

project proposal

prepared for:

Port of Olympia

date prepared:

08/21/2025

agency: Snowberry Media

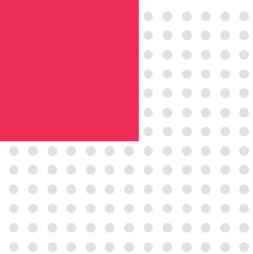
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letter of interest

We're excited to submit this proposal for the redesign and redevelopment of the Port of Olympia website. Your focus on clear communication, public trust, and service delivery aligns with our passion for building accessible, fast, and easy-to-manage government sites.

We propose a custom WordPress build that's mobile-responsive, WCAG-conscious, and simple for staff to update. Through a short, collaborative discovery, we'll clarify goals, streamline content, and shape a modern user experience with plain-language navigation and powerful search. Beyond core functionality, we see several high-impact opportunities to add value:

- A real-time Operations & Alerts center (tides, wind, AIS, berth status, clear service alerts)
- A centralized Resources Library with smart filters and PDF search for self-service
- An Interactive Map & Facility Explorer spanning Marine Terminal, Swantown, Airport, Real Estate, and projects

Our team has delivered public-sector sites with the same priorities you have: clarity, performance, accessibility, and maintainability. You'll get a tailored design, transparent communication, a recorded training session, and 60 days of post-launch support. Thank you for the opportunity, we're ready to partner with the Port of Olympia to create a trusted, modern, resident-first digital home.

Best,

Kevin Forte



Web Sales Specialist

kevin@snowberrymedia.com

(814) 757-0080



project objectives

We propose designing a custom website for the Port of Olympia, built on the WordPress CMS. By creating a custom design, we can implement meaningful solutions for your goals and ensure the new website is easy to manage, SEO-optimized, mobile-responsive, accessible, fast, and secure.

Research & Discovery

- Understand your goals, audience, and message through team collaboration.
 - Gather feedback from stakeholders for deeper insights.
 - Develop a strategic plan to guide design and development.
 - Audit and streamline content to improve clarity and efficiency.
 - Use competitive analysis and user research to guide best practices and user needs.
-

Fully Custom Web Design

- Provide personalized attention with a bespoke approach.
 - Leverage best practice design techniques and development standards.
 - Tailor strategies to align with your unique goals and vision.
 - Design inclusive, user-focused visuals that reflect the brand and mission.
-

Content Collaboration & Migration

- Use WP Import and WP Export tools for seamless migration.
 - Assess, organize, and transfer content for optimal integration.
 - Ensure no data loss and maintain content quality on the new platform.
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Content Management Solution

- Offer robust content management capabilities.
 - Simplify updates with drag-and-drop editing.
 - Ensure design consistency across the website.
-

User Experience (UX) and Site Architecture

- Prioritize intuitive navigation for improved usability.
- Design clear, logical paths for seamless user flow.
- Implement responsive elements and robust search features for an optimized experience across devices.

Mobile and Cross-Browser Optimization

- Use fluid grid layouts and responsive images for adaptability.
- Implement media queries for consistent design across screen sizes.
- Optimize loading times and display for enhanced mobile performance.

SEO Optimization Techniques

- Build a fast, mobile-responsive website secured with SSL.
- Implement technical SEO tools including XML sitemaps, structured data, and canonical tags.
- Manage redirects and 404 pages to maintain link equity and user experience.
- Conduct keyword research, optimize on-page content (meta tags, headings, URLs), and configure analytics for tracking and performance.

Site Performance

- Implement advanced page caching, GZIP compression, and media lazy-loading.
- Use lossless image compression and JavaScript deferral for optimized loading.
- Utilize a content delivery network (CDN) for faster global content delivery.

Multimedia Content Features

- Support for high-quality video and audio embedding.
- Implement interactive elements like galleries, sliders, and animations.
- Optimize multimedia for fast loading without compromising quality.

Testing and Post-Launch Support

- Conduct thorough pre-launch testing, including functional, usability, and accessibility checks.
- Offer post-launch monitoring to address any issues promptly.
- Provide ongoing maintenance options for long-term website health and security.

