

22

THE DISTRICT DETROIT

WEB PROPOSAL



PROJECT OVERVIEW



Olympia Development of Michigan, part of Illitch Holdings Inc., is looking to create a website that reflects the dynamic transformation that The District Detroit is bringing to the city. Leadership at Olympia has asked PUSH 22 to provide recommendations and concepts for their consideration.

OVERVIEW 2-6

PROPOSED SOLUTION 7-16

ABOUT US..... 17-23

5 KEY GOALS

We are striving to create a website that ...

1

Tells the story of The District Detroit, and communicates that story quickly and effectively.

2

Provides a bright and vibrant visual experience.

3

Is easy to use and navigate for site visitors.

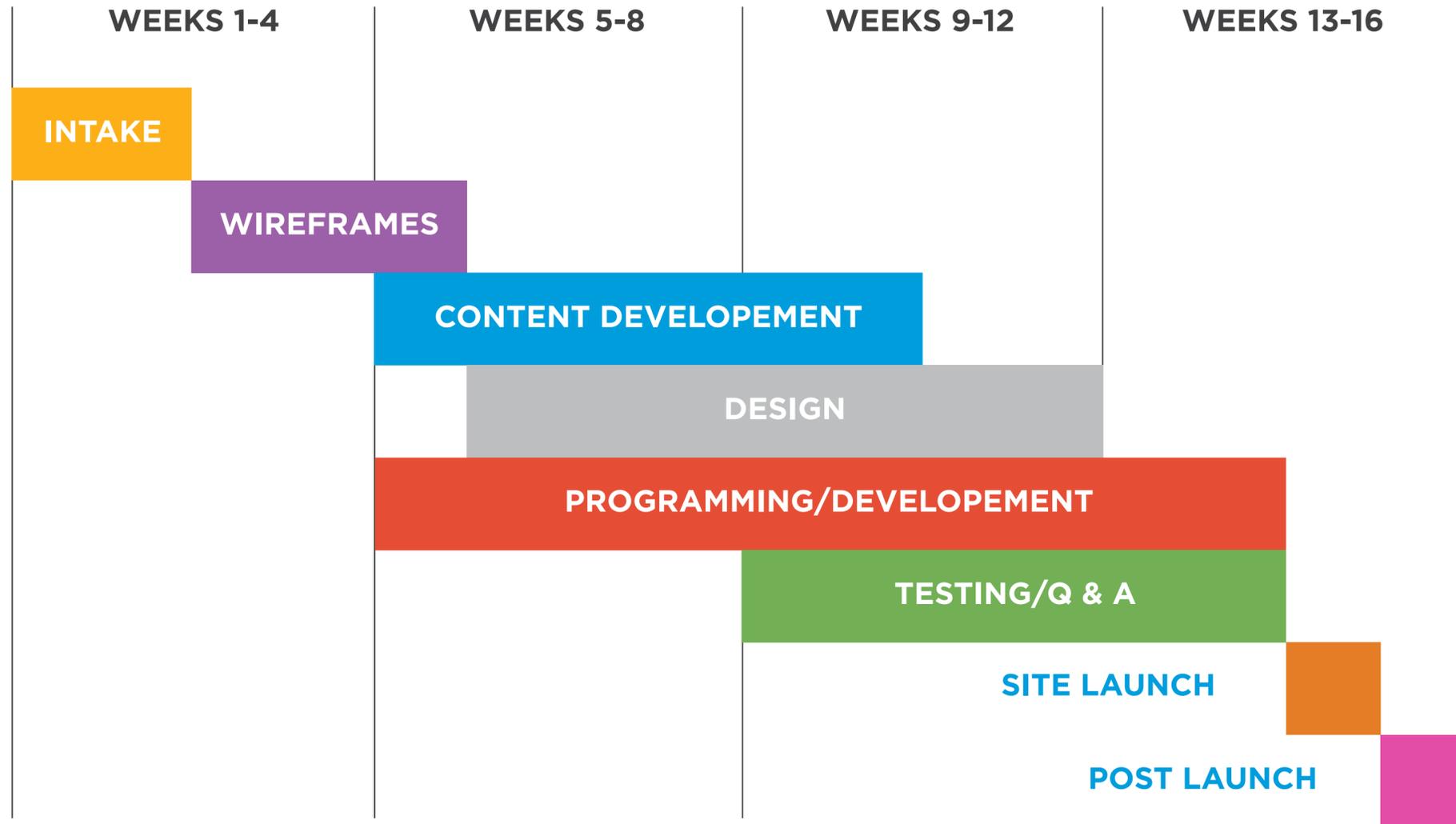
4

Creates a digital hub for Olympia Development's marketing efforts and is easily updated.

5

Helps foster a sense of community and attracts visitors to The District Detroit.

PROCESS



We believe there are two keys to a successful project: a clearly defined process with key milestones, and a single point person on both teams to streamline communication. Receiving timely input, feedback and access to key decision makers, when needed, are all integral to keeping things running smoothly.

PROCESS

INTAKE

We sit down with your team and figure out why you want a new site. We determine what the goals are for the redesign. We define personas for our users and define the content, features and tasks that are most important for each. We discuss any IT requirements or considerations.

