

THE CITY OF  
**COLUMBUS**  
MICHAEL B. COLEMAN, MAYOR

The City of Columbus  
Website Re-architecture Services  
Solicitation Number: SA004404  
May 31, 2012

fahlgren  mortine



May 31, 2012

Dear City of Columbus Website Re-Architecture Selection Committee:

Enclosed in this package is Fahlgren Mortine's complete response to the City of Columbus' Request for Proposals for website re-architecture services.

Inside this packet, you will find more than our credentials and experience as specified in the RFP. You'll also find proof of our deep understanding of the Columbus market and experience putting together websites for public entities; examples of relevant sites we've created for other clients; our proposed approach for accomplishing your goals; and evidence of our eagerness to work together.

As the agency of record for the Columbus Image Project, which is giving our city a collective unified voice, we understand the "open and smart" theme and all graphic standards. We understand it because we helped the partners who make up the image collaborative define the look and feel of the brand when we became their agency of record one year ago. We understand it because we are living it every day as we create ads, collateral, Facebook tabs, media relations campaigns, events, and more for each of the partners. Our unique position offers the City of Columbus the opportunity to take advantage of efficiencies that could be gained by choosing a partner who is already in the room with the organizations and leaders who are marketing our city.

This is a timely opportunity to continue these branding applications through your website strategy. In fact, we've even considered that [www.Columbus.gov](http://www.Columbus.gov) might be a portal to other civic websites like Experience Columbus, the Greater Columbus Sports Commission, the Columbus Chamber and the Columbus Region. The opportunity to create seamless unity in this approach is one that can further leverage Columbus' competitive strengths.

We believe Fahlgren Mortine would be an ideal partner for many reasons:

- Your business will be important to us. You will have a dedicated team committed to taking a customized approach to your challenges.
- We are established and strong in the areas you value, including website design, architecture, and working with the Ektron CMS.
- Our integrated marketing and communications team is robust, including 160 full-time associates.
- We have the same research tools and measurement resources of the nation's largest agencies, but we are independently owned and able to serve our clients nimbly and attentively.
- As an integrated marketing agency, we are experienced in all forms of marketing and media, and we understand how to build a synergistic overall program.

We hope to work with you to re-architecture the City of Columbus website. You have the assurance of our very best efforts on your behalf.

Sincerely,



Pete McGinty  
Chief Marketing Officer  
Fahlgren Mortine



## 5.1 Section One: Transmittal Letter and Offer

### 5.1.1 Offer Period

**Statement of proposal is valid for 180 days.**

This proposal, submitted by Fahlgren Mortine, is valid for 180 days.

### 5.1.2 Signature

**The signature of a person authorized to legally bind the Vendor to the extent of a potential contract agreement with the City.**

Please find signature from Pete McGinty, Chief Marketing Officer, at the bottom of the letter.

### 5.1.3 Identify Materials

**Identification of all material enclosures submitted in response to the RFP.**

5.1 Section One: Transmittal Letter and Offer	Page 1
5.2 Section Two: Competence	Page 2
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5.5 Section Five: Past Performance	Page 27
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### 5.1.4 Contact Information

**The name, e-mail address, street address, and telephone number of the individuals to which inquiries relating to this RFP should be directed.**

Please direct inquiries related to this RFP to:

Pete McGinty  
Chief Marketing Officer  
Fahlgren Mortine  
pete.mcginty@fahlgren.com  
4030 Easton Station, Suite 300  
Columbus, OH 43219  
614-383-1533



## 5.2 Section Two: Competence

Vendor shall demonstrate through its background and qualifications that it is capable of providing the services described in this RFP by submitting the following information in its response:



### 5.2.1 Company History/Facts

Vendor should give a brief summary of the company's background. Please use this section to include any pertinent facts not otherwise requested.

Fahlgren Mortine will be celebrating its 50th anniversary in 2012, and we have been providing clients with award-winning communications and design continuously since our founding. We have more than 160 marketing and communications professionals, and clients based in states from California to Connecticut, including 10 Fortune 500 companies. Our client roster includes Ohio Office of Tourism, Cardinal Health, Columbus Image, Kroger, Emerson Network Power, Sherwin-Williams and McDonald's.

There are plenty of jack-of-all-trade type marketing partners these days, but while ad agencies may offer a public relations expert or two and PR firms may dabble in advertising, none of them truly offers the comprehensive level of experience that Fahlgren Mortine does. Our experience and varied backgrounds allow us to "think wider" and bring fresher real world approaches to our clients' short-term and long-term goals. Our agency can be a client's full-service partner, but the truth is, we don't have to be. Whether a brand is looking to us for media planning and buying, public relations help, a redesigned website, a social media program or any imaginable combination of marketing and communications services, it will benefit from a comprehensive perspective that can't be found anywhere else.

We're proud to say we've achieved a Net Promoter Score (NPS) that places us in what the creator of the NPS deems the "world-class" range, and it means our clients enthusiastically recommend us to others. It also helps us attract the best talent from the corporate and agency worlds who are looking for the best place to practice their profession and make a real difference with clients.

We've received numerous national and regional awards, offering third-party recognition of the communications results we've achieved on behalf of our clients. Recent accolades include:

- Dozens of local ADDYs
- Bulldog Reporter Digital Social Media Award
- Web Marketing Association's Web Award
- Healthcare Marketing Award of Merit
- Largest firm in the Midwest (*O'Dwyer's*)
- Bulldog Reporter 2011 Small Agency of the Year
- *PRWeek* 2012 Small Agency of the Year finalist

## 5.2.2 City of Columbus Contract Compliance

If you do not have a valid City of Columbus Contract Compliance Number, please see the City's procurement site to obtain one: <http://vendorservices.columbus.gov/e-proc/>. While prospective vendors can respond to this RFP without a contract compliance number, the successful respondent to this RFP must obtain a contract compliance number as a condition of doing business with the City. The City is committed to equal business opportunity, and strongly encourages participation from minority/female business enterprises in this and all City procurement.

Fahlgren Mortine's Contract Compliance Number is 55-0736802.

## 5.2.3 Primary business focus

Please include industries served and NAICS codes if applicable.

Fahlgren Mortine is a generalist agency, but we do have nine industries of particular focus for providing our marketing and communications services:

- Tourism and Economic Development
- Higher Education
- Healthcare
- B-to-B/Manufacturing/Industrial
- Technology and Energy
- Retail
- Consumer Packaged Goods
- Financial Services/Professional Services

Our primary NAICS codes include:

- 541810 Advertising agencies
- 541511 Webpage design services, custom
- 541820 Public relations agencies
- 541613 Marketing consulting services



## 5.2.4 Qualifications

A brief descriptive statement indicating the Vendor's qualifications to deliver the services requested in this RFP.

Fahlgren Mortine creates award-winning designs that reflect your brand on the web.

Throughout our history, we have developed a particular style that starts with how you present your

company/organization offline and develops it to suit the special characteristics of the web.

We don't use standard templates as a starting point. Instead, we take you through a process: from a design brief and sketches to worked-up design concepts and final versions. The results are polished and engaging with attention to detail.

Our approach to design:

1. Individual design based on your brand personality
2. Fast loading
3. Accessible to all audiences, browsers and platforms
4. Clear customer journeys
5. Separation of design, business logic and functionality
6. Modern CSS and xHTML implementation

Fahlgren Mortine builds and maintains websites in accordance with the standards outlined by the World Wide Web Consortium (W3C). These standards include Structural and Semantic Languages (HTML, XHTML, XML), Presentation Languages (CSS), Object Models (DOM) and Scripting Languages. Adherence to these standards ensures uniform and accessible conveyance of information via the World Wide Web for all users. Some companies specialize in design, while others concentrate on technology. We believe that the two must go hand in hand with a third focus on achieving specific business goals.

## Denison University TheDEN

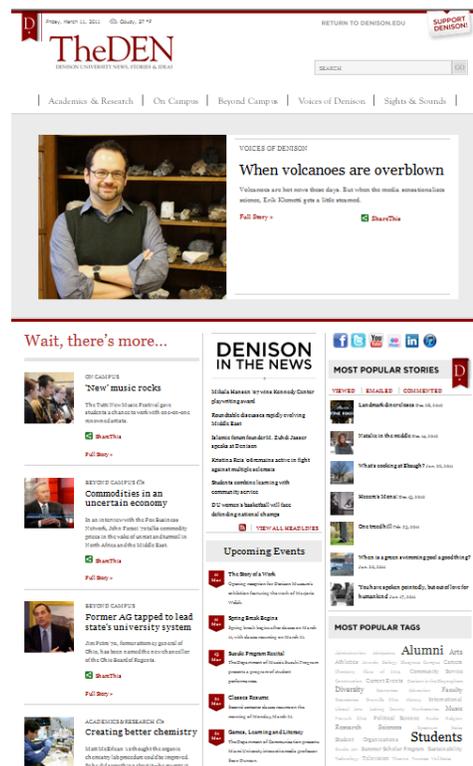


<http://denison.edu/theden/>

Denison University was struggling to organize, publish and maintain countless stories that take place on a college campus and within an alumni community. They reached out to Fahlgren Mortine to come up with an interactive solution to help them manage their content.

We created a blog for Denison University to communicate with both current college students as well as alumni in a timely manner. To achieve this and take it one step further, we created the blog to be the comprehensive main source for Denison University news, stories and ideas.

In addition, we added various interactive features including



event listings, most popular stories based on view, email and commented statistics, most recently viewed photos and videos, share features, RSS feeds, weather feeds, tag clouds, archival system for older stories, as well as links for the media and other Denison related websites. TheDEN is now a one stop shop for all news and event information related to Denison. We also created an e-newsletter template that allows the university's communications department to aggregate blog posts and blog images into an attractive and easy-to-use template and distribute the resulting e-newsletter to subscribers.

Overall, Denison University is very happy with the new communication platform. It has been recognized by many national and regional industry awards, including:

- Bulldog Reporter Digital / Social Awards: Grand Prize
- PRNews Platinum PR Award finalist
- WebMarketing Association's WebAward
- CASE Circle of Excellence Bronze Award
- Ohio Interactive Award
- ADDY from the Columbus Chapter of the American Advertising Federation

## Balloon Time



<http://www.balloontime.com>

### Situation

Balloon Time® Helium Balloon Kits offer lightweight, portable helium-filled tanks, balloons and ribbon in one package. Balloon Time's website was outdated and in this Internet culture, the company wanted to reach influencer moms and party planners online. The company challenged Fahlgren Mortine with redesigning its website, [www.BalloonTime.com](http://www.BalloonTime.com), with a new look and feel that would be attractive to moms and go beyond just birthday celebrations. Balloon Time's marketing goals were to create and build product awareness, encourage interaction with the brand and stimulate product trial.

### Action

Fahlgren Mortine planned and executed a complete website overhaul of [BalloonTime.com](http://BalloonTime.com).

Fahlgren Mortine conducted an audit of top websites geared toward moms and party planners for inspiration, like [MarthaStewart.com](http://MarthaStewart.com) and [PartyCity.com](http://PartyCity.com). Based on the target audiences, FM created a new architecture to allow for ease of use in searching for party ideas and decorations for all occasions via



landing pages sorted by holidays and seasons. A blog feature was also added with party idea posts by Penny Warner, Balloon Time’s party planning expert and spokesperson. A super navigation menu was put in place to provide users with a visual teaser of what they will find within each section of the site without actually having to click.

Fahlgren Mortine created a rotating homepage feature to highlight seasonal messages as well as other important messages related to recycling of the product, product information details, decorating ideas and party activities and contests. This provided a way to keep content relevant and fresh. Video was also a large element of the redesign. Video is featured on the homepage as well as sub-pages to demonstrate how to use the product, ideas for incorporating balloons into key usage occasions—graduations, birthdays, baby showers, weddings, etc.—and how to properly dispose of the product.

An easy-to-use party planning checklist helps busy moms plan their party based on a timetable leading up to their special day.

The footer allows for a quick way to navigate the site as well as a key driver to the number one goal of the site, which was to get the user to the store locator in order to find a location to purchase the product. Since Balloon Time cannot sell product from its website, this is the next best thing to aiding the sale of a product. To keep moms engaged beyond their party research, a variety of social media tools, including a Facebook feed and share features, were added to the home page, navigation and sub-pages.

