

# FINAL REPORT: Phase 1

by Randy Strothman & Associates



The Basic Goal of the Technology Seeding Project (TSP) has been to encourage Main Street businesses to adopt computer and web technology to work smarter and more efficiently in today's competitive digital economy.

The Philosophy By enlisting a few key businesses in two Mainstreets communities within the Technology Zone to advance and expand their technology use, the program endeavors to support economic development by:

- Improving the efficiency and bottom line of participating businesses
- Demonstrating technology success to other local business
- Planting 'seeds' in the districts for technology uses that others will follow
- Expanding the local B-B new technology dialogue in the district
- Improving the electronic communication network within the district
- Broadening both market research and marketing capacity



The Partners & Funders Funded primarily by the Pennsylvania Department of Community and Economic Development's *Technology Zone Initiative* through the Urban Redevelopment Authority, with additional support from the McCune Foundation and PNC Bank, the collaboration includes:

- Bloomfield Business Association & Neighbors in the Strip, both nonprofit business associations
- Penn State University's Pennsylvania Technical Assistance Program
- Catalyst Connection with Pittsburgh Technology Council



Project Timetable: Phase 1 Launching in the summer of 2004, the project unfolded over a period of one year:

- |                   |   |
|-------------------|---|
| June '04-July '05 | Planning begins; invitation mailed to more than 600 businesses in both business districts; press release sent out; applications sent out for additional funding |
| July 21, '04      | Group Workshop #1 and kickoff meeting for all interested parties business needs & interest survey   |
| Aug. 20, '04      | Participant application deadline, including rationale and technology use survey information   |
| Sept. 8-22, '04   | Selection of participating businesses; press release sent out   |
| Nov. 18, '04      | Group Workshop #2 and program launch  |
| Oct.'04-June '05  | Program runs, including consultation and education by Joe Polk of PennTAP for individual businesses; participants make purchases and apply for matching funds   |
| Jan.-June '05     | Initial evaluation of project; support services continue  |
| January '06       | Projected longer term project evaluation  |



## Participants in Phase 1—2004-05

*C = number of computers at start*

<i>Participants and District</i>	<i>Type of business</i>	<i>C</i>	<i>needs computer</i>	<i>needs website</i>	<i>needs software</i>	<i>needs internet</i>	<i>needs</i>
							<b>Goals &amp; TSP Plan</b>
<b>STRIP</b>							
Lydia's	upscale Italian restaurant	11	new		upgrade		started with 7 incompatible Retail Data Systems; Plan—wireless router/wireless desktop card, plus wiring to solve firewall issue; new gift card system
Palate Partners	retail gift shop	3		redesign			started with ineffective website; Plan—revamp website architecture, eCommerce programming and search engine optimization with developer
General Engine Supply	wholesale remanufactured engines	5		new			started with no website, but wanted to compete regionally against national competitors with technology; Plan—construct new web site with help of developer
Roxanne's Dried Flowers	retail/wholesale gifts & dried flowers	2	new		new		Plan— add a Point of Sale system using Quickbooks POS Basic 4.0 package with hardware bundle.
Equitor Furniture/Pittsburgh Decorative Center	retail furniture	1	new	redesign	new	new	started with inactive website; Plan—create a new website; rewire building for internet for tenants
American Dispatch, Inc.	trucking, temp. controlled transportation	10	new	new	upgrade		started with outdated hardware & software; Plan—optimize network and server security, optimize firewall, install antivirus; purchase new hardware
<b>BLOOMFIELD</b>							
Bloomfield Jewelry	retail jewelry	2	new and upgrade	upgrade			Plan— digital camera & new OS; set up photo CD system to document customer purchases for insurance & for matching future purchases; enable owner web updates; create in-store electronic display
Joan's Hallmark	retail cards, gifts, candies	0	new	new	new	new	started with no computer or website, but want to expand marketing; Plan—purchase computer and create web architecture
Boxheart	retail art gallery; framing	1		upgrade	new		started with inadequate art inventory management system; Plan— install Quickbooks for tracking inventory; purchase BBEdit software & training in web software to enable owner updates
Exercise Warehouse	health & fitness center	0	new	new	new	new	started with no business computer or website; Plan— create web architecture; purchase new hardware, software, internet connection; build listserve

## Progress in Phase 1—2004-05

- A service model for the program was created in conjunction with two local, business tech support agencies: PENNTAP and Catalyst Connection both providing pro bono support.
- Ten businesses applied and were selected out of more than 500 in the two participating districts.
- Two group workshops were created, one highlighting business technology success stories on the topic of *How to