



# JEFFERSON COUNTY COMMISSION

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COMMISSIONER

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## JEFFERSON COUNTY COMMISSION AWARD LETTER – WEBSITE MODERNIZATION & BRANDING & GRAPHIC DESIGN RFPs

**Date: March 16, 2026**

Jefferson County has completed the evaluation and award processes for the following solicitations:

- Website Modernization & Hosting Platform RFP
- Branding & Graphic Design Materials RFP

Both procurements were conducted in accordance with the County's established procedures, including a formal review of all submitted proposals and Commission action on February 19, 2026.

Following the evaluation process, the Jefferson County Commission awarded both contracts to:

Vandalia Digital

The contracts for both projects were finalized and fully executed on March 16, 2026. Copies of the executed agreements are provided here for public transparency and review.

Jefferson County extends its appreciation to all vendors who participated in these solicitations. The County values the time, effort, and professionalism demonstrated throughout the process and encourages continued participation in future procurement opportunities.

Jefferson County Procurement Office

Jefferson County, West Virginia



# Branding and Website Modernization Agreement

**Submitted to:**  
Jefferson County Commission

# Professional Services Agreement

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This Professional Services Agreement (“Agreement”) is entered into by and between Jefferson County Commission (“County”) and Infinity Marketing Solutions LLC, dba Vandalia Digital (“Contractor”), effective as of the date of last signature below.

## Scope of Work

Contractor shall provide professional branding, graphic design, and website modernization services as outlined in Exhibit A (Branding & Graphic Design Scope) and Exhibit B (Website Modernization & Hosting Scope), both incorporated by reference. Services include discovery, design, development, accessibility compliance, testing, documentation, training, and launch support.

## Deliverables

Branding & Graphic Design Deliverables

- Logo concepts and final approved logo
- Letterhead, business card, banner, and related branded materials
- Vector master files (AI, EPS, SVG)
- Print-ready PDFs and digital exports (PNG, JPG)
- ADA/WCAG accessibility documentation for branding assets

Website Modernization Deliverables

- Custom-designed, ADA-compliant WordPress website
- Migrated content, documents, and media assets
- WCAG 2.1 AA accessibility validation and documentation
- Secure cloud hosting configuration
- Staff training sessions and written documentation
- Final website launch and transition support

All deliverables are further detailed in Exhibits A and B.

## Revision Structure

- Branding materials include up to five (5) structured revision rounds per item.
- Website design and development includes iterative review cycles at defined milestones, including design approval and pre-launch testing.
- Revisions outside the defined scope or exceeding included rounds require written approval and may be billed separately.

## Project Schedule & Milestones

The project will be invoiced and reviewed based on the following milestones:

1. Project Start / Kickoff
2. Branding & Homepage Approval
3. Final Launch & Delivery

Detailed phase timelines are outlined in Exhibits A and B and may be adjusted by mutual written agreement.

## **Pricing & Payment Schedule**

### **Branding & Graphic Design**

Total Fixed Cost: \$5,250\*

*\*30% off the original \$7,500 proposed for combined conditional cost savings.*

### **Website Modernization & Development**

Total Fixed Cost: \$34,000

### **Hosting, Security & Ongoing Support (Optional, Post-Launch)**

Annual Cost: \$11,000, billed quarterly, subject to separate renewal. This time frame will begin 60 days after launch.

### **Payment Milestones**

Invoices shall be issued and payable within 30 days of receipt, split as follows:

- 33.33% (\$13,083.33) at Project Start
- 33.33% (\$13,083.33) upon Branding & Homepage Approval
- 33.34% (\$13,083.34) upon Final Launch

### **ADA / WCAG Compliance Commitment**

Contractor commits to designing and developing all deliverables in alignment with WCAG 2.1 AA standards and applicable ADA requirements. Compliance measures include:

- Color contrast and typography validation
- Semantic structure and keyboard navigation
- Accessibility testing and remediation
- Written accessibility documentation provided at project completion

While full compliance is implemented and validated at launch, ongoing compliance may be affected by future content changes made by County staff outside Contractor control.