Since the paid search program was cut from the budget, a search engine optimization strategy was executed to help the site remain visible in top organic search engine results, helping to drive traffic back to BalloonTime.com. Fahlgren Mortine conducted the following, along with ongoing maintenance:

- Evaluated the website to gain insight into current on-site optimization efforts and identify areas for improvement
- Performed an organic search competitive audit of party planning sites
- Performed keyword research and identification
- Assigned target keywords on a page-by-page basis to influence the creation of title and meta tags, as well as guide on-page content creation
- Ensured that the on-page content reflected the keyword strategy

## Results

The program achieved all of the stated objectives:

Campaign Objectives	Measureable Results
1. Drive at least 50,000 visits to key website elements: store locator and party planning landing pages	The store locator received 69,949 visits in the first six months from the launch date. The top five use occasion landing pages received 85,858 visits combined during the same time period.
2. Drive product trial through coupon redemption with at least 300 downloads	From July through December 2011, there were 402 coupon downloads, 13% more than the previous six months.
3. Increase overall organic search visits by 20% over the previous year	From August 10, 2011-February 15, 2012, the site received 64,707 visits, an increase of 22% over the previous year time period.
4. Increase traffic to Facebook by 15% to keep moms engaged with the brand	Traffic to Balloon Time’s Facebook Page increased by 22% upon launch of the website.

## Cooper Tires

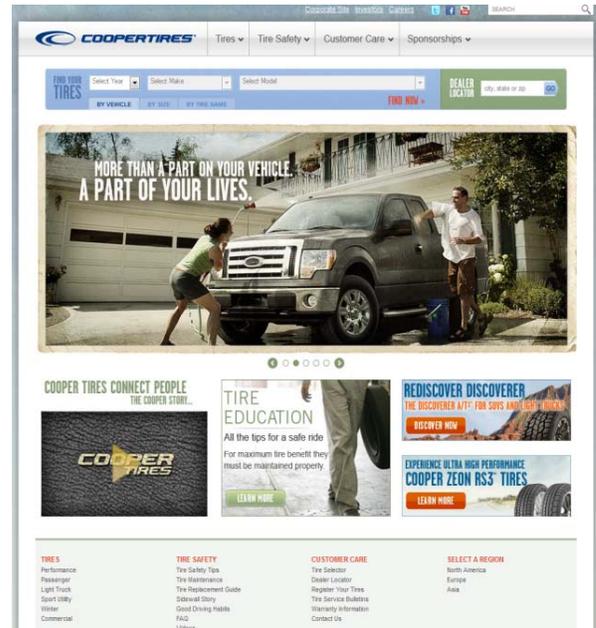


<http://www.us.coopertire.com>

<http://www.coopertire.com>

### Situation

As part of a company-wide rebranding effort, Fahlgren Mortine partnered with Cooper Tire & Rubber Company to develop best-in-class consumer and corporate websites. Existing on a proprietary content management system (CMS), Fahlgren Mortine suggested a new, more robust CMS to better handle the client's globalization efforts, while also providing a much more streamlined and efficient process of updating ever-changing website content.



With an eye to the future, Cooper Tires took a proactive approach to position their digital marketing platform to scale globally across all product categories.

### Action

Fahlgren Mortine architected, developed and implemented multiple websites for Cooper Tires. In addition to new consumer and corporate websites, Fahlgren collaborated with Cooper Tires on a new URL strategy that positions them for future growth as global presence increases. The Kentico CMS solution allows instant content updates, along with the ability to capture, store and interact with customer data in the form of e-newsletters and automated contact form responses.

In addition, we integrated various features including an interactive dealer locator tool, video segments and updated news relevant to both consumers and investor relations.

### Results

Overall, Cooper Tire is very happy with the rebranded platform, and looks forward to integrating other businesses into Kentico and expanding into new markets.

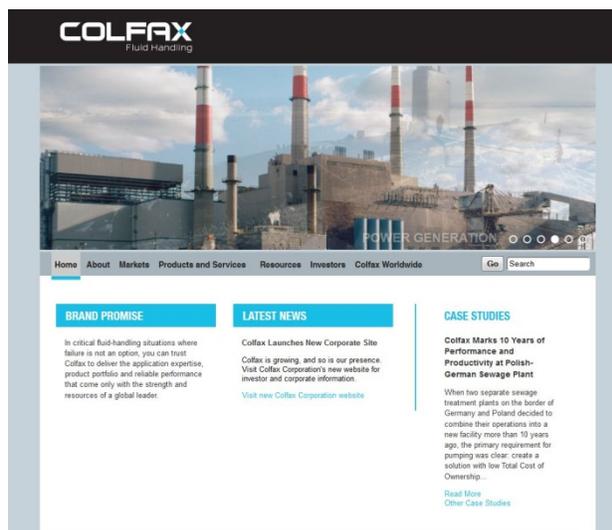
## Colfax Fluid Handling



<http://www.colfaxcorp.com/index.php>

### Situation

A significant part of Colfax Corporation's 2011 restructuring was a shift in focus to the global markets the Fluid Handling business served. Specifically, Colfax Fluid Handling wanted to go deep in the communication of their innovative solutions that combined pump technologies and systems, expertise in critical applications and engineering and service and support. The website was a natural place to create these centers of expertise, but the Fluid Handling team was working with a number of different vendors to provide different expertise and functionality across the site, often resulting in a sense of disconnect in both user experience and team communication.



### Action

Fahlgren Mortine recommended and was given responsibility moving from descriptions of the markets Colfax Fluid Handling serves to the development of market-specific microsites where customers and prospects can find everything they need to address their unique business challenges in the transfer and management of fluids. Working with the business leaders and market managers of each global market, as well as the global marketing team, Fahlgren Mortine paired new navigation and pages where users could intuitively find the information they were seeking, such as the Product Warehouse and Knowledge Center where we included not only brochures, press releases and case studies about Colfax but white papers and thought leadership articles developed by Colfax Fluid Handling experts in their markets that helped reinforce the Colfax brand attribute of trusted advisors. Equally important, Fahlgren Mortine's digital team advanced the site infrastructure, working with the Colfax global marketing team, IT department and other vendors to ensure the integration of all parts of the site and to optimize communication among all stakeholders in this complex development environment.

### Results

Today, Colfax Fluid Handling's website is not only focused on the individual global markets that Colfax serves – the original goal for this scope of work – but is also more user-friendly, responsive and secure. Web traffic is up as customers and prospects explore the new microsites, and market-focused experts across the organizations have elevated their thinking about the role of the Colfax Fluid Handling website, using it more consistently to share information and connect with their customers and prospects in deeper

and more meaningful ways. These market microsites have quickly become the go-to place to send customers and prospects for what they need to be more effective in their jobs. Colfax has recognized Fahlgren Mortine's critical role in the successful outcome of the market microsite initiative, and praised the strategic thinking, digital expertise and client commitment that made the project so successful. As a result, the Fluid Handling team has also changed some of its plans midstream, awarding projects to Fahlgren Mortine that were originally slated to go to other vendors.

### 5.2.5 Organization Size

**Provide a description of the Vendor's organization's size, longevity, and clients.**

Fahlgren Mortine is based in Columbus and has 162 associates throughout its nine offices. We work with more than 100 clients based in 29 states, from California to Connecticut. Key clients include public and government organizations such as Columbus Image, Experience Columbus, Ohio Office of Tourism as well as clients where we have done outstanding digital work, like Denison University, Balloon Time, Colfax Fluid Handling and Cooper Tires.

### 5.2.6 Related experience

**Provide information about the vendor's experience providing website design/redesign services. Successful vendor must have completed at least three (3) similar engagements in the past three years that satisfy the requirements outlined in section 3.2.1.**

Please reference wireframe examples for the Greater Columbus Sports Commission, Experience Columbus and the Toledo Region at the end of the proposal.

#### Greater Columbus Sports Commission

[www.columbusports.org](http://www.columbusports.org)



#### Situation

The Greater Columbus Sports Commission (GCSC) is the only organization in Columbus 100% dedicated to attracting professional, collegiate, amateur and youth sporting events to Greater Columbus. GCSC had recently undergone a rebranding effort and wanted their website to reflect the new campaign, be a valuable tool for event planners looking to bring their events to Columbus and serve as the go-to source for locals and visitors seeking information about sporting events in Columbus.

#### Approach

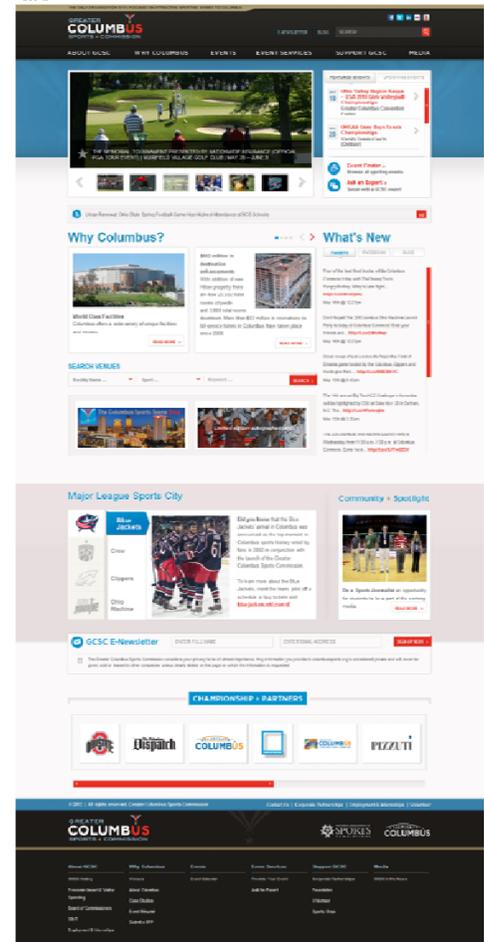
Fahlgren Mortine partnered with GCSC to help re-architect and redesign their website to match their new branding. The new website presents Columbus as the no. 1 city for hosting events by highlighting and visually showing featured/upcoming events, telling visitors why to choose Columbus, as well as

We also integrated GCSC’s previously standalone blog, The Columbus Sports Scene, seamlessly into the site. The integration provides a more cohesive user experience, allowing site visitors to find and access blog content with ease. The integration also allows GCSC to manage content more efficiently, within one platform.

We also incorporated a very easy to use search feature throughout the site that visitors can use to look for event locations by facility name, sport or by keyword.

The site was built within a content management system to allow for ease of use with daily updates, as well as provide the website manager with a single sign-in to allow easy updates on both the website and the blog at the same time.

Lastly, we also helped create custom event landing pages for events large enough to promote separately outside of the events calendar of the website. Within this landing page, GCSC can promote the purchase of tickets to events, show tournament schedules, highlight accommodations nearby, and provide directions/parking information to visitors unfamiliar with Columbus.



## Results

Since the website launched, GCSC has seen significant website performance with roughly 25 percent of audience viewing the website from mobile devices, an increase in eNewsletter subscriptions, as well as increased activity in their updated blog.

## Experience Columbus



### Situation

Experience Columbus, the Greater Columbus Convention and Visitors Bureau, sells, markets and promotes the Columbus experience to visitors. The organization works to attract leisure tourists and conventions to the city, with the ultimate goal of filling hotel rooms and increasing visitor spending throughout the community.

Their audiences include locals, visitors, convention/meeting planners and local businesses that are targeted for membership.

## Approach

Experience Columbus wanted to partner with Fahlgren Mortine to re-architect and redesign their website to provide information about Columbus in an engaging, friendly and easy-to-find manner. The site also needed to reflect the newly established brand.

Fahlgren Mortine performed a comprehensive competitive audit and reviewed destination marketing organization websites from across the country, to help inform our recommendation for improvement to the existing site. We also provided multiple design options to choose from that helped to portray the open and smart Columbus community to visitors.

Fahlgren Mortine developed the HTML template files that were then implemented by Experience Columbus within their ColdFusion content management system to allow for ease of updates. On the home page, a visitor will find several tools that help to enhance their experience, including a booking widget for hotels and packages, links to various social media tools, a quick way to view events, attractions, tours and dining, as well as easy-to-find information about meetings in Columbus.