Training

- Conduct a detailed training session, with a recorded version for future reference.
- Offer a 60-day grace period for questions and updates post-launch.
- Ensure a smooth transition with immediate issue resolution to enhance user experience.
- Provide documentation on CMS usage, website structure, and maintenance processes

Accessibility Commitment

- Follow WCAG 2.1 AA guidelines for accessibility.

- Use user-friendly navigation, readable fonts, and alt text for images.
- Conduct thorough testing to meet accessibility criteria.
- Design inclusively for diverse ages, genders, and cultural backgrounds.

unique concepts

Beyond delivering a modern redesign, we propose several high-impact enhancements to elevate the Port of Olympia's digital presence:

Port Conditions & Traffic Hub

Create a real-time, mobile-optimized center for mariners, truck drivers, and GA pilots to plan safely and efficiently.

- Integrate live tide levels, wind speeds, weather advisories, and AIS vessel traffic.
- Display berth status, expected arrivals, docking schedules, and Swantown transient slip cues.
- Embed traffic cams and gate wait times, with sitewide alerts for closures and emergency updates.

This hub becomes a critical operational tool while reinforcing transparency and real-time service.

Interactive Resource Toolbox

Centralize public records in a searchable, easy-to-use Resource Center.

- Offer advanced search with smart filters by type, category, department, and date.
- Use tagging and structured metadata to improve organization and SEO.
- Provide mobile-friendly previews and accessible downloads with guided CMS forms for easy publishing.

This improves public access and simplifies internal management.

Economic Impact Dashboard

Show the Port's economic and environmental contributions at a glance.

- Track jobs supported, cargo throughput, marina/airport activity, revenue, taxes, and investments.
- Include sustainability metrics such as emissions, stormwater, and restoration projects.
- Enable filters by year, business line, or impact area, with downloadable, board-ready reports.

Stakeholders can explore trends and export visuals for meetings and funding needs.

Interactive Map & Facility Explorer

A fast, accessible map to find facilities, services, and projects.

- Unified layers for Marine Terminal, Swantown, Airport, Real Estate, environmental projects, and districts with simple filters.
- Facility pages from map markers with photos, hours, services, berths/slips, runway info, and leasing contacts; ADA list view and shareable deep links.
- Real-time status and alerts for closures, detours, slip/berth availability, and active projects.

This delivers quick wayfinding and transparency in a single, modern experience.

Community Impact Portal

Highlight civic engagement and education in a dedicated community center.

- Publish a dynamic calendar of events, tours, and public meetings.
- Spotlight partnerships, workforce programs, volunteers, local sponsorships, and youth content.
- Offer interactive learning resources that reveal behind-the-scenes operations.

The portal underscores the Port's role as a proactive community partner.

