



ESTIMATE

For: Terry W. Burroughs
Florida Heartland Economic Region of Opportunity
304 NW 2nd St, Room 123
Okeechobee, FL 34972

Date: 10/27/2020
Number: 4632b

FHERO Website Update

Marketing Alliance proposes to update the flaheartland.com website for ADA compliance, upgrade the Expression Engine CMS to V5, and create two new pages under the “About FHERO” section for Agendas and Minutes. FHERO will be able to upload files to these pages as required by Senate Bill 426. **New website will be ADA Compliant to meet WCAG 2.1 Guideline A and AA requirements for maximum accessibility and ADA compliance.** Some third-party systems may not be compliant and old PDF files may also be non-compliant. Marketing Alliance will provide a “Play Book” for posting content that meets ADA Compliant standards.

Production total \$4,620

We are providing you with numbers for the specifications included. Unless otherwise noted, this agreement includes charges for all labor, material and services, less hosting, shipping, tax and postage. Estimate does not include stock photography. If stock photography is required Marketing Alliance will bill \$25 per image. If stock videography is required Marketing Alliance will bill \$140 per video clip.

Marketing Alliance, Inc. strives to pull together accurate estimates and does so in good faith. On occasion, some projects require more hours than anticipated, and in this situation, Marketing Alliance, Inc. reserves the right to invoice for the additional hours required to produce the project with additional billing not to exceed more than 10% above estimate.

Prepared by:

A handwritten signature in black ink that reads 'John Abbate'.

John Abbate
President
Marketing Alliance, Inc.