Fahlgren Mortine also custom designed and developed a new interactive feature called, "My Planner," which allows visitors to add items to their own personal trip itinerary as they navigate throughout the website.

## Results

Although the website will not officially launch until the fall, the client is very enthusiastic about the website and how well it will help sell Columbus as a destination.



## The Toledo Region



[www.toledoregion.com](http://www.toledoregion.com)

### Situation

Fahlgren Mortine was approached by a group of 12 public and private organizations from the Toledo Region and was tasked with communicating the region's storied manufacturing history, centralized transportation and logistics, world-class recreational opportunities, affordable housing and nationally recognized institutions of higher learning.

Positioning the Toledo Region as the 'Heart of the New Manufacturing Economy' required providing site selectors, C-suite and HR directors with the information they need specific to economic development, higher education, leisure and lifestyle within the region.



### Action

Fahlgren Mortine designed and implemented a website for the Toledo Region that focused on the four key components of the brand: Working, Living, Learning and Enjoying. Using rich photography native to the area, we were able to communicate the capabilities of the region.

In addition, we added various features including an interactive map, video segments and updated news relevant to each brand component. Mobile optimization of the site was also a critical component based on our findings of key users of the website (site selectors). By creating mobile-specific pages, the user experience was carried to the mobile platform in a seamless manner.

### Results

Overall, the Toledo Region representatives are very happy with the new communication platform. As 'phase one' of the Toledo Region branding and marketing effort matures, we are excited to be a partner with their team for future growth.

## 5.2.7 Project staff information

**Vendors must propose specific staff to deliver the services requested in this RFP. For each staff person proposed, a resume must be included documenting education and experience that satisfy the requirements outlined in section 3.2.2.**

The majority of your proposed project team is already familiar with the Columbus brand, as they have worked with Experience Columbus, the Greater Columbus Sports Commission and Columbus Image.



**Katie Tebbutt**  
**Director, Digital Project Management**

As the Director for Fahlgren Mortine’s Digital Project Management group, Katie manages the digital strategy and handles the day-to-day interactive project management tasks for various clients, including Columbus Image, Experience Columbus, Greater Columbus Sports Commission, Worthington Cylinders, Ansell Healthcare and McDonalds. With more than 10 years of experience in interactive marketing, Katie is able to be a strategic partner to clients, understanding their business, anticipating needs and growing each relationship. Katie earned a Bachelor of Science in business administration from The Ohio State University Fisher College of Business with a focus in marketing.



**Nicole Lewis**  
**Associate Creative Director**

As Associate Creative Director, Nicole balances form and function to consistently provide meaningful user experiences independent of the digital medium. With over 10 years of experience, Nicole has worked on a number of national and global brands that span such industries as education, healthcare, sports, financial and retail. Nicole earned her bachelor’s degree in digital design from the University of Cincinnati.



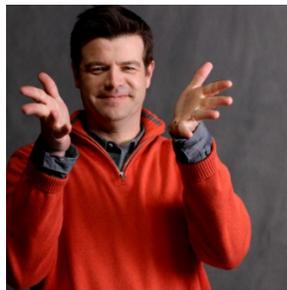
**Tiffany Lee**  
**Digital Designer**

As digital designer, Tiffany provides fresh, creative approaches to complex web problems from full site designs to the conceptualization of mobile and other interactive applications. She collaborates with creative leads, developers, project managers and the account team to execute clear and impactful visual solutions. She has experience in web, graphic, brand, retail and interactive design. Tiffany received a Bachelor of Fine Arts from The Ohio State University.



**Brian Gable**  
**Senior Business Analyst**

With more than 10 years of business analyst experience, Brian focuses on creating positive web experiences for users, information architecture, requirement gathering/writing, building client relationships, project management and quality assurance for Fahlgren Mortine’s clients. Before joining Fahlgren Mortine, Brian spent time in the banking industry, and at another agency, where his clients included Bush’s Baked Beans, Coca-Cola, Nestle, Dreyer’s, PepsiCo, Quaker Oats, Gillette Venus, Purina, and various Procter and Gamble hair product brands. Brian earned a Bachelor of Science in agricultural business and applied economics from The Ohio State University.



**Mark Miller**  
**Senior Vice President**

Mark began his career as an art director at a small advertising agency in Lexington, Kentucky and has since gone on to work in a variety of roles, from art director, to account director, to brand strategist working in advertising, interactive, and retail design. He has also spent several years client side in Director of Marketing roles for the Longaberger Company and Bass Management Consultants and as a result is uniquely adept at understanding and anticipating the needs of clients. As Director at Fitch, one of the world’s leading retail agencies, Mark led a multidisciplinary team of designers, strategists, and account managers in the development of insight driven marketing programs for leading brands such as Target, Coca-Cola, Select Comfort, Pepsi and Humana brands just to name a few. Mark holds a bachelor’s degree in fine art from the University of Kentucky.



**Melinda Green Feran**  
**Developer**

Melinda brings an extensive background in development and education to her role as the lead trainer and customer support liaison for multiple content management systems, including Ektron. She also performs front-end development and site maintenance, client training, project management, quality assurance, digital content optimization, site planning, and user interaction design for clients including the Columbus Chamber of Commerce, Colfax Fluid Handling, Prevent Cancer Foundation, Ohio Academy of Family Physicians, and others. Melinda holds bachelor’s degrees in music and music education, as well as a master’s degree in music from The Ohio State University. She has ten years of experience in web development.



**Mark Goolie**  
**Developer**

As a back-end developer for Fahlgren Mortine, Mark focuses his attention on application and database architecture, as well as .Net, PHP, Flash and many other programming languages.

Prior to joining Fahlgren Mortine, Mark was a Senior Software Engineer at various companies including Environmental Science Corp, JC Reed Mortgage and Financial services, XMI Technology where his client list included Metro Nashville Public Schools and Ace Hardware, as well as Database Systems Corporation where his clients list included Verizon Wireless, American Express, AT&T Wireless and Barclays Global Investors. Mark graduated from Franklin University with a degree in Computer Science.



**Robby Herbst**  
**Search Marketing Manager**

Robby brings expertise in search engine optimization, paid search and copywriting to the Fahlgren Mortine team, where he is primarily responsible for managing, analyzing and optimizing paid search programs for clients including Ansell, Kent State University, College Savings Plans Network and Liebert. He also manages and optimizes search engine campaigns for clients such as Scentsy and Balloon Time.

Prior to joining Fahlgren Mortine, Robby was a search engine marketing analyst and copywriter for a digital marketing company, where he performed paid search, search engine optimization, copywriting and branding tasks. His clients included Allied Insurance, Lexus, Signs Now and many others. Robby graduated from Kent State University and holds a Bachelor of Science in Journalism.



**Kristen Jones**  
**Senior Account Executive**

With more than seven years of agency experience, Kristen has great knowledge in travel and tourism and event marketing. Kristen's current clients include the Columbus Image Project which includes: Experience Columbus, Greater Columbus Sports Commission, Columbus Region/2020, Columbus Chamber, Columbus Partnership and 200Columbus. She also works with the City of Columbus on their rebranding project and *The Columbus Dispatch* new paper launch.

As a senior account executive at Fahlgren Mortine, Kristen is responsible for developing client relationships, managing financial performance, execution and program measurement and strategy/planning on various accounts. Kristen has a great passion for the Columbus brand and also has experience in philanthropic activities including work with the Make-A-Wish Foundation and the Mid-Ohio Foodbank. She has a communications degree from The Ohio State University.



**Pete McGinty**  
**Chief Marketing Officer**

Known to many on a national level for his deep roots and experience within the travel and tourism industry, Pete McGinty's background includes 15 years of agency experience. He also served as the vice president of marketing for Experience Columbus, leading a community alignment initiative designed to build consensus throughout the community in order to deliver a consistent visitor experience. In this role, he was responsible for leading the development and execution of Experience Columbus' strategic vision and plan; managing all marketing communications programs, including brand identity, messaging, advertising, website, collateral materials, public relations, special events and sponsor development. With more than 25 years of marketing experience, he oversees strategy, client services and new business development. He is also the strategic lead on the agency's tourism practice. Pete received a Bachelor of Science in business administration from The Ohio State University.

## 5.3 Section Three: Quality and Feasibility

### 5.3.1 Proposed Services and Deliverables

Proposals must include a description of proposed services for completing the deliverables outlined in section 2.1. Proposals should describe how the vendor’s approach to website design will achieve the goals outlined in section 2.1.2. Proposals must also include work samples that satisfy the requirements of section 3.2.4.

#### Our Process

Fahlgren Mortine believes that a proper foundation of understanding our client’s business, competitors and the consumer are key elements to developing effective and successful marketing programs. That is why Fahlgren Mortine employs a digital process that allows us to gather the insights we need to provide our clients with strategic recommendations and helps guide us as we shape these strategic recommendations into interactive solutions that deliver results.



#### Initiation

The Initiation phase begins with Fahlgren Mortine’s initial meeting with the client to discuss its goals and objectives of the initiative in more detail. Based on what we learn from this meeting, we develop a project brief that helps to inform and engage the extended creative and technology team regarding the initiative. A preliminary statement of work, or in this particular case a Request for a Proposal (RFP), is developed to provide a rough estimate and timeline range for this type of project.

Activities	Deliverables
<ul style="list-style-type: none"><li>- Management throughout phase</li><li>- Overview of the project</li><li>- Summary of project with rough estimate/timelines</li></ul>	<ul style="list-style-type: none"><li>- Weekly status reports</li><li>- Project brief</li><li>- Preliminary statement of work or RFP</li></ul>

#### Definition

The definition phase acts as the project’s “intelligence gathering” component. Fahlgren Mortine seeks to develop a clear understanding of the project from the business, design, content, data and technology perspectives. We work to provide a best of breed digital solution with identified success metrics that addresses our client’s defined challenge. We create a detailed Statement of Work that distills our key

insights and strategic recommendations regarding the project scope into outlined deliverables and a project plan with milestones and budget parameters.

Activities	Deliverables
<ul style="list-style-type: none"> <li>- Management throughout phase</li> <li>- Requirements gathering: Key stakeholder interviews, competitive audits, Best practice review and recommendations</li> <li>- Refinement of project scope</li> <li>- Key project milestones</li> </ul>	<ul style="list-style-type: none"> <li>- Weekly status reports</li> <li>- Recommendations report</li> <li>- Statement of work</li> <li>- Project plan</li> </ul>

## Architecture

The architecture phase is where we take the “what” we have defined and translate into a plan for “how,” developing an intelligent, intuitive and credible user experience. We build the structure, functionality and features and create the abstract concepts for housing content and visual design.

Fahlgren Mortine will define the recommended information architecture of the website through the creation of a site map and unique wireframe templates. We will then develop two design concepts presented on a homepage and an additional subpage, as well as present detailed design for the additional templates upon approval.

Activities	Deliverables
<ul style="list-style-type: none"> <li>- Management throughout phase</li> </ul>	<ul style="list-style-type: none"> <li>- Weekly status reports</li> </ul>
<ul style="list-style-type: none"> <li>- Information architecture</li> </ul>	<ul style="list-style-type: none"> <li>- Site map</li> <li>- Wireframes</li> </ul>
<ul style="list-style-type: none"> <li>- Creative development</li> </ul>	<ul style="list-style-type: none"> <li>- Two creative concepts for homepage/subpage</li> </ul>
<ul style="list-style-type: none"> <li>- Detailed design</li> </ul>	<ul style="list-style-type: none"> <li>- Detailed design of sub-page templates</li> </ul>
<ul style="list-style-type: none"> <li>- Content development by the City of Columbus</li> </ul>	
<ul style="list-style-type: none"> <li>- Technology</li> </ul>	<ul style="list-style-type: none"> <li>- Requirements documentation</li> </ul>

## Implementation

During the implementation phase, we assemble the visual layer, content, code and data systems into a unified user experience for your website. User acceptance testing and approval by key project stakeholders will take place within the test environment. Upon completion of testing and bug fixing, production releases of the CMS code, database and assets are deployed to the production environment that is hosted by a third party vendor. This deployment process requires communication, various technical considerations and advanced planning for successful implementation. Fahlgren Mortine will provide the client with one CMS training session at the completion of the project.