### **Ownership & Intellectual Property**

Upon final payment, all final deliverables and associated intellectual property rights shall become the sole property of Jefferson County, without restriction. Contractor retains the right to display non-confidential work samples for portfolio purposes.

### **County Responsibilities**

County agrees to:

- Provide timely feedback and approvals
- Designate a primary project contact
- Supply content, documents, and access as required
- Review and approve deliverables within agreed timelines

Delays in County feedback may impact project schedule.

### **Change Management**

Any material changes to scope, deliverables, or timeline must be documented in writing through a mutually approved change order or addendum.

## **Hosting & Support Expectations**

Vandalia Digital will provide managed cloud hosting and ongoing support services as described in the Proposal and this Agreement. Hosting services are designed to provide a reliable, secure, and resilient environment suitable for a public-facing government website.

The hosting environment includes a redundant server configuration designed to automatically assume operation in the event of an outage affecting the primary server, helping to minimize downtime and service disruption.

Support requests will be acknowledged within one (1) business day, and often sooner. Requests will be addressed in a timely manner based on the nature and scope of the issue, with clear communication provided regarding expected timing and resolution.

Automated backups of the website will be performed on a regular basis, with backups retained for a rolling period of thirty (30) days. A longer retention period may be available upon request.

In the event of a critical system issue or security-related incident, Vandalia Digital will notify the County as quickly as practicable and will communicate with transparency regarding the nature of the issue, steps taken to mitigate impact, and any recommended follow-up actions.

## **Termination**

Either party may terminate this Agreement with thirty (30) days' written notice.

In the event of termination, the County shall pay Vandalia Digital for all work completed and approved through the effective date of termination.

Upon termination and receipt of all amounts due, Vandalia Digital shall provide the County with all work completed to date and will reasonably cooperate in transferring website files, assets, and administrative credentials necessary for the County or its designee to assume control of the website.

Nothing in this Agreement shall restrict or prevent the County from transitioning the website to another hosting provider or engaging another vendor following termination. Vandalia Digital shall not knowingly implement technical measures that would materially impede such a transition.

Any transition assistance requested beyond the delivery and transfer obligations described above may be provided subject to mutually agreed-upon scope and rates.

## **Deliverable Access and Credentials**

All final deliverables produced under this Agreement shall be the property of the County, as provided elsewhere in this Agreement.

For clarity, ownership and access rights include, but are not limited to:

- Website source files, design assets, and related digital materials created specifically for the project
- Administrative-level credentials for the content management system (CMS)
- Administrative or owner-level access to the hosting environment and associated services, where applicable
- Any reasonable exports, documentation, or configuration information necessary for the County to operate, maintain, or transition the website independently

Third-party services, software licenses, or platforms not owned or controlled by Vandalia Digital may be subject to the terms and conditions of their respective providers.

### Governing Law

The parties agree the Circuit Court of Jefferson County, West Virginia is the sole appropriate venue for any action arising out of this contract.

### Entire Agreement

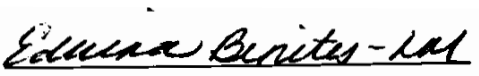
This Agreement, including all Exhibits and Addenda, constitutes the entire agreement between the parties and supersedes all prior proposals or representations.

### Signatures

Infinity Marketing Solutions LLC  
DBA Vandalia Digital

Jefferson County Commission

Signature:  \_\_\_\_\_

Signature:  \_\_\_\_\_

Name: Chris Wallace

Name: Edwina Benites-LM

Title: Agency Director

Title: County Administrator

Date: 3/16/2026

Date: 3/12/2026

Exhibit A – Branding & Graphic Design Scope

*(As detailed in the Graphic Design & Branding Proposal submitted January 30, 2026)*

Exhibit B – Website Modernization & Hosting Scope

*(As detailed in the Website Modernization & Hosting Proposal submitted January 30, 2026)*



# Proposal for Graphic Design & Branding Materials

**Submitted to:**  
Jefferson County Commission



Dear Members of the Selection Committee,

Vandalia Digital is pleased to submit this proposal in response to Jefferson County's Request for Proposal for Graphic Design and Branding Materials. We appreciate the County's commitment to modernization, accessibility, and transparency, and we welcome the opportunity to support these priorities through thoughtful, civic-focused design.