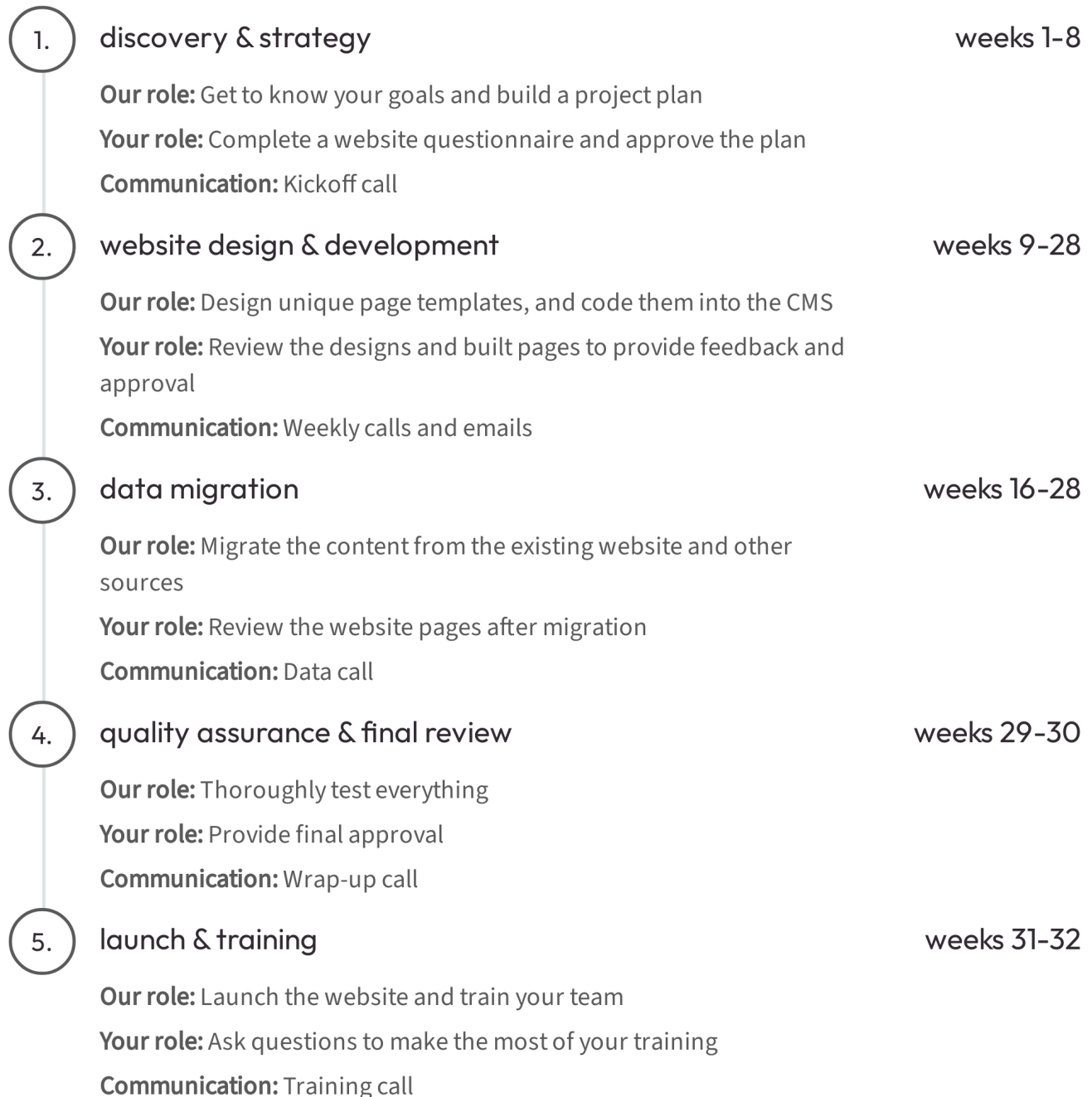
Approach to Multilingual Support

Deliver inclusive language access that's scalable and easy to manage.

- Define page-by-page strategies for human review vs. automated translation.
- Implement proven solutions (e.g., Google Translate, Weglot, WPML, MultilingualPress).
- Maintain performance, clarity, accessibility, and multilingual SEO.

This ensures messages reach more residents without adding unnecessary complexity.

timeline & approach



overall timeframe 30-32 weeks

*Project phases will overlap at times which will help expedite the completion of deliverables. For example, after design approval of a page the frontend development and content creation can begin for that page, while the next design is started.

project management

We use Asana to keep everything on track and everyone in the loop. This powerful tool helps our team collaborate effectively and meet project deadlines efficiently.



Project Tasks

Tasks allow us to break down complex projects into manageable activities, each assigned to specific team members.



Milestones

Milestones mark critical goals or deadlines within the project, serving as checkpoints to measure progress and align team expectations.



Calendar

The calendar integrates tasks and milestones into a visual timeline, helping us manage deadlines.



Files

Asana allows us to attach files directly to tasks and projects, ensuring all necessary documents are readily accessible and centralized.



Messages

The messaging feature facilitates quick, centralized communication, maintaining a log of decisions and discussions.

who we are

Snowberry Media is a boutique branding and website design and development agency, specializing in creating unique experiences for web and print. We have 15 years of experience working with a wide range of clients from different industries and countries.

