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April 25, 2013

Garett Harper
Lexington-Fayette Urban County
200 E. Main Street
Lexington, KY 40507

Re: visionCMS™ Upgrade Quote

Dear Garett,

We've enjoyed working with you on Lexington-Fayette Urban County's website, and appreciate the opportunity to provide information about the most recent upgrade to the visionCMS™.

Our latest version has incorporated many innovations that will enhance your website management process. This system is built upon current .NET technology, incorporates new tools and improved functions, and is easier to use. Your staff will see and appreciate the difference!

Below is a brief summary of the additional functionality and services included with the upgrade. Please note that this is only an overview based on our initial discussions with you, and that we can discuss additional work as required by the County.

If you have any questions about this quote, please feel free to contact me. I look forward to speaking with you further about your website!

Respectfully submitted,

A handwritten signature in black ink, appearing to read "JP", with a long horizontal line extending to the right.

Jeff Pook
Account Manager, Vision Internet Providers, Inc.

Functionality Overview

The most recent version of the visionCMS™ includes many enhancements and features that were created in direct response to suggestions from clients like you. We are excited to be able to offer even more advanced tools to allow for greater flexibility for website administrators.

Highlights include:

- **Page template builder** for creating new layouts on the fly.
- **Departmental page restrictions** so that you can control staff access to individual page templates.
- **Drag & drop** for uploading and sorting pictures, files, and documents in one simple step.
- **Personal toolbars** making it easy for your staff to access frequently used features with one click.
- **Backend dashboard** so that users can oversee site activity and tailor their workspace to their unique needs.
- **In-page editing** for updating content from a front-end view.
- **iOS friendly editing** to allow basic page editing on mobile devices like the iPad and iPhone.

Included Interactive Components and Features

Included in your upgrade estimate are the following components and functionality:

SITE ADMINISTRATION AND SECURITY

- | | |
|---|---|
| • Audit Trail Log | • Flexible Site Variable Settings |
| • Backend Content Title Search | • Image Library |
| • Backend Dashboard | • Page Template Library |
| • Broken Link Reporter | • Personal Toolbar |
| • Content Review and Publishing | • Role-Based Security |
| • Component Manager | • Scheduled Content Review |
| • Content Scheduling | • SiteMaster™ Template Builder |
| • Context Sensitive Online Help | • Submission Validation (reCAPTCHA) |
| • Departmental Page Restrictions | • Recycle Bin |
| • Document Central | • Updated and Expired Content Reporting |
| • Drag and Drop Multiple File and Image Uploading | • Web Traffic Statistics |
| • Email Address Masking | • Widget-based Layout Options |
| • Enhanced User Interface | • Workspace |

CONTENT EDITING

- Advanced WYSIWYG Editor
- Search and Replace
- Spell Checker
- Style Gallery
- Table Wizard
- Undo/Redo
- User Commenting
- Version Control

ADVANCED NAVIGATION MANAGEMENT

- Automatic Breadcrumbs
- Connected Pages
- Content Categories
- Dynamic Drop Down Menus
- Error 404 (Page Not Found) Handling
- External Link Splash Page
- Friendly URL Redirect
- Navigation Control
- Navigation Redirect
- Page Linking
- Quick Links
- Single-Source Publishing
- Site Search (Google CSE)
- Sitemap Generator

USER EXPERIENCE AND INTERACTIVITY

- Business Directory
- Community Spotlight
- Dynamic Calendar System
- Dynamic Homepage
- Facilities Directory
- Facilities Reservations
- Feedback Form
- Form Builder
- Frequently Asked Questions
- In-page Content Editing
- Job Posts
- News
- RFP Posts
- Rotating Homepage Banners
- Service Directory
- Staff Directory
- Sticky News
- Weather Update

DEPARTMENT MANAGEMENT

- Department-Level Administration
- Department-Level Navigation
- Department-Level Sitemap

