

Memorandum

To: Mayor and Council
From: Tom Baker, Town Administrator
Date: August 5, 2014
Re: Website: request for additional funding

Purpose: The purpose of this item is to review how the website project evolved during implementation and to request additional funding to cover the additional work tasks needed to create the new site.

Background and Discussion: As you know, the original budget for the website was \$17,500. The original scope estimated the cost at \$18,810.00. In 2013, \$13,115.00 was spent on the website. In 2014, Council added \$5,000 to the website budget and in 2014 to-date \$8,750.00 has been spent on the website. To-date the Town has spent \$21,865.00, which leaves \$635.00 in the 2014 website budget line.

As work on the website progressed many changes were identified by staff and Council due to the uniqueness of the old website and the realization that the new website needed to include additional information. These changes were address by the consultant and added work tasks to the effort. For example, actual pages for the website increased by 69 to a total of 120. Additionally, forms increased from 5 to 7; design sophistication increased (accordion technique); the business directory was set up as a database instead of a list to promote user access; additional photographs, copy writing, editing, layout, coding and research resulted. All this was done to make the website as complete as possible.

In estimating the additional cost of this work the consultant team discounted their rate from \$65/hr. to \$50/hr. Further, the consulting team reduced the billable hour for the additional work tasks by 50%. The cost of this additional work once the consulting team discounts are made is \$9,520.00.

Financial/Budget Implications: There are two budget areas that Council can consider for additional website funding: first, the Economic Development line item budget was \$40,000 for 2014. This line item included \$15,000 for the Chamber of Commerce. Since the Chamber is not operational, staff is using that line item for the Burning Mountain Festival. While staff expect to spend a significant portion of that \$15,000, we do expect some funds to remain. Second, the 2013 budget anticipated a General Fund Reserve balance of \$604,035 and the 2013 Audit shows the actual General Fund Reserve \$996,006, which means that the General Fund Reserve has increased \$361,971.

Recommendation: Clearly, the website is more complicated and sophisticated than we originally scoped and more than we expected. The consulting team has been responsive to our changes and generous with their time and billing rate. Staff recommends Council authorize an additional \$9,520.00 for website work.