Our approach involves guiding each client towards the best-fit solution for their specific needs. We have a small team of creative and technical experts that work directly with our clients to ensure optimal outcomes in everything we do.

our core team



Jason Hipwell

PRESIDENT & HEAD OF DEVELOPMENT | 15 YEARS OF EXPERIENCE

Jason leads business development and connects clients with the agency. Within Snowberry Media, he oversees sales, marketing, and uses his extensive experience in HTML, CSS, Javascript, PHP, and SQL to provide technical direction for the team.



Tara Jaggi

CREATIVE DIRECTOR & UX DESIGNER | 10 YEARS OF EXPERIENCE

Tara creates unique, compelling experiences in UX design and provides creative direction for projects. She loves branding & illustration; In her spare time, she likes practicing yoga and honing her culinary skills.



Kevin Forte

WEB SALES SPECIALIST | 12 YEARS OF EXPERIENCE

Kevin specializes in consulting with our clients to identify their digital marketing needs, focusing on crafting customized web design and development solutions that enhance their online presence. He loves spending time outdoors, fly fishing and camping with his family.



Amanda Morales

VISUAL & UX DESIGNER | 7 YEARS OF EXPERIENCE

Amanda specializes in turning concepts into intuitive and visually captivating designs. From crafting user interfaces to enhancing user experiences, she relishes the creative challenge in every project. She finds joy in immersing herself in diverse cultures, constantly seeking fresh inspiration through travel and exploration.

why snowberry

What's a Snowberry? The genus name is derived from the Greek word συμφerein (sumphoreîn), meaning "to bear together". This speaks to our approach of partnering with you to create an ideal solution. We've broken down the main reasons why our clients choose Snowberry as a partner.



Partnership

We partner with you to create thoughtful, meaningful solutions.



Expertise

We've been in business for 15 years and worked with hundreds of clients across various industries and markets. When you work with us, you work directly with experts, not through a middleman.



Creativity

We specialize in custom design and development. That means we create a solution for you from the ground up. Your organization is unique, and your website should show that.



Goal-oriented

As a results-driven agency, we focus on delivering tangible value. We do this by understanding your goals, and shaping the user experience on your website to help meet those goals.



Technology

We leverage powerful technology to make your website easy to manage, SEO-optimized, responsive, accessible, fast, and secure.



Training

We train you to be more confident and adept at managing your website.

our technologies

Our team has been designing and developing custom websites on WordPress since 2010. For our lightweight approach, we choose to add plugins for the sake of necessity, not to add bloat to your site. This ensures the best experience possible with fewer problems down the road and nothing in the way of your goals. Because every site is custom and has its own unique needs, every site we make uses a unique combination of software.