WIREFRAMES

We regroup internally and start to plan the site. We create the “skeleton” for the website. It defines how the page content will be structured, and how the site will function across multiple devices. **NOTE:** At this point not every page gets a wireframe - we are defining templates so we only wireframe pages that feature unique content/layout structures or functionality.

CONTENT DEVELOPMENT

We start gathering, organizing and developing the content we'll need to support the content architecture—copy, images, videos, literature, white papers, blog posts, etc. We create a document to manage the content development process including, revisions and approval.

DESIGN

We define the overall look and feel of the site, design interface elements and begin creating any visuals needed for each page of the site. We begin by detailing how all of the common UI elements of the site will look (nav and buttons, header treatments, etc.). We design specific pages and create any visual content assets.

PROCESS

PROGRAMMING/ DEVELOPMENT

We start building what we've designed. We setup the CMS and start by building page templates including any unique functionality (ex. product search). We then build out specific pages based on our content architecture.

TESTING/Q&A

We make sure the site functions properly. We check links, fill in forms, review/proof copy and ensure that search and all other functions are working.

SITE LAUNCH

We push the site live and test to ensure the site is functioning properly and no issues have arisen in migration to the live server.

POST LAUNCH

Once the site has launched we will focus on patching any last minute issues that arise, but the main priority will be on training your staff to take over the site moving forward.

PROPOSED SOLUTION

COLORFUL. MULTI-FACETED. CONSTANTLY ON THE MOVE.

It's a vision that drives The District Detroit and the visual aesthetic at the heart of our proposed design solution. It tells the story of a diverse and dynamic district on the move.

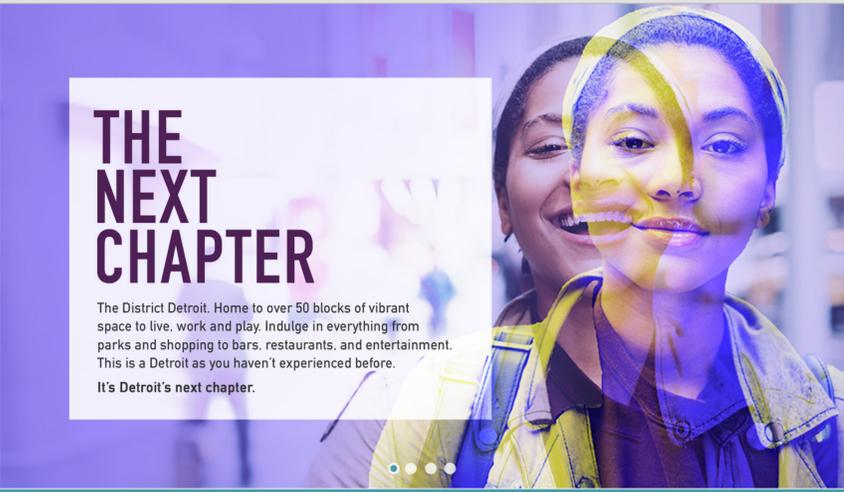


THE DISTRICT DETROIT

- OUR STORY
- LEASING
- PRESS
- EVENTS
- CAREERS
- NEWSLETTER

STAY UP TO DATE
Sign up to receive the latest news and information.

Email Address



TELL ME ABOUT OFFICE SPACE

<p>SILENT DISCO: HOLIDAY EDITION — UGLY SWEATER PARTY</p> <p>12.05.2017 7:30PM - 10:30PM EST</p>	<p>KATY PERRY WITNESS THE TOUR</p> <p>12.06.2017 7:00PM - 10:00PM EST</p>	<p>RED WINGS VS. BLUES</p> <p>12.09.2017 1:00PM - 4:00PM EST</p>	<p>VIEW ALL EVENTS</p>
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THE DISTRICT DETROIT

Explore the vibrant urban setting that is The District Detroit. Find a new restaurant. Locate the home of your dreams. Or discover a new opportunity to develop your own retail, office or residential space. It's your chance to help write the next chapter.

25760345

Visitors to The District Detroit

Q I AM LOOKING FOR

- LITTLE CAESARS ARENA**
2645 Woodward Ave. Detroit, MI 48201
- THE ALHAMBRA**
100 Temple St Detroit, MI 48201
- FOX THEATER**
2211 Woodward Ave Detroit, MI 48201

DETROITERS FINDING NEW CAREERS IN THE DISTRICT DETROIT

Little Caesars Arena is the product of 600,000 hours of hard work logged by Detroit construction workers. Alongside thousands of other tradesmen and women and more than 800 apprentices—the team has worked to build the new home of the Detroit Red Wings and Detroit Pistons.

SHARE

MORE VIDEOS

@DISTRICTDETROIT
548 posts | 24.6k followers | 313 following

STAY UP TO DATE
Sign up to receive the latest news and information.

Email Address

CONTACT
Media - pr@districtdetroit.com
Leasing - leasing@districtdetroit.com

f t i s

HOME PAGE

MENU

Menu stays in place as the user scrolls down.