Activities	Deliverables
- Management throughout phase	- Weekly status reports
- Graphics production	
- Content	- Final content populated by the City of Columbus
Technology	
- CMS integration	- Beta site
- Template development	- User acceptance testing
- Environment setup: Development, staging, production	- Training sessions
- User acceptance testing	
- Deployment	
- Training	

## Evolution

A project does not end with deployment. Just as the solutions evolve with interaction and iteration, so do our client relationships. Evolution planning often begins before deployment, and may include planning major site updates and functional enhancements to accommodate growing business or end-user needs. Or, it may be for optimizations based on actionable analytics findings. Whatever the need, Fahlgren

Mortine actively works with its clients on digital marketing recommendations for continued interaction, engagement and action. Additional activities, like monthly analytics reports, can be scoped separately as part of a maintenance contract post launch.

Activities	Deliverables
Project Management	
- Management throughout the entire project	- Weekly status reports
- Evolution planning	- Evolution planning
Site metrics reporting & analysis (Google Analytics)	- Data driven recommendations (within a maintenance contract)

## Project Scope

Fahlgren Mortine is built around the concept of real time, real life marketing and communications. Our collective experience in all digital touch points helps form the basis for this proposed approach. We combine our award-winning research, creative, digital and media teams to ensure that business objectives are articulated and incorporated into every aspect of our work. These objectives include the following:

- Optimize end-user experience for ease of navigation, access to information and website response time
- Ensure section 508 compliance laws

- Search Engine Optimization (SEO) – key focus on SEO friendly website with content provided by City of Columbus
- Conform with new City of Columbus branding

We leverage our experience in ux and design to create user-centric solutions. Internally and externally we believe in cross-functional team reviews at each major milestone to ensure consensus and approval early and often. Prior to any deployment we conduct a thorough quality assurance check to ensure all requirements are met. Finally, Fahlgren Mortine will assist in deployment of each solution whether that entails a third-party hosting provider or an internal technology team. If desired, we can also assist in analytics monitoring and reporting and provide recommendations on enhancements to achieve even greater success via a maintenance contract.

The following assumptions were used to define the scope of work and develop our proposed project estimate. If any assumptions need to be altered, Fahlgren Mortine is more than happy to revise these assumptions and review our estimate as needed.

### **Research Assumptions**

- Conduct key stakeholder interviews with City staff and public users of the website.
  - o City of Columbus will recruit and schedule these interview sessions.
  - o Fahlgren Mortine will conduct four two-hour interview sessions with City staff.
  - o Fahlgren Mortine will create an online survey for public users that will be hosted on the website for a specified period of time (1-2 weeks).
- Conduct a competitive audit of three-to-five comparable demographic and geographic cities within the United States (Examples, NYC.gov, CityofChicago.org).
- Perform audit of the City of Columbus website against website best practices.
- Combine above elements into a brief report for the City of Columbus to review, along with recommendations that help determine the direction of the re-architecture.

### **Information Architecture Assumptions**

- Includes revised site map and wireframes templates (six templates).
- Assumes the following six templates: one homepage, four landing page options, one detail content page.

### **Creative Assumptions**

- Two website design options will be presented across a homepage and subpage.
- Assumes the following eight templates: one homepage, four landing page options, three detail content pages (two column, three column, form page).
- Detailed design and graphics production will be completed across all eight templates.
- Website will be designed and built responsively for optimal appearance across different displays and screen resolutions (includes iOS and Android).
- We will leverage the newly created branding for the City of Columbus created by Fahlgren Mortine.
- A brief user guide will be provided by Fahlgren Mortine to help the City of Columbus maintain the branding upon launch.
- Assumes no original media will be created for this website (i.e. video, animations).
- Assumes all photography will be provided by the City of Columbus.

## Business Analysis Assumptions

- Software requirements documentation will be completed to provide developers with guidelines around each of the functional pieces of the website.

## Search Engine Optimization Assumptions

- Website will be built to be SEO friendly with the creation and implementation of title tags, meta descriptions and URL recommendations. Tags and descriptions will be created from keyword research and identification.
  - o Assumes optimization of homepage and main page of each department (roughly 24 pages). Additional pages can be optimized post launch via a maintenance contract.
- Content will be populated within the content management system by the City of Columbus staff.
- A best practices guideline document will be provided during training to help assist in the development of content and in the creation of new pages by the City of Columbus.

## Technology Assumptions

- Website will be built in Ektron CMS.
- The City of Columbus will provide a development environment on their servers with Ektron 8.5 installed and login credentials provided.
- Fahlgren Mortine will develop the defined eight templates stated above, as well as populate a small sample section of the website (up to 20 pages), to be used for the training sessions.
- Assumes existing functionality of the website, with no new functionality within the scope.
- Integration of existing social media.
- Fahlgren Mortine will test the developed templates and sample section against the following browsers: IE7-9, Firefox 11-12, Chrome and Safari.
- The website will be compliant with Section 508 accessibility standards.
- Assumes domain names, SSL Certificates for capturing personally identifiable information and hosting will be provided by the City of Columbus.
- All encryption mechanisms will be provided by the City of Columbus for protection of emails, forms, and any other sensitive materials.
- The City of Columbus will handle all page redirection from the old URLs to the new URLs.
- Fahlgren Mortine will develop training materials and provide five on-site training sessions for up to 100 web editors (20 trainees per session).
- Assumes Google Analytics code will be used on the website for tracking purposes. Monitoring and reporting with recommendations are considered outside of this scope of work but can be completed within a maintenance contract.

## General Project Assumptions

- Each deliverable stated above assumes two client rounds of review/revisions.

## 5.3.2 Service Delivery Plan

**Explain your service delivery plan and provide an example project plan with timelines (assuming the start date listed in section 4.3), milestones, and deliverables. Identify all necessary resources, both vendor-provided and City-provided to successfully produce the deliverables within the**

**timeline proposed. Of particular interest is the amount of City-provided time you will need to complete the task and deliverables described in section 5.3.1. Proposals that fail to include a fully resourced example project plan with timelines will be considered non-responsive.**

**Process and General Timeline**

There are many ways to approach a project, and Fahlgren Mortine is well-versed and practiced in a variety of approaches, from traditional waterfall to Agile, and everything in between. This allows us to customize our approach for each client, while at the same time, following best practices. The decision regarding the type of approach is based on many factors, including some of the following key elements: your desired time for review cycles, legal reviews, target launch date, tolerance for risk, and business objectives. All of these items will be discussed during an initial cross-team kickoff meeting, where we will get to know each other and understand your key goals and objectives, as well as general working style.

Typically, we approach projects as a layered process, starting with the top layer and peeling each away until we’ve arrived at the details required for a successful release. The duration may be longer or shorter based upon factors mentioned above. For the purposes of this timeline, we assumed a five-day client review timeframe. A possible approach for this project could flow in this manner:

Stage/Activities	General Duration
Discovery <ul style="list-style-type: none"> <li>– Cross-team kick-off meeting</li> <li>– Requirements gathering:               <ul style="list-style-type: none"> <li>○ Key stakeholder interviews</li> <li>○ Online survey</li> <li>○ Competitive audits</li> <li>○ Best practice review</li> </ul> </li> <li>– Report with recommendations</li> <li>– Refined scope of work/project plan</li> </ul>	5-6 weeks
Information architecture <ul style="list-style-type: none"> <li>– Sitemap</li> </ul>	2-3 weeks
Information architecture <ul style="list-style-type: none"> <li>– Wireframes</li> </ul>	4-5 Weeks
Design <ul style="list-style-type: none"> <li>– Copy provided by the City of Columbus</li> <li>– Design – homepage/subpage (two concepts)</li> <li>– Detailed design</li> <li>– Graphics production</li> </ul>	6-8 weeks

<p>Definition</p> <ul style="list-style-type: none"> <li>- Requirements documentation</li> </ul>	2 weeks
<p>Implementation</p> <ul style="list-style-type: none"> <li>- CMS setup</li> <li>- Development of templates</li> <li>- Quality assurance testing</li> <li>- Client acceptance</li> </ul>	8-10 weeks
<p>Deployment</p> <ul style="list-style-type: none"> <li>- Deployment planning</li> <li>- Launch</li> </ul>	1 week

## 5.4 Section Four: Ability

Vendor must demonstrate the ability to complete the project as planned and on schedule.

### 5.4.1 Workload

Vendor shall provide a calendar covering the proposed service delivery time frame indicating periods when the vendor has the resources available to work on the project, and periods when the vendor will not be available to work on the project. Previous commitments do not need to be disclosed specifically, but should be blocked out on the calendar. Preferred times to commence work on the project should be indicated.

Fahlgren Mortine has a large enough staff that it can rely on at any time to get a large project completed on time. Your project is extremely important to us and we will always have the resources necessary. As you will see on the following page, the only dates blocked out on the calendar are dates when Fahlgren Mortine's offices are closed.

For the remainder of 2012, those dates are:

Wednesday, July 4 (Fourth of July)

Monday, September 3 (Labor Day)

Thursday, November 22 (Thanksgiving)

Friday, November 23 (Day after Thanksgiving)

Monday, December 24 – Tuesday, January 1, 2013 (Closed for the holidays)

### 5.4.2 Financial Responsibility

Vendor shall provide documentation of financial responsibility, financial stability, and sufficient financial resources to provide the scope of services to the City in the volume projected and within the time frames required. This documentation may take the form of: a letter of credit or reference from a bank or other financial institution; an insurance policy or bond; audited cash flow and balance sheet statements; or a satisfactory credit rating from a reputable credit rating agency.

Please find a letter immediately following Fahlgren Mortine's calendar, from PNC Bank, establishing Fahlgren Mortine's line of credit with the bank.

Name \_\_\_\_\_

Hire Date \_\_\_\_\_



Holiday

2012

V-Vacation F-Floating Hol. J-Jury Duty P-Personal S-Sick L-Leave of Absence U-Unpaid D-Death in Fam.

January						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July						
S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

October						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

May						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

March						
S	M	T	W	T	F	S
				1	2	3
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

June						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

September						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



November 2, 2011

Neil Mortine, President  
Fahlgren, Inc.  
4030 Easton Station, Suite 300  
Columbus, OH 43219

Re: Extension of Expiration Date for Committed Line of Credit  
ACBS A/C NO. 33377164-0009976048-604048706  
Loan amount: \$2,000,000.00

Dear Mr. Mortine:

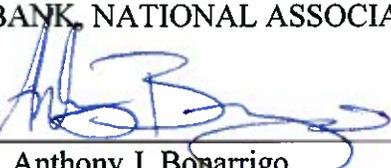
We are pleased to inform you that your Committed Line of Credit has been renewed. The Expiration Date, as set forth in that certain Promissory Note dated December 18, 2011, as may have been amended from time to time (the "Note"), and any loan agreement or letter agreement related thereto, if applicable, (the "Agreement"), has been extended from December 30, 2011 to December 30, 2012, effective on December 31, 2011. All other terms and conditions of the Note and Agreement remain in full force and effect.

It has been a pleasure working with you and I look forward to a continued successful relationship. Thank you again for your business.

Very truly yours,

PNC BANK, NATIONAL ASSOCIATION

By: \_\_\_\_\_

  
Anthony J. Bonarrigo  
Vice President

## 5.5 Section Five: Past Performance

Vendor must be able to demonstrate experience with web design/redesign services by submitting the contact information of three (3) Professional Reference(s). The reference contact information shall include the name, e-mail address, street address, telephone number, fax number, and a description of the contract amount and service that was provided.

**Name:** Janna Stanford, Marketing Communications Manager, Worthington Industries

**E-mail address:** [JCSTANFO@worthingtonindustries.com](mailto:JCSTANFO@worthingtonindustries.com)

**Street address:** 200 Old Wilson Bridge Road  
Columbus, Ohio 43085

**Phone:** 614-840-4908

**Fax:** 614-840-4911

**Description of contract amount and service that was provided:** Janna Stanford serves as Fahlgren Mortine's main point of contact on a variety of projects, including the redesign and development of Balloontime.com and WorthingtonCylinders.com.