We understand that Jefferson County is seeking branding materials that are modern, professional, and consistent, while also being fully ADA-compliant and scalable for long-term use across both print and digital platforms. Our team has carefully reviewed the RFP requirements and confirms our ability to meet or exceed all specifications, including the delivery of vector-based assets, and a structured revision process that allows for meaningful County feedback.

Vandalia Digital brings experience working with government and community-focused organizations where clarity, accessibility, and public trust are essential. We approach civic branding with an emphasis on usability, compliance, and longevity—ensuring that design assets are not only visually effective, but practical and adaptable for ongoing County operations.

We value collaboration and clear communication throughout the project lifecycle and are committed to delivering high-quality work that reflects Jefferson County's identity and public mission. Thank you for the opportunity to be considered. We look forward to the possibility of partnering with Jefferson County on this important initiative.

Sincerely,

  
**Chris Wallace**  
Agency Director  
Vandalia Digital

# Company Overview

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**Legal Name:** Infinity Marketing Solutions LLC DBA Vandalia Digital

**Headquarters:** Hurricane, West Virginia

**Years in Operation:** 9 Years

Vandalia Digital is a West Virginia-based digital and design firm specializing in modern, accessible, and scalable solutions for government, civic, and community-focused organizations. Our work is rooted in clarity, compliance, and usability—ensuring that public-facing materials serve all residents effectively.

Our organizational structure is intentionally streamlined to support responsive communication, efficient review cycles, and clear accountability. Each project is assigned a dedicated project lead, supported by designers and accessibility-focused reviewers to ensure all deliverables meet both creative and compliance requirements.

## Key Personnel Assigned

- **Chris Wallace:** Overall coordination
- **Julianne Parsons :** Timeline management, County communication
- **Pedro Fuentes:** Visual identity development
- **Marie Linn :** Lead Web Designer, ADA/WCAG compliance review for color, typography, and layout

Vandalia Digital has experience supporting municipalities, civic organizations, and public-facing initiatives where accessibility, transparency, and consistency are essential. We understand the review processes, documentation needs, and public accountability inherent in government projects.

# Project Understanding & Objectives

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Jefferson County is seeking a cohesive suite of branding materials that reflects professionalism, civic identity, and modernization while remaining accessible and adaptable for long-term use. This project requires a balance of visual clarity, ADA compliance, and scalability across multiple formats and use cases.

Our objective is to deliver branding assets that:

- Reinforce Jefferson County's identity and public mission
- Maintain consistent visual standards across all materials
- Meet ADA accessibility requirements for contrast, typography, and legibility
- Scale seamlessly across print and digital applications
- Remain usable and relevant as County needs evolve

We recognize that public-sector branding must prioritize function, accessibility, and trust while still presenting a modern and forward-looking image.

# Scope of Work & Approach

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## Phase 1: Discovery & Planning

- Stakeholder discussions to understand branding goals and usage scenarios
- Review of existing materials and visual standards
- Accessibility and contrast assessment
- Identification of design constraints and long-term needs

## Phase 2: Design & Development

- Development of ADA-compliant, vector-based design concepts
- Creation of cohesive visual elements across all required items
- Design systems that support consistency and scalability

## Phase 3: Revisions

- Structured feedback cycles
- Five (5) revisions per item to ensure alignment with County expectations

## Phase 4: Final Deliverables

- Final, approved designs delivered in vector format (SVG, EPS, AI)
- Print-ready PDFs as well as Digital-use PNG and JPG exports
- Organized file structure for long-term usability

# Custom Sample Design Submission

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The following sample designs are provided to demonstrate Vandalia Digital’s approach to civic branding, accessibility, and scalability, rather than to represent final design selections. Two logo concepts are included to illustrate distinct, viable design directions for Jefferson County. The first concept is a newly envisioned mark that reflects the County’s natural beauty and landscape, incorporating a subtle gate form to symbolize Jefferson County as a gateway to West Virginia. The second concept is a modernized refinement of the existing County logo, developed to improve clarity, streamline visual elements, and enhance ADA accessibility while maintaining continuity with the current brand identity.