Menu can be hidden with content spanning the full width

HEADER

Header carousel allows for multiple images w/ content

GUIDED SEARCH BAR

Navigation element that helps users find exactly what they're looking for

EVENTS

Featured events and link to events page

ABOUT INFO

Quick overview of The District Detroit and visitor stat callout

MAP

See Map Solutions (p.13) for more options

VIDEO PLAYLIST

Space to highlight all the new video content that is created

INSTAGRAM FEED

Most engaging social content (over Facebook and Twitter)



Detroit is America's greatest comeback story and now is your chance to become part of one of the most exciting markets in the country.

The District Detroit is one of the largest and most exciting sports and entertainment developments happening in the country. We're planning new mixed-use developments around Detroit's world-class sports and entertainment venues, including the new Little Caesars Arena. Throughout 50 blocks, we are creating new shops, restaurants, bars, office space and residential offerings in a vibrant area that is already attracting millions of visitors a year.



We're creating new, exciting housing options for people of all ages and backgrounds to live in the heart of this exciting district in a dynamic mix of historic buildings and new construction. Living in The District Detroit will feature cutting-edge design and world-class amenities and all within walking distance of some of Detroit's greatest sports and entertainment venues, hottest restaurants and the Q-Line.

1 THE ALHAMBRA
100 Temple St
Detroit, MI 48201
[More Information](#)

2 THE AMERICAN
408 Temple St
Detroit, MI 48201
[More Information](#)

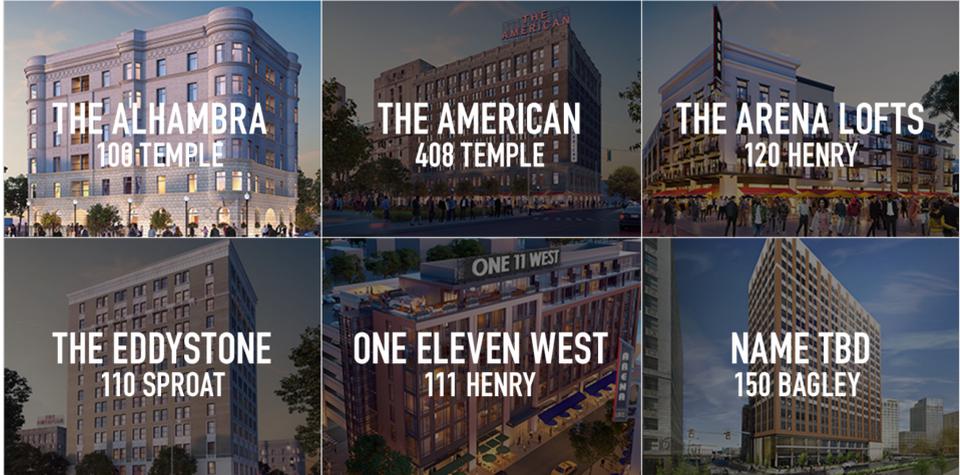
3 THE ARENA LOFTS
120 Henry St
Detroit, MI 48201
[More Information](#)

THE ALHAMBRA



Built in 1899, this distinctive building in The District Detroit's Woodward Square neighborhood will offer 46 residential units and a retail component. Renovation is expected to start in 2018.

[VIEW OPEN LISTINGS](#)



STAY UP TO DATE
Sign up to receive the latest news and information.

CONTACT
Media - pr@districtdetroit.com
Leasing - leasing@districtdetroit.com



RESIDENTIAL LEASING PAGE

HEADER

Space for large custom photography
Headline features dynamic, real-time statistics

VIDEO CALLOUT

MAP

Custom for each section, focused on showing available locations

FEATURED PROPERTIES

Link to new pages with more information



SILENT DISCO: HOLIDAY EDITION – UGLY SWEATER PARTY	KATY PERRY WITNESS THE TOUR	RED WINGS VS. BLUES	AN AMERICAN IN PARIS
12.05.2017 7:30PM - 10:30PM EST	12.06.2017 7:00PM - 10:00PM EST	12.09.2017 1:00PM - 4:00PM EST	12.10.2017 2:00PM - 5:00PM EST

< NOV	DECEMBER						JAN '18 >
S	M	T	W	T	F	S	
26	27	28	29	30	1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31	1	2	3	4	5	6	

BE THE FIRST TO KNOW ABOUT EVENTS

Get weekly updates to this calendar

SPORTS
 MUSIC
 COMEDY
 OTHER

Email Address

SUNDAY DECEMBER 10, 2017

	<p>DETROIT OPERA HOUSE 12.10.2017 2:00PM - 5:00PM 7:30PM - 10:30PM The love affair that's stolen Broadway's heart. Named Best Musical of the year by both the Drama League and the Outer Critics Circle and the winner of four Tony Awards, An American in Paris is the hit new musical guaranteed to sweep you off your feet—and into the arms of a story you'll never forget.</p> <p>VIEW DETAILS</p>
	<p>FOX THEATRE 12.10.2017 3:00PM - 6:00PM Direct from New York, five of Broadway's brightest stars will take audiences on a journey through Broadway history with the music of Kander & Ebb, Rodgers & Hammerstein, Lerner & Loewe, Andrew Lloyd Webber, Leonard Bernstein, Stephen Sondheim, Cole Porter, Irving Berlin and many more.</p> <p>VIEW DETAILS</p>
	<p>LITTLE CAESARS ARENA 12.10.2017 4:00PM - 7:00PM</p> <p>VIEW DETAILS</p>
	<p>THE DISTRICT DETROIT HEADQUARTERS 04.01.2018 7:30PM - 10:30PM The District Detroit is proud to host the unveiling of their brand-new website. Join as we celebrate the site that is sure to take The District Detroit and the city to the next level. Complimentary hors d'oeuvres and open bar for those over 21 years of age. Free pony rides for all.</p> <p>VIEW DETAILS</p>

