

June 22, 2009

Mark Heller
Executive Director
Golden Urban Renewal Authority
922 Washington Avenue
Golden, CO 80401

Dear Mark,

This proposal describes the internet support aspects of the new "Buy Local First" campaign. The plan is to append the new material to the **GOLDEN.COM** site, since that already has a substantial local following. All content developed¹ for this campaign will belong to the city and can be moved to a stand-alone site at any time.

- 1) Set up a new section with the address: **WWW.GOLDEN.COM/BUYLOCALFIRST**.
- 2) Incorporate the 2hourvacation and Golden sustainability logos in the page design. (Steve suggested the bottom of the page, but he was talking about print documents.)
- 3) Include the following components:
 - a) Reasons to shop local.
 - b) Boundary map showing the city limits (and making clear that Denver West falls outside the city limits).
 - c) Downloadable posters in PDF format using Golden scenes and including "We are Golden. Buy Local First." as well as the sponsorship logos and the link to the website. Start with pictures I've taken and incorporate others if desired. For example, we might want to use some of Sharon's event posters, which include a lot of people. Another example: Donna Owen requested one that was sepia-toned showing the arch, so I made that for her.
 - d) Sections listing the shops available in each section of the city--downtown, canyon point, golden road, heritage square, and "misc." This will be based on the information that Sharon has maintained for EdComm and will include name, address, phone number, a link to their website if they have one, and a brief description of what they sell, if they choose to provide it. 2hourvacation already has this info, but it's not geographically organized. <http://www.2hourvacation.com/shopping.html>. For purposes of providing this estimate, I'm assuming I will copy the contents from that site & use it on **BUYLOCALFIRST**. I do not plan to seek new content beyond what EdComm has already collected, but will provide a form on the site so merchants can submit the information themselves. For the initial roll-out I would not plan to set up a database. If reasons arise later to do that, it will be an add-on cost.
 - e) A section on the Farmers Market & the whole grown-locally/less energy used idea.

¹ I will retain the right to use my photographs in other applications, but the city can continue to use them in Buy Local Now posters.

- f) A stories section about how good it is to shop in Golden. We can seed this with stories Sharon & I have written, ask board members to provide a few, and *invite the community to send in more through the website* (this is the "blog"). I'll screen them but probably include any that pass the no-porn test. I'll also transcribe oral stories for people who can't stand to fill out forms on computers.

Basic site cost (items 1 – 3): **\$2100**

4) I recommend the following additions:

- a) Include 1 or 2 videos about specific stores to give merchants an example of what they could do.

Recommended Option 1: Two "commercials" to serve as examples: **600**

- b) Include 1 or 2 goofy shop local videos to show the community what we'd like them to submit.

Recommended Option 2: Two shop local videos to serve as examples: **400**

- c) Write an outline for the merchants, to suggest what they might want to include in a video.

Recommended Option 3: Commercials outline: **100**

- d) Write high-level instructions for running the video camera, including some quality suggestions. (Does not include instructions regarding editing software or loading videos to YouTube.)

Recommended Option 4: Video camera instructions: **100**

5) Additional Options:

- a) Facebook page (example: <http://www.2hourvacation.com/shopping.html>).

Option 5: We are Golden. Buy Local First Facebook page: **600**

- b) Training store owners to set up and maintain their own Facebook pages so we can link to them.

Option 6: Site Visit to merchants to help them set up a Facebook page: **200/visit**

- c) Picasa account (or similar service) to allow others to post pictures (example: <http://www.flickr.com/groups/2hv/>).

Option 7: Photo sharing account on free external service: **600**

- 6) As a future enhancement, I think we should create an internal search engine and allow merchants to enter types of merchandise that they sell, so a consumer could type in "candle" or "burrito" and get a list of all the stores (or restaurants?) in Golden who have said they sell that item.

Option 8: Estimated cost: **1500**

This is a dynamic project with technology, social networking, and people's ideas constantly emerging, so I expect new development ideas to pop up that we haven't yet considered. Additional development work on this project will be done at the rate of \$70/hour, subject to prior approval by GURA. If my presence is requested at meetings, that time will also be chargeable.

Please let me know if you have any questions: 303-278-2701.

Sincerely,
Barb Warden