OUTREACH, MEDIA, AND SOCIAL NETWORKING

- Agenda and Minutes Archive
- Audio and Video Embedding
- Bookmark and Share
- eNotification
- Emergency Alert (site wide)
- Facebook FeedReader™
- Forward to a Friend
- GovTrack CRM™
- OneClick Social Networking™
- Photo Gallery & Slideshow
- RSS FeedReader™
- Twitter FeedReader™

ACCESSIBILITY

- Automatic Alt-Tags
- Dynamic Font Resizing
- Dynamic Reader Download Links
- Google Translation Integration
- Printer Friendly Pages
- Table Accessibility Tools

ADDITIONAL INTERACTIVE COMPONENTS AND FEATURES

- Approval Cycle

While the most important tools and functions carry over to the new version, not all functionality from your current content management system will be identical in the new .NET version. We will do everything reasonably possible to ensure at least 95% similarity between your current design and that of the new site. Please note:

- If your staff has created customizations or integrations to the site files or database, they will not carry over to the new visionCMS™. Your staff may be responsible for identifying any customizations they have made and implementing them in the new system.
- The listed price for this upgrade is valid for ninety (90) days after receipt of this document, provided no new components or customizations are added to your current site.
- We will migrate your existing content to the new site except for content from the components above and from the Form Tool. The Form Tool has been revamped and the County will need to recreate any forms currently used on the website.

Key Component Descriptions

As outlined above, the upgrade includes many system enhancements and greatly expanded standard functionality. Key features are described below:

SITEMASTER™ TEMPLATE BUILDER

Unique to the visionCMS™ the SiteMaster™ Template Builder allows your website administrators to create and configure custom interior page layouts throughout website. Need to create a two column page that displays just news and calendar items? Have a special event that needs a unique landing page? No problem! Simply drag and drop your desired content and widgets and your new layout is set. Best of all, you can determine which department content editors are able to use individual templates, providing additional oversight. The SiteMaster™ Template Builder puts you in control and ensures you will be able to easily adapt to your organization's changing content needs.

GOVTRACK CRM™

With the govTrack CRM™ your residents will be able to make service and information requests based on categories defined by the County. Users can also send comments and files (such as photos of a street lamp requiring maintenance, graffiti that needs to be removed, etc.) to the case processor so that they will have a clearer idea of the work that needs to be done. These requests will be automatically routed to the appropriate case processor and a confirmation email will be sent to the user. Passwords provided to users will allow them to log-in and track the progress of their request throughout the process. Users will also receive emails updating them on their requests.

Additionally, because govTrack CRM™ is integrated with the included Frequently Asked Questions component, your users will also be able to check for common solutions to their problem before sending it to the County.

ONECLICK SOCIAL NETWORKING™

The innovative OneClick Social Networking™ component will allow your staff to post content to your website and to the most popular social networking sites, such as Twitter and Facebook, with one click - saving your staff precious time and helping you broadcast your news, alerts, events and other notices easily and selectively all across the web. OneClick Social Networking™ works by generating an RSS feed of each component, which can be connected to Twitter, Facebook and any other tool that allows importing of RSS feeds using a third party service.

Our OneClick Social Networking™ component integrates with the included Dynamic Calendar System, Job Postings, News, and RFP Postings components.

FACILITIES DIRECTORY WITH RESERVATIONS

The Facilities Directory provides citizens with a listing of all types of facilities in the community. Site users are able to search the listing by type (such as parks, recreation centers, and schools) amenities (such as swimming pool, meeting rooms, and kitchen), and capacity. Because the tool is designed to list all facilities in the community, it has a registration form where organizations can put in the necessary information about the facility they have available. Entered information does not become live on the website until after review and approval by your designated administrator.

Facilities listed on the directory can also be added to a Google map of your area, providing website visitors with a visual guide to County amenities.

As an additional function of the Facilities Directory, your users will be able to reserve facilities online, making it more convenient for your visitors and residents who are trying to plan events. With the Directory implemented with maps and reservation capabilities, your website will become a one-stop location for finding and using County amenities!