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EVENTS PAGE

HEADER

Space for large custom photography

Headline features dynamic, real-time statistics

EVENTS

Highlight featured events

CALENDAR

Click on a date to see relevant events populated below

EVENT NEWSLETTER

User can sign up to receive emails about specific event categories

EVENT LIST

All events on selected day listed for easy access

CONTENT MANAGEMENT SYSTEM

We propose that the new website for The District Detroit be developed using WordPress as the CMS. WordPress is an amazingly flexible and very user-friendly CMS that is used by millions of websites. Many large companies utilize WordPress as their CMS, including: Mercedes-Benz, Wolverine Worldwide, Sony, The New Yorker, The Walt Disney Company, and TechCrunch. Key advantages of a PUSH 22 developed WordPress-based solution include:

CUSTOM CODE

We custom code as much of the site as possible. That means no paid-for themes, which are one of the biggest security concerns for WordPress.

MINIMAL PLUGINS

We use as few external plugins as possible. While they're great, every piece coded by another party is a security hole that requires maintenance and updates.

EASY TO ADMIN

We focus on making the front end of each site a stellar experience for users but, more importantly, we strive to make the back end of the site even better for the admins who will take over.

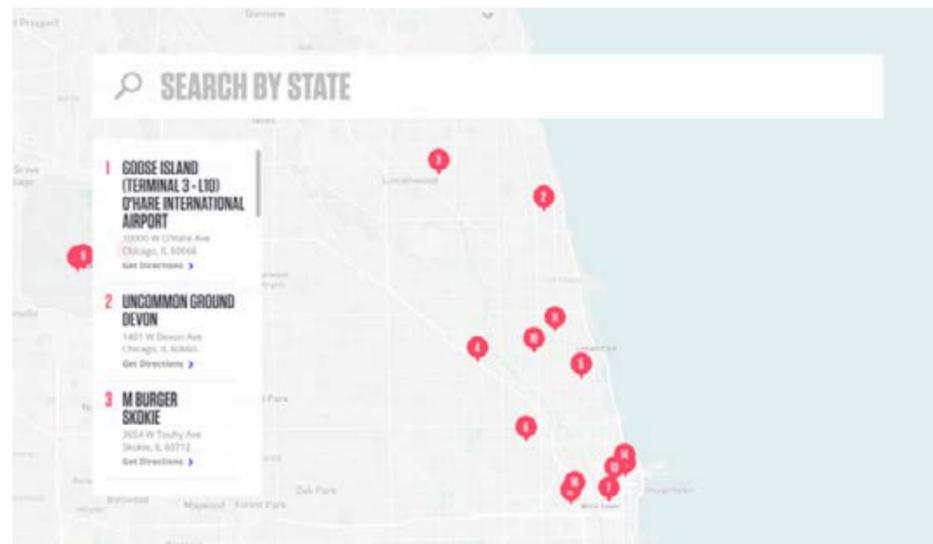
SECURE

We build each site with security in mind. We make each site as secure as possible from the ground up, and recommend WordPress-specific hosting as an additional level of security.

SEO FRIENDLY

While we don't always rewrite content for our clients, we focus on building a site with SEO in mind.

MAP SOLUTIONS



RECOMMENDED OPTION

Allows users to pinpoint popular points around The District Detroit. We'd like to build out a feature that gives users the ability to turn categories (sports/entertainment/leasing) on and off. The system is adaptable enough to feature small or large amounts of data like name, location, address, phone number, image, or category directions.



ALT OPTION 1

Allows us to create an interactive 3D map that highlights buildings within The District Detroit, while also allowing us to show the vision for future developments. Using this option, we could add a series of toggles that show the future development plan of The District Detroit.

