print Collateral

Russell's Restaurant Logo Design/Print Collateral/Menu/Apparel

Salina Area Chamber of Commerce Website/Print Collateral/Logo Design
www.imaginesalina.com



Salina Airport Authority Logo Design/Print Design

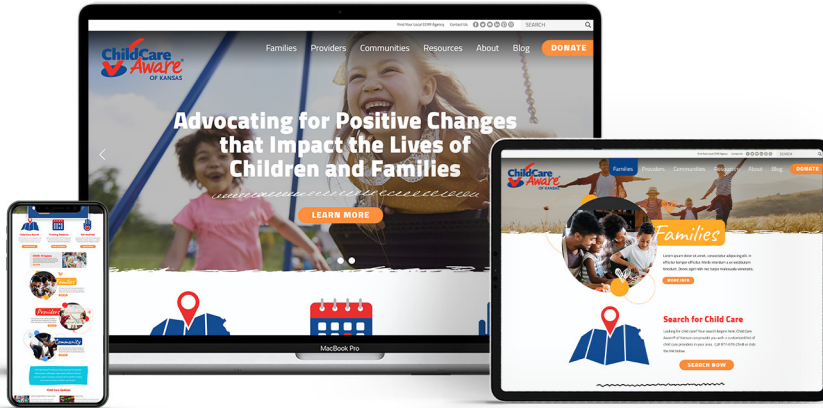
Salina Family Health Care Center. Print Design

World Pest Control Logo Design/Website

NON-PROFIT CLIENT WORK:

Central Kansas Mental Health Center Website/Print Design
www.ckmhc.org

Child Care Aware of Kansas Website/Print Design
ks.childcareaware.org

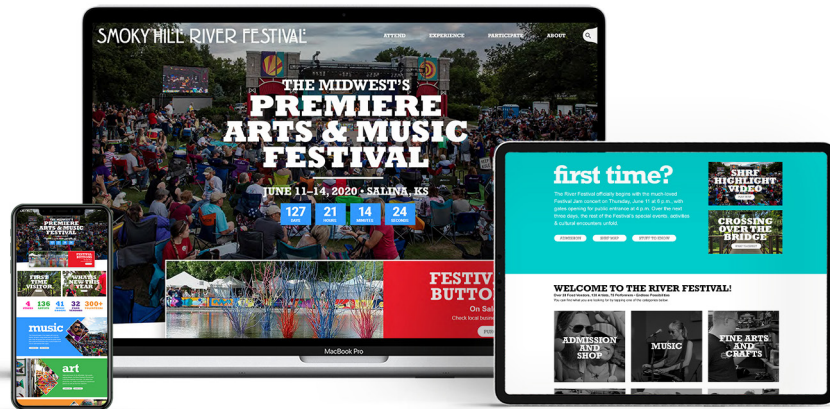


Discover Mitchell CountyWebsite
www.discovermitchellcounty.com

Greater Salina Community Foundation.....Branding

Love, Chloe Foundation / Monkey in My Chair Program..... Branding/Website
www.monkeyinmychair.org

Salina Arts & Humanities / Smoky Hill River Festival.....Website
www.salinaarts.com
www.riverfestival.com



Salina Public Library Logo Design/Print Design

The Temple (Salina Innovation Foundation)Website
www.salinatemple.com

COMPANY PROFILES:



Michael Freeland *Owner*
www.mrfreeland.com
P.O. Box 2873 | Salina, KS 67402

“Helping business share their story with the world.”

- Specializes in branding, print design, web design, social media management
- Sole-proprietor - Full-time freelance designer since 2015
- Graduated from Kansas State University - BFA in Graphic Design
- 25-year career in design/marketing
- Office located in Salina



Brent Sadler *Owner*
www.wccit.com
119 W. Iron Ave., Floor 2 | Salina, KS 67401

- Specializes in Secure IT business solutions and Web Development
- In business for over 28 years
- Disabled veteran-owned and operated
- Office located in Salina
- 7 team members
 - Brent Sadler - Owner/Sales
 - Cory McDaniel - Operations Manager
 - Shawn Williams, Sanoop George - Development
 - Lexy Beebe - Finance
 - Deven Fortkamp, Justin Corocan - Secure IT, Email, Hosting

REFERENCES:

Salina Area Chamber of Commerce

Renee Duxler *President*
120 W. Ash St. | Salina, KS 67401
785-827-9310, x131 | rduxler@salinakansas.org

ImagineSalina.com

Partnered with the Chamber to design, develop and launch a 5-year workforce campaign and website called *Imagine Salina* (2018-2023).

Salina Education Foundation

Kate Lindsay *Executive Director*
1511 Gypsum | Salina, KS 67402
785-309-4729 | kate.lindsay@usd305.org

SalinaEducationFoundation.com

Partnered with the Chamber to design, develop and launch a new brand and website for the organization to make it easy to apply for grants, find resources and connect educators.

Salina Arts & Humanities

Brad Anderson *Executive Director*
211 W. Iron | Salina, KS 67401
785-309-5770, x8003 | brad.anderson@salina.org

SalinaArts.com | RiverFestival.com

Designed and developed custom websites for the Arts & Humanities Department and the Smoky Hill River Festival, the annual arts & music festival in Salina, KS.

