



Community Business Solutions

Move Your Business Forward

MARKETING

ADMINISTRATION

FINANCIAL REPORTING

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Proposal for

CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT
CITY OF NEWPORT BEACH
RFP NO. 20-52

Website Management Services

Service group 2 (Marketing 5.4.3 Website)

&

Bookkeeping and Financial Reporting Services

Service Group 3 (Financial Reporting)

Submitted to

City of Newport beach
Corona del Mar BID
FY 2020/2021

COMMUNITY BUSINESS SOLUTIONS

Project Consultant: Linda Leonhard

PROPOSAL FOR WEBSITE MANAGEMENT SERVICES

SERVICE GROUP 2 - (Marketing 5.4.3 Website)

RESPONSE FILE: Community Business Solutions (CBS) proposes to provide professional website management, webmaster technical support/development and hosting services for the Corona del Mar Business Improvement District (BID). CBS served as the BID's original website creator and developer and has a thorough understanding of the CdM BID, having successfully served the organization for over 20 years. CBS has detailed knowledge of the CDM BID's member databases and maximum familiarity with its assessed members, general business and goals. The CBS Principal/Owner, Linda Leonhard, shall serve as the project consultant and has a thorough knowledge of the website WordPress platform and has served in this capacity since the website's inception. Linda Leonhard has also proven success with website management for the Corona del Mar Chamber of Commerce who currently shares the BID's website platform, as well as other website projects in the travel industry. CBS proposes to continue to provide this professional service directly and through a subcontracted hosting and technical development firm called Rhino Web Group to ensure website performs optimally and is well maintained on the platform's back end.

SCOPE OF WORK

Website Hosting

Consultant shall provide hosting services for the BID's website through a subcontracted professional web hosting & development firm, Rhino WebGroup. Hosting Services include the following:

- State-of-the-art Linux Cloud Servers.
- Securely maintained and monitored.
- Multiple backed-up systems.
- Optimized for WordPress.
- Quick response time and resolution of server downtime at all times.

Webmaster Technical Support & Development

Consultant shall provide and manage technical website support and development through a professional development firm, Rhino WebGroup. Technical Support and Development Services include:

Website Technical Modifications and Development

- Services include technical site development to existing pages and forms.
- Quick Response time system for updates.
- Professional Technical Services Experience:
 - ✓ Platforms: WordPress, Umbraco, BigCommerce, ProductCart and Pinnacle.
 - ✓ Graphic Design: PhotoShop & Adobe Illustrator
 - ✓ Website Developer: HTML, AJAX, JavaScript, CSS, Responsive Design, Bootstrap
 - ✓ Software Development: Classic Asp, .Net2.0, Visual Basic & PHP
 - ✓ Database Developer: MSSQL & MySQL

WordPress Security and Management

- Protection from WordPress hackers and vulnerabilities to system platform and themed plugins.
- Updates and maintenance to the WordPress platform and themed plugins.

Search Engine Performance Management.

- Service includes management of Webmaster Tools a critical resource needed to monitor and maintain a presence in Google search results (indexes).
- Service includes an audit of existing website and routine evaluation of Google Webmaster Tools to better monitor that the site is being crawled and properly indexed on search engines. Webmaster Support provides valuable information about how Google views your site and exposes issues that may be preventing your site from performing.
- Service includes management of response time to ensure the site works optimally on major browsers and devices such as iPad and Smart Phones.

Website Administrative Maintenance & Management

Consultant shall provide full-service website management and shall maintain the accuracy of content, programs and branding.

- Content Writing
- Imagery/Branding/Graphics
- Event Promotion
- News Postings
- General Social Media Management Integration
- Database management
- Technical Support Management
- Back-end WordPress Administration.

Please refer to last page of this proposal for Service Fees.

PROPOSAL FOR BOOKKEEPING AND FINANCIAL REPORTING SERVICES

SERVICE GROUP 3: Financial Services

Community Business Solutions (CBS) proposes to provide professional bookkeeping, financial reporting and billing services to the City of Newport Beach for the Corona del Mar Business Improvement District (BID). The CBS Principal/Owner, Linda Leonhard, shall serve as the project consultant and has a thorough understanding of the CdM BID having successfully served the organization for over 20 years and currently serving in this capacity. Consultant has detailed knowledge of the CDM BID's budget, annual and monthly reporting, accounting procedures, databases and maximum familiarity with its assessed members. CBS has successfully provided the City Finance Department and the BID with accurate financial reporting and billing utilizing a streamline system with QuickBooks and Bill.com software programs. In addition, Consultant has 20+ years of experience in this capacity with other member-based organizations such as the Corona del Mar Chamber of Commerce, Newport Center Association, and other private bookkeeping clients.