**Name:** Cathe Moog, Director of Marketing, Experience Columbus

**E-mail address:** [cmoog@experiencecolumbus.com](mailto:cmoog@experiencecolumbus.com)

**Street address:** 277 W. Nationwide Blvd., Suite 125  
Columbus, OH 43215

**Phone:** 614-222-6124

**Fax:** 614-222-6143

**Description of contract amount and service that was provided:** Cathe Moog serves as Fahlgren Mortine's main point of contact on a variety of projects, including the redesign and development of ExperienceColumbus.com.

**Name:** Ashley McClellan, Special Projects Manager, Greater Columbus Sports Commission

**E-mail address:** [amclellan@columbusports.org](mailto:amclellan@columbusports.org)

**Street address:** 45 Vine Street  
Columbus, OH 43215

**Phone:** 614-221-6175

**Fax:** 614-224-7301

**Description of contract amount and service that was provided:** Ashlee McClellan serves as Fahlgren Mortine's main point of contact on a variety of projects, including the redesign and development of ColumbusSports.org.



## 5.6 Section Six: Cost & Payment Terms

### 5.6.1 Cost

Proposals must identify estimated hours of service to be delivered by each of the staff persons proposed in section 5.2.7, associated hourly rates, and total costs. As described in section 3.1.2, hourly rates must be inclusive of all costs, including travel costs. Proposals identifying separate travel and other out-of-pocket costs will be considered non-responsive. Such costs should be recovered through the hourly rates proposed.

Based on the scope of work outlined in the City of Columbus' RFP, Fahlgren Mortine estimates a total of \$128,000 for our comprehensive solution.

We have given the City of Columbus a preferred blended hourly rate of \$125/hour. Our typical blended hourly rate for these services would be \$165/hour which normally would have come to \$169,290. The savings passed on to you at our preferred rate is \$41,290.

As with most projects, there are many variables that impact the overall cost and several assumptions we had to make. We would welcome the opportunity to speak with you in more detail to understand more specifics of your expectations and the scope of work so together we can arrive at an estimate that works for both companies. There are also opportunities in which we can provide phased estimates which allow us to better refine our estimates as each step is completed and additional clarity regarding specific features and functionality are defined.

**Site Redesign Costs:** \$ 128,000

**Maintenance Costs (optional):**

- Monthly website maintenance: TBD (\$125/hour)
- SEO Monthly Optimization: TBD (\$125/hour)

### 5.6.2 Payment Terms

**The City prefers a proposed project payment schedule based on milestone and deliverable achievement. The City's standard terms are Net 30 days, but will consider early payment incentives as part of its evaluation. Payment terms that include late payment penalties are not acceptable.**

We will comply with the project payment schedule the City of Columbus establishes. We can work with a payment schedule based on milestone and deliverable achievement. We are open to providing early payment incentives to the City of Columbus and would look forward discussing the payment terms in greater detail in-person.

The wireframe shows a homepage layout for the Greater Columbus Sports Commission. At the top is a blue header with the logo and navigation links for 'E-newsletter', 'Blog', 'Search', and 'GO'. Below this is a grey navigation bar with links for 'About GCSC', 'Why Columbus', 'Events', 'Event Services', 'Support GCSC', and 'Media'. A blue banner below the navigation features social media icons and the text 'Columbus Showcases Goodwill and Community Pride in Sports'. The main content area is divided into several zones: a large 'Main Image Zone' with a carousel and placeholder text; a 'Featured Events' section with three event cards and a 'See All' button; a 'Planning an Event' section with a 'Greater Columbus Sports Commission' mission statement, 'Event Services' link, and an 'E-Newsletter Image' sign-up; a 'Why Columbus' section with a 'View Map' image, 'Ask the Expert' image, and a 'Find a Venue' search form; a 'Promo Zone' with a large placeholder image; a 'GCSC Social Media' section with three social media links; a 'Partner/Promo Image Zone' with a large placeholder image; and a 'Corporate Partners' section with five placeholder logos. The footer includes the 'EXPERIENCE COLUMBUS' logo, contact links, copyright information, and the 'NATIONAL ASSOCIATION OF SPORTS COMMISSIONS' logo.

**Summary**

All copy is For Placement Only.

- 1 **Header Zone**  
Consistent on all pages of the website unless noted otherwise. Header can contain the site's logo along with utility and primary navigation links. The navigation links will have treatment in order to notify the user where there are on the website. Different roll states can also be setup for the primary navigation links. When the user is On Focus of one of the primary navigation links, a dropdown will appear with corresponding links.
- 2 **RSS Feed Zone**  
Utilized from the current site, this zone allows for a constant RSS Feed as well as links to all other Social Media outlets. This zone would only appear on the Homepage.
- 3 **Rotating Main Image Zone**  
Rich media zone that will support images and/or dynamic content. Text and links can be supported in this zone. Main Image will transition on a time interval. Links will drive users to corresponding landing/detail pages.
- 3a **Value Proposition Area**  
This zone is part of the Main image area and allows the site to display important value proposition content. In this example, the mission statement is displayed along with CTA's to the Event Services Section and newsletter sign-up.
- 4 **Featured Event Zone**  
This zone promotes featured event(s) with images, text and links. The links will be present to drive the user to the detail pages for that particular event. A CTA will be present that will drive the user to the Event Landing page for those who want to browse.
- 5 **Featured Content Zone**  
This zones purpose is to provide value proposition for choosing Columbus. Images, text and links will be supported in this area. Also, this zone can support video. In this zone, the user can quickly search for a venue via sport, venue or by keyword when using the Find a Venue widget.
- 6 **Promo Image Zone**  
Ability to highlight different promotions with an actionable image. This zone can be suppressed and supports text/links.
- 7 **City Promotion Zone**  
This zone highlights different professional/collegiate teams via images. Promotional images can appear in this zone such as the Game On Columbus. Images, text and links are supported in this zone. Multiple images/logos are supported. The link to Why Columbus would drive the user to the corresponding landing page.
- 8 **Social Media Zone**  
In this zone, recent blog posts and image are stored. The user can select one of the Blogs and be taken to the GCSC Blog website. If other Social Media content needs to be displayed, a tab structure can be implemented.
- 9 **Partner/Promo Image Zone**  
Ability to highlight different GCSC partners with an actionable image. This zone would have the ability to be suppressed and would support text and links.
- 10 **Corporate Partners Zone**  
Images that will take the user to the partner website when selected. Different partners could be rotated in an out during different times of the year.
- 11 **Footer Zone**  
Consistent on all pages of the website unless noted otherwise. Typically contains privacy policy or sitemap links. Also links to third party sites can appear in the footer. A link to promote becoming a partner is also present in the footer.

The purpose of a wireframe is to show the overall conceptual structure of a screen, its inventory of functionality and content. It does not represent a screen layout, nor is it indicative of using specific interaction mechanisms. Any copy shown on a wireframe is instructional rather than literal and does not reflect actual copy. Wireframes provide guidance until after the creative concept is developed and tested. Any pages framed represent unique pages or outlier implementation of content and page elements to aid in the design and development processes. Changes to approved wireframes prior to the completion of creative exploration and signed approval will be handled through change management and/or addendums to this document.

**GREATER COLUMBUS SPORTS COMMISSION**

Home | **Why Columbus** | Events | Event Services | Support GCSC | Media

## Why Columbus

1 **Why Columbus**

2 **Why Columbus**

3 **Why Columbus**

4 **Main Image Zone**

5 **Destination Feature Zone**

6 **Main Content Zone**

7 **Have Questions**

8 **Sign Up for the GCSC E- Newsletter**

9 **Featured Events**

10 **Footer**

**Summary**

All copy is For Placement Only.

- 1 **On Select State**  
Treatment to signify to the user they are in the Why Columbus Section.
- 2 **Breadcrumb Links**  
Once the user leaves the initial page, breadcrumb links will be exposed. The current page breadcrumb link will display treatment.
- 3 **Value Proposition Zone**  
Displays the title of the page and supporting value proposition text.
- 4 **Main Image Zone**  
Rich media zone that will support images and/or dynamic content. Text and links can be supported in this zone to drive the user to a detail page.
- 5 **Destination Feature Zone**  
Different icons represent a quick way to search for Columbus Destination information. When selected, search information would appear for the corresponding image. For example, if dine was selected the EC search Food and Drink data fields would appear.
- 6 **Main Content Zone**  
This zone is to provide visual and textual content that communicates all of the reasons a sports planner should choose Columbus for their particular event.
  - 6a The main content zone will support images, text and links. When a different reason to choose Columbus is selected, the content will update accordingly.
  - 6b A Map of the Venues CTA is present in this example. Depending on content, a CTA may or may not be present here.
- 7 **Have Questions Zone**  
An area that provides quick access to contact GCSC Experts and or to submit an RFP. This zone can support image, text and links
- 8 **E-Newsletter Signup**  
This zone will promote the e-newsletter and support image, text and links. Once a user subscribes, the content can either update dynamically and display Social Media or display on the sign up page/thank you message.
- 9 **Featured Events**  
This zone promotes featured event(s) with images, text and links. The links will be present to drive the user to the detail pages for that particular event. A CTA will be present that will drive the user to the Event Landing page for those who want to browse.





[E-newsletter](#) | [Blog](#)

[About GCSC](#) | [Why Columbus](#) | [Events](#) | [Event Services](#) | [Support GCSC](#) | [Media](#)

[Home](#) | [Why Columbus](#) | [Venues](#)

## Venues 1

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### Main Image Zone 2

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Nationwide Arena

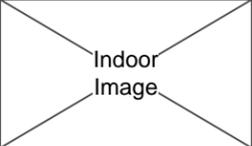
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Schott

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Huntington Park

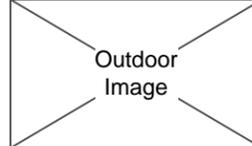
### Indoor > 3



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>Nationwide Arena  
> Link  
> Link

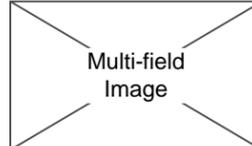
### Outdoor > 3



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>Columbus Crew  
> Link  
> Link

### Multipurpose > 3



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>Berliner  
> Link  
> Link

### Find a Venue 4

By Venue

Advanced Search 4a

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Select Sport

Playing Surface

Check all that apply

Option 1  Option 2

Option 3  Option 4

Performance Space

Choose One

0-49K (sq. ft.)

50K-100K (sq. ft.)

>100K (sq. ft.)

Seating

Choose One

0 - 10K

10k - 50K

>50k

Parking

Choose One

0 - 10K

10k - 50K

>50k

### Map Image 5



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**Summary**  
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**1 Value Proposition Zone**  
Zone that lists out the Title of the page and supporting value proposition text. Also links can be present in this zone. In this example, the user can be driven to a successful case study page to further support the Why Columbus Section.

**2 Main Image Zone**  
Rich media zone that will support images and/or dynamic content. Text and links can be supported in this zone. Main Image will transition on a time interval. Links will drive users to corresponding landing/detail pages.

**3 Main Content Zone**  
This zone will list all of the venues and break them out by categories. Can be broken out into different categories (does not have to be three like shown in the example). An image, text and links can be supported in this zone.

**3a** Also included will be a CTA to ask the expert.

**4 Find a Venue**  
The ability for a user to search for venues by venue or by advanced search. If the user chooses a venue from the dropdown the system will display the corresponding venue detail page.

**4a** The Advanced search will allow the user to select specific attributes and narrow their search based off the selected data. None of the fields are required and the user can select any combination of data. When the search CTA is selected, the search results page will be displayed with the corresponding venues. The Advanced Search options should be present on the search results page with the options that were selected. By doing this, if the results the user expected were not returned they can quickly update.

**5 Map Promo Image**  
Will take the user to the interactive map listing out all of the venues.

**6 Destination Feature Zone**  
When off the Why Columbus Landing page the zone will be minimized. When selected the four icons will reappear.