WordPress

powerful content management



Beaver Builder

drag and drop page editing



WooCommerce

growth-driven eCommerce



WP Engine

managed hosting with
maintenance add-ons



Gravity Forms

easy-to-build forms



Yoast

easy search engine optimization



WP Rocket

performance-enhancer used
after launch



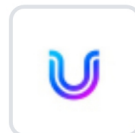
SolidWP

comprehensive security



FacetWP

advanced filtering for all your
data



UserWay

all-inclusive accessibility

our work



relevant work

Erie Sports Hall of Fame

<https://eriesportshalloffame.org/>

Harrisburg Downtown Improvement

<https://harrisburgdid.com/>

National Trust Tours

<https://nationaltrusttours.com/>

Costa Rica Weddings

<https://costaricawedding.com/>

Siena Lake

<https://sienalake.com/>

Greenwood Hospitality

<https://farnamhotelrestaurants.com/>

<https://dynamitewoodfiregrill.com/>

<https://catalystlounge.com/>

<https://pasodelnorteresaurants.com/>

Relevant Active Projects

Port of Vancouver USA

Conservation Technology Information Center

The Park People

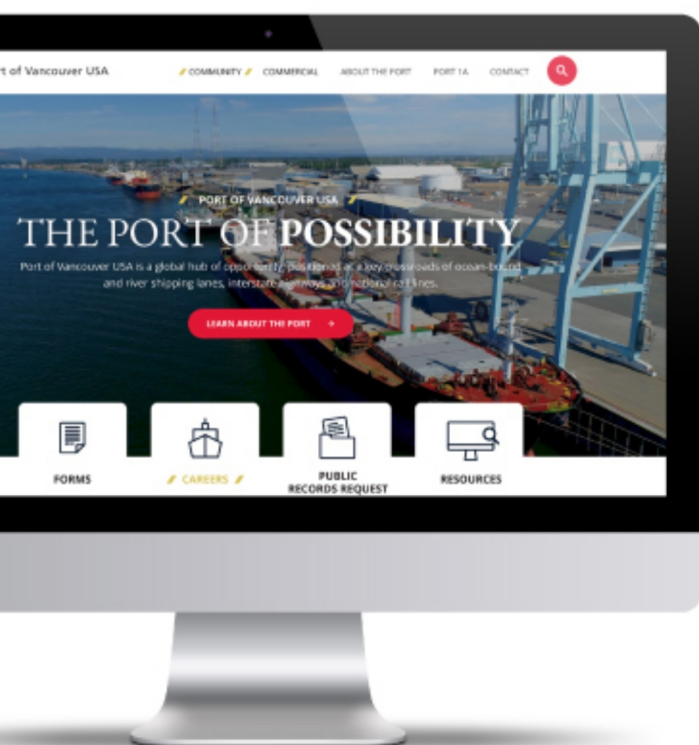
Port of Vancouver USA

project overview

Port of Vancouver USA is a global hub of opportunity, positioned at a key crossroads of ocean-bound and river shipping lanes, interstate highways and national rail lines.

KEY FEATURES

- website design
- web development
- history timeline
- multilingual
- forms & resources



our work

We partnered with Port of Vancouver USA to modernize their website. Our goal was to simplify and streamline both the visual identity and user experience, making key information more accessible to a wide range of users—from shipping partners to community stakeholders. The result is a clean, intuitive website that reflects the port's approach.

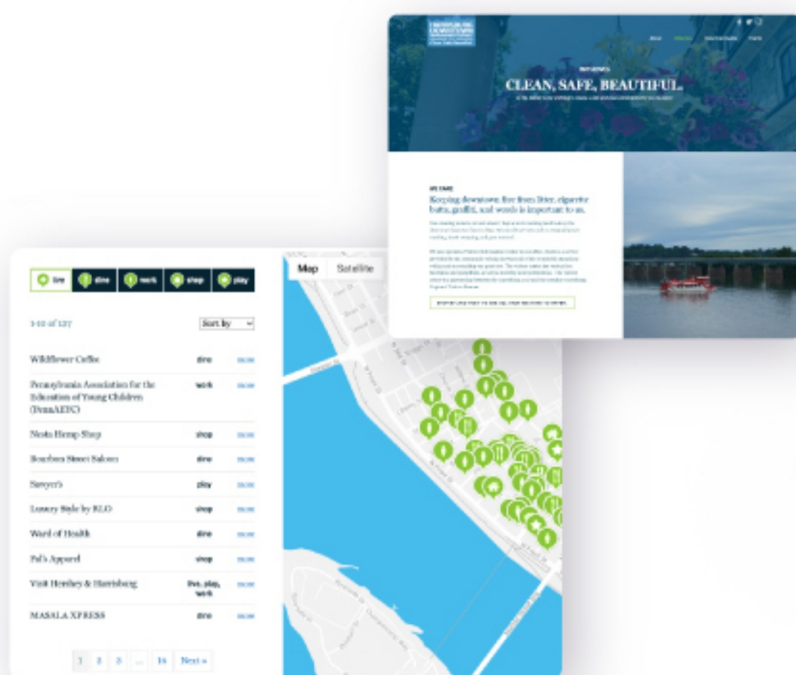
Harrisburg Downtown Improvement District (HDID)

project overview

The HDID is dedicated to the beautification of downtown Harrisburg by fostering a thriving environment for business owners, residents, and visitors. Their new site was outfitted with a clean look and everything a municipality needs to conduct business with the public.