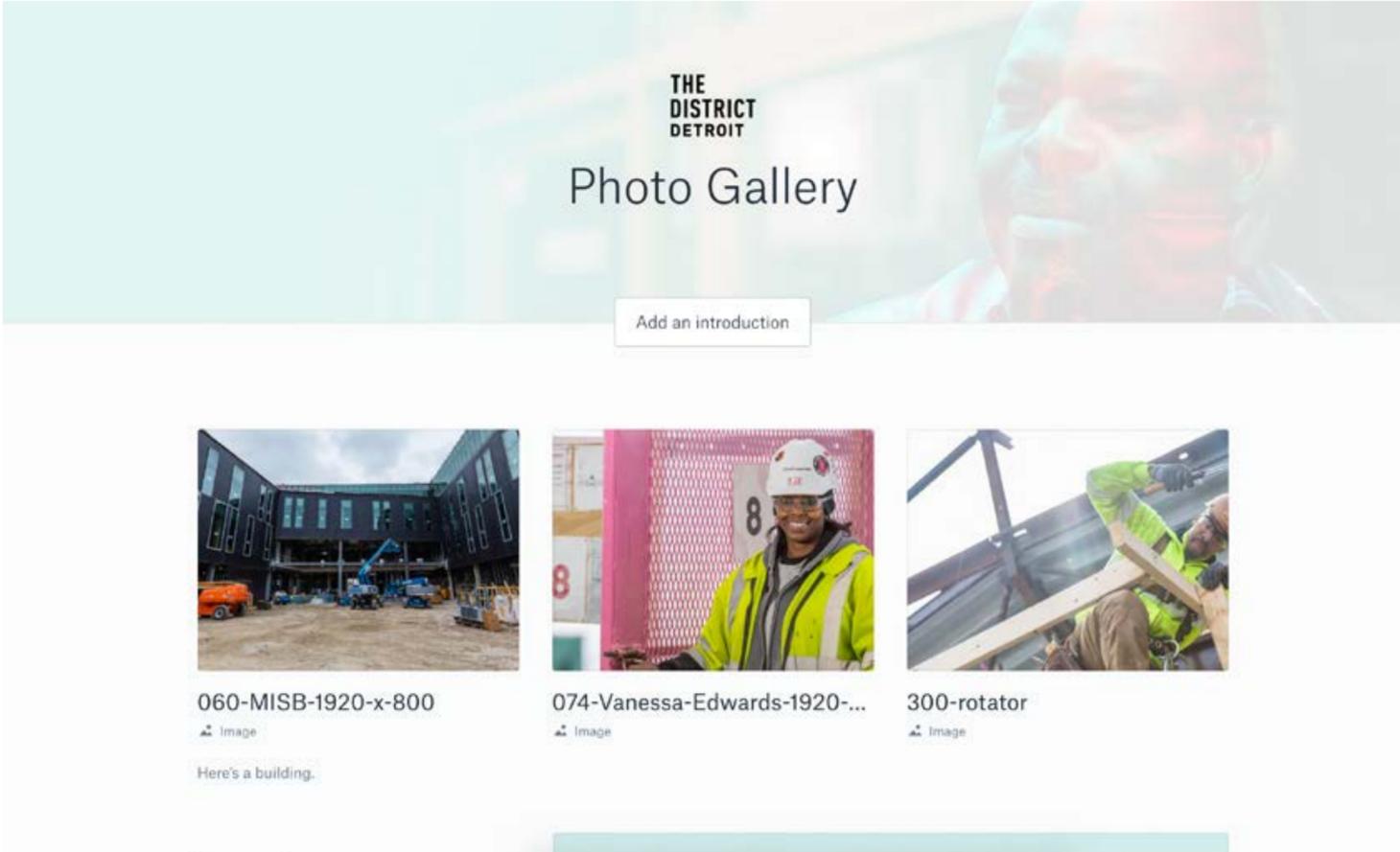


ALT OPTION 2

Would be more static but still allow us to highlight unique parts of The District Detroit. A map like this would allow admins to control every aspect of the map environment.

OTHER TECHNOLOGY

DIGITAL ASSET MANAGEMENT



There are many excellent full-featured digital asset management solutions currently on the market but we feel that for The District Detroit’s needs, a file-sharing tool such as Dropbox would be an ideal solution. It is flexible and easy to use with minimal cost. Dropbox has also recently added a new product to its toolset called Showcase, which allows admins to make an unlimited number of brandable galleries which can be freely shared or password protected as needed.

Dropbox Business Advanced
\$20/user per month/minimum of 3 users

PARKING RESERVATION

Currently, we do not feel we have enough information to make a detailed recommendation with respect to an online parking solution. In the short-term, Parking facilities could be included within the scope of our proposed Map solution and deep-linked to existing Park Whiz listings.

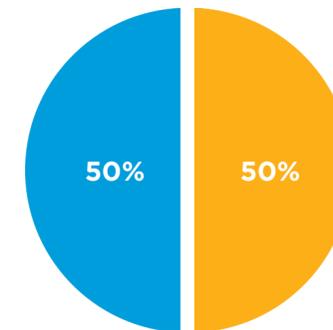
BUDGET

This proposal is based on our experience with projects of this type and on specific information which was provided by The District Detroit. This estimate includes the following:



OUR SERVICE ESTIMATE

\$65,000 - \$85,000



Payment due in two intervals:

- 50% upon start
- 50% upon completion

BUDGET NOTES & CAVEATS

We have provided a range of pricing to accommodate for aspects of the project that have yet to be fully outlined and/or defined - any 3rd party technology we select such as the email/event invitation system, amount of new content PUSH 22 will need to provide, etc. We will, of course, provide a more precise cost during the initial working phases of the project.

The following costs are not covered by the scope of this proposal:

Costs related to creation or acquisition of photography, illustration, video or other art assets.

Any monthly costs related to the selected 3rd-party solution.

Website hosting and costs related to ongoing maintenance and support.

For any more information regarding our proposal, please feel free to contact our account team.