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GREATER COLUMBUS SPORTS COMMISSION

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[About GCSC](#) | [Why Columbus](#) | [Events](#) | [Event Services](#) | [Support GCSC](#) | [Media](#)

[Home](#) | [Why Columbus](#) | [Venues](#) | [Columbus Crew Stadium](#)

Venue Image

Events Image

### Columbus Crew Stadium

Address  
Venue URL

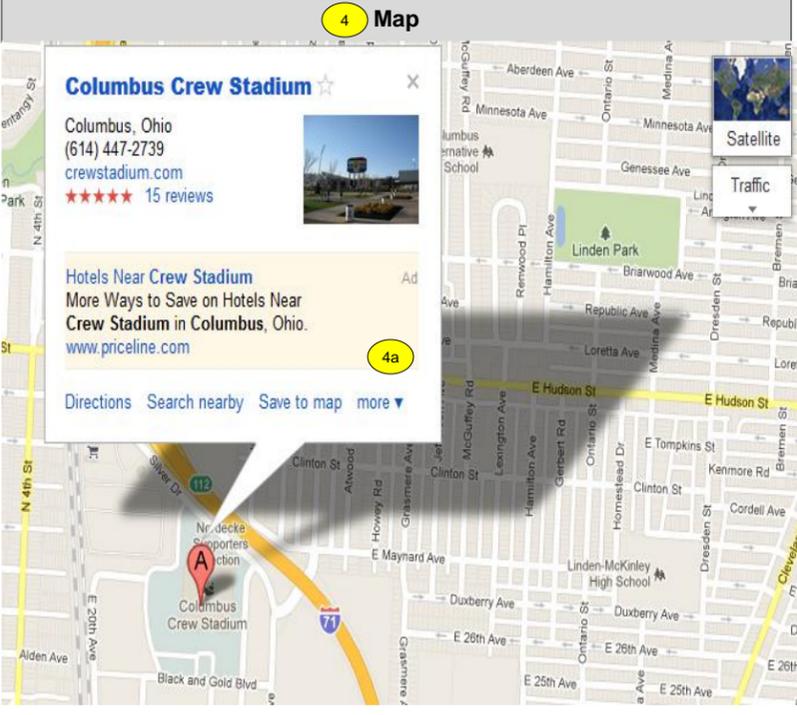
Print | [ShareThis](#)  [Like](#)

Details	Specifications	Major Events	Amenities
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Ask the Expert
Submit an RFP



Promo Zone

Promo Zone

**Summary**  
All copy is For Placement Only.

- 1 Main Image Zone**  
Main image for the venue detail page. This image can be persistent when on a venue detail page. Or the image could be dynamic depending on what category the venue falls under.
- 2 Event Zone**  
Image of an applicable event that is going on or that is upcoming. If there is not event that can be displayed, this zone will be suppressed.
- 3 Main Content Zone**  
This zone provides details regarding the venue such as but not limited to: address, venue URL, sharing CTAs, Like CTA and an image of the venue. Multiple images can be supported depending on venue.
- 3a** A zone will be present providing the ability to organize all of the details surrounding the venue in a consolidated area.
- 3b** A persistent submit an RFP and Ask the Expert will be present in this zone regardless of venue.
- 4 Map Zone**  
Provides details of the venue via Google Maps.
- 4a** Additional info such as directions, places nearby and etc... will be present in an overlay.
- 5 Promotional Images**  
Space for an internal or partner promotional image. Supports image, text and links.  
Can be suppressed if there is no supporting content

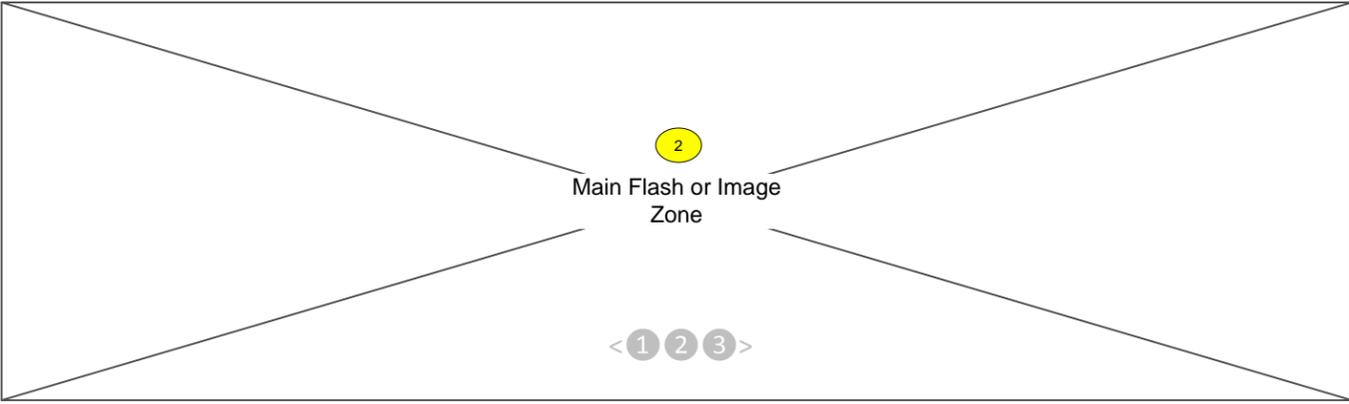


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[Meet](#) | [Media](#) | [Members](#)

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Play | Dine | Stay | Tours | Events | Travel Tools



2

Main Flash or Image Zone

< 1 2 3 >

3 Primary Feature Zone 1 >

Feature Zone Image

Primary Feature Zone text and link area

CTA

3 Primary Feature Zone 2 >

Feature Zone Image

Primary Feature Zone text and link area

CTA

3 Primary Feature Zone 3 >

Feature Zone Image

Primary Feature Zone text and link area

CTA

4 Featured Event

Image Zone

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

CTA

4a Search Events

September 11						
M	T	W	T	F	S	S
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

CTA

5 Social Media Zone

Blog or Special Package Link

CTA

6 Booking Zone

Tab 1 | Tab 2 | Tab 3 | Tab 4

|  |  |

CTA

7

Optional Promotional Image

8

**Title 1**

Image Lorem ipsum Consectetu  
Tempor incididunt  
[<Call to action>](#)

**Title 2**

Image Lorem ipsum Consectetu  
Tempor incididunt  
[<Call to action>](#)

**Title 3**

Image Lorem ipsum Consectetu  
Tempor incididunt  
[<Call to action>](#)

**Title 4**

Image Lorem ipsum Consectetu  
Tempor incididunt  
[<Call to action>](#)

Home	Play <a href="#">Do Shop</a> <a href="#">GLBT</a> <a href="#">Multi-Cultural</a> <a href="#">Family</a>	Dine <a href="#">Restaurants</a> <a href="#">Dine Originals</a> <a href="#">Happy Hour</a> <a href="#">Late Night</a> <a href="#">Blues</a> <a href="#">Food Trucks</a>	Stay <a href="#">Lodging</a>	Tours <a href="#">Experiential Tours</a> <a href="#">Itineraries</a> <a href="#">Packages</a> <a href="#">Tour</a> <a href="#">What's New</a>	Events <a href="#">Submit Events</a> <a href="#">Subscribe</a>	Travel Tools <a href="#">My Planner</a> <a href="#">Visitor Center</a> <a href="#">Transportation</a> <a href="#">Visitor Request</a>
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9



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**Summary**

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- 1 **Header Zone**  
Consistent on all pages of the website unless noted otherwise. Header can contain the site's logo along with utility and primary navigation links. The navigation links will have treatment in order to notify the user where there are on the website when a navigation link is selected. Different roll states can also be setup for the primary navigation links.  
If search is setup on the site, this will typically appear in this zone as well.
- 2 **Rotating Main Image Zone**  
Rich media zone that will support images and/or Flash content. Text and links can be supported in this zone
- 3 **Primary Feature Zones**  
These three zones support the main content of the EC experience. For example, one of the zones could be Play in Columbus. These three zones could be suppressed, and utilized in the main zone. Also one of the three zones could be displayed if three seems like to much.  
A supporting image, text and link can be supported in this zone. When selected a user will go to the corresponding cat page.
- 4 **Featured Event Zone**  
This zone will promote a featured event(s) with images, text and a CTA. The CTA will be present to drive the user to the detail pages for that particular event.
- 4a **Featured Event Zone – Search**  
The search functionality provides the ability to quickly search for an event when the user knows the specific date. This could be accomplished with the calendar widget.  
Also a link to take the user to the event calendar page would be present.
- 5 **Social Media/Promo Zone**  
This zone is attended to show popular blogs taking place and the ability to access the highlighted blog. Also a link to view all blogs could be added to this zone.
- 6 **Booking Zone**  
Provide the visitor the ability to book from the home page. The tab structure provides EC the ability to book a hotel, a package, tickets and etc...
- 7 **Promotional Image**  
Ability to highlight a promotion with an actionable image. This zone would have the ability to be suppressed and would support text and links.
- 8 **SEO Zone**  
This zone is intended to be more text heavy for SEO performance. Links to detail pages are present in this zone. Zone also can support icon/images  
Zone is optional and can be suppressed
- 9 **Footer Zone**  
Consistent on all pages of the website unless noted otherwise. Typically contains privacy policy or sitemap links. Also links to third party sites/Social Media can appear in the footer.

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Play | Dine | Stay | Tours | Events | Travel Tools

Rich media zone that showcases things to do in Columbus 1

[More details >](#)

<COSI highlight>

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<Columbus Crew highlight>

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<The Wilds highlight>

2  [2012 Cheap Columbus Blue Jackets Jerseys Offered Online, Buy Authentic Columbus Blue Jackets Jerseys...](http://www.officialnfljersey.org/columbus-blue-jackets-jerseys-c-34_43)

3 **Play**

- Do
- Shop
- GLBT
- Multi-Cultural
- Family

View Event Calendar

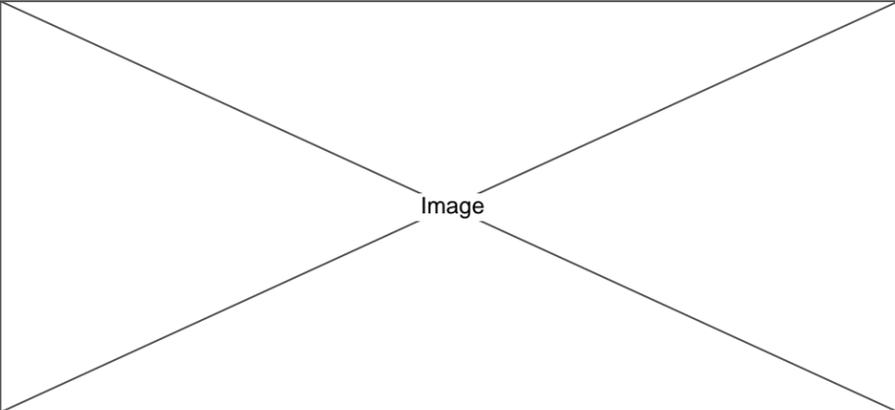
4 **Play Overview**

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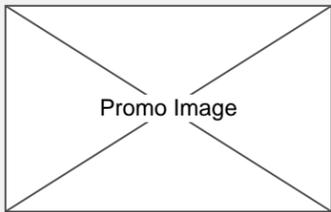


5

Do | Shop | GLBT | Multi-Cultural | Family

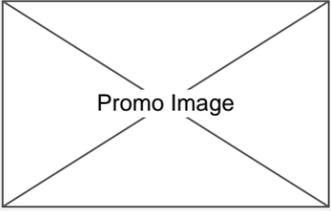


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Promo Image

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Promo Image

6  **Request a Visitors Guide Now**  
elit, se diam nonummy nibh euismod  
Tincidunt ut laoreet dolore magna aliquam  
elit, se diam nonummy nibh euismod Order Now

Home	Play <a href="#">Do</a> <a href="#">Shop</a> <a href="#">GLBT</a> <a href="#">Multi-Cultural</a> <a href="#">Family</a>	Dine <a href="#">Restaurants</a> <a href="#">Dine Originals</a> <a href="#">Happy Hour</a> <a href="#">Late Night</a> <a href="#">Blues</a> <a href="#">Food Trucks</a>	Stay <a href="#">Lodging</a>	Tours <a href="#">Experiential Tours</a> <a href="#">Itineraries</a> <a href="#">Packages</a> <a href="#">Tour</a> <a href="#">What's New</a>	Events <a href="#">Submit Events</a> <a href="#">Subscribe</a>	Travel Tools <a href="#">My Planner</a> <a href="#">Visitor Center</a> <a href="#">Transportation</a> <a href="#">Visitor Request</a>
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Media

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**Summary**

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- 1 **Main Image Zone**  
Rich media zone that will support images and/or Flash content. Text and links can be supported in this zone. In this example, a carousel displays three highlighted images that fall under the Play in Columbus bucket.
- 2 **Social Media Zone**  
This zone can support any applicable social media feeds. In this example, the delicious feed appears with a Blue jacket Promotion. This is an additional way to promote the play section of Columbus. This section needs to be monitored to filter in and out applicable feeds. This zone can also be suppressed.
- 3 **Secondary Navigation**  
This zone's main purpose is to allow the user to know where they are on the website and the additional categories that are associated with play.  
This allows a quick and easy way to navigate in each section. The View Event Calendar CTA would be persistent in this zone due to the current popularity of the calendar.
- 4 **Main Content Zone**  
The purpose of this zone is to provide value proposition content on all of the exciting things one can do in Columbus. The zone supports text, images, Video and CTAs. Here, a Columbus video CTA is displayed. The video would open in overlay.
- 5 **Navigation Zones**  
This zone is the "air traffic controller" and allows the user to see all the different categories that fall under Play. The zones support, image, text and CTAs. When selected the user will go to the corresponding Segment Landing page. Promo Images can also be present to further support the different categories under Play.
- 6 **Visitor Guide**  
Supports image text and CTA. When the CTA is selected the user would go to the Order Now page. Also, if a user is in events this could be replaced with the event calendar email signup.

