

Memorandum

To: Mayor and Council
From: Tom Baker, Town Administrator
Date: October 15, 2013
Re: Advertising and Marketing Contract (Expose New Castle)

Purpose: The purpose of this item is for Council to formally act on the Advertising and Marketing contract between the Town and AJ Design & Associates.

Background and Discussion: Since late winter, AJ Design & Associates (Ann Stuckey) has educated and advised the Council on our advertising and marketing strategy for our (Expose New Castle) idea. Ann's point was that in our world of social media and the internet it was imperative for the Town to have a robust website as the foundational building block for our (Expose New Castle) strategy.

In the spring, the Town publically requested qualifications from graphic design firms to redevelop the Town's website. Through that public process, AJ Design & Associates was selected as the preferred contractor for our advertising and marketing (Expose New Castle) needs. In September, AJ Design & Associates presented Council with a direction and concept for the contract work. Council reviewed this concept and agreed that this was exactly what they wanted and directed staff to draft a contract for Council action.

Attached to this memorandum is the proposed contract. Please refer to section 7.1. This section allows two options for insurance – insurance in the amount of \$1,000,000.00 or in the alternative, coverage standard in the industry for the specific professional services being requested. Over the past few weeks, staff has learned that other jurisdictions in our area do not require liability insurance for graphic design work and other graphic design professionals are not asked to secure liability insurance by their clients.

Recommendation: Staff recommends approval of this contract with AJ Design & Associates and recommends that the Town allow for the alternative in section 7.1 and not require liability insurance.

**AN AGREEMENT BY AND BETWEEN THE TOWN OF NEW CASTLE AND
ANN STUCKEY d/b/a AJ DESIGN & ASSOCIATES FOR THE FOLLOWING
PROFESSIONAL SERVICES:**

1.0 PARTIES

This agreement is made by and between the Town of New Castle, a home rule municipality of the State of Colorado (“Town” or “Owner”), and Ann Stuckey, d/b/a AJ Design & Associates (“Contractor”).

OWNER

Town of New Castle
450 West Main Street
P.O. Box 90
New Castle, Colorado 81647

and the

CONTRACTOR

Ann Stuckey
d/b/a AJ Design & Associates
960 Clubhouse Drive
New Castle, Colorado 81647

2.0 RECITALS AND PURPOSE

- 2.1 The Owner desires to engage the Contractor for the purpose of performing professional marketing and web site design services.
- 2.2 The Contractor represents that it has the special expertise and background necessary to provide the Owner with the services.
- 2.3 After soliciting proposals for this scope of work Owner desires to award the contract to the Contractor.

3.0 SCOPE OF SERVICES

- 3.1 The Contractor agrees to provide the Owner with the specific professional marketing and website design services as more fully set forth in the proposal attached hereto as Exhibits "A" and "B" and incorporated herein by reference.
- 3.2 Specifically, and without limitation, the Contractor will redesign the Town’s website to emphasize the Town’s outdoor amenities, increase the ease of use and access to information and improve the user interface.
- 3.3 The Contractor agrees to furnish the best skill and judgment and to cooperate with the

Owner, Owner's Staff, and other consultants retained by Owner in furthering the interests of the Owner.

4.0 COMPENSATION

4.1 The Owner shall pay the Contractor for services as set forth in this agreement and Exhibit A in a total not to exceed amount of seventeen thousand five hundred dollars (\$17,500), broken down as shown on Exhibit B attached hereto. This amount is inclusive of all services required to for this Agreement including any and all travel, copying, mailing, phone and other reimbursables.

4.2 Any payment obligations of Owner for fiscal years after the year in which this Agreement is executed shall be subject to and contingent upon annual budgeting and appropriation by Owner.

4.3 Such compensation amount shall only be altered by formal written agreement.

5.0 TERM

5.1 The Contractor's services under this Agreement shall commence on the execution of this contract by the Owner and be completed by March 3, 2014; provided, however, any obligations of the Town to pay for services pursuant to this Agreement after the 2013 fiscal year, and Contractor's duty to provide such services after December 31, 2013, shall be subject to budgeting and appropriation by the Town Council for the 2014 fiscal year.

6.0 LIABILITY FOR DAMAGES/INDEMNIFICATION

6.1 The Contractor agrees to indemnify and hold harmless the Owner, and its officers and its employees, from and against any liability, demands, and expenses, including reasonable court costs and attorney fees, on account of any injury, loss, or damage, which arise out of or are in any manner connected with the work to be performed under this Agreement, if such injury, loss, or damage is caused by, or is claimed to be caused by the negligent act, error or omission or other fault of the Contractor or any officer or employee of the Contractor or any subcontractor of Contractor, or any other person for whom Contractor is directly responsible.

6.2 The obligations of this Section 6 shall not extend to any injury, loss, or damage which is caused by the act, omission, or other fault of the Owner or parties under the Owner's control, which shall include alterations to the website made by the Owner without the knowledge or consent of the Contractor. All content on the website, including function, copy and photographs, shall be approved by the Owner before being uploaded or implemented into the website.

7.0. INSURANCE

- 7.1 Contractor shall procure insurance coverage, including professional liability coverage, in a minimum amount of \$1,000,000.00 per occurrence. In the alternative and with the prior approval of Owner, Contractor may procure other insurance coverages and amounts otherwise standard in the industry for the kind of work performed by the Contractor. Contractor shall furnish the Owner with a copy of any certificate regarding same.
- 7.2 The parties hereto understand and agree that Owner is relying on and does not waive or intend to waive by this Agreement or any provision hereof, the monetary limitations and any other rights, immunities and protections provided by the Colorado Governmental Immunity Act, C.R.S. §24-10-101 et seq. as amended from time to time or otherwise available to Owner.

8.0 INDEPENDENT CONTRACTOR / SUBCONTRACTORS

- 8.1 Contractor and any persons employed or retained by Contractor for the performance of work hereunder shall be independent contractors and not agents or employees of Owner. Any provisions in this Agreement that may appear to give the Owner the right to direct Contractor as to details of doing work or to exercise a measure of control over the work mean that Contractor shall follow the direction of the Owner as to end results of the work only. Contractor is not entitled to receive from Owner any benefits, including without limitation workers' compensation or unemployment compensation. The Contractor is obligated to pay all federal, state and local income tax or other applicable tax on any moneys earned or paid pursuant to this Agreement. Nothing herein shall create or be construed as creating a partnership, joint venture or agency relationship between the parties, and no party shall have the authority to bind the other in any respect.

9.0 ASSIGNMENT

- 9.1 Contractor shall not assign or delegate this Agreement or any portion thereof, or any monies due or to become due hereunder without the Owner's prior written consent.

10.0 TERMINATION

- 10.1 This Agreement may be terminated by either party for material breach or default of this Agreement by giving the other party written notice at least fifteen (15) days in advance of the termination date. Termination pursuant to this subsection shall not prevent either party from exercising any other legal remedies which may be available to it.
- 10.2 In addition to the foregoing, this Agreement may be terminated by the Owner for its convenience and without cause of any nature by giving written notice at least

thirty (30) days in advance of the termination date. In the event of such termination, the Contractor will be paid for the reasonable value of the services rendered to the date of termination, not to exceed the total amount set forth herein, and upon such payment, all obligations of the Owner to the Contractor under this Agreement will cease. Termination pursuant to this Subsection shall not prevent either party from exercising any other legal remedies which may be available to it.