For each logo concept, a corresponding business card and letterhead mockup are included to demonstrate how the design system may be applied consistently across common County materials. These samples are intended as informed, preliminary concepts. Final direction, refinement, and validation will occur through the Discovery and Planning phase, in close collaboration with County stakeholders, to ensure alignment with Jefferson County’s vision, operational needs, and accessibility requirements.



# ADA Compliance & Accessibility Documentation

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Accessibility is integrated into our design process from initial concept through final delivery. All designs are reviewed for:

- Color contrast that meets or exceeds WCAG guidelines
- Typography selected for readability and clarity
- Clean layouts that support visual hierarchy and comprehension
- Scalability without loss of clarity or legibility

Documentation of accessibility considerations will be provided alongside final deliverables to demonstrate compliance with Jefferson County's requirements.

## Design Tools & Deliverables

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Vandalia Digital utilizes industry-standard professional design tools to ensure precision, consistency, and long-term usability.

All final deliverables will include:

- Vector master files (SVG, EPS, AI)
- Print-ready PDFs
- Digital-optimized PNG and JPG files

All assets will be delivered in formats that allow Jefferson County to reuse, resize, and reproduce materials without degradation or dependency on proprietary systems.

## Project Timeline & Milestones

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The proposed timeline is structured to ensure thorough review while maintaining momentum:

- **Project Kickoff & Discovery:** [1-2 weeks]
- **Initial Design Concepts:** [2-3 weeks]
- **Sample Review & Revisions:** [1-2 weeks]
- **Final Approval & Delivery:** [1-2 weeks]

Each phase includes defined milestones, review checkpoints, and designated responsibility for approvals. The timeline remains flexible to accommodate County feedback and internal review processes.

# Ownership & Rights

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Vandalia Digital confirms that upon project completion and final payment, Jefferson County shall own all copyrights and intellectual property rights to the final designs and deliverables, without restriction.

## References

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### **Putnam County Government Rebranding and Website**

We worked with Putnam County Commission all departments of the Putnam County Government to give all of their assets a facelift. We rebranded each department, including all printed assets and website.

**Tim Hanna**  
County Manager at Putnam County Commission  
304-586-0201  
thanna@putnamwv.org

### **Kanawha County Commission Rebranding and Website**

We worked with Kanawha County Commission to create a new logo and refresh their branding to make them more compliant. We started with the Commission and County Clerk and are in talks to also bring their Sheriff and Assessor into the same system, as they now realize the importance of a unified structure for the residents.

**Jeremy Young**  
County Manager at Kanawha County Commission  
304-357-0628  
jeremyyoung@kanawha.us

### **Advantage Valley Website and Marketing**

We have worked with Advantage Valley for many years and have a hand in most of their marketing. We assist Marjorie with the website and all digital assets, as well as run a wide range of digital ads, based on the current needs.

**Advantage Valley**  
**Terrell Ellis**  
President & CEO  
304-352-1165  
terrell@advantagevalley.com

**More references available upon request.**

# Itemized Cost Breakdown

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Category	Description	Cost
Discovery & Planning	Stakeholder discovery, branding alignment, accessibility review, and planning for consistent application across all deliverables	\$1,000
Design & Revisions (All Branding Materials)	Design and development of all required branding materials including logo, letterhead, banner, and business card. Includes a minimum of three (3) design concepts per item, a minimum of five (5) revision rounds per item, ADA-compliant color, typography, and layout, and scalable vector-based design suitable for print and digital use	\$5,500
Final Deliverables & File Packaging	Organization and delivery of all master vector files, print-ready PDFs, digital exports (PNG/JPG), file naming conventions, and documentation for long-term County use	\$500
ADA Compliance Documentation	Accessibility documentation summarizing color contrast, typography, layout considerations, and confirmation of ADA/WCAG-aligned standards	\$500
<b>Total Project Cost</b>	<b>All services and deliverables as outlined in the RFP</b>	<b>\$7,500</b>

## Conditional Cost Savings Statement

In the event that Vandalia Digital is also awarded Jefferson County's website design contract as part of a separate procurement process, Vandalia Digital will apply a 30% cost reduction to the total price of this Graphic Design & Branding Materials project.

