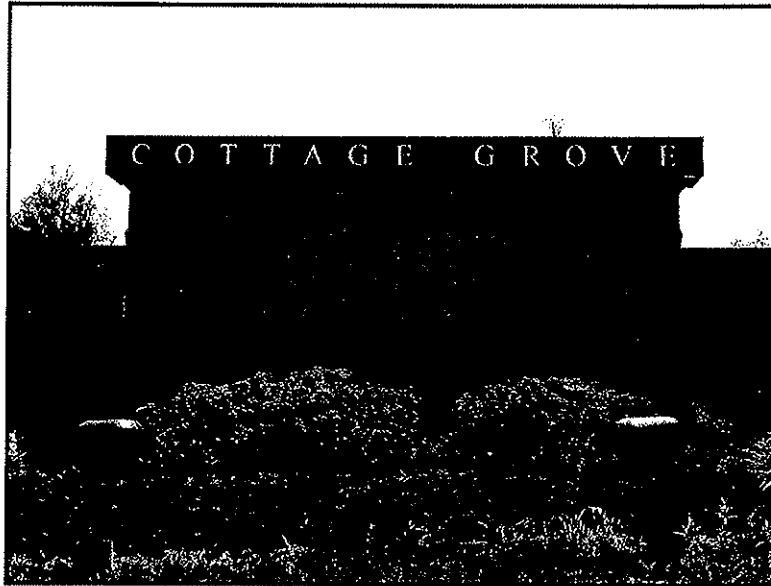


Cottage Grove Commerce Park

Commerce Park Website Proposal



February 14, 2013

Presented by:



Project Summary

Description

Ruedebusch Commercial Investments (RCI) will enter into a one-time contract with the Village of Cottage Grove to create a Cottage Grove Commerce Park website. The website will be used as a marketing and branding tool in conjunction with the other marketing channels RCI has in place for the Commerce Park.

It is expected the Commerce Park website will:

- Increase the presence and awareness online for the Commerce Park
- Serve as a point of information for prospects, the media, and the Village
- Capture additional web traffic to complement the visitors already coming to the Commerce Park listing on the Ruedebusch website and the listings on Multiple Listing Services websites

Please see Appendix A for additional information on web rankings and performance.

Scope of Work

RCI will subcontract Powderkeg Interactive (PKI) to create the design and structure of the Commerce Park website. After PKI has created the template, RCI will generate text for each page of the website to accurately describe the Commerce Park, the sites available for development, and the amenities of the Park. In addition, RCI will upload photographs, visual graphics, and Commerce Park site plans. The combination of text and graphic content will be balanced to create a visually appealing and informative website for visitors.

Before the Commerce Park website is made live on the internet RCI will review an interactive draft of the website with the Village President, Village Administrator, and Economic Development Committee for the Village. After the review RCI will implement feedback and publish the website to the internet. Depending on the timing of approvals we expect the website will be ready to go live within 2-3 months after the signing of this proposal.

Design and Development Pricing

One-time design and development fees for the website are the total of Powderkeg Interactive and Ruedebusch Commercial Investments fees, along with Year 1 Domain Registration & Hosting fees:

Total Cost Not To Exceed: \$5,450.00

Ongoing Website Maintenance

Year 1 domain and hosting registration costs included in this contract are estimated to be \$100.00 - \$150.00. The final pricing is dependent upon the website name and hosting package. The domain www.cottagegrovecommercepark.com is currently available on GoDaddy for \$14.99, while hosting is currently \$9.49/month for a 12 month contract. These prices are set by GoDaddy and are subject to change without notice. Annual, ongoing domain and hosting renewal charges are estimated to be \$100.00 - \$200.00. The annual ongoing domain and hosting charges are not covered under this contract and will be billed to RCI by GoDaddy; RCI will send these invoices to the Village for payment.

After the website is live RCI has the ability to edit the text and pictures on the website through an online portal called the Content Management System (CMS). RCI will use the CMS to continually update the content of the website to assure it is up-to-date and accurate. RCI will not charge the Village for the time spent on these updates; instead RCI will include these updates as a part of the Marketing under the Vacant Land Listing Contract for the Commerce Park.

Future significant website changes requested by the Village which cannot be performed by the CMS, or which are above and beyond the normal website maintenance performed by RCI, will be invoiced to the Village. Before any such changes are made RCI will work with the Village and PKI to determine changes needed and provide a cost estimate to be approved by the Village.

