



Terrell Texas Chamber of Commerce Website Redesign Proposal

Presented by One-n-Done Web Solutions LLC



Premium Web Development Services—Built Just for You

You need more than a generic website—you need a digital hub that grows with the Chamber, reflects our community, and works flawlessly.

This isn't a pre-packaged solution

Face-to-face collaboration with me, the lead developer—no middle-men, no confusion.

Quality craftsmanship—custom design and functionality you simply can't get with off-the-shelf builders.

Let's build something for Terrell, together, by someone who's local and accountable.

Project Scope

Core Build

- Fully custom responsive design, tailored to reflect the Terrell community
- Secure CMS with intuitive page builder where you can easily manage content
- ChamberMaster integration for members, events, and news
- SEO setup & analytics dashboard for visibility and insights
- Ad management system with scheduling and placement controls

Advanced Features

- AI-powered FAQ chatbot that can also guide visitors to the right pages
- Professional Spanish translation and bilingual site structure
- AI page translation into multiple languages
- Content migration

Support

- Staff training session so you can make changes confidently
- Written guide for quick reference
- **With all services you work directly with me, the lead developer, for clear communication and in-person collaboration**

Page Builder

To give you a clear idea of how the page builder works, I've built a demo you can view here: <https://www.newterrell.site/proposal/builder>

Pricing

Core Package

\$35,000

- Custom responsive front-end design
- Directus CMS with page builder tools
- ChamberMaster integration (members, events, news)
- SEO setup and Analytics
- Ad management system with scheduling and placement control *
- Staff Training

*Beginning in year 2, I will share in 20% of the ad revenue generated through the ad management system. This will come with a 10 hour a month retainer commitment, assuming at least 10% member participation.

Complete Package - No Ads

\$43,000

Everything in Core, minus the ad management system, +

- AI-powered FAQ chatbot with navigation assistance
- Bilingual site structure with professional Spanish translation
- AI page translation (multi-language toggle beyond Spanish)
- Content migration
- Retainer instead of ad revenue commission

Complete Package

\$50,000

Everything in Core +

- AI-powered FAQ chatbot with navigation assistance
- Bilingual site structure with professional Spanish translation
- AI page translation (multi-language toggle beyond Spanish)
- Content migration

Why These Prices Make Sense

When you crunch the numbers, the investment makes undeniable sense. With the new ad placement tools, the Chamber can begin monetizing its base of more than 500 business members directly. If just 10% of members (around 50 businesses) purchase ad placements at \$150 per quarter (or \$600 per year), that generates **\$30,000 in recurring annual revenue**. After subtracting the 20% commission, the Chamber still nets \$24,000 per year. On top of that, your website already receives about 2,000 visits per month—or **24,000 visits annually**—providing abundant exposure for advertisers. Taken together, this steady ad income and high visibility mean the new site could pay for itself in just over two years, while representing roughly **30%-35% of the additional revenue** generated over five years.

And that's not even factoring in other core benefits such as:

- A smoother, more engaging user experience
- Significant time savings in content management
- The long-term value of a site built to scale with the Chamber
- Opportunities for tiered ad packages and new revenue streams
- **Direct, ongoing access to the lead developer**

5 Year ROI Breakdown

Year	Cumulative Revenue	Investment	Net Gain
1	\$15,000	\$50,000	-\$35,000
2	\$39,000	\$50,000	-\$11,000
3	\$63,000	\$50,000	\$13,000
4	\$87,000	\$50,000	\$37,000
5	\$111,000	\$50,000	\$61,000

Assumes ads begin 6 months into Year 1, with a conservative 10% member participation generating \$30,000 in annual ad revenue, based on a \$50,000 initial investment and a 20% commission starting in Year 2.

And that's based only on conservative estimates.

- At 15% participation: the site pays for itself in less than 2 years and the Chamber nets \$116,000 over 5 years.
- At 20% participation: the site pays for itself in just over 1 year and the Chamber nets nearly \$172,000 over 5 years.

The Right Partner

Why This Is the Smart Choice

Speed & Performance You Can Feel

No bloat, no lag—just a lean, lightning-fast site that delights users, boosts SEO, and reflects your Chamber's professionalism.

Tailored & Future-Proof

Your site **will not be built in Wordpress**. You will get a custom codebase designed from the ground up specifically for the Terrell Chamber. No templates, no shortcuts. Every element is built to serve Terrell's brand and future needs. Need a new content type? I'll build it—for you, not for the masses.

The Big One: Face-to-Face, Personal Service

You'll talk directly to me—call, text, or meet when needed. No paperwork, no middlemen. Just responsive, considerate, expert care from someone as invested in Terrell's success as you.

Summary

- Custom, fast, accessible site built specifically for the Terrell Chamber
- Easy content control and flexibility
- Seamless ChamberMaster integration
- AI chatbot, translations, ad scheduling, SEO insights
- Ad tools that will **return your investment quickly**
- Staff training and ownership from day one
- Flexible pricing—choose the plan that fits your goals
- **An on-call developer ready to implement additional features and updates whenever you need**

Growing Together

I'm committed to continually building new tools that will directly benefit the Chamber as they're developed. Whether that's enhanced ad features, reporting dashboards, or automation utilities, you'll receive them at no additional cost. This means your investment isn't just a one-time project—it's an ongoing partnership where the site steadily grows in capability, creating long-term value for the Chamber and its members.

Some of my planned features include:

- Featureful QR code generator
- Social media image optimizer
- AI text-to-speech generator
- White-labeled digital business cards
- And more!

I'm ready when you are!

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