KEY FEATURES

- website design
- web development
- interactive map
- business listings
- event calendar



our work

A large part of this project was showcasing all the different types of businesses in downtown Harrisburg through the downtown guide. This was done in a simple, straightforward way by categorizing points on a map, making it easy for users to sort through the directory.

Along with locations, events were added for users to find more specific things to do in the downtown district.

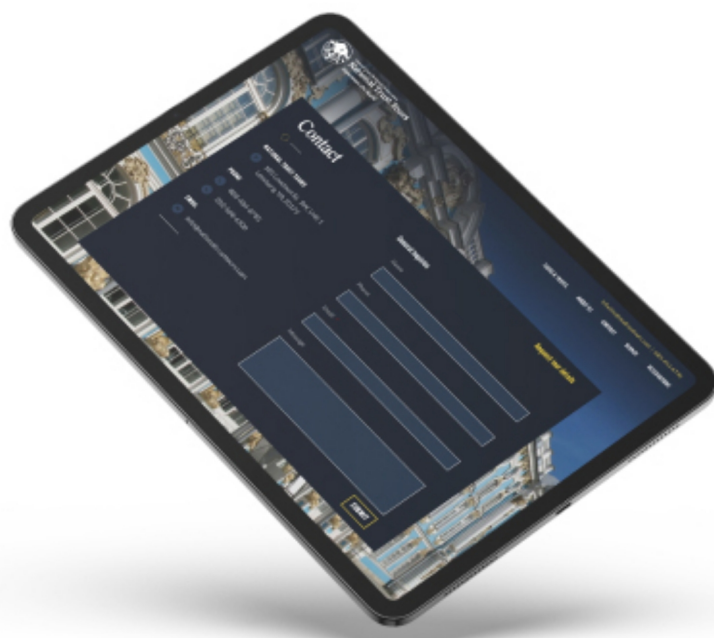
National Trust Tours

project overview

National Trust Tours has been offering culturally rich tourism programs for over 50 years. They offer prestigious tours with a focus on art and architecture paired with curation by experts for truly unique and enriching experiences.

KEY FEATURES

- website design
- web development
- user research
- technical SEO



our work

Through user testing, we were able to identify and address fundamental issues with the old site, making it simpler for their target audience to inquire about travel tours.

The new design was centered around the large catalogue of tours and the new aesthetic utilized already-existing, beautiful photography and featured new typography and colors that exudes history and prestige.

[NATIONALTRUSTTOURS.COM](https://nationaltrusttours.com)

Siena Lake

project overview

Siena Lake is a scenic community located in the Rocky Mountains of Colorado focused on outdoor recreation. We built supportive features to enhance the experience and add some interactivity so Siena Lake could attract more potential residents and continue sharing passion for the outdoors.

KEY FEATURES

web development
custom iconography
interactive map
activity map



our work

Our role comprised of crafting two separate maps. The property map showed the neighborhood where users could relocate, along with floorplans and exterior mockups. The mountain living map consisted of hand-drawn illustrations to show recreational activities that were available in the region.

We also added to their library of icons to help accent their list of amenities for the community.