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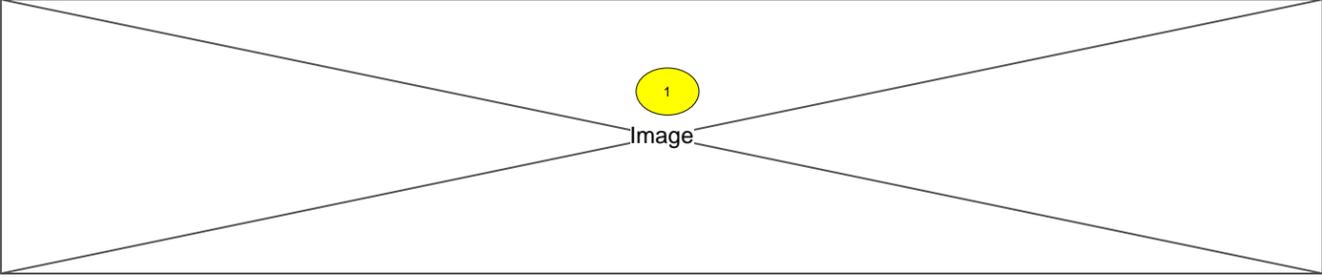
November 23, 2011 | Draft | Page 3  
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[Play](#) | [Dine](#) | [Stay](#) | [Tours](#) | [Events](#) | [Travel Tools](#)



**Do**

- Attractions
- Events
- Itineraries
- Shop
- GLBT
- Multi-Cultural
- Family

View Event Calendar

**Do/See Overview**

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**Events**

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[Link to Event Details](#)

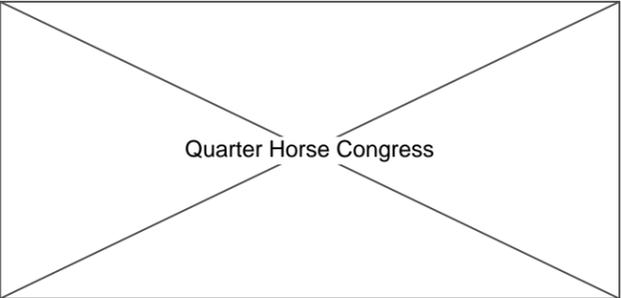
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[Link to Event Details](#)

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[Link to Event Details](#)

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[Link to Event Details](#)

More

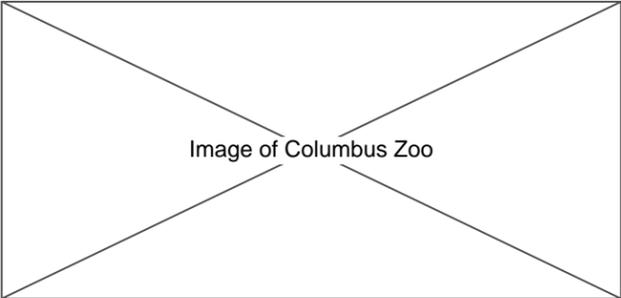
**Featured Attraction**



**Quarter Horse Congress**  
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Additional Attractions

**View Columbus Itineraries**



**Animal Lovers**  
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Additional Itineraries

Home	<a href="#">Play</a> <a href="#">Do</a> <a href="#">Shop</a> <a href="#">GLBT</a> <a href="#">Multi-Cultural</a> <a href="#">Family</a>	<a href="#">Dine</a> <a href="#">Restaurants</a> <a href="#">Dine Originals</a> <a href="#">Happy Hour</a> <a href="#">Late Night</a> <a href="#">Blues</a> <a href="#">Food Trucks</a>	<a href="#">Stay</a> <a href="#">Lodging</a>	<a href="#">Tours</a> <a href="#">Experiential Tours</a> <a href="#">Itineraries</a> <a href="#">Packages</a> <a href="#">Tour</a> <a href="#">What's New</a>	<a href="#">Events</a> <a href="#">Submit Events</a> <a href="#">Subscribe</a>	<a href="#">Travel Tools</a> <a href="#">My Planner</a> <a href="#">Visitor Center</a> <a href="#">Transportation</a> <a href="#">Visitor Request</a>
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**Summary**

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- 1
**Main Image Zone**  
 Rich media zone that will support images and/or Flash content. Text and links can be supported in this zone.
- 2
**RSS Feed**  
 Incorporating the RSS feed which will stream news surrounding attractions and events. If not applicable, this zone can be suppressed.
- 3
**Search**  
 Allows the user to perform a quick search that will return specific results surrounding Do. The dropdown will display different categories the user can select from to narrow their search even further. This will take the user to the search results page.
- 4
**Secondary Navigation**  
 This zone's main purpose is to allow the user to know where they are on the website and the additional categories that are associated with play. This allows a quick and easy way to navigate in each section. The View Event Calendar CTA would be persistent in this zone due to the current popularity of the calendar.
- 5
**Main Content Zone**  
 The purpose of this zone is to provide high level content on the Do/See section. The zone supports text, images, Video and CTAs. Links are displayed in attempt to drive the user to the category landing pages (i.e. attractions, events or itineraries pages).
- 6
**Event Zone**  
 This zone promotes upcoming events with images, text and a CTA. The event link will be present to drive the user to the detail pages for that particular event. The CTA can drive the user to a page w/more events.
- 7
**Featured Attraction Zone**  
 This zone will highlight an attraction that is upcoming or currently taking place. The zone will support image, text and CTAs. The user can select a link to drive to the attraction detail page or the CTA to view more Columbus attractions
- Columbus Itinerary Zone**  
 This zone will highlight an itinerary with image, text and links. The link will take the user to a detail page listed out an a appropriate itinerary.

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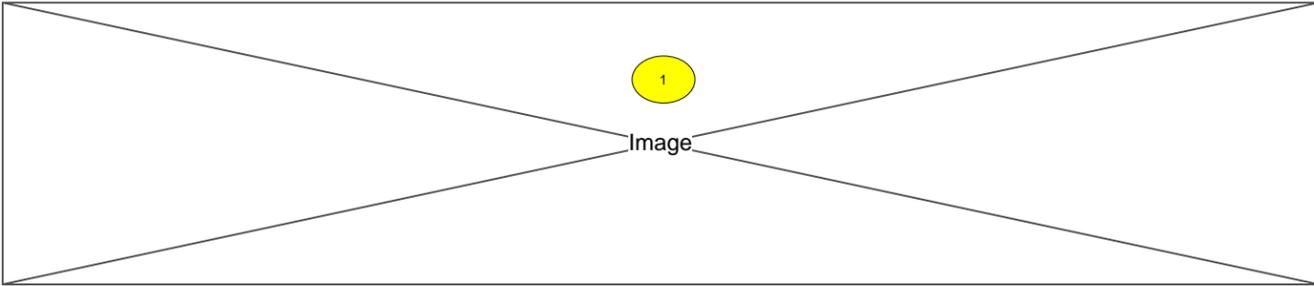


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Play | Dine | Stay | Tours | Events | Travel Tools



1

3

**Do**

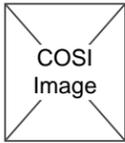
- Attractions
- Events
- Itineraries
- Shop
- GLBT
- Multi-Cultural
- Family

[View Event Calendar](#)

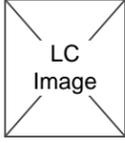
**Attractions**

**Attractions Columbus Overview** 4

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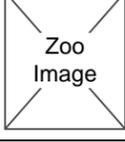
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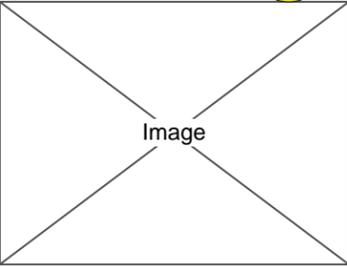


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**From Our Blog** 5

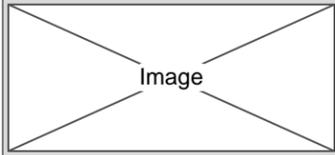


**Why Columbus is a Great LGBT Travel Destination**

Posted Month Day, Year  
By: Joe Smith

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[More](#)



**Request a Visitors Guide Now**

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[Order Now](#) 6

<p>Home</p>	<p>Play</p> <ul style="list-style-type: none"> <li>Do</li> <li>Shop</li> <li>GLBT</li> <li>Multi-Cultural</li> <li>Family</li> </ul>	<p>Dine</p> <ul style="list-style-type: none"> <li>Restaurants</li> <li>Dine Originals</li> <li>Happy Hour</li> <li>Late Night</li> <li>Blues</li> <li>Food Trucks</li> </ul>	<p>Stay</p> <ul style="list-style-type: none"> <li>Lodging</li> </ul>	<p>Tours</p> <ul style="list-style-type: none"> <li>Experiential Tours</li> <li>Itineraries</li> <li>Packages</li> <li>Tour</li> <li>What's New</li> </ul>	<p>Events</p> <ul style="list-style-type: none"> <li>Submit Events</li> <li>Subscribe</li> </ul>	<p>Travel Tools</p> <ul style="list-style-type: none"> <li>My Planner</li> <li>Visitor Center</li> <li>Transportation</li> <li>Visitor Request</li> </ul>
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Greater Columbus Convention & Visitors Bureau  
277 W. Nationwide Blvd., Ste. 125, Columbus, OH 43215 -  
614-221-6623, 866-EXP-COLS

Meet

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Media

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Members

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**Summary**

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- 1 **Main Image Zone**  
Rich media zone that will support images and/or Flash content. Text and links can be supported in this zone.
- 2 **Search**  
Allows the user to perform a quick search that will return specific play attractions/events. The dropdown will display different categories the user can select from to narrow their search even further. This will take the user to the search results page.
- 3 **Secondary Navigation**  
This zone's main purpose is to allow the user to know where they are on the website and the additional content that falls under the Do/See Bucket. The View Event Calendar CTA would be persistent in this section allowing a quick method to search.
- 4 **Main Content Zone**  
The purpose of this zone is to display the different attractions occurring in Central Ohio. This zone can display the attractions in a list or map view. The different views can be toggled when selecting the different tabs. The list view can support text, images, and CTAs. A scroll bar would be present depending on how many different attractions are displayed when in the list view.
- 5 **Blog Zone**  
This zone continues to promote/ highlight social media for EC. The example relevant blog for Attractions If the user wants to read more, the Columbus Experience could be displayed in a new window highlighting the blog of interest. Or an overlay with the full blog could be displayed with a link to the EC Blog site.
- 6 **Visitor Guide**  
Supports image text and CTA. When the CTA is selected the user would go to the Order Now page. Also, if a user is in events this could be replaced with the event calendar email sign-up.