11.0 INSPECTION/OPEN RECORDS

- 11.1 The Owner and its duly authorized representatives shall have access to any books, documents, papers, and records of the Contractor and its subcontractors that are related to this Agreement for the purpose of making audit, examination, excerpts, and transcriptions.
- 11.2 Owner is subject to and bound by the Colorado Open Records Act, § 24-72-101 *et seq.* C.R.S. Any and all documents Contractor prepares pursuant to this Agreement may be subject to production and/or reproduction pursuant to those statutes, irrespective of any copyrights held by the Contractor. The Contractor hereby waives any claims of any kind whatsoever against Owner for the Owner's compliance or attempted compliance with the provisions of the Open Records Act.

12.0 INTEGRATION AND AMENDMENT

- 12.1 This Agreement represents the entire Agreement between the parties and there are no oral or collateral agreements or understandings. This Agreement may be amended only by an instrument in writing signed by the parties.

13.0 CONTROLLING LAW; ATTORNEYS FEES; SURVIVAL; COSTS OF COLLECTION

- 13.1 This Agreement is being executed and is to be performed in the State of Colorado and shall be enforced and construed according to the laws of the State of Colorado. Venue for any dispute arising out of this Agreement shall be in the District Court for Garfield County, Colorado.
- 13.2 Should this Agreement become the subject of legal action to resolve a claim of default in performance by any party, including the collection of past due amounts, the non-prevailing party shall pay the prevailing party's reasonable attorneys fees, expenses, and court costs. All rights concerning remedies and/or attorneys fees shall survive any termination of this Agreement.

14.0 APPROPRIATION

- 14.1 No provision of this Agreement shall be construed or interpreted: i) to directly or indirectly obligate Owner to make any payment in any year in excess of amounts appropriated for such year; ii) as creating a debt or multiple fiscal year direct or

indirect debt or other financial obligation whatsoever within the meaning of Article X, Section 6 or Article X, Section 20 of the Colorado Constitution or any other constitutional or statutory limitation or provision; or iii) as a donation or grant by Owner to or in aid of any person, company or corporation under applicable Colorado law.

15.0 NOTICES

15.1 Any notices required or permitted under this Agreement shall be in writing and shall be deemed given when personally delivered or, if mailed, three (3) days after being deposited in the United States certified mail, postage prepaid, return receipt requested, and addressed as follows. Either party may change the address to which notices should be delivered by providing notice in accordance with this Section 24.

TO OWNER: Town of New Castle
 450 West Main Street
 P.O. Box 90
 New Castle, Colorado 81647
 Attn: Town Administrator

With a copy to: David H. McConaughy, Esq.
 Garfield & Hecht, P.C.
 420 Seventh Street, Suite 100
 Glenwood Springs, CO 81601

TO CONTRACTOR: Ann Stuckey
 d/b/a AJ Design & Associates
 960 Clubhouse Drive
 New Castle, Colorado 81647

16.0 EMPLOYMENT OF OR CONTRACTING WITH ILLEGAL ALIENS

16.1 As used in this Agreement, the following words or phrases shall have the following meanings:

- a. Contractor means Ann Stuckey, d/b/a AJ Design & Associates.
- b. E-Verify Program means the electronic employment verification program created in Public Law 104-208, as amended and expanded in Public Law 108-156, as amended and jointly administered by the United States Department of Homeland Security and the Social Security Administration, or its successor program.
- c. Department Program means the employment verification program established pursuant to Section 8-17.5-102(5)(c), C.R.S.

- 16.2. The Contractor shall not:
- a. Knowingly employ or contract with an illegal alien who will perform work under this Agreement; or
 - b. Enter into a contract with a subcontractor that fails to certify to the Contractor that the subcontractor shall not knowingly employ or contract with an illegal alien to perform work under this Agreement.
- 16.3. The Contractor certifies that it does not knowingly employ or contract with an illegal alien who will perform work under this public contract for services, and that the Contractor will participate in the E-Verify Program or Department Program in order to confirm the employment eligibility of all employees who are newly hired for employment to perform work under this public contract for services. The Contractor has confirmed the employment eligibility of all employees who are newly hired for employment to perform work under this public contract for services through participation in either the E-Verify Program or the Department Program. The Contractor is prohibited from using either the E-Verify Program or the Department Program procedures to undertake pre-employment screening of job applicants while this public contract for services is being performed.
- 16.4. If the Contractor obtains actual knowledge that a subcontractor performing work under this public contract for services knowingly employs or Contracts with an illegal alien, the Contractor shall:
- a. Notify the subcontractor and the Owner within three days that the Contractor has actual knowledge that the subcontractor is employing or Contracting with an illegal alien; and
 - b. Terminate the subcontract with the subcontractor if within three days of receiving the notice required pursuant to subparagraph (1) of this paragraph 15.4 the subcontractor does not stop employing or contracting with the illegal alien, except that the Contractor shall not terminate the contract with the subcontractor if during such three days the subcontractor provides information to establish that the subcontractor has not knowingly employed or Contracted with an illegal alien.
- 16.5. The Contractor shall comply with any reasonable request by the Colorado Department of Labor and Employment (“Department”) made in the course of an investigation that the Department is undertaking pursuant to the authority established in C.R.S. § 8-17.5-101, *et seq.*
- 16.6. If Contractor violates this provision, the Owner may terminate the Contract for breach of the Contract. If so terminated, the Contractor shall be liable to the Owner for actual and consequential damages.

DATED: October 15, 2013

OWNER
Town of New Castle

CONTRACTOR:
Ann Stuckey, d/b/a
AJ Design & Associates

By: _____
Mayor

By: _____
Ann Stuckey

Attest:

Town Clerk

EXHIBIT A



ESTIMATE

NAME / ADDRESS	DATE
Town of New Castle 450 West Main Street, PO Box 90 New Castle, Colorado 81647 Attention: Tom Baker, Town Manager	9/10/13

TOWN OF NEW CASTLE WEBSITE DEVELOP

NEW WEBSITE WITH CONTENT MANAGEMENT SYSTEM

OBJECTIVE:
Create a New Website with a Professional Presence and Clear Navigation for everything the Town of New Castle offers. Aimed at Business, Personal and Tourism.
Site will be built expandable by the Client for future growth and easily updatable by staff department heads.

New Website Development Hosted with CMS

TASKS	HOURS	ESTIMATE
Design/Build Home Page - Develop Look/Feel and Navigation	26.00	\$2,210
Develop Site Navigation/Structure	19.00	\$1,615
Content Development - Creation of New Content for Site - Copywriting Content 20 - 25 Pages	46.00	\$3,910
Creation of 50 - 55 Pages	65.00	\$5,525
Develop Blog - Categories for Town of New Castle to Update Site Visitors on Department News/Issues	10.00	\$ 850
Develop Gallery - Project Information/Testimonials, Partners etc., Touting Work You do	6.00	\$ 510
Project Coordination - Client Meetings	10.00	\$ 850
Training Client on Editing/Updating Content - 4 Hours	4.00	\$ 340
Basic Site Submission/Optimization - 1 Time to Top SE	8.00	\$ 680
Hosting Depends on Platform Used to Build Site	30 per month	\$ 360
Recreation - Set Up Reservation and Event Section - Create an Easy Event Calendar and Link to Reservations	6.00	\$ 510
Color Lasers - 8.5x11 = 15¢ Each, 8.5x14 = 22¢ Each, 11x17 = 30¢ Each Mileage = 55¢ Per Mile, Postage/OSM Delivery/FED-X/UPS		\$ 140

Total Base Website **\$17,500**

Thank you for the opportunity to present this estimate. Prices may not be final and may not include shipping, tax, additional changes, domain registration, final printing or other incidentals. Deposit of 50% to begin scheduling of your project is appreciated. If at the time of billing we do not receive payment within 30 days, Client is liable for any and all collection costs on the balance due for products or services rendered, and the collection fee will be added to the account.

