



COWLEY

ESTIMATE / AGREEMENT

Date: July 5, 2023

Client:

**Town of Lysander
8220 Loop Road
Baldwinsville, NY 13027
Attn: Dina Falcone**

Projects:

Town of Lysander Next-Gen Drupal 9 Website

Cowley Associates will develop, test, and launch a Next-Gen Drupal 9 Website for the Town of Lysander.

DELIVERABLES:

1. Discovery Session

- Team Zoom conference to confirm goals, expectations, resources, assets, logistics, etc. facilitated by Agency.

2. Site Architecture

- A high-level one (1) page flow diagram

3. Home-page and Secondary Page Design Concepts

- Two (2) design options

4. Beta Development

- An unpublished website is built based on the winning design concept
- Cowley will share with the Town of Lysander a 'link' to monitor the process in real-time

5. Web Development and Programming

- Using Drupal 9 and API integrations/links

6. Pre-launch Approval Loops

- Once all existing & new site content is in place, the Town of Lysander will be asked to provide actionable feedback/approvals
- Includes two (2) rounds of client approved revisions



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7. Go Live

- ☐ After final edits/approval to launch, Cowley will conduct a de-bug & pre-test across popular browsers and hardware platforms
- ☐ Following 'go live', the Town of Lysander will have 30 days to fix glitches, etc. that may occur following launch
- ☐ Cowley will train the Town of Lysander on the site's CMS (typically a two (2) hour video-taped Zoom session

TOTAL INVESTMENT: \$14,250 (95/hrs @ \$150/hr) (+/- 10%) **

** Total does not include stock photography (typically billed at \$50/per photo), site hosting, or purchase of an SSL certificate. If applicable, these third party or out-of-pocket costs will be pre-approved and billed accordingly.



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Terms & Conditions:

- ? All estimates/budgeted items include a +/- 10% contingency.
- ? Client requested work or change orders beyond the original project scope will be quoted for client approval and billed additionally.
- ? Estimate includes **2 ROUNDS** of client-approved revisions. Additional client requested revisions will be billed at \$150/hr.
- ? For the sake of cost-efficiency and client satisfaction, Cowley strives to complete its assigned projects on a timely basis as outlined at the outset of work; we also dedicate resources and bandwidth to projects on our clients' behalf. As such, if any project remains suspended for non-response for more than 30 days, Cowley may, at its discretion, charge a "work stoppage/reactivation fee" to offset the costs of pausing and then resuming work on the project. This fee shall be up to 10% of the project total.
- ? Estimate DOES NOT INCLUDE the following out-of-pocket costs if/as needed: Custom photography/video, stock photography/video (typically billed @ \$50/per asset).
- ? Payment Terms: Client agrees to pay Cowley Associates in accordance with the terms specified in this estimate. Balances due are payable on receipt of invoice. Payment is to be made electronically if available to client.
- ? We reserve the right to refuse completion or delivery of work until past due balances are paid.
- ? A **1/3 Down Payment of \$4,750.00** is due upon signed approval, with the balance project billed to completion .

DEVELOPMENT FEES:	\$14,250.00
DOWN PAYMENT (due at outset of project):	\$ 4,750.00
PROJECT BALANCE (to be billed):	\$ 9,500.00

All questions regarding invoices or payments should be directed to:

Mary Bruce
 Accounting Manager
 PO Box 11066
 Syracuse, NY 13218
 mbruce@cowleyweb.com
 315-475-8543 x.6
 315-416-8217 (cell)

ACCEPTANCE OF ESTIMATE

Town of Lysander

Signature: _____

Date: _____



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Cowley Associates, Inc.

Signature: _____

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Date: _____