The purpose of a wireframe is to show the overall conceptual structure of a screen, its inventory of functionality and content. It does not represent a screen layout, nor is it indicative of using specific interaction mechanisms. Any copy shown on a wireframe is instructional rather than literal and does not reflect actual copy. Wireframes provide guidance until after the creative concept is developed and tested. Any pages framed represent unique pages or outlier implementation of content and page elements to aid in the design and development processes. Changes to approved wireframes prior to the completion of creative exploration and signed approval will be handled through change management and/or addendums to this document.



[Facebook](#) | [Twitter](#) | [Flickr](#) | [RSS](#) | [Blog](#)

[Meet](#) | [Media](#) | [Members](#)

---

Play | Dine | Stay | Tours | Events | Travel Tools

1

COSI Image

2

Booking Image

**3** Play

Do/See

**Attractions**

**Attractions Page 1**

Attractions Page 2

Attractions Page 3

Attractions Page 4

Events

Itineraries

Shop

Culinary

GLBT

Multi-Cultural

Family

View Event Calendar

**COSI Columbus**

Print |  ShareThis

Location :

Address 4

Hours

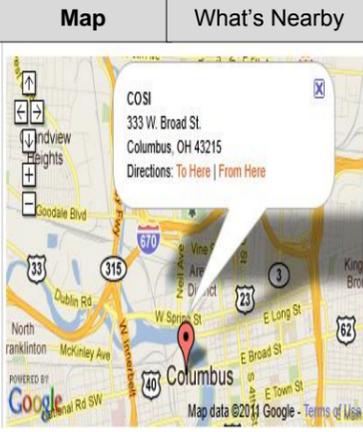
[URL](#) | [Get Tickets](#)

[Follow us on Twitter](#)

 #6 of 58 Attractions in Columbus

 46 reviews

**Map** | **What's Nearby**



4a Add to Trip Planner

Get Directions

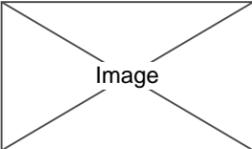
**Description** 

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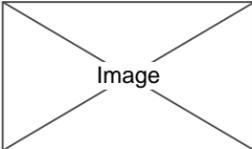
**5** **COSI - Columbus**

<b>Upcoming Events</b>	<b>Adventure!</b> Lorem Ipsum Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Group Activities	<b>Odd Science</b> Lorem Ipsum Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Blog Posts	<b>Salsa Science!</b> Lorem Ipsum Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Meeting Space	

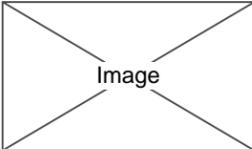
**6** You May Also Like:



Attraction URL



Attraction URL



Attraction URL

Home

Play

Do

Shop

GLBT

Multi-Cultural

Family

Dine

Restaurants

Dine Originals

Happy Hour

Late Night

Blues

Food Trucks

Stay

Lodging

Tours

Experiential Tours

Itineraries

Packages

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Events

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**Summary**

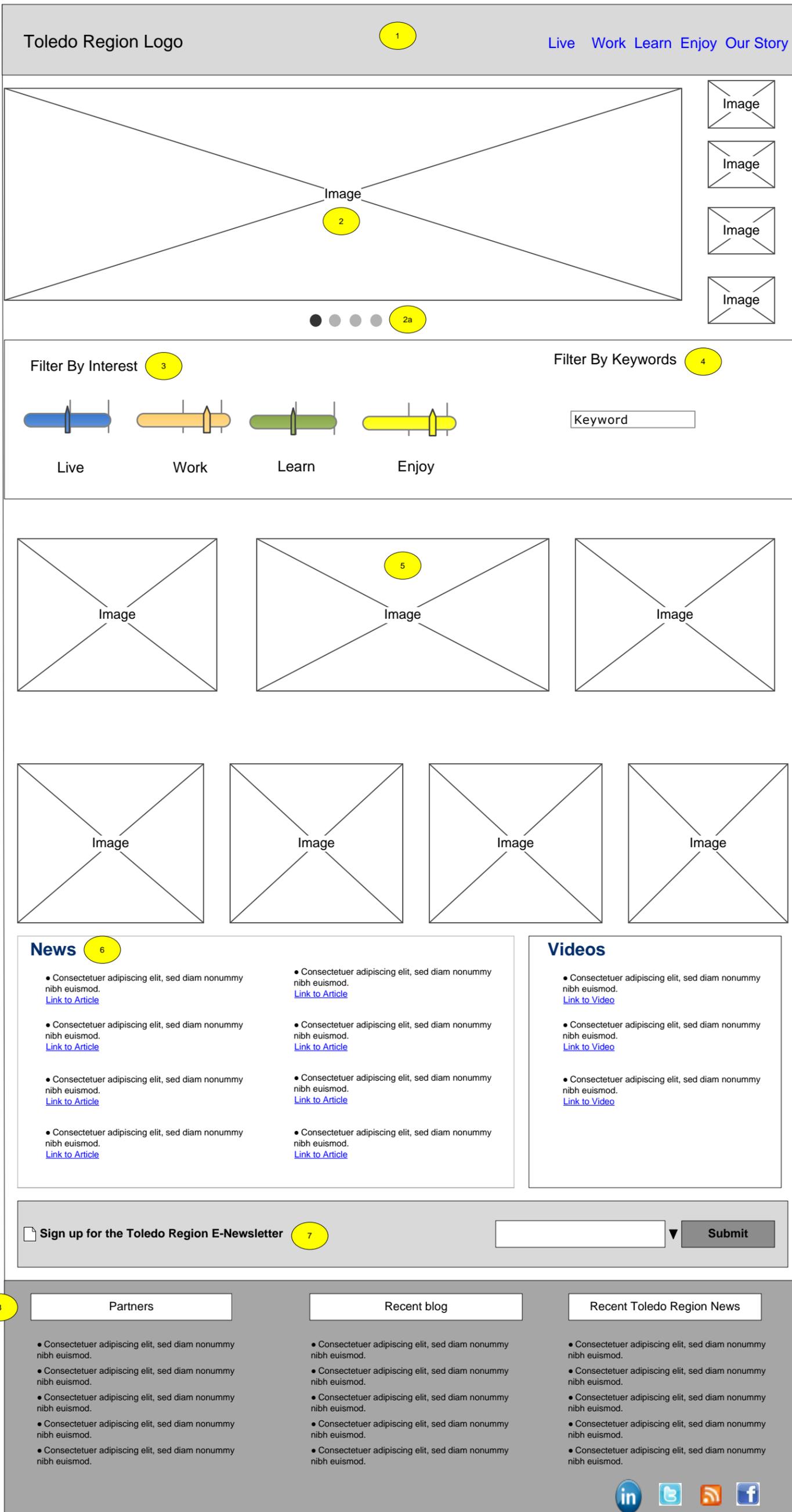
All copy is For Placement Only.

- 1** **Main Image Zone**  
Rich media zone that will support images and/or Flash content that corresponds with the attractions the user is interested in. In this case, a rich image of COSI would be displayed.
- 2** **Booking Zone**  
The ability to book travel/hotels from the detail page. This could take the user to the booking page or the widget could be displayed in this area.
- 3** **Secondary Navigation**  
This zone's main purpose is to allow the user to know where they are on the website and the additional content they can view. This allows a quick and easy way to navigate content in each section. In this example, the user is now residing on the Attraction Detail page which is denoted by the treatment. The View Event Calendar CTA would be persistent in this section allowing a quick method to search.
- 4** **Main Content Zone**  
This zone provides details regarding the attraction such as but not limited to: Location, hours, address, sharing, Like, and purchasing tickets. A third party feed from a trip advising company could be utilized here. In this example, Trip Advisory is shown displaying ranking and reviews. This can be suppressed if not applicable.

Also, a social media link will be present if the business is participating. This link can be suppressed if social media is not applicable.

An area for high level description text along with a map of the attraction is present. The user will have the ability to view the map of the current location or toggle to see what other attractions are nearby. This zone will also support links and CTA's.
- 4a** **Add to my Trip Planner**  
Provides the user to store attractions, events, places to stay, places to eat and etc... A link to view their planner will be persistent in the header. When selected, an overlay would appear displaying the users unique planner.
- 5** **Attraction Detail Zone**  
This zone provides the ability to organize all of the details surrounding the attraction/event in a consolidated area. Depending on the amount of content, a scroll bar would appear when applicable. The different details could be separated based on specifics. When a category link is selected the content is refreshed. The content zone could support text, images, video and links.
- 6** **You May Also Like Zone**  
The ability to quickly access similar attraction detail pages. This zone would support images, text and links.

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**Summary**

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**Toledo Region Homepage**

- 1 Primary Navigation Zone**  
The Toledo Region Logo which will be actionable along with the primary navigation links. The links will take the visitor to the corresponding landing page.
- 2 Main Carousel Zone**  
Interactive zone that highlights images based off Living, Working & Enjoying the Toledo Region.
- 2a Rotating Images**  
Depending on assets, a rotating zone displaying different images based off a specific period of time in the main carousel zone. If assets do not exist, this zone can be suppressed
- 3 Filter By Interest**  
Provides the visitor the ability to choose the content they are interested in by sliding the filters to the left or the right. Based off the selection, the content below will display the corresponding images. A default set of images will need to be determined when implementing this functionality.
- 4 Filter by Keywords**  
The visitor can enter a keyword of the content they are searching for. Once entered, the corresponding images will be displayed.  
  
Scenarios will need to be accounted for when a match is not found on the keyword. For example, a message can be displayed or default content would appear
- 5 Image Zone**  
This zone displays the images based off the Filter by interest and/or keywords. Images will need to be tagged based off live, work and enjoy
- 6 News and Video Zones**  
These zones will contain quick news and video links pertaining to the Toledo region.
- 7 Toledo Region Newsletter –**  
The ability for the visitor to sign up for the Toledo e-newsletter
- 8 Footer Zone**  
Links to Services, recent blog posts and recent site news will live here. Also Social media links for the Toledo region will be persistent in the footer

8

The purpose of a wireframe is to show the overall conceptual structure of a screen, its inventory of functionality and content. It does not represent a screen layout, nor is it indicative of using specific interaction mechanisms. Any copy shown on a wireframe is instructional rather than literal and does not reflect actual copy. Wireframes provide guidance until after the creative concept is developed and tested. Any pages framed represent unique pages or outlier implementation of content and page elements to aid in the design and development processes. Changes to approved wireframes prior to the completion of creative exploration and signed approval will be handled through change management and/or addendums to this document.

Toledo Region Logo

[Live](#)   [Work](#)   [Learn](#)   [Enjoy](#)   [Our Story](#)

Image

**> Toledo Region Communities**

> Home Rentals

> Buying a Home

> Utilities

> Faith Organizations

> Health, Safety & mobility

> Living Resources

**Community Calendar**

> Funfest

> Music Under the Stars

> Summer Spa

> View all Events

**Related Resources**

> Toledo Communities

> View Worship Communities

> Real Estate Agencies

Image

**Live the best for the least**

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View Toledo Video

Add to My Favorites
Share

**Toledo Region Live Landing Page Template used for the following pages:**  
 Work, Learn, Enjoy & Our Story Landing pages

- 1 On Select State**  
Notifying the user they are on the Live Landing page
- 1 Main Image Zone**  
Zone displaying a live main image
- 3 Secondary Navigation Zone**  
This area allows the user to quickly navigate to Secondary live web pages
- 4 Content Zone**  
This zone displays a secondary image along with descriptive text regarding living in the Toledo Region.
- 4a CTA**  
A CTA in the content zone will display a video talking about living in the Toledo region. If a video is not available, the CTA could take the user to secondary webpage.
- 4b Social Media**  
Allows the user to easily add the page to their favorites or share with someone else
- 5 Community Calendar**  
This zone highlights the upcoming events relevant to living in the Toledo Region. A CTA to view the entire calendar is available.  
  
Zone can be replaced with a quick link or relevant resources section
- 6 Related Resources**  
Provides cross-links to high-level related content to the live section such as living and worship communities.

Partners

Recent blog

Recent Toledo Region News

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