AGREED AND ACCEPTED BY Ann J. Stuckey Date 9/10/13
 AJ Design & Associates
 Client Signature _____ Date _____

TOWN OF NEW CASTLE WEBSITE PROPOSAL 9.3.13

HOME PAGE

SEARCH NEW CASTLE

FACEBOOK
TWITTER
PINTEREST
YOU TUBE
BLOG

QUICK LINKS

WEATHER LINK
CURRENT NEWS
CALENDARS
Events
Town Meetings
NEWSLETTERS
Weekly
Quarterly

OUR COMMUNITY

- ABOUT NEW CASTLE
- HIGHLAND CEMETERY
- ORGANIZATIONS
 - Garden Club
 - Historical Society
 - Lions Club
 - Photography Club
- BUSINESSES IN OUR COMMUNITY
- HISTORY
 - Historical Points of Interest
- CHAMBER OF COMMERCE
- LIBRARY
- PARKS AND RECREATION
- CLIMATE AND WEATHER
- LIVING SAFELY WITH WILDLIFE
- REAL ESTATE
- COMMUNITY CALENDAR
- LOCATION, DIRECTIONS, MAPS AND TRANSPORTATION
- RELIGION AND CHURCHES
- COMMUNITY VIDEOS (FUTURE ?)
- Location Maps & Directions
- VISITOR INFORMATION CENTER
- DEMOGRAPHICS
 - Age Statistics
 - Community Profile
 - Cost of Living
 - Crime Rate
 - Economic Trends
 - Ethnicity
 - Household Income
 - New Castle at a Glance
 - Population
- LOGGING
 - All Lodging
 - B&B's (Food & Breakfast)
 - Cabins/ Campgrounds (Elk Creek/RVA)
 - Hotels/Inns/ Lodges
 - Pet Friendly Lodging
- VOLUNTEERING
 - River Center
 - Volunteer New Castle
- EDUCATION
- MUSEUMS
- ENVIRONMENTAL HEALTH
 - Carbon Calculator
 - Reduce Your Impact
- NEW RESIDENT INFORMATION
- GOLF
 - Lakota Canyon Ranch & Golf Club
- NEWS AND MEDIA CENTER
 - Blog (?)
 - Newsletters Quarterly
- HEALTH CARE
 - Clinics/Doctors/ Hospitals
- Subscribe to Our Newsletter
- Subscribe to Our Newsletter
- Press Releases/ Press Media/etc.
- Photography

THINGS TO DO

- ARTS, MUSIC AND CULTURE
- RECREATION (Should we list all Larry McDonald's Activities, Events here as well as under Departments ?)
- CALENDAR OF EVENTS Updated daily by Town staff
- CHAMBER OF COMMERCE WEBSITE
- COLD WEATHER
 - Curling
 - Downhill Skiing
 - Hockey
 - Ice Skating
 - Nordic/Cross Country Skiing
 - Sledding
 - Snowboarding
 - Snowmobiling
 - Snowshoeing
- DINING
- EVENTS
 - Burning Mountain Festival
 - Conferences/ Conference Space
 - Parties
 - Weddings
- FARMERS MARKET
- WARM WEATHER
 - ATV Tours
 - Baseball
 - Basketball
 - Biking/Mountain Biking
 - Camping
 - Canoeing
 - Climbing Walls
 - Glenwood Caverns Adventure Park (?)
 - Glenwood Hot Springs (?)
 - Golf
 - Gymnastics
 - Fishing/Fly Fishing
 - Flag Football
 - Hiking
 - Hogback Hustle 5K
 - Horseback Riding
 - Hunting
 - Jeep Tours
 - Karate & Martial Arts
 - Kayaking
 - Paragliding
 - Rock Climbing
 - Rodeos (4-J Arena)
 - Roller Blading
 - Rope Courses
 - Sailing
 - Skate Park/ Skateboarding
 - Skiing
 - Soccer
 - Softball
 - Stand Up Paddleboarding
 - Swimming
 - Tennis
 - Tubing
 - Volleyball
 - Whitewater Rafting
 - Wind Surfing
 - Ziplines
- FEDERAL PUBLIC LANDS
 - Glenwood Canyon
 - US Bureau of Land Management
 - White River National Forest
- FITNESS PROGRAMS, CLASSES AND CAMPS
 - Community Center
 - New Castle Family Fitness
- FLAT TOPS WILDERNESS AREA
- GOLF
 - Lakota Canyon Ranch & Golf Club
- SHOPPING
- TRAILS AND BIKE PATHS
 - Colorow Trail
 - East Elk Creek Trail
 - Fish the Colorado River on Elk Creek
 - Four Wheeling to the Cinetops
 - Hike Storm King
 - Mt. Medaris Trail
 - Winter Sports on the Flat Tops
- HIGHLAND CEMETERY

GOVERNMENT

- BOARDS AND COMMITTEES
 - Affordable Housing
 - Board of Appeals & Examiners
 - Board of Zoning Adjustment
 - Cable TV (?)
 - Economic Advisory Committee
 - Financial Advisory Board
 - Garfield County Energy Advisory Board
 - Garfield County Senior Program Board
 - Garfield County Weed Advisory Board
 - Garfield New Energy Committee Initiative Board
 - Local Liquor Authority
 - Parks/Open Space Trails Recreation Committee
 - Personnel
 - Public Safety
 - Public Works
 - RTFA Board of Directors
 - Rifle Regional Economic Development Corporation Committee
 - Tree Committee
- COMMISSIONS
 - Planning & Zoning Commission
 - 2013 Agendas, 2012 & 2011
 - 2013 Meetings, 2012 & 2011
 - 2013 Packet, 2012 & 2011
 - 2013 Resolutions, 2012 & 2011
 - ELECTIONS
 - Campaign & Political Finance Manual
 - CML Candidates
 - Candidate Biographies
 - Candidate Forum
 - Candidate Orientation Manual
 - MUNICIPAL CODE (?)
 - MUNICIPAL COURT (?)
 - TOWN CHARTER
 - TOWN CLERK (?)
 - Highland Cemetery (?)
 - Licenses & Forms (?)
 - Public Notices (?)
 - Requesting Record & Information (?)
 - TOWN COUNCIL
 - Council Agendas, Minutes & Packets
 - View Past Meetings (FUTURE)
 - Watch Council Meetings Live (FUTURE)
- TOWN MANAGER'S OFFICE (?)
 - Communications
 - Plans & Reports
 - Community Survey
 - TRANSPARENCY (?)
 - Communicating With the Community
- Climate Action Advisory Commission
 - Climate Plan
 - Environmental Initiatives
 - Garbage & Recycling
 - Green Building
 - Idle Free
 - New Castle
 - Storm Water
 - Weed Management
- Historic Preservation Commission
 - 2013 Agendas
 - 2013 HPC Meetings
 - 2013 HPC Packet
 - 2012 Agendas
 - 2012 HPC Meetings
 - 2012 HPC Packet
 - Main Street Streetscape
 - Brick Order
 - Drawing of 4th Street Phase
 - Main Street Streetscape Improvements