DAVE SARRIS

(248)-598-7231

CHRISTINE SPAHR

(248)-598-7223

PAUL RYDER

(248)-598-7219

ABOUT US

MOVE FORWARD THINKING

We are PUSH 22, a full-service marketing, advertising and communications firm. Our team of experienced strategists, creatives and award-winning web and digital experts isn't just your average agency team. We're constantly pushing the status quo and searching for new ways to solve business challenges. Our commitment begins with four beliefs that help move our clients forward:

OUR 4 CORE VALUES

BE STRATEGIC

Understand the goals and objectives
Define the right metrics
Craft a comprehensive plan

BE ACCOUNTABLE

Take a proactive approach
Track everything using a secure, web-based agency management system

BE CHAMPIONS

Your brand is one of the most valuable assets you possess
We are stewards of your brand
We use a consistent brand model

BE EASY TO WORK WITH

Communicate early and often
Give credit, accept responsibility
Be open and honest
Work with people we like

WHY PUSH 22?

We're brand people
because your website
is first and foremost a
brand experience.



We do it all in-house
from brand and digital
strategy to content
development to design and
programming.



We're big fans of Detroit
so we're excited help you
tell your story to the region
and the world.



**We're also digital
marketing people**
meaning we've built
dozens of sites and
successful content
marketing programs for
clients.



**We value relationships,
not just website projects**
so we pick up the phone
when you call and are
committed to longer term
success.



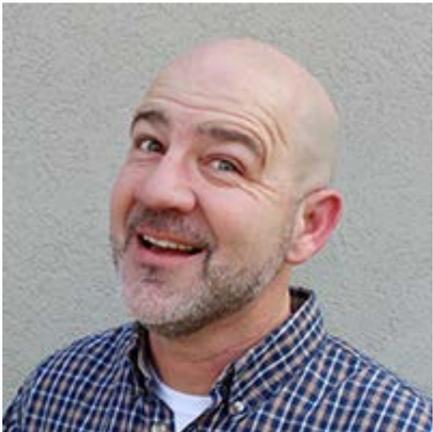
OUR DISTRICT DETROIT TEAM

With PUSH 22 as your agency partner, you don't get a couple of people on your account. You get the whole team and you will always get the "A" Team.



BRETT ENDELMAN

Senior Copywriter



RICK GORDON

Associate Creative Director



MATT HIRSCH

Lead Web Developer



ROB LETOSKY

Art Director



PAUL RYDER

New Business Director



DAVE SARRIS

Partner



EMILY SCHNEIDER

Senior Art Director



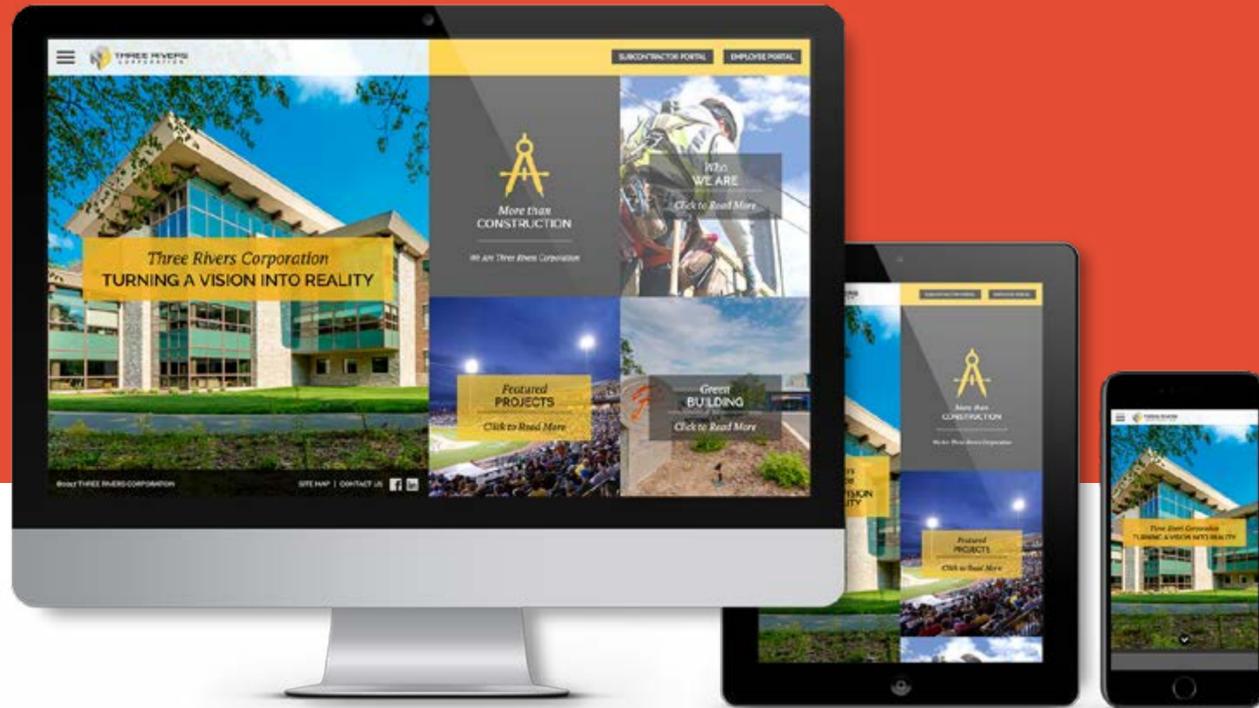
CHRISTINE SPAHR

Account Executive



ROB WILKIE

Creative Director



trccompany.com

Showcase for a commercial construction firm, featuring detailed project profiles and a unique 'tiered' content structure that flows left to right.



