Sonoma Valley Pilot Program
Special Events Community Impacts and Coordination
Scope of Work

Project Management and Marketing Costs
Sonoma Valley Visitors Bureau

**Project Management**
Estimated cost: up to 20 hours per week @ $30hr ($600/week) (104 weeks - $62,400)

Provide project management including meetings, coordination of partners and vendors, public relations and long-term calendar management.

Provide SVVB staffing for calendar data collection, outreach, updates and reporting.

**Marketing & Public Relations Program**
Estimated cost: up to 20 hours @ $125hr ($2,500)

Develop comprehensive marketing and PR campaign including branded collateral, press releases, and community outreach.

Subtotal Project Management and Marketing: $64,900

Software Development, Cost & Timeline
WildFireWeb® Inc. 567 1st St West Sonoma, CA 95476 (707) 938-7677

**Phase I - Research and Product Functional Specification**
Estimated cost: up to 10 hours @ $125hr ($1,250)
Estimated completion date: February 1, 2012

Develop Sonoma Valley Event Calendar product functional specification based on SVVB and PRMD required data sets to include the following event information: indoor/outdoor event, number of attendees per event, time of day, number of events by size, use permit conditions, outdoor amplified sound, fundraiser or charity event, public or private event, event density map and use permit numbers.

Develop product functional specification reporting features as outlined by SVVB and PRMD to include reports per venue, participant reporting (per venue as well as aggregated totals), geographic venue maps, special event permit reports, reports by time/day, reports by venue type, special venues, i.e., bike races and industry wide venue reports (passport events) as well as best methods for exporting collected data to PRMD.

In addition to developing the product functional specification, Phase I includes development of the product graphical interface design and
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flowchart, determination of the best software platform and database solution to accommodate the functional specification and development of an extensibility plan to allow incorporation of data from other regions within Sonoma County

Phase II - Software Product Development
Estimated cost: up to 44 hours @ $125/hr ($5,500)
Estimated completion date: March 1, 2012

Develop Sonoma Valley Event Calendar software based on the product functional specification. The event calendar will include provisions for collecting the additional required data and reporting specified in the functional specification and in addition will include venue location mapping (area overlays) multiple calendar view options by visitor/user type including public, member and internal SVVB & PRMD views. Product will also include data export feature to interface with current SVVB and/or PRMD databases to enable additional data reporting and analysis.

Phase III Testing, Modifications & Revisions
Estimated cost: up to 20 hours @ $125/hr ($2,500)
Estimated completion date: April 1, 2012

Phase III provides estimated hours for testing, modification and revisions to the software in preparation of the public launch date. Phase III also includes in-house and SVVB staff indoctrination, software testing and bug reports, modifications, enhancements and bug fixes as required.

Ongoing support and maintenance
Estimated cost: $125/mo x 20 months = $2,500 (assumes 1 hour per month)

Perform periodic maintenance, software training, quality monitoring, data and system backups, general technical support, security monitoring and updates as required.

Estimated launch date: April 15, 2012

Subtotal Software Development: $11,750

Total Contract Amount: $76,650