DEPARTMENTS

- ADMINISTRATION
 - Public Notices
 - Report a Concern
 - Staff Accomplishments 2011 (?)
- HOUSING (Do We Want Housing like Snowmass ?)
 - Applications & Forms
 - Deed Restricted Sales
 - Employee Housing
 - Green Initiatives
 - Housing Opportunities
 - Rentals
 - Senior Housing
- ANIMAL SERVICES
 - Animal Control
 - Pet Licensing & Permits
 - Dog License Application
 - Building Permits Application
 - Contractor's License Application
 - Mechanical Permit Application
 - Plumbing Permit Application
 - Right-of-Way Permit Application
 - Roofing Permit Application
 - Signs & Sign Permits
 - Sign Code
 - Sign Permit Application
 - Subcontractor List
 - Use Tax Return
 - Cemetery (Goes to Home Page ?)
 - FINANCE
 - Real Estate Transfer Tax (?)
 - Sales & Lodging Tax (?)
 - 2013 Approved Budget
 - 2012 Approved Budget
 - 2013 Grants to Outside Agencies
 - Grant Application
 - Grant Application Instructions
 - Grant Guidelines
 - Requests for Proposals
 - 2010 SEA (Service, Efforts & Accomplishments)
- HUMAN RESOURCES
 - Employment Application
 - Employment Opportunities
 - Police Department
 - Utilities Maintenance Technician
 - Government Organization Chart
 - RFQ for Marketing & Advertising Services
 - PLANNING
 - Agreement to Pay Consulting Fees & Expenses
 - BLM Revising & Source Management Plan Colorado BLM Website
 - Comprehensive Plan
 - Castle Valley Ranch Infrastructure Agreement
 - Maintenance Technician
 - Comprehensive Plan Documents
 - Comprehensive Plan Maps
 - Bald Eagle Sites
 - Elk Winter Range
 - Environmental Hazards
 - Existing Land Use
 - Future Land Use
 - Master Street Plan
 - Mule Deer Winter Range
 - Parks, Open Space & Trails
 - Facilities Planning Study
 - Historic Structure Survey
 - 24 PDF's Historic Structures
 - Lakota Canyon Ranch & Golf Club
 - Parks, Open Space & Trails Master Plan
 - Water Supply Plan
 - Weed Supply Plan
- POLICE DEPARTMENT
 - Animal Control
 - Dog License Application
 - Bike Rodeo
 - Burn Ban
 - Employment Opportunities/ Dennis Mahan Memorial Fund
 - Fireworks
 - Police Officers & Contact Information
 - Reports
 - Sex Offenders
 - DO WE WANT ANY OF THE SERVICES LISTED BELOW FOR THE POLICE DEPARTMENT (?)
 - Bike Registration
 - Emergency Alerts
 - Emergency Preparedness (Already under Services)
 - Lost & Found
 - Parking Guide
 - Record Requests
 - Registrations
 - Alarm Permit Registration
 - Emergency Contact for Businesses
 - Home Watch
 - Reporting an Incident
 - Tickets & Violations
- RECREATION
 - Will have all information about Recreation per Larry McDonald Newsletters, Activities, Sporting Events, Classes, etc.
 - STAFF DIRECTORY
 - UTILITIES, AND WATER AND WASTEWATER
 - UTILITIES IS LISTED UNDER PUBLIC WORKS AND WATER AND WASTEWATER IS LISTED UNDER UTILITY SERVICES. They do not need separate headings of their own
 - TRANSPORTATION (Do We Want Transportation Listings ?)
 - Parking Guide
 - Parking Permits
 - RTFA Services (?)
 - Routes & Schedules
 - Water Conservation Indoors
 - American Water Works Association Website
 - Water Saver Website
- RECREATION (Goes to home page ?)
 - United States Drought Assessment Website
 - Xeriscape (Goes to home page ?)
- UTILITY SERVICES
 - Application for Utility Services
 - Homeowner Responsibility
 - Trash & Recycling Calendar 2013
 - Tenant Agreement
 - Utility Rates (Goes to home page ?)
 - Municipal Water & Wastewater
 - 2013 New Castle Water Consumer Confidence Report
 - How to Check Your Meter if You Think You Have a Leak
 - Job Openings
 - Application for Employment
 - Meet the Dedicated People Who Maintain the Water Quality for Our Residents
 - Take a Tour of the Wastewater Treatment Plant
 - Watch a Slide Show to See How Clean Water Arrives at Your Faucet
 - Winter Tips

BUSINESS

- BUILDING CODES (Webata)
 - Planning Department
 - 2009 International Energy Conservation Code
 - 2009 International Building Code
 - 2009 International Residential Code
 - 2009 International Plumbing Code
 - 2009 International Mechanical Code
 - 2009 International Fuel Gas Code
 - 2009 International Existing Building Code
 - 2011 National Electric Code (?)
 - Other Code Provisions Related to Building
 - Renewable Energy Offset Program
 - BUILDING INSPECTIONS
 - BUSINESS LICENSES
 - Business License Application
 - 2012 Town of New Castle Business Licenses
 - CHAMBER OF COMMERCE
 - CONTRACTOR LICENSES
 - Contractor Classification
 - Contractors Currently Licensed Updated
 - Contractor License Application
 - Lawful Presence Affidavit
- ECONOMIC DEVELOPMENT
 - Why Open Your Business in New Castle
 - Business Survey
 - Economic Advisory Committee
 - Outdoor Retailer Prospectus
 - US Census Survey
 - Demographic Information
 - Housing Units & Vacant Lots
 - Population Growth Projections
 - Population - U.S. Census Profiles
 - GREEN BUSINESS (?)
 - ENVIRONMENTAL HEALTH
 - HOME OCCUPATIONS
 - Thinking About Running a Business From Your Home?
 - LAND DEVELOPMENT
 - Current Codes Adopted by Town
 - Municipal Code Website
 - Land Use Development Code
 - LIQUOR LICENSES
 - State of Colorado Division of Liquor/ Tobacco Enforcement Website
 - TAX INFORMATION
 - Lodging Tax
 - Sales Tax
 - Use Tax
 - Department of Revenue Website
 - Use Tax Return
 - Lodging Tax Return
 - TOWN FEES
 - Directory of Town Fees and Charges
- LOCAL BUSINESSES (List all businesses See cool idea of Snowmass ?)
 - PARTNERS IN BUSINESS (Keep Adding on to List as We get More)
 - Cultural Heritage Tourism
 - Expand Partners Valley Wide (see list)
 - Lakota Canyon Ranch & Golf Club
 - New Castle Chamber of Commerce (All other in Valley)
 - Real Estate and Development Companies
 - Rifle Regional Economic Development Corporation
 - Rising Fork Business Resource Business Center
 - SKI Companies
 - PLANNING (Want to do like Snowmass ?)
 - SALES AND LODGING TAX (Want to do like Snowmass ?)
 - STARTING A BUSINESS

SERVICES

- ANIMAL AND PETS SERVICES
 - Dog License Application
 - BIDS AND RFP'S
 - BUILDING INSPECTIONS (Do we want this ?)
 - EMPLOYEE HOUSING (Do we want or have this ?)
 - FITNESS PROGRAMS CLASSES AND CAMPS (Do we want this here? Already in Things to Do ?)
 - Community Center
 - New Castle Family Fitness
 - ONLINE BILL PAY (FUTURE)
 - PUBLIC SAFETY
 - Wildfires
 - Winter Storms
 - Town Snow Removal Policies
 - Employment Opportunities/ Dennis Mahan Memorial Fund
 - Fireworks
 - Police Officers & Contact Information
 - Reports
 - Sex Offenders
 - Animal Control
 - Dog License Application
 - Bike Rodeo
 - Burn Ban
 - Emergency Preparedness
 - EMS (We should put their Website Information here ?)
 - PUBLIC TRANSPORTATION
 - Amtrak
 - RTFA (We should put their Website Information here ?)
- ROAD MAINTENANCE
 - Snow Removal Policy and Guidelines
- SENIOR HOUSING
- UTILITIES
 - Trash & Recycling
 - Water & Waste Water
 - Homeowner Responsibility
 - Summer Watering Rules
 - Water Conservation Indoors
 - Water Conservation Outdoors
 - Watering Exemption Permit
 - Winter Survival Guide
 - Application for Utility Services
 - Agreement to Add Tenant to Utility Account

