



**DEC SMART GROWTH GRANT  
"IMPROVING TUPPER LAKE'S 21ST CENTURY CURB APPEAL."**

**WEBSITE DEVELOPMENT  
APPLICATION PACKET**

# Smart Growth Grant Website Development Application Packet

**Project Overview:**

Thanks to a 2015 Smart Growth Grant from the NYS Department of Environmental Conservation, the Town of Tupper Lake will be offering the opportunity for business to better reach their customers digitally through improved websites and social media outreach.

The first component of this program will include the following two-part digital marketing workshop series:

- Social Media Strategy 101 (February 7, 2017)
- Website Best Practices 101 (February 16, 2017)

Both workshops are free and open to the public. Programs will be held a 6:00pm in the Community Room of the Goff-Nelson Memorial Library (41 Lake Street, Tupper Lake).

In addition to the digital marketing workshops, Five (5) Tupper Lake businesses will be awarded assistance with creating and / or upgrading their business’s website. The following pages of this document outline the eligibility requirements, project scope, program process, application deadline etc. associated with this grant. On pages 5-8, you will find the application to apply for one (1) of the five (5) available website development packages.

**Area of Availability:** Businesses in Tupper Lake, NY.

**Eligibility Requirements:** \_\_\_ Business located in Tupper Lake, New York

**Eligibility Priorities:** \_\_\_ Impact of the proposed web and social media upgrades on Tupper Lake’s revitalization and destination development priorities.

\_\_\_ Impact of the leverage (business improvements) proposed by businesses and property owners on the tourism development priorities in Tupper Lake identified by Tupper Lake.

\_\_\_ Lodging properties and direct tourism oriented businesses in commercial zones will be prioritized.

\_\_\_ Attendance of the Introductory Website and Social Media Training Workshops hosted in conjunction with the grant application process.

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**Project Scope:** Grant Awardees will receive a website development package through Adworkshop's "Start Up-Smart Up solution." The Start Up-Smart Up solution utilizes a modern Content Management System framework with a responsive design that supports a range of screen sizes within a defined layout, providing a superior visitor experience. This high quality website solution will enable businesses to keep content current, showcase products and services, and in the long term reduce website content update costs. The CMS will also provide the tools to assist with search engine optimization (SEO) efforts and being found on the web. This approach to a website reduces ongoing maintenance by centralizing the content in one place and eliminates the coordination needed to interface and manage multiple web properties.

Pre-Defined Functionality:

- Pages
- Featured photos
- Photo galleries
- Menu system
- Promoted content
- Visitor email collection
- Flexible listing data
- On-site search
- Directions
- Social sharing
- Basic Google Analytics setup and tracking
- Contact form spam protection
- Predefined template based layout
- Setup of Google Analytics

The design (color palette, fonts, appearance) will be provided based on business-provided logo and branding guidelines if available; however, the business will be allowed up to 3 minor edits to the color palette and fonts. The package also includes up to 4 hours of comprehensive training, a training guide and consultation.

**Project  
Limitations:**

The following features are not included as part of this project:

- Upfront marketing consultation and / or research
- Custom CMS framework or theme or design
- Custom development work / functionality (3rd party API integration, commerce, etc.)
- Content development and asset management
- Ongoing marketing assessments (analytics, usability, etc.)
- Program does not include website hosting and / or domain name purchase (this is a responsibility of the business owner).

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**Project Process:** Once the businesses are chosen for the grant by the Town of Tupper Lake, Adworkshop will assume communications with the respective businesses for the duration of the projects. The first step is to hold a kick off meeting (approximately 1 hour) for each project with the appropriate business. This inperson meeting is to gain deeper knowledge of the businesses, such as their goals, competitors, etc. This meeting will determine recommendations, next steps and the timeline for the identified project.

After the kick-off meeting, Adworkshop will begin development of the theming of the website, this means colors, fonts, etc. With the client's input and approval of the design, the web team will then develop the functionality of the website. This is where we ask the client to begin to think about page organization and content, photo assets, and navigation. Please note that content development is not included in this fee. Once the website is developed, we will have an in-depth training session (2 hours) with the business which will allow them to begin adding in their content, visual assets, and for ongoing management once the website is launched.