references



COMMUNICATIONS SPECIALIST, PORT OF VANCOUVER USA

Sadie Prodanovich

sprodanovich@portvanusa.com

(360) 823-5298

KEY SERVICES

web design/dev

api integrations

multilingual



CO-FOUNDER CEO-CMO, VILLA PUNTO DE VISTA ESTATE

Christien Johnson

christien@pullapuntodevista.com

(888) 890-8687

KEY SERVICES

website design

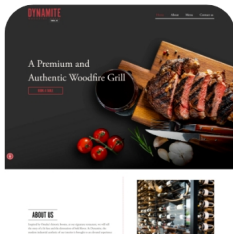
website development

interactive quiz

venue / vendor

profiles

content collaboration



DIRECTOR OF MARKETING, GREENWOOD HOSPITALITY

Liz Flurry

lflurry@greenwoodhospitality.com

KEY SERVICES

website design

website development

interactive map

business directory

event calendar



DIRECTOR OF MARKETING, HARRISBURG DID

Sydney Musser

sydney@harrisburgdid.com

KEY SERVICES

website design

website development

interactive map

business directory

event calendar



SENIOR OPERATIONS MANAGER, NATIONAL TRUST TOURS

Lisa Turgeon-Williams

lisa@nationaltrusttours.com

(202) 588-6303

KEY SERVICES

website design

website development

robust search/filtering

user testing

your investment

TITLE/DESCRIPTION

SUBTOTAL

discovery & strategy

\$6,875.00

- Kick-off conference call to establish project goals
- Site architecture strategy and development
- Text content and rich media collection
- Existing website audit to identify weaknesses and opportunities
- Stakeholder interviews and questionnaire
- Establish project timeline

website design & development

\$48,750.00

- Design & User Experience
 - 5 unique homepage design, one each for Port, Airport, Real Estate, Seaport and Swantown
 - 16 unique inner page designs templates
 - Some templates will be shared throughout subdomain sites
 - 10 rounds of revisions
 - Professionally designed, mobile-responsive page templates
 - Drag and drop visual page editor with preview capability
 - Visual editing software to create layouts without coding
 - Reusable sections and templates
- Development & Functionality
 - Powered by WordPress (CMS)
 - Form building software for unlimited forms
 - Access to stock photography
 - Third-party integrations
 - Port Conditions & Traffic Hub
 - Interactive Resource Toolbox
 - Economic Impact Dashboard
 - Interactive Map & Facility Explorer
 - Community Impact Portal
 - Filterable & searchable news and press releases
- SEO & Analytics

- On-page SEO configuration (auto-generated title tags, meta descriptions, and XML sitemaps)
 - Schema markup declarations, structured data, and proper HTML tags
 - Permanent (301) redirects from previous site pages
 - Implementation of Google Analytics
 - Performance, Security & Testing
 - Installation and configuration of WP Rocket for site performance
 - Robust security software
 - Comprehensive testing for quality assurance
 - Accessibility & Privacy Compliance
 - Accessible design system with intuitive navigation and distinguishable content
 - Compliance with WCAG 2.1 AA standards
 - Recommendation to install the UserWay accessibility widget for ongoing compliance
 - Cookie acceptance dialog/popup for privacy compliance
-

intranet portal

\$5,725.00

- Develop a secure, login-only portal for Port staff
 - Provide access to streamline communication, strengthen collaboration, simplify training and onboarding, and boost employee engagement
 - Design for mobile responsiveness with room to expand in the future
-

multilingual functionality

\$4,500.00

- Work with the Port of Olympia team to identify the best solution
 - Install, build and configure multilingual functionality across site
 - Implement translated content as needed
-

data migration

\$5,225.00

- Port all data from the main Port of Olympia website including images, page content, and files into new site
- Add new/revised data from the Port team

managed launch & training

\$3,250.00

- Managed website launch
- Recorded training session
- Comprehensive walk-through of the website dashboard including the visual page builder
- 60 days of post-launch support

project total: \$74,325.00

hosting & support

ongoing services

	BASIC \$100/mth	BUSINESS \$300/mth	PREMIUM \$600/mth
Managed Website Hosting	✓	✓	✓
Daily Backups	✓	✓	✓
SSL Integration	✓	✓	✓
Software Updates	✓	✓	✓
Up-time Monitoring	✓	✓	✓
Application Performance Monitoring	✓	✓	✓
Global Edge Security *	+\$50/mth	✓	✓
Support Hours		3 hrs	7 hrs

* Global Edge Security includes a Web Application Firewall (WAF), advanced DDoS protection, automatic image compression, distributed data centers, and network caching to significantly enhance the security and performance of your website.

as needed services

Hourly Support	\$125/hr
Bulk Hourly Support	\$1,000/10 hrs

your project

your total

\$74,325.00

details

1 homepage design

16 inner page designs

30 - 32 weeks

research and planning

port conditions & traffic hub

resource toolbox

economic impact dashboard

map & facility explorer

community impact portal

filterable & searchable news

managed launch and training video



thank you!

please contact our team
with any questions

PRESIDENT

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