CONTACT US

- MAILING ADDRESS
- STREET ADDRESS
- PHONE/FAX
- EMAIL
- STAFF DIRECTORY
- LOCATION MAP

Color Key

- MAIN NAV
- SUB NAV
- SUB SUB NAV
- SUB SUB SUB NAV



WEATHER SEARCH NEW CASTLE GO

OUR COMMUNITY THINGS TO DO GOVERNMENT DEPARTMENTS BUSINESS SERVICES CONTACT US



CURRENT NEWS
EVENTS CALENDAR
TOWN MEETINGS CALENDAR
WEEKLY NEWSLETTERS
QUARTERLY NEWSLETTERS

OUTDOOR ACTIVITIES
New Castle is a host to many inside and outside activities all year round. This link will show the many outdoor activities which New Castle has to offer with a lot of great photographs.

RECREATION
New Castle's Recreation Community Center has something for everyone. This space will show all the great recreation activities with photographs and link to the newsletter.

LAKOTA CANYON GOLF CLUB
Winding through and up the walls of canyons, along ridges and around wetlands, Lakota Canyon Golf Club is a great course. This will tell about Lakota Golf Club.

BUSINESSES
Businesses will be able to rent this space for a month to advertise their business. There will be a fee to rent the space, but the exposure will be high. This will involve all businesses.

Authenticallly Colorado

HISTORY TRIVIA

1 SCHOOL

The school in New Castle, Colorado is a three story brick building with a cross gabled roof stone lintels and foundation, ornate chimneys, a round window, an arched entry, and a covered porch. New Castle, a coal town was first known as Grand Butte, then Chapman. Between 1900-1905



2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12



WEATHER SEARCH NEW CASTLE 60

OUR COMMUNITY THINGS TO DO GOVERNMENT DEPARTMENTS BUSINESS SERVICES CONTACT US



CURRENT NEWS
EVENTS CALENDAR
TOWN MEETINGS CALENDAR
WEEKLY NEWSLETTERS
QUARTERLY NEWSLETTERS

OUTDOOR ACTIVITIES
New Castle is a host to many inside and outside activities all year round. This link will show the many outdoor activities which New Castle has to offer with a lot of great photographs.

RECREATION
New Castle's Recreation Community Center has something for everyone. This space will show all the great recreation activities with photographs and link to the newsletter.

LAKOTA CANYON GOLF CLUB
Winding through and up the walls of canyons, along ridges and around wetlands, Lakota Canyon Golf Club is a great course. This will tell about Lakota Golf Club.

BUSINESSES
Businesses will be able to rent this space for a month to advertise their business. There will be a fee to rent the space, but the exposure will be high. This will involve all businesses.

Authenticallly Colorado

HISTORY TRIVIA

1 | 2 EXCHANGE STABLES LIVERY
The Exchange Stables Livery, Feed, and Transfer C.H.N. Oren & Son in New Castle, Colorado. 1905



3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12



WEATHER SEARCH NEW CASTLE GO

OUR COMMUNITY THINGS TO DO GOVERNMENT DEPARTMENTS BUSINESS SERVICES CONTACT US



CURRENT NEWS
EVENTS CALENDAR
TOWN MEETINGS CALENDAR
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Authentically Colorado

HISTORY TRIVIA

1 | 2 | **3** **PARADE**
Fourth of July parade on Main Street in New Castle, Colorado. 1891



4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12



WEATHER

SEARCH NEW CASTLE **GO**

OUR COMMUNITY THINGS TO DO GOVERNMENT DEPARTMENTS BUSINESS SERVICES CONTACT US



GET SOCIAL

- CURRENT NEWS
- EVENTS CALENDAR
- TOWN MEETINGS CALENDAR
- WEEKLY NEWSLETTERS
- QUARTERLY NEWSLETTERS

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Authenticly Colorado

HISTORY TRIVIA

1 | 2 | **3**

PARADE
Fourth of July parade on Main Street in New Castle, Colorado. 1891



4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12

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NEW CASTLE, COLORADO 81647
970.984.9220 PHONE. FAX.
AJDESIGN55@COMCAST.NET
WWW.MONUMENTGRAPHICS.COM



ANN STUCKEY. THE NAVIGATOR
CREATIVE DIRECTOR. PRESIDENT

ORIGINAL INFORMATION FROM

NEW CASTLE TOWN COUNCIL WORKSHOP

Tuesday, March 5, 2013, 6:15pm to 7:15pm

AJ DESIGN & ASSOCIATES PORTFOLIO PRESENTATION WEBSITE MARKETING DIRECTION

In today's Business Environment, the Internet has become the "New Information Highway." It is the fastest, most cost effective way, to send information to any where in the World.

We as a Town, need to focus and have a combined goal on how to promote the Town of New Castle. AJ Design & Associates is recommending designing a new Website for this first goal. All other marketing collateral will be directed to the new Website, which will become the main marketing tool.

The new Website will be Visually Stunning with Photography, Easy Navigation, Functional and Informative, basically "Everything you always wanted to know and did not know about the Town of New Castle."

We suggest having Creative Sessions with the Town of New Castle's Department Managers, Chairmen of Commissions and Committees and members of the Town Council, to think about what would be an ideal way to maximize their time, automate certain things, such as people being able to access property tax information, license registration, paying utilities, press media kits or tasks which take up a lot of time for staff on the phone, that could be pulled from a database. All Information on the new Website would be public record.

The Website would be Linked to other (*old and new*) partners Websites (*examples; Aspen, Basalt, Carbondale, Glenwood Springs, Silt, Rifle, Grand Junction, Garfield County, Chamber of Commerce, Parks and Recreation, Recreation Centers, Golf Courses, Ski Companies, RREDC, All Economic Development Organizations, Realtors, Developers, etc.*). Each subcommittee (*EAC, Historical Preservation, Climate Action Committee, Planning and Zoning, Recreation, etc.*), would have pages of their own on the Website. If possible, depending on how the New Castle Chamber of Commerce and the legalities, we could combine Websites for a one stop shopping concept. All Social Media (*Twitter, Facebook, You Tube, etc.*), will be incorporated into the Website.

The existing Website appears to be strictly an html site which does not access any database, tax or voter records, etc., and is used only as an information source for the Town of New Castle. Depending on budget restraints, we can create the main Website and continually add features to automate daily tasks on a as needed basis. All information would be fully up datable by the Town of New Castle staff.