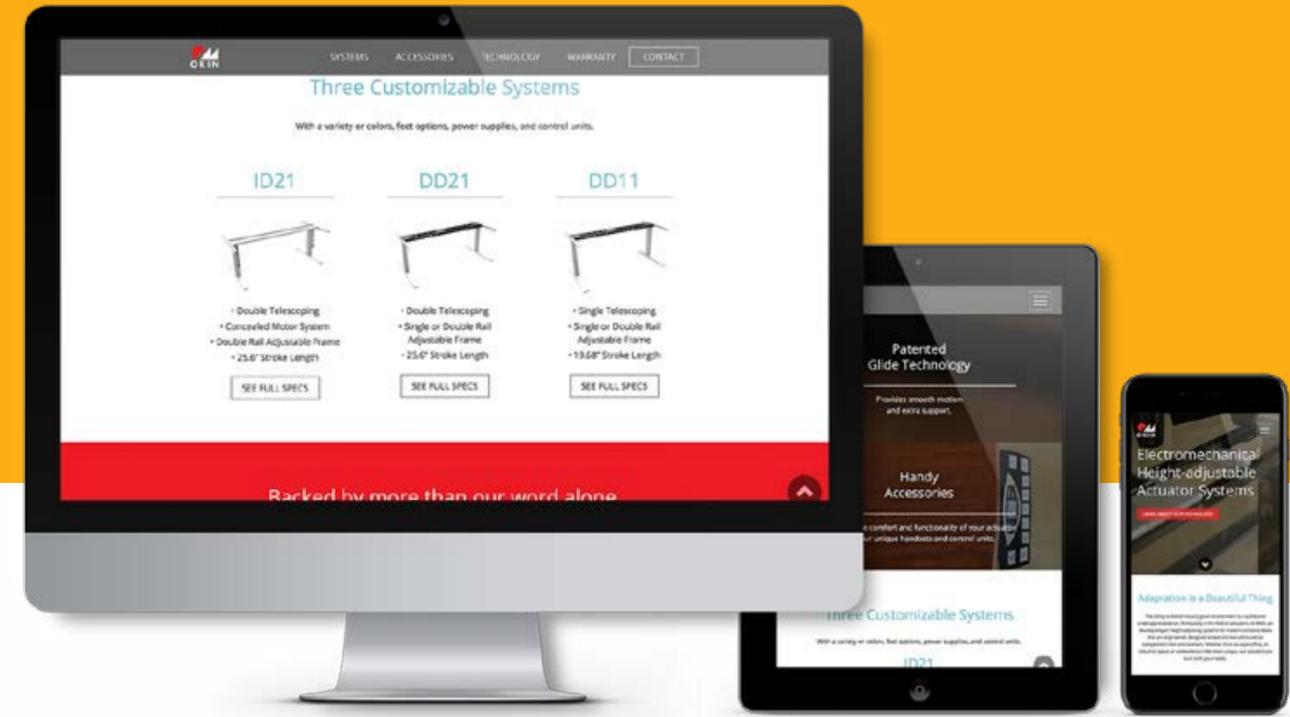
farmtoglass.solidworks.com

Content-rich microsite which tells the story of how 3D software impacts every step of the craft beer journey—all the way from farm to glass.



mysimmerwithsika.com

Digital travelogue which follows the journey of two SIKA brand ambassadors as they cross the country in search of interesting people and projects.

