

**SECOND RENEWAL OF
CONTRACT FOR PROFESSIONAL SERVICES
Contract No.: 2022-152**

This Second Renewal of the Contract for Professional Services dated September 1, 2022 as amended by the First Renewal dated September 13, 2023 (“the Contract”) is entered into this 4th day of February, 2025 by and between the City of Flagstaff, a political subdivision of the State of Arizona (“City”), and Nicholas John Kraft, a sole proprietor, doing business as Indigo8 Internet (“Contractor”).

WHEREAS, the City desires to receive and Contractor is able to provide professional services;

NOW THEREFORE, in consideration for the mutual promises contained herein, the City and Contractor (the “parties”) hereby agree to amend paragraphs 1, and renew the Contract as follows (additions shown in underlined, capitalized text, deletions shown as stricken):

1. Scope of Work: Contractor shall provide the professional services generally described as follows:

ECONOMIC VITALITY WEBSITE MAINTENANCE

and as more specifically described in the scope of work FOR THE RENEWAL TERM attached hereto as Exhibit A.

2. Contract Term: The Contract term is HEREBY RENEWED for a period of one (1) year COMMENCING SEPTEMBER 9, 2024 unless terminated pursuant to the Standard Terms and Conditions. ~~This Contract will be effective as of the date signed by both parties. Performance shall commence within ten (10) days from City’s issuance of the Notice to Proceed.~~
3. Compensation: Contractor shall be paid up to an amount of TWENTY-THOUSAND DOLLARS (\$20,000.00) FOR THE ~~Forty-Nine Thousand Five Hundred Dollars and Zero Cents (\$49,500.00)~~ for performance of the services in THE RENEWAL TERM accordance with the Scope of Work identified in Exhibit A. Contractor shall invoice City monthly and include a reasonably detailed description of the work completed and time spent to complete such work. THE TOTAL CONTRACT AMOUNT FROM THE EFFECTIVE DATE THROUGH THE RENEWAL TERM IS ONE-HUNDRED TEN THOUSAND, ONE-HUNDRED NINETY-FIVE DOLLARS (\$110,195.00).

All other terms and conditions of the Contract shall remain in full force and effect.

CONTRACTOR

Nicholas J. Kraft, Owner

CITY OF FLAGSTAFF

Greg Clifton, City Manager

Attest:

City Clerk

Approved as to form:

City Attorney's Office

EXHIBIT A
SCOPE OF WORK

Contractor will complete work for the ChooseFlagstaff.com website, which serves as a lead generation/communication tool to prospective relocating businesses and businesses already located within the City of Flagstaff.

The work to be completed is described in the following attached document, entitled "Choose Flagstaff Web Facelift, Updates and SEO v.1024."



**CHOOSE FLAGSTAFF WEB FACELIFT,
UPDATES AND SEO v.1024**

for the CITY OF FLAGSTAFF
ECONOMIC DEVELOPMENT DEPT. 2024-2025



CONTENTS

Summary 2

Services - Facelift..... 2

Services – Web Work & SEO 3

Service Details 4

Team 5

Budget..... 5

SUMMARY

Our successful Choose Flagstaff website is entering its third year. It's time for a facelift with a few adjustments while keeping what works.

We recommend maintaining the overall site design while placing fresh images and reorganizing key pages based on two years of web stats. It makes sense to continue our SEO program and our flexible website maintenance. Staff will handle content creation and social media while INDIGO8 will publish six briefer staff-created business stories on the website.

SERVICES - FACELIFT

- **Facelift**
 - Keep current design while replacing key images with business story photos, stock photos, and new photography.
- **Reorganization**
 - Target Audience & Past Performance.
 - Work with staff to reidentify target audience.
 - Review past analytics.
 - Prioritize navigation and content.
 - Sitewide: Make upper menu sticky and add call-to-action.
 - Reorganize various key pages. *Italics are new items.*
 - Example: Homepage.
 - *Change header from video to slides:*
 - *Existing, New, Startup.*
 - *Doing Business Here.*
 - *Business Resources.*
 - *Living Here.*
 - Key Industry Sectors.
 - Innovate Waste.
 - Visit Discover Grow.
 - Live/Work in Flagstaff.
 - *Video.*
 - Latest Business Story.
 - Flagstaff News.
 - *Map.*

SERVICES – WEB WORK & SEO

- **Website Facelifts**
 - **4** – Pages full reorganizations.
 - **4** – Pages mini reorganizations.
 - **8** – Hero Image replacements.
 - **1** – Menu update.
- **Website Updates**
 - **6** – Publish Business Stories.
 - Add Facelift & Business Story images to Media Library.
 - **12** – Website Updates & Maintenance to include requests by staff, regular site changes, updates based on new information, etc.
- **Photography**
 - **2** – Flagstaff Photo Shoots to support Facelift.
- **Search Engine Optimization**
 - **52** - SEO Weekly Web Marketing Sessions.

Item numbers are target estimates. Exact numbers may vary slightly depending on timing and availability.

SERVICE DETAILS

SEO

- Annual SEO Program: Search Engine Optimization and website improvements to maintain and enhance web marketing efforts.
- This work will utilize the SE Ranking SEO Pro analysis and marketing tool.
- Each weekly SEO work session will include SEO Monitoring, SEO Research, Content Marketing, Local Marketing, and Competitor Analysis.
- Regular site reviews will give attention to artfully turned phrases, unique imagery, and link-marketing can drive traffic to the site.

Administration

- **Project Management**
- **City Meetings** – City Staff and INDIGO8 project manager will meet every month on Microsoft Teams for updates.
- **INDIGO8 Team Meetings** – The team will meet as needed to plan, schedule, and assign tasks.

Software – Annual Fees

- SE Ranking Pro – SEO platform
- WordPress Premium Maintenance – See addendum for details
- Elementor Site Builder - Best-in-class design and builder
- Document Library Pro – Media library functionality

TEAM

Your Team was selected for their skill, talent, experience, reliability, and their status as Flagstaff locals.

- **Project Owner, Project Manager, Web Designer, Photographer**
 - Nick Kraft, MA | Web Designer & Developer | UX Designer | Search Engine Optimizer | Photographer | Copywriter | Social Media | Project Manager. Experience: 31 years. Flagstaff time: 25 years.

- **Web Developer & Marketer**
 - Anthony Williamson | Web Designer & Developer | Search Engine Optimizer | Experience and Flagstaff time: 22 years.

- **Web Designer & Graphic Designer**
 - Mario Torres | Web Producer | Graphic Designer | Experience and Flagstaff time: 16 years.

- **Photographer**
 - Tom Alexander | Still Photographer. Experience and Flagstaff time: 34 years.

BUDGET

Website Facelift	\$ 3,956.00
Website Updates & Maintenance	\$ 2,880.00
Photography	\$ 1,440.00
SEO	\$ 3,120.00
Project Management, Meetings, Admin	\$ 7,044.00
Software	\$ 1,560.00
Total	\$ 20,000.00

Monthly Payments

Nov	Dec	Jan	Feb	Mar	Apr
\$1,666.67	\$1,666.67	\$1,666.67	\$1,666.67	\$1,666.67	\$1,666.67
May	Jun	Jul	Aug	Sep	Oct
\$1,666.67	\$1,666.67	\$1,666.67	\$1,666.67	\$1,666.67	\$1,666.63