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MARKETING/COLLATERAL TO CONSIDER TO GET TOWN OF NEW CASTLE'S NEW WEBSITE OUT TO THE PUBLIC AND CREATE A "BUZZ"

- Direct Mail Piece, Posters, Newspaper Ads, Press Releases, etc., announcing New Castle's new Website
- Glamour Brochure for mailings and put in racks throughout the area
- DVD with You Tube from Website to hand out with other collateral
- Public Relations, Press Releases, Travel Writers
- All collateral needs one local phone number for potential businesses/people interested in relocating to New Castle

ACTION PROJECTS

- Expand partners in valley and beyond, especially the Roaring Fork Valley
(Aspen to Glenwood Springs and I-70 corridor)
- Focus on who our target markets are and get businesses to relocate to New Castle
- Help existing businesses in New Castle.
- Affordable housing and office space
- Find ways to increase tax base *(bed tax, etc.)*
- Become partners with Warrior/Lakota Canyon Ranch & Golf Club and team up to promote New Castle

**New Castle is in competition with every town/city in the World.
We need to make New Castle a great place to Live, Work and Play.**



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SCOPE OF SERVICES

**WILL DO THIS AFTER COMMITTEE MEETING TODAY AND WILL EMAIL TO ALL
COMMITTEE MEMBERS THIS WEEKEND.**

**IT WILL BE PART OF THE PACKET WHICH WILL BE GIVEN TO COUNCIL AT THE
SEPTEMBER 3RD COUNCIL WORK SESSION/MEETING.**

**PACKET WILL ALSO INCLUDE FUTURE COLLATERAL IDEAS OF HOW WE WILL
MARKET OUR NEW WEBSITE IN 2014**



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IDEAS AND THOUGHTS TO ADD TO NEW WEBSITE

BRIEF OUTLINE WITH QUESTIONS AND THOUGHTS

Main question is do you want any online integration with current in-house systems in any department. Even if the answer is not right now, but would like to in the future, we need to plan the right system for building the site and for future integration.

NEED TO GET AN IDEA OF "SPECIAL" SITE FUNCTIONS, EXAMPLE ... STARTING WITH RECREATION

Class Schedules - pull from database or hand enter, will they want online registration, payment method (*do they take cc, if so, who is the merchant?*)

THINK ABOUT SOME OF THE ITEMS THAT WOULD SAVE VALUABLE TIME FROM ANSWERING PHONE CALLS AND MAKE IT EASIER FOR RESIDENTS TO PROCESS ONLINE.

Access Property Information

Access Public Tax Records

Book a Conference Online

Book a Room Online

Business Directory of all Businesses (*Chamber function for it's Members only. We would list all businesses in New Castle*)

Construction Updates, Sign Up for Notifications

County Assessors Records

Do you think a combined effort for a monthly or weekly newsletter would be beneficial?

Events, Facilities, Parks, Reservations, etc., Sign up for Notification

Featured Town Business of the Month Ad (*Business would have to pay to advertise their company*)

Job Applications, Openings Apply Online

Licenses, Records, Permits and Fees, Apply Online, Payment Online

List RFP's, Bids, Applications Online

Notify Me on Any Emergency Services, Notices to Public, Sign up for Notification

Online Bill Pay, Notify Me, Report a Concern, Community Voice (*All functions for all the community to do Online*)

Online Bill Pay, City Services Sign Up (*water, water sewage, trash, etc.*)

Pet (*lost and found*), Allow Users to Post Notifications Online

Registration Records Online

Report a Concern, Allow Users to Report an Incident Online

Request Tracker

Sales Tax Reports

Video of New Castle and it's Businesses with Narrative (*You Tube/Virtual Tours, posted online and make DVD's*)

(IDEAS AND THOUGHTS TO ADD TO NEW WEBSITE CONTINUED TO NEXT PAGE)

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COOL IDEAS FOR FUTURE

Do site map with all New Castle Business Locations. The map would have dots in the businesses locations. You scroll over the business area and it has a pop-up box that says who they are and their contact information.

Would also do this for all Parks, Town Sites, New Buildable Town Sites, etc. Could also do this technique for scrolling over large photographs and have information pop-up explaining the area, etc.

VIDEO OF TOWN AND BUSINESSES WITH NARRATIVE (*You Tube/Virtual Tours/DVD*)

Video would be professionally done with area photographs, businesses, residential, developable land, parks, all areas of New Castle. Would be a narrative professionally written and spoken person. This would become a You Tube on website and would be put on DVD to send out in Town collateral packets to potential relocating businesses, visitors, etc. It would be like a really good documentary of New Castle and all it has to offer.

BUSINESSES TO BE ABLE TO PUT SMALL BANNER ADS ON NEW SITE FOR A FEE. THESE WOULD CHANGE OUT MONTHLY TO GIVE ALL BUSINESSES EXPOSURE.

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OUR COMMUNITY

ABOUT NEW CASTLE
BUSINESSES IN OUR COMMUNITY
CHAMBER OF COMMERCE
CLIMAT & WEATHER
COMMUNITY CALENDAR
COMMUNITY VIDEOS (**FUTURE**)
DEMOGRAPHICS

Age Statistics
Community Profile
Cost of Living
Crime Rate
Economic Trends
Ethnicity
Household Income
New Castle at a Glance
Population

EDUCATION
ENVIRONMENTAL HEALTH

Carbon Calculator
Reduce Your Impact

GOLF

Lakota Canyon Ranch & Golf Club

HEALTH CARE
HIGHLAND CEMETERY
HISTORY
LIBRARY
LIVING SAFELY WITH WILDLIFE
LOCATION, DIRECTIONS, MAPS &
TRANSPORTATION
LODGING

Clinics/Doctors/Hospitals

Historical Points of Interest

Location Maps & Directions
Air, Highway, Public Transit & Rail

All Lodging
B&B (*Bread & Breakfast*)
Cabins/Campgrounds (*Elk Creek Campground/RVs*)
Hotels/Inns/Lodges
Pet Friendly Lodging

MUSEUMS
NEW RESIDENT INFORMATION
NEWS & MEDIA CENTER

Blog (???)
Newsletters Quarterly
Newsletters Weekly Events
Press Releases/Press Media Packets
Photography

Subscribe to Our Newsletter
Subscribe to Our Newsletter

ORGANIZATIONS

Garden Club
Historical Society
Lions Club
Photography Club

PARKS & RECREATION
REAL ESTATE
RELIGION & CHURCHES
VISITOR INFORMATION CENTER

Visitor Guide (**FUTURE ???**)

VOLUNTEERING

River Center
Volunteer New Castle

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THINGS TO DO

Needs to be easily updated daily by Town staff

ARTS, MUSIC & CULTURE

CALENDAR OF EVENTS

CHAMBER OF COMMERCE *Website*

DINING

EVENTS

Burning Mountain Festival (*is also listed on Chamber of Commerce Website*)
Conferences/Conference Space (*New Hope Conference Center, holds 600 ???*)
Meetings
Parties
Weddings

FARMERS MARKET

FEDERAL PUBLIC LANDS

Glenwood Canyon
US Bureau of Land Management
White River National Forest

FITNESS PROGRAMS, CLASSES & CAMPS

Community Center
New Castle Family Fitness

FLAT TOPS WILDERNESS AREA

GOLF

Lakota Canyon Ranch & Golf Club

Stay & Play Packages

HIGHLAND CEMETERY (*PDF of brochure for taking a tour plus PDF of plot map*)

PARKS

RECREATION

*(Should we list all
Larry McDonald's
Activities, Events
here as well as under
Departments ???)*

Cold Weather Sports

Curling
Downhill Skiing
Hockey
Ice Skating
Nordic/Cross Country Skiing
Sledding
Snowboarding
Snowmobiling
Snowshoeing

Warm Weather Sports

ATV Tours
Baseball
Basketball
Biking/Mountain Biking
Camping
Canoeing
Climbing Walls
Glenwood Caverns Adventure Park (???)
Glenwood Hot Springs (???)
Golf
Gymnastics
Fishing/Fly Fishing
Flag Football
Hiking
Hogback Hustle 5K
Horseback Riding
Hunting
Jeep Tours
Karate & Martial Arts

Kayaking
Paragliding
Rock Climbing
Rodeos (*4-J Arena*)
Roller Blading
Rope Courses
Sailing
Skate Park/Skateboarding
Slackline
Soccer
Softball
Stand Up Paddleboarding
Swimming
Tennis
Tubing
Volleyball
Whitewater Rafting
Wind Surfing
Ziplines