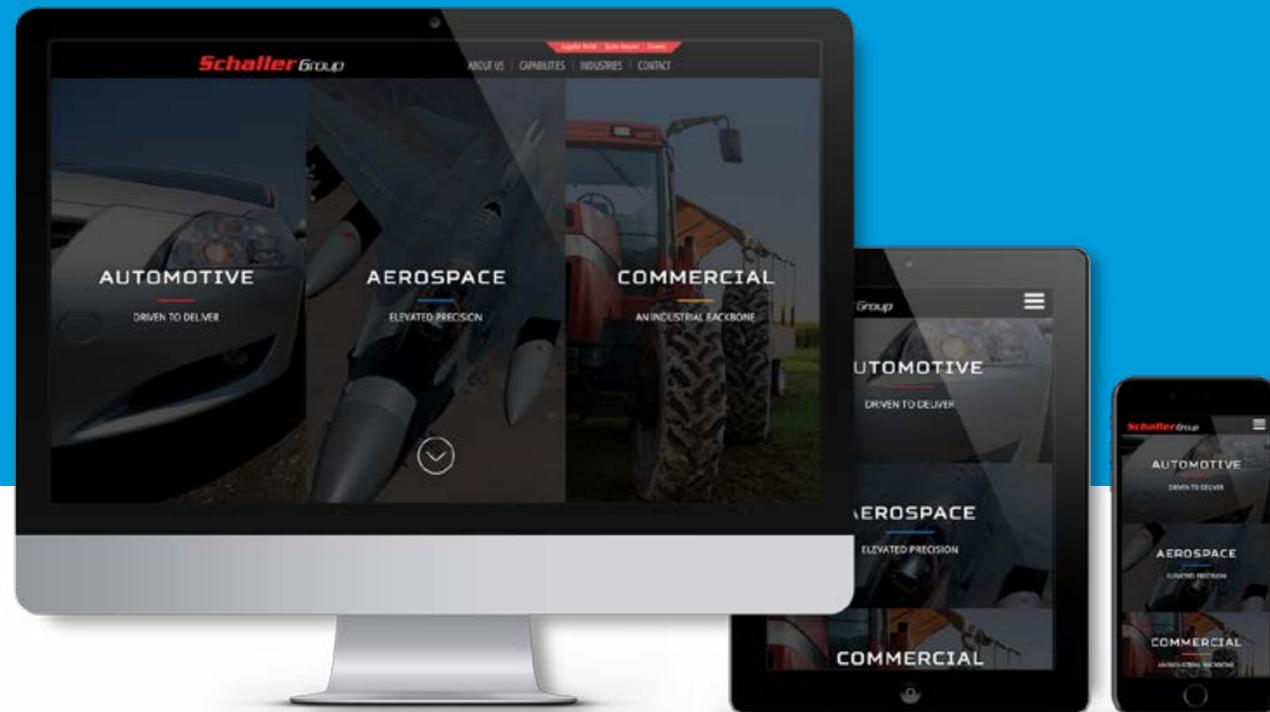


okindesk.com

Minimal design, simple navigation and integrated video combine to create a dynamic experience that elevates OKIN's design and technology.

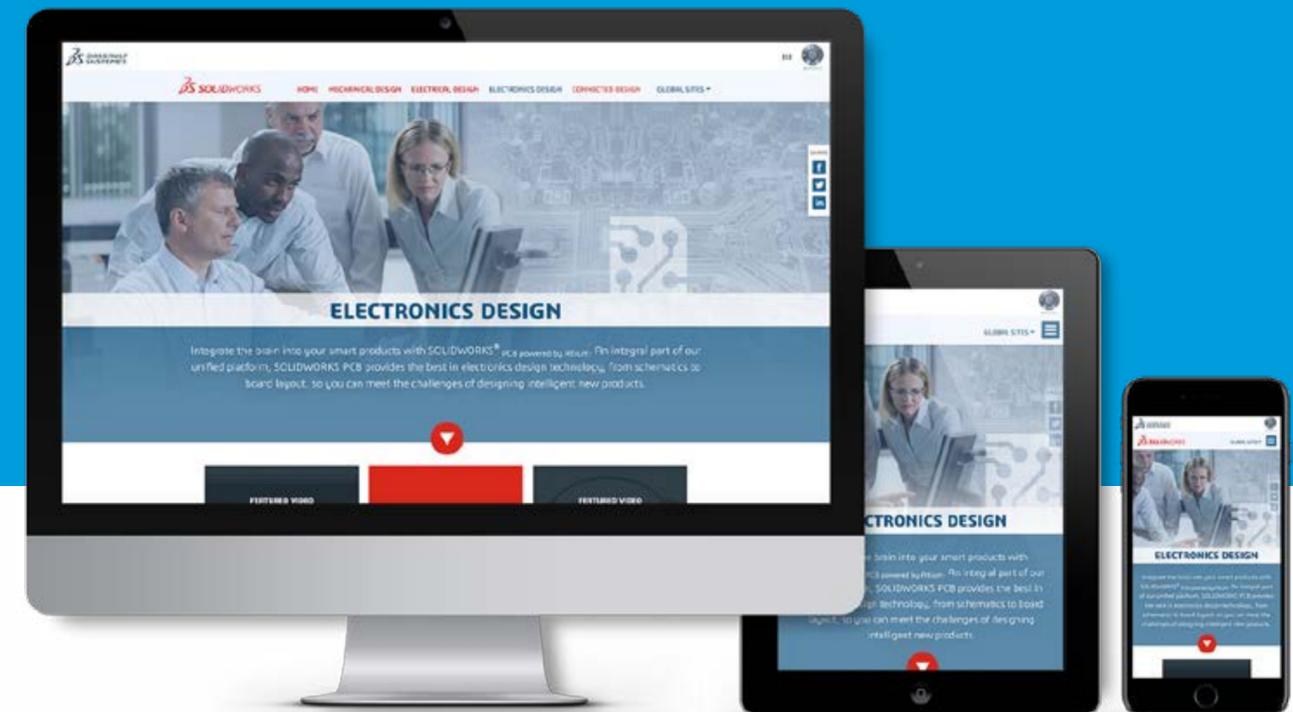
Schaller Group

SOLIDWORKS



schallergroup.com

Corporate site designed to show off Schaller Group's impressive facilities and advanced manufacturing capabilities.



solidworkspcb.com

This “smart design” resource is designed to turn a library of great tutorials and how-to videos into a steady stream of leads for SOLIDWORKS PCB.

PUSH 

Move Forward Thinking

push22.com