SCOPE OF WORK

1) DATABASE MANAGEMENT

Consultant shall maintain an accurate accounting database for the BID that shall be maintained in QuickBooks Pro and updated on a monthly basis with new members generated from the City's online business license portal. The database shall be monitored and updated regularly for new and closing businesses.

2) BID MEMBER ASSESSMENTS

Consultant shall provide billing services for the assessed members of the BID. The first assessment billing will take place in July after the City Council renewal of the BID and followed up with designated billings throughout the year. Consultant shall also process online payments submitted through the BID's website portal and field all member calls relating to their assessment account with the City.

3) FINANCIAL REPORTING

Consultant shall prepare monthly financial reports and statements in accordance with generally accepted accounting principles, including but not limited to an A/R aging summary, a balance sheet, a profit and loss statement, a check register, a reconciliation summary, and a reconciliation detail. The financial reports shall be transmitted to the designated BID board members, BID administrator, and City's BID liaison no later than the 10th of each month for oversight and distribution. Consultant shall attend monthly BID board meetings to report on the state of the financials as services rendered.

4) ANNUAL BUDGET DEVELOPMENT

Consultant shall provide assistance in the preparation of annual budgets by preparing the necessary financial reports, calculations, projects or estimates for preparation of such documents.

5) ACCOUNTS PAYABLE

Consultant shall enter bills into the BID's accounting database and upload to the City's online portal for approval in a three-step approval process. Once approved, the vendor checks shall be issued through the online portal system or similar electronic payment process and the necessary register entries shall be entered into the BID's accounting system.

6) AUDITING

The City's Finance Department may request an Audit of the BID Account. Such audit costs shall be covered under the Agreement "Contingency" not to exceed 15 hours. Additional hours shall be billed at an hourly rate. Such audits could include, but not limited to, the review of files maintained by consultant, a review of the processes used by the consultant to fulfill its duties, the accounting controls in place at the consultant's office, and a review of accounting transactions during the accounting period.

COMMUNITY BUSINESS SOLUTIONS

FEE FOR SERVICES

Proposal Term: One Year

July 1, 2020 thru June 30, 2021

(A Multi-Year Fee Schedule Shall be Prepared Upon Request)

FEE FOR WEBSITE MANAGEMENT & MAINTENANCE SERVICES

SERVICE GROUP 2 – (Marketing 5.4.3 Website)

	FY 2020/21
Website Management & Maintenance	\$7,550
Website Contingency (Also Covers Technical Support Hrs)	\$1000
TOTAL FEE FOR SERVICES	\$8,550

FEE FOR BOOKKEEPING & FINANCIAL REPORTING SERVICES

SERVICE GROUP 3: Financial Services

	FY 2020/21
Service Fee for Bookkeeping & Financial Reporting Services	\$16,358.00
Contingency (As Needed: Includes Auditing Services up to 15 hours)	\$ 1,000.00
TOTAL FEE FOR SERVICES	\$ 17,358.00

TOTAL CONTRACT FEE

\$25,908

TOTAL CONTRACT:

Consultant proposes providing professional Website Management Services and Financial Bookkeeping Services for the BID as stated herein beginning July 1, 2020 through June 30, 2021 for a total annual amount not to exceed \$25,908.00.

PAYMENT SCHEDULE:

Monthly Billing for Services: \$1992.29

Website Management & Maintenance

- Website Management & Maintenance shall be billed monthly at the rate of \$629.16
- Contingency: To be billed only as needed for additional work or technical support hours.

Bookkeeping & Financial Reporting Services

- Bookkeeping & Financial Reporting Services shall be billed monthly at the rate of \$1,363.13
Contingency: To be billed only as needed for additional work or audit services not to exceed 15 hours. Additional audit time shall be billed at an hourly rate of \$90
- All invoices are payable within 30 days of receipt.

ADDITIONAL PROFESSIONAL SERVICES & HOURLY RATE

Should the CdM BID Advisory Board request any additional or future projects beyond this proposal, Consultant shall prepare a proposal under separate cover.

Linda Leonhard, Principal
Community Business Solutions

Date