**Equity Participation:** Although there is no local match for this grant, businesses who submit proposals for website improvement are asked to identify their planned contribution to Tupper's revitalization effort — either in the form of exterior improvements or additional investments in their business. As noted on page 2, these improvements will be taken into consideration by the Project Advisory Committee when reviewing & scoring applications.

**Repayment Terms:** If the requirements of the grant agreement are not met within the grant term, the business owner will be required to repay the grant to the Town of Tupper Lake.

**Administered by:** The Town of Tupper Lake  
120 Demars Boulevard  
Tupper Lake, NY 12986

**Application Deadline:** February 22, 2017 (4:00pm)

**Point of Contact:** Supervisor Littlefield  
[plittlefield@townoftupperlake.com](mailto:plittlefield@townoftupperlake.com)  
(518) 359-3981

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**APPLICATION FOR TOWN OF TUPPER LAKE SMART GROWTH GRANT**  
**PART I - BUSINESS INFORMATION**

Name of Applicant: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Number (daytime): \_\_\_\_\_

Mobile Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

How long is your business in existence: \_\_\_\_\_

Number of employees including owner/manager: \_\_\_\_\_

Number of months open annually: \_\_\_\_\_

Type/sector of business: (select all that apply)

- Lodging
- Retail
- Dining/Tavern/Brewery
- Attraction
- Event
- Professional Services
- Real Estate
- Industry
- Healthcare
- Other \_\_\_\_\_

Briefly describe your business, products and/or services: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Describe the market you serve (who are your customers?): \_\_\_\_\_

\_\_\_\_\_

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**APPLICATION FOR TOWN OF TUPPER LAKE SMART GROWTH GRANT**  
**PART II - Website Information**

1. Does your business currently have a website?:  Yes  No (If no, skip to question 6.)

2. What is your current web address?: \_\_\_\_\_

3. What is your current annual website traffic:

(please provide analytics numbers (not estimates) from January 1, 2016 - December 31, 2016)

Number of sessions: \_\_\_\_\_

Number of users: \_\_\_\_\_

Number of page views: \_\_\_\_\_

I am unsure of how to find these numbers.

3. When did the most recent version of your website launch? \_\_\_\_\_

4. When was the last time you updated the content on your website? \_\_\_\_\_

\_\_\_\_\_

5. What do you like about your current website? \_\_\_\_\_

\_\_\_\_\_

6. What do you feel that your business could or would gain from being awarded this grant for website development/improvements? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. Which social media platforms are you currently using to promote your business? (select all that apply)

- |                                       |                                    |                                  |
|---------------------------------------|------------------------------------|----------------------------------|
| <input type="checkbox"/> Facebook     | <input type="checkbox"/> Twitter   | <input type="checkbox"/> Google+ |
| <input type="checkbox"/> Instagram    | <input type="checkbox"/> Pinterest | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> Other: _____ |                                    |                                  |

- My business is not currently on social media and has no interest in doing so.
- My business is not currently on social media but I would like to be in the future.

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**APPLICATION FOR TOWN OF TUPPER LAKE SMART GROWTH GRANT**  
**PART II - Website Information (CONT.)**

8. Do you currently make sales/bookings online?  Yes  No

9. If yes, what percentage of your sales are made online? \_\_\_\_\_

10. If no, would you be interested in doing so in the future?  Yes  No

11. What barriers do you feel there are for online sales/bookings? \_\_\_\_\_

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12. What benefits do you feel there are for offering online sales/bookings? \_\_\_\_\_

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**APPLICATION FOR TOWN OF TUPPER LAKE SMART GROWTH GRANT**  
**PART III - Business Improvements**

As part of the “Improving Tupper Lake’s 21st Century Curb Appeal” grant application, The Town of Tupper Lake stated that they would encourage businesses to leverage the support received for website improvements with general business improvements and/or curb appeal projects. In the section below please describe what business improvement(s) you have recently completed (within the past year) or plan to do in 2017. This could include improving the appearance of your property, its energy efficiency and/or making other investments in your business, such as expanded inventory offerings, marketing, new equipment or software, etc.

Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimated Investment Amount: \_\_\_\_\_ Completion Date: \_\_\_\_\_

Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimated Investment Amount: \_\_\_\_\_ Completion Date: \_\_\_\_\_