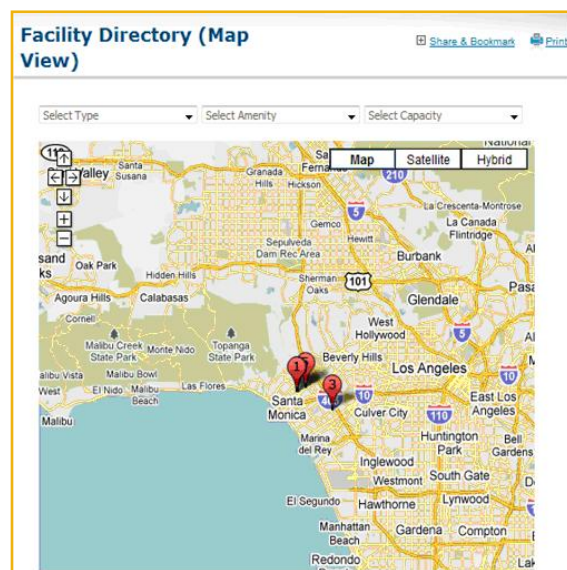


Figure 1: Locations listed on the Facilities Directory can be posted onto a Google map.

Responsive Design

Your site visitors utilize a wide variety of devices to access your website, including mobile phones, tablets, and computers with large and small monitors. Fortunately, with Responsive Design your website will detect the screen resolution of the user's device and automatically respond, producing a view of the site optimized specifically for that screen. This ensures your site visitors will be able to easily use the site, no matter what device they are using.

Graphic Redesign

Vision Internet’s creative ability and expertise will allow us to develop compelling graphic design to make your website look great, while maintaining its usability. We will work very closely with your staff to establish a new design for the website that reflects your unique identity.

Included in our scope of work, we will implement a new homepage design for your website. We will provide the County with one homepage design concept with revisions. We will also create up to three interior page designs. These interior page templates can be applied to your website’s departmental pages, providing a consistent overall look.

Towards the end of the design phase, we will deliver the following:

- Approved homepage design
- Up to three interior page templates

Navigation Redesign

Vision Internet will consult with the County on how best to organize your website’s content. Based on this consultation, Vision Internet will create a homepage layout wireframe that shows the placement of key information and dynamic content.

Vision Internet will deliver the following:

- Homepage layout wireframe
- Approved sitemap

visionLive™ On-Premise Subscription Service

If you upgrade to the latest version of the visionCMS™, you will also become eligible to sign up for our visionLive™ On-Premise maintenance plan, which bundles on-going maintenance services into one, set fee.



The subscription approach takes the guess-work out of future budgeting by including essential post-launch services into a flat annual fee.

- Unlimited technical support¹
- CMS system upgrades
- Newly developed CMS components²
- Free redesign after 4 consecutive years of visionLive™ service

With our On-Premise Subscription Maintenance option, you will receive all the maintenance and support services outlined above but will be able to host the site on your own servers.

¹ Does not include updates to configuration, content, or formatting among other restrictions.

² Does not include new features that require design customization to implement.

visionCMS™ Upgrade

Our visionCMS™ package is comprehensive and includes:

- The newest version of the Vision Content Management System™
- Web-based consultation
- A web-based training session
- Content migration
- The above-listed interactive components
- Graphic redesign
- Navigation redesign

Service	Budget
visionCMS™ Upgrade	\$16,000
Responsive Design	\$1,800
Graphic and Navigation Redesign	\$8,300
Total	\$26,100

visionLive™ On-Premise Subscription Service

As described on page 6, we are offering the County our visionLive™ On-Premise Subscription Service, allowing us to significantly improve the value of our post-launch services. For a low annual subscription rate of \$7,800 with a 5% annual increase, we are able to provide maintenance, upgrades for the visionCMS™, newly developed CMS components and a free redesign after four years of visionLive™ service³. The County will host the site on your own servers.

³ Does not include updates to configuration, content, or formatting among other restrictions; does not include new features that require design customization to implement.