Website Termination

Domain and hosting renewal charges occur annually after the initial registration is completed by GoDaddy. The Village may end its involvement with the website by notifying RCI in writing 30 days prior to any yearly renewal.


The Village shall retain the right to take over management of the website upon expiration of the Vacant Land Listing Contract for the Commerce Park.

Acceptance

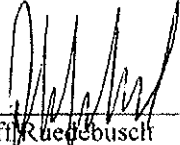
We look forward to continuing the marketing of the Commerce Park; please sign to indicate your acceptance of this proposal.

Village of Cottage Grove

Ruedebusch Commercial Investments



Diane Wiedenbeck



Jeff Ruedebusch

2/21/13
Date

2/21/13
Date

Village of Cottage Grove
President
221 East Cottage Grove Road
Cottage Grove, WI 53527

Ruedebusch Commercial Investments
Vice President
4605 Dovetail Drive
Madison, WI 53704

Appendix A

Web Rankings

Website rankings on search engines are an ever-changing process. Websites are constantly changing and evolving to stay relevant and attract new visitors. Developing a specific Cottage Grove Commerce Park website should provide increased awareness of the Commerce Park and add a unique element to the land listing not always found in commercial real estate.

PKI indicates that Google is the top search engine and the traffic to our www.ruedebusch.com domain from January 2012 – December 2012 supports that:

<u>Search Engine</u>	<u>Visitor Traffic</u>
Google	87%
Bing	7%
Yahoo	4%
Other	2%

Accordingly, we will design the Cottage Grove Commerce Park website based on the data that indicates the majority of web searches will come from Google.

Website Performance

The Cottage Grove Commerce Park listing is online and marketed through a variety of current websites, including: The Village of Cottage Grove, Ruedebusch, Property Drive, Xceligent, LoopNet, Showcase, and the Wisconsin Economic Development Corporation. The following page is a sample ranking of search terms related to the Commerce Park and the corresponding ranking on Google and Bing. These rankings reflect online content that corresponds to the marketing websites noted above. The rankings show searches performed on a computer in the City of Madison; the same searches performed in other parts of the country may produce different results.

Appendix A

Internet Search Term Rankings – Week of January 13, 2013

Google

<u>Search Term</u>	<u>Results Page</u>	<u>Ranking</u>	<u>Specific/Shared</u>
Cottage Grove Commerce Park	1	3	Specific (Ruedebusch)
Cottage Grove WI Business Park	1	1	Shared (LoopNet)
Cottage Grove WI Business Park	1	3	Shared (Village)
Cottage Grove WI Business Park	2	15	Specific (Ruedebusch)
Cottage Grove WI Commercial Land for Sale	1	1	Shared (LoopNet)
Cottage Grove WI Commercial Real Estate	1	1	Shared (LoopNet)
Cottage Grove WI Commercial Land for Development	1	2	Shared (CoStar)
Cottage Grove WI Development Sites	1	1	Shared (Village)
Madison WI Commercial Land for Sale	3	23	Shared (Ruedebusch)
Madison WI Suburb Commercial Land for Sale	1	7	Shared (Ruedebusch)
Madison WI Suburb Commercial Land for Development	1	2	Shared (Ruedebusch)
Madison WI Business Park Land for Sale	1	4	Shared (Ruedebusch)

bing

<u>Search Term</u>	<u>Results Page</u>	<u>Ranking</u>	<u>Specific/Shared</u>
Cottage Grove Commerce Park	2	15	Shared (CoStar)
Cottage Grove WI Business Park	1	2	Shared (Village)
Cottage Grove WI Commercial Land for Sale	1	1	Shared (LoopNet)
Cottage Grove WI Commercial Real Estate	1	2	Shared (LoopNet)
Cottage Grove WI Commercial Land for Development	1	1	Shared (LoopNet)
Cottage Grove WI Development Sites	1	1	Shared (Village)
Cottage Grove WI Development Sites	1	2	Specific (Village)
Madison WI Commercial Land for Sale	-	-	No results in first 5 pages
Madison WI Suburb Commercial Land for Sale	-	-	No results in first 5 pages
Madison WI Suburb Commercial Land for Development	3	29	Shared (Ruedebusch)
Madison WI Business Park Land for Sale	1	5	Shared (Ruedebusch)