

Scope of Work

BACKGROUND The Besser Museum website (bessermuseum.org) is a main entry point for Northeast Michigan community members and tourists looking to explore regional art, history, science, and culture.

Besser Museum staff and the Board of Trustees recently learned of functionality issues on the website. This provides an opportunity to redesign the site and incorporate potential upgrades, including: a) Customize a new site design to further celebrate the Northeast Michigan region and reflect the central role Besser Museum plays in curating art, science, and history; b) Develop branding that allows the museum to present itself in a unified way on the new site and in future museum marketing materials; c) Ensure the site is accessible, mobile-friendly, and optimized for search engines; and d) Reassess content organization for an enhanced and intuitive user experience.

DETAILS KR Creative Strategies (KRCS) will:

1. Design a new, updated Besser Museum logo that's eye-catching, memorable, and positions the museum to leave a consistent and lasting impression on all its contributions to the community.
2. Create a Style Guide that specifies design and formatting standards for Besser Museum marketing materials, such rules for headings, fonts, and color palette. We'll follow the Style Guide as we design the site and deliver the guide to the museum as a reference for future marketing projects.
3. Design and launch a new, fully responsive Besser Museum website using Wix — the platform currently used by museum staff — on the existing domain (bessermuseum.org). The site will reflect a welcoming, easy-to-navigate design while keeping bandwidth requirements low for users with slow internet.
4. Capture and deliver 20-25 high-resolution photos of the museum, including recent improvements made to outdoor exhibits and landscaping. Photos will be incorporated into the new website and provided to the museum for use in other marketing materials.
5. KRCS will manage basic web content updates / maintenance for Besser Museum for one year. This can be renewed annually.

Our Experience

THE KR CREATIVE STRATEGIES DIFFERENCE: KRCS specializes in communication services — including web and graphic design — for clients in the fields of natural resources, history, and agriculture. We also bring experience working with museums and historical societies.

We believe the more deeply people understand the world they live in, the more they will care and make personal changes to improve it. This change happens through stories and connections.

The collections within the Besser Museum are a significant resource to Northeast Michigan communities for sharing those stories and making those connections. This will be at the forefront of our minds as we design a website and brand that reflects your unmatched stewardship of local science, art, and history.

SERVICES AND CLIENTS: Our team offers decades of experience with web design. All of our sites are mobile-friendly and built for accessibility and search engine optimization. We've also designed multiple websites with shops and payment processing capabilities, similar to the Besser Museum's online Gift Shop. Some examples of websites we've designed for clients include:

- [Washington Wheat Foundation](#)
- [Central Klickitat Conservation District](#) and [Eastern Klickitat Conservation District](#)
- [Camelina Gold - Ole World Oils](#)
- [Safer Fields for All](#)
- [Washington Turfgrass Seed Commission](#)

KRCS is a full-service communications and marketing company, which means we also offer expertise in branding, messaging, graphic design, videography/photography, social media, and digital marketing.

Over the last several years, it's been our distinct pleasure to work with a number of historical organizations, including: The Montana History Foundation, The Extreme History Project, The Historical Museum at Fort Missoula, The Washington State Historical Society, History Link, and the Lewis and Clark Historic Trail. These experiences give us great insight into the role Besser Museum plays as a curator in your community.

QUALIFICATIONS OF KEY PERSONNEL: Our lead for the Besser Museum web design and branding project is Laura Meyer (V.P. of Creative Strategy). Laura grew up in Ossineke and has been visiting the Besser Museum at least once a year since 1989. Today she's based in Iowa but returns to Northeast Michigan multiple times a year (and those visits almost always include museum visits). Laura will work with our Digital Marketing Manager, Content Manager, and Graphic Design Expert to carry-out all deliverables of this project. Together this team has 35+ years of experience with websites and branding.

Deliverables and Timeframe

The following is an estimate of the time and resources needed to implement activities included in this proposal. Please get in touch with Laura Meyer (lmeyer@krcreativestrategies.com) to discuss options to modify items listed in the table below.

We work diligently to keep costs as low as possible while still producing successful projects and high quality standards. There may be factors and other necessary items not listed below that arise as projects are implemented. If this happens, we'll communicate with you and confirm next steps before moving forward.

Please refer to the Scope of Work section for a more detailed description of the items listed in the following table.

ITEM	DESCRIPTION	RATE	COST EST.
Logo design	Design an updated Besser Museum logo.	15-20 hrs	\$1,500-2,000
Style guide	Develop guide with branded colors, palette, logo usage, and typography / heading hierarchy.	4-6 hrs	\$300-450
Web migration and design	Design and launch user-friendly, mobile responsive, and search engine optimized Wix site that uses imagery and language to reflect Northeast Michigan's unique heritage and character. (40-50 pgs + media library and shop/products)	85-100 hrs	\$7,375-8,500
Web fees	To cover custom tools / capabilities needed by the Museum (only if applicable).	Based on actual cost	\$0-450
Web upkeep / maintenance	Manage basic content updates / web maintenance for one year. <i>Note: Applies to basic content changes (e.g., content edits, publishing posts/events, routine updates). It does not include significant changes or additions to content, structure, and plugins.</i>	Avg. 1hr/mo for 1 yr*	\$600
Photography	20-25 high-resolution photos of the museum and key exhibits. <i>(to be taken end of June / early July 2023)</i>	4-6 hrs	\$375-525
TOTAL			\$10,150-12,525

*We can adjust our contract if you require more time per month for web maintenance.

TIMEFRAME: If the contract is approved and we're able to launch by April 17, 2023, KRCS will strive to launch the new bessermuseum.org site by July 28, 2023. This schedule is based on timely and well-organized provision of information, feedback, and assets by the client and is subject to change.

KRCS services for web upkeep / management (as summarized above) will be available to Besser Museum for one year effective from the day after the site is launched.

PAYMENT: We will bill Besser Museum the full balance upon launch of the site, which is anticipated by July 28, 2023.

Laura Meyer, VP of Creative Strategy, KR Creative Strategies

Date

Christine Witulski, Executive Director, Besser Museum

Date