INSURANCE:

E&O Insurance \$2,000,000
Policy documents available upon request

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PROJECT FEE PACKAGES:

OPTION 1

Initial Set up/Design/Development	\$5,000
Monthly	\$399/month
Hosting	Shared Hosting
Management/Support Time Included	1 hour/month
Contract Length	1 year

OPTION 2

Initial Set up/Design/Development	\$5,000
Monthly	\$349/month
Hosting	Shared Hosting
Management/Support Time Included	2 hours/month
Contract Length	2 years

OPTION 3

Initial Set up/Design/Development	\$5,000
Monthly	\$299/month
Hosting	Shared Hosting
Management/Support Time Included	4 hours/month
Contract Length	3 years

CLIENT SIGNATURE: _____ DATE: _____

All proposal information is confidential between Mr. Freeland Design, WCCiT and the Client. Estimates are valid for 30 days from the date sent.



**Recommendation for Marketing & Business Attraction Strategy
Salina, Kansas Economic Development
Prepared for Board Consideration**

Salina continues to position itself as a competitive destination for corporate investment, particularly in aviation, advanced manufacturing, logistics and distribution, food processing, and emerging technologies. To strengthen Salina’s ability to attract corporate investment and increase visibility with site selectors, the following marketing initiatives are recommended.

Salina’s Target Industry Strengths

Aviation & Aerospace

Home to the **Salina Airport Industrial Center**, one of the largest industrial parks in the United States, supporting aviation maintenance, aerospace manufacturing, and drone technology companies.

Advanced Manufacturing

Metal fabrication, industrial equipment production, and component manufacturing remain major drivers of regional employment and investment.

Logistics & Distribution

Salina’s **central U.S. location, interstate access, and rail connectivity** make the region ideal for distribution and supply chain operations.

Food Processing & Agribusiness

Kansas’ agricultural leadership supports strong opportunities in **food manufacturing and agribusiness processing.**

Technology & Innovation

Emerging sectors including **aviation technology, immersive technology, and drone development** continue to grow through education and workforce partnerships.

Option 1 – Website Refresh

Investment: \$4,500

A modernization of the existing economic development website while maintaining the current structure.

Features

- Updated modern design
- Mobile optimization for site selectors and corporate users

- News Center to highlight the **Friday Brief** newsletter
- Newsletter subscription capability
- Improved presentation of Salina development assets
- Corporate lead capture functionality

Option 2 – Enhanced Website Redesign

Investment: \$9,000

A more robust digital marketing platform designed to attract corporate prospects and site selectors.

Features

- Modern economic development website design
- Industry-specific marketing pages
- Video integration highlighting Salina advantages
- Interactive presentation of development sites
- News Center and ongoing storytelling platform
- Corporate lead capture tools

Option 3 – Lighthouse AI Business Attraction Program

First-Year Investment: \$21,350

A targeted corporate outreach system designed to promote Salina directly to decision makers evaluating expansion opportunities.

Program Includes

- Two-day discovery and strategy session
- Development of Salina’s corporate attraction messaging
- AI-powered marketing campaigns
- Target list of **2,500 corporate executives**

Campaign Capabilities

- Automated outreach campaigns written by professional copywriters

- Behavioral tracking identifying companies demonstrating interest
- Real-time notifications when prospects interact with campaign materials
- Ongoing lead nurturing and follow-up

Typical engagement ranges from **200–300 companies interacting with the campaign annually.**

Option 4 – Combined Strategy

Website + Lighthouse AI Program

Total Investment: \$28,350

This option integrates Salina’s digital marketing platform with proactive corporate outreach, creating both inbound and outbound business attraction efforts.

Website Platform

- Corporate marketing hub for Salina
- Industry storytelling and investment promotion
- Lead generation tools for site selectors

Lighthouse Outreach

- Direct engagement with targeted corporate executives
- Automated prospect nurturing
- Continuous marketing presence promoting Salina

This combined approach provides:

Inbound Marketing

Companies discovering Salina through online research and digital visibility.

Outbound Prospecting

Direct outreach to corporate executives evaluating expansion opportunities.

Added Bonus for Combined Program / Please view Our Podcast at <https://www.globaltrademag.com/gtpodcast/>

Sign by April 17, 2026

Communities approving the **Combined Strategy by April 17, 2026** will receive a **Podcast and Media Push Package** at no additional cost.

Bonus Includes,,,

Economic Development Podcast Feature

- 30-minute podcast highlighting Salina's business environment
- Distribution to corporate executives and site selectors
- Permanent digital marketing asset for Salina

Media Promotion Campaign

- Media outreach promoting Salina's economic development story
- Distribution through industry and corporate channels
- Additional visibility with site selectors

Bonus Value: \$6.500

Recommendation

To strengthen Salina's ability to compete for corporate investment and job creation, it is recommended that the board consider the **Combined Strategy including the Website Enhancement and Lighthouse AI Business Attraction Program.**

This approach positions Salina with both:

- **A modern economic development marketing platform**
- **A proactive outreach system connecting Salina directly with corporate decision makers**

Thank You for the Opportunity to be of Service in your Attraction Goals! We are here to help.

Carol Harris
International Sales Director

P: 417-540-2132

E: carol@gsolutions.com

Global Site Location
Industries

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Dallas, TX 75234

www.gslipprojectportal.com

www.gslisolutions.com

www.globaltrademag.com