SHOPPING

TRAILS & BIKE PATHS

Colorow Trail
East Elk Creek Trail
Fish the Colorado River on Elk Creek
Four Wheeling to the Clinetops
Hike Storm King
Mt. Medaris Trail
Winter Sports on the Flat Tops



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GOVERNMENT

BOARDS & COMMITTEES

Affordable Housing
Board of Appeals & Examiners
Board of Zoning Adjustment
Cable TV (???)
Economic Advisory Committee
Financial Advisory Board
Garfield County Energy Advisory Board
Garfield County Senior Program Board
Garfield County Weed Advisory Board
Garfield New Energy Committee Initiative Board
Local Liquor Authority
Parks/Open Space/Trails Recreation Committee
Personnel
Public Safety
Public Works
RFTA Board of Directors
Rifle Regional Economic Development Corporation Committee
Tree Committee

COMMISSIONS

Climate Action Advisory Commission	Climate Plan Environmental Initiatives Garbage & Recycling Green Building Idle Free New Castle Storm Water Weed Management
Historic Preservation Commission	2013 Agendas 2013 HPC Meetings 2013 HPC Packet 2012 Agendas 2012 HPC Meetings 2012 HPC Packet Main Street Streetscape Brick Order Drawing of 4th Street Phase Main Street Streetscape Improvements
Planning & Zoning Commission	2013 Agendas, 2012 & 2011 2013 Meetings, 2012 & 2011 2013 Packet, 2012 & 2011 2013 Resolutions, 2012 & 2011

Campaign & Political Finance Manual
CML Candidates Brochure
Candidate Biographies
Candidate Forum
Candidate Orientation Manual

ELECTIONS

MUNICIPAL CODE (???)
MUNICIPAL COURT (???)
TOWN CHARTER

View upcoming court sessions and find out when sessions are regularly scheduled

(GOVERNMENT CONTINUED)

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DEPARTMENTS

ADMINISTRATION

Public Notices
Report a Concern
Staff Accomplishments 2011 (???)

ANIMAL SERVICES

Animal Control Pet Licensing & Permits Dog License Application

BUILDING

(See Sheet A - Snowmass ???)

Building Permits Application
Contractor's License Application
Mechanical Permit Application
Plumbing Permit Application
Right-of-Way Permit Application
Roofing Permit Application
Signs & Sign Permits

Sign Code
Sign Permit Application

Subcontractor List
Use Tax Return

CEMETERY *(Goes to Home Page ???)*

FINANCE

(Real Estate Transfer Tax ???)
(Sales & Lodging Tax ???)

2013 Approved Budget
2012 Approved Budget
2013 Grants to Outside Agencies

Grant Application
Grant Application Instructions
Grant Guidelines

Requests for Proposals
2010 SEA *(Service, Efforts & Accomplishments)*

HOUSING

(Do We Want Housing like Snowmass ???)

Applications & Forms
Deed Restricted Sales
Employee Housing
Green Initiatives
Housing Opportunities
Rentals
Senior Housing

HUMAN RESOURCES

Employment Application
Employment Opportunities

Police Department
Utilities Maintenance Technician

Government Organization Chart
RFQ for Marketing & Advertising Services

(DEPARTMENTS CONTINUED)

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DEPARTMENTS CONTINUED

PLANNING

Agreement to Pay Consulting Fees & Expenses
BLM Revising & Source Management Plan Colorado BLM Website

Comprehensive Plan

Castle Valley Ranch Infrastructure Agreement
Comprehensive Plan Documents
Comprehensive Plan Maps

Bald Eagle Sites
Elk Winter Range
Environmental Hazards
Existing Land Use
Existing Zoning
Future Land Use
Master Street Plan
Mule Deer Winter Range
Parks, Open Space & Trails

Facilities Planning Study
Historic Structure Survey

24 PDF's Historic Structures

Lakota Canyon Ranch & Golf Club
Parks, Open Space & Trails Master Plan
Water Supply Plan
Weed Supply Plan

How is My Property Zoned?
Land Development Applications

Agreement to Pay Consulting
Application Checklists
Development Application
Grading Permit Application
Referral Agencies
Subdivision Plats

Land Use Application Check List
Land Use Application Procedures
Signs & Permits
Zone District Map

POLICE DEPARTMENT

Animal Control
Bike Rodeo
Burn Ban
Employment Opportunities/Dennis Mahan Memorial Fund
Fireworks
Police Officers & Contact Information
Reports
Sex Offenders

Dog License Application

DO WE WANT ANY OF THE SERVICES LISTED BELOW FOR THE POLICE DEPARTMENT???

Bike Registration (???)
Emergency Alerts (???)
Emergency Preparedness (Already under Services) (???)
Lost & Found (???)
Parking Guide (???)
Record Requests (???)
Registrations *Alarm Permit Registration (???)*
 Emergency Contact for Businesses (???)
 Home Watch (???)
Reporting an Incident (???)
Tickets & Violations (???)

(DEPARTMENTS CONTINUED)

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DEPARTMENTS CONTINUED

TRANSPORTATION (???)

(Do We Want Transportation Listings (???)

Parking Guide
RFTA
Services (???)

Parking Permits
Routes & Schedules

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BUSINESS

BUILDING CODES *(Website)*

Current Codes Adopted by
the Town

2009 International Energy Conservation Code
2009 International Building Code
2009 International Residential Code
2009 International Plumbing Code
2009 International Mechanical Code
2009 International Fuel Gas Code
2009 International Existing Building Code
2011 National Electric Code (???)
Renewable Energy Offset Program

Other Code Provisions Related
to Building

BUILDING INSPECTIONS BUSINESS LICENSES

Business License Application
2012 Town of New Castle Business Licenses

CHAMBER OF COMMERCE CONTRACTOR LICENSES

Contractor Classification
Contractors Currently Licensed - Updated
Contractor License Application
Lawful Presence Affidavit

ECONOMIC DEVELOPMENT

Why Open Your Business in New Castle

Business Survey
Economic Advisory Committee
Outdoor Retailer Prospectus
US Census Survey

Demographic Information

Housing Units & Vacant Lots
Population Growth Projections
Population - U.S. Census Profiles

GREEN BUSINESS (???)

Environmental Health *(See attached information Snowmass)*

HOME OCCUPATIONS

Thinking About Running a Business From Your Home?

LAND DEVELOPMENT

Planning Department
Land Use Development Code *(See Snowmass ???)*

Municipal Code *(Website)*

LIQUOR LICENSES

State of Colorado Division of Liquor/Tobacco Enforcement Website

LOCAL BUSINESSES *(List of all businesses in New Castle/office spaces/homes/etc. ??? See cool idea of Snowmass???)*

PARTNERS IN BUSINESS *(Keep Adding on to List as We get more Business Partners ???)*

Cultural Heritage Tourism
Expand Partners in Roaring Fork Valley *(Aspen, Snowmass, Basalt, Carbondale,
Glenwood Springs)* and I-70 Corridor *(Vail to Grand Junction)*
Garfield County and Surrounding Counties
Lakota Canyon Ranch & Golf Club
New Castle Chamber of Commerce *(All other surrounding Chamber of Commerce)*
Real Estate and Development Companies
Rifle Regional Economic Development Corporation
Roaring Fork Business Resource Business Center
Ski Companies *(Ski Sunlight, Aspen, Snowmass, Vail, etc.)*

(BUSINESS CONTINUED)