This reduction reflects efficiencies gained through shared discovery, unified branding strategy, and coordinated project management across both initiatives. The application of this discount would be subject to mutual agreement and documented through an amended scope or contract addendum, as appropriate.



# Proposal for Website Modernization and Hosting Platform

**Submitted to:**  
Jefferson County Commission



Dear Jefferson County Procurement Office,

Vandalia Digital respectfully submits this proposal in response to Jefferson County's Request for Proposal for a Website Modernization and Hosting Platform. We appreciate the County's emphasis on accessibility, security, transparency, and long-term operational reliability as part of its digital modernization efforts.

We understand this project is a critical public-facing system that must serve residents, businesses, visitors, and County staff while meeting strict ADA and security requirements. Our approach focuses on delivering a secure, cloud-hosted website that is intuitive for non-technical users, reliable in daily operations, and scalable for future needs.

Vandalia Digital specializes in custom-built, accessibility-first WordPress platforms for government and civic organizations. We do not use pre-built themes or generic templates. Each system is designed specifically around the organization's mission, content, and compliance requirements to ensure long-term sustainability and ease of use.

As a West Virginia-based firm with experience supporting public-sector organizations, we bring both technical expertise and an understanding of public accountability and governance. We view this engagement as a long-term partnership focused on stewardship and reliability.

Thank you for your consideration. We welcome the opportunity to provide additional information or clarification during the evaluation process.

Sincerely,

  
**Chris Wallace**  
Agency Director  
Vandalia Digital

# Company Overview

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**Legal Name:** Infinity Marketing Solutions LLC DBA Vandalia Digital

**Headquarters:** Hurricane, West Virginia

**Years in Operation:** 9 years

Vandalia Digital is a West Virginia-based digital agency specializing in custom-built WordPress websites, accessibility-forward design, and secure hosting for government, healthcare, and civic organizations. We do not use pre-built themes or templates; every site is designed and engineered specifically for the client's mission, users, and compliance requirements.

Our team brings experience working with counties, municipalities, economic development organizations, chambers of commerce, and nonprofit institutions throughout the region. We are particularly experienced in translating complex public-sector requirements into clear, usable digital experiences for non-technical staff and diverse audiences.

## Project Understanding & Objectives

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Jefferson County requires a modern replacement for its legacy on-premise website that:

- Migrates all content to a secure, cloud-hosted environment
- Meets or exceeds WCAG 2.1 AA accessibility standards
- Supports secure online payments (IPC/PCI DSS compliant)
- Enables embedded video and livestreaming
- Provides actionable analytics and reporting
- Is easy for non-technical staff to manage
- Ensures security, scalability, and disaster recovery

Our proposal addresses each of these objectives through a phased, accountable implementation designed to minimize disruption while ensuring long-term sustainability.



# Scope of Work Alignment

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## Discovery & Planning

- Stakeholder interviews with County departments
- Content audit and migration planning
- Accessibility and compliance gap analysis
- Information architecture and navigation planning

## Design & Development

- Mobile-first, ADA-compliant custom design system
- High-contrast layouts, keyboard navigation, ARIA labels, and semantic structure
- Embedded media support (YouTube, Vimeo, livestreams)
- Secure payment integration possible, but would recommend a third party system that should already be in place with each department.
- Performance-optimized templates for speed and reliability

## Content Migration

- Full migration of existing pages, documents, and media
- Redirect mapping to preserve SEO and public access
- Archival handling of legacy materials

## Hosting & Infrastructure

- Secure, cloud-based managed WordPress hosting
- SSL encryption, firewall protection, malware scanning
- Daily automated backups with off-site redundancy
- Disaster recovery and uptime monitoring

## Compliance & Security

- WCAG 2.1 AA accessibility implementation and validation
- Privacy policy and terms of use integration
- Ongoing security monitoring and alerts

## CMS & Training

- Intuitive WordPress CMS with role-based access
- Custom admin dashboards for County staff
- Live virtual or in-person training sessions
- Written documentation and recorded tutorials