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BUSINESS CONTINUED

PLANNING (*Might Want to do this like Snowmass ???*)
SALES & LODGING TAX (*Might Want to do this like Snowmass ???*)
STARTING A BUSINESS (*Might Want to do this like Snowmass ???*)

TAX INFORMATION

Lodging Tax
Sales Tax
Use Tax

Department of Revenue Website
Use Tax Return
Lodging Tax Return

TOWN FEES

Directory of Town Fees and Charges

BUSINESS CATEGORY FOR FUTURE

ACCESS PROPERTY INFORMATION

ACCESS PUBLIC TAX RECORDS

COUNTY ASSESSORS RECORDS

FEATURED TOWN BUSINESS OF THE MONTH AD (*Business would have to pay to advertise their company*)

LICENSE RECORDS

LICENSES, PERMITS AND FEES, APPLY ONLINE, PAYMENT ONLINE

ONLINE BILL PAY

REGISTRATION, PAY ONLINE

SALES TAX REPORTS

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SERVICES

ANIMAL & PETS SERVICES

BIDS & RFP'S

BUILDING INSPECTIONS *(Do we want this ???)*

EMPLOYEE HOUSING *(Do we want or have this ???)*

FITNESS PROGRAMS, CLASSES & CAMPS

(Do we want this here? Already in Things to Do ???)

ONLINE BILL PAY

(FUTURE)

PUBLIC SAFETY

Police Department

Dog License Application

Community Center

New Castle Family Fitness

Animal Control

Bike Rodeo

Burn Ban

Emergency Preparedness

Additional Contact Information *(Connects to 15 Websites)*

Avalanche

Children in School

Disabled Citizens and Other Special Needs

Drought

Emergency Kit

Emergencies & Pets

Evacuation

Extreme Heat

Family Emergency Guide

Fireworks & Fire Ban

Floods

Flu Preparedness

Landslides

Lighting

Power Outage

Preparedness for Seniors

Town Emergency Plan *(30 pg. PDF)*

What You Need to Know When

Preparing for an Emergency

Wildfires

Winter Storms

Dog License Application

Exemption Application

Fire & Fireworks Ban

Sign Up for Emergency
Notifications

Town Snow Removal
Policies

Employment Opportunities/Dennis Mahan Memorial Fund

Fireworks

Police Officers & Contact Information

Reports

Sex Offenders

(We should put their Website Information here ???)

PUBLIC TRANSPORTATION

EMS

Fire Department

Amtrak

RFTA

(SERVICES CONTINUED)

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SERVICES CONTINUED

ROAD MAINTENANCE
SENIOR HOUSING
UTILITIES

Snow Removal Policy and Guidelines

Trash & Recycling

MRI Trash Collection Schedule

MRI Trash & Recycling Guidelines

Water & Waste Water

Homeowner Responsibility

Summer Watering Rules

Water Conservation Indoors

Water Conservation Outdoors

Watering Exemption Permit

Winter Survival Guide

Application for Utility Services

Agreement to Add Tenant to Utility Account

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CONTACT US

MAILING ADDRESS	PO Box 90
STREET ADDRESS	450 West Main Street New Castle, Colorado 81647
PHONE	970.984.2311
FAX	970.984.2716
EMAIL	info@newcastlecolorado.org
STAFF DIRECTORY	
LOCATION MAP	



ESTIMATE

NAME / ADDRESS	DATE
Town of New Castle 450 West Main Street, PO Box 90 New Castle, Colorado 81647 Attention: Tom Baker, Town Manager	8/30/13

TOWN OF NEW CASTLE WEBSITE DEVELOP

NEW WEBSITE WITH CONTENT MANAGEMENT SYSTEM

OBJECTIVE:

Create a New Website with a Professional Presence and Clear Navigation for everything the Town of New Castle offers. Aimed at Business, Personal and Tourism.

Site will be built expandable by the Client for future growth and easily updatable by staff department heads.

New Website Development Hosted with CMS

TASKS	HOURS	ESTIMATE
Design/Build Home Page - Develop Look/Feel and Navigation	29.00	\$2,465
Develop Site Navigation/Structure	22.00	\$1,870
Content Development - Creation of New Content for Site - Copywriting Content 20 - 25 Pages	49.00	\$4,165
Creation of 50 - 55 Pages	70.00	\$5,950
Develop Blog - Categories for Town of New Castle to Update Site Visitors on Department News/Issues	12.00	\$1,020
Develop Gallery - Project Information/Testimonials, Partners etc., Touting Work You do	6.00	\$ 510
Project Coordination - Client Meetings	10.00	\$ 850
Training Client on Editing/Updating Content - 4 Hours	4.00	\$ 340
Basic Site Submission/Optimization - 1 Time to Top SE	8.00	\$ 680
Hosting Depends on Platform Used to Build Site. Will also Likely Increase with E-commerce and Reservations System for Recreation	30-50 per month	\$ 360
Recreation - Set Up Reservation and Event Section - Depends on Provider, Internal System Used, etc. Can Create an Easy Event Calendar and Link to Reservations or Set Up a New System (price can vary from basic \$500 to custom \$4,500+)		\$ TBD
Stock Photography - \$35 Plus per Image - Estimate 15 - 20		\$ 600
Photo Shoot - Suggest Budgeting for Some Spectacular Photography if Possible (est. \$1,500+)		\$ TBD
E-commerce - Stay and Play Packages - Future Phase (est. \$3,500+)		\$ TBD
Color Lasers - 8.5x11 = 15¢ Each, 8.5x14 = 22¢ Each, 11x17 = 30¢ Each		\$ TBD
Milage = 55¢ Per Mile, Postage/OSM Delivery/FED-X/UPS (varies depending on market rates)		\$ TBD

Total Base Website

\$18,810

Thank you for the opportunity to present this estimate. Prices may not be final and may not include shipping, tax, additional changes, domain registration, final printing or other incidentals. Deposit of 50% to begin scheduling of your project is appreciated. If at the time of billing we do not receive payment within 30 days, Client is liable for any and all collection costs on the balance due for products or services rendered, and the collection fee will be added to the account.

AGREED AND ACCEPTED BY

AJ Design & Associates _____ Date _____

Client Signature _____ Date _____



ESTIMATE

NAME / ADDRESS	DATE
Town of New Castle 450 West Main Street, PO Box 90 New Castle, Colorado 81647 Attention: Tom Baker, Town Manager	8/30/13

TOWN OF NEW CASTLE WEBSITE DEVELOP

NEW WEBSITE WITH CONTENT MANAGEMENT SYSTEM

OBJECTIVE:

Create a New Website with a Professional Presence and Clear Navigation for everything the Town of New Castle offers. Aimed at Business, Personal and Tourism.

Site will be built expandable by the Client for future growth and easily updatable by staff department heads.

New Website Development Hosted with CMS

TASKS	HOURS	ESTIMATE
<p>AJ Design & Associates Actual Time Spent above Original Estimate for Development of New Website</p> <p>After reviewing and starting to layout the new Website's Webframe, it has become apparent that the new Website's Navigation/Structure/Design, needs to be totally redone in order to function properly and to be able to be added onto in the future.</p> <p>This Estimate is the actual hours spent on reorganizing the entire existing Website in order for us to be able to proceed with the new Website's Navigation/Structure/Design/Etc.</p> <p>Ann's actual hours spent from July 31 to August 30, 2013 is 94 hours, which would be charged our lowest rate at \$65.00 per hour. At this rate, the total is \$6,110.00. I am donating 1/2 of my time on this part of the new Website for a total of 47 hours at \$65.00 per hour which, is a total of \$3,055.00.</p>		

Total **\$3,055.00**

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