## Support & Maintenance

- Ongoing technical support
- Defined SLA for uptime and issue resolution
- Monthly plugin and system updates
- Optional content updates and feature enhancements

# Custom Sample Website Mockup

As part of this proposal, Vandalia Digital is providing a design mockup that includes the homepage hero section and primary navigation menu. This mockup is intended to demonstrate a more streamlined, user-friendly site structure, along with improved visual clarity, color usage, and overall aesthetic direction. All color selections and contrast ratios shown in the mockup are designed to align with ADA accessibility best practices. Full WCAG 2.1 AA accessibility compliance will be implemented and validated during the design and development phases of the project. This is a mockup without any client feedback or discovery session and is meant to be an educated guess, which is fully customized and will be adjusted to match needs uncovered in the discovery process.



# Project Timeline & Milestones

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## **Phase 1: Discovery & Planning (2–3 weeks)**

Key deliverables: content audit, accessibility review, site architecture

## **Phase 2: Design & Prototype Development (2–3 weeks)**

Key deliverables: design system, accessibility validation

## **Phase 3: Full Development & Migration (6–8 weeks)**

Key deliverables: page builds, content migration, redirect planning

## **Phase 4: Testing & Compliance Validation (2–4 weeks)**

Key deliverables: accessibility checks, performance testing, staff review

## **Phase 5: Training, Launch & Transition (1–2 weeks)**

Key deliverables: staff training, final launch, documentation handoff

# CMS Description

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The website will be built on WordPress with:

- Role-based permissions for County staff
- Visual content editing without code
- Structured page templates to ensure accessibility consistency
- Media management for documents and video
- Audit-friendly revision history

Training will be provided to ensure County staff can confidently manage content without ongoing developer reliance.

# Compliance Certifications

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- WCAG 2.1 AA accessibility standards implemented and validated
- Secure privacy policy and terms of use integration

# Hosting Architecture & Security

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- Managed cloud hosting (no on-premise hardware)
- SSL encryption and firewall protection
- Daily backups with disaster recovery planning
- 24/7 monitoring and security alerts
- High-availability infrastructure

# References

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## **Putnam County Government Rebranding and Website**

We worked with Putnam County Commission all departments of the Putnam County Government to give all of their assets a facelift. We rebranded each department, including all printed assets and website.

**Tim Hanna**

**County Manager at Putnam County Commission**

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**County Manager at Kanawha County Commission**

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**Advantage Valley**

**Terrell Ellis**

**President & CEO**

**304-352-1165**

**terrell@advantagevalley.com**

**More references available upon request.**

# Itemized Cost Breakdown

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Category	Description	Cost
Discovery & Planning	Stakeholder interviews, content audit, accessibility & compliance review, site architecture	\$3,500
Custom Design & UX (Includes Prototype)	Mobile-first, ADA-compliant design system	\$8,500
Website Development	Custom WordPress development, page templates, accessibility implementation, performance optimization	\$12,000
Content Migration	Migration of core pages, documents, media assets; redirect mapping; legacy archival	\$5,000
Accessibility Validation	WCAG 2.1 AA testing, remediation, and documentation	\$3,000
Training & Documentation	Staff training sessions, admin documentation, recorded walkthroughs	\$2,000
<b>Total Project Cost</b>	<b>All services and deliverables as outlined in the RFP</b>	<b>\$34,000</b>

## Hosting, Security, and Ongoing Support

To ensure the continued security, stability, and effectiveness of the website following launch, Vandalia Digital recommends ongoing hosting, security, and support services for Jefferson County. This annual service includes secure, cloud-based managed hosting with SSL encryption, firewall protection, daily automated backups, malware scanning, and continuous performance and uptime monitoring. Ongoing maintenance covers core system and plugin updates to ensure stability, security, and compatibility over time. The service also includes technical support with defined response times for issue resolution, as well as basic content updates such as page edits, document uploads, and routine content changes performed on behalf of the County. The annual cost for hosting, security, and ongoing support is \$11,000 per year, billed quarterly, and may be contracted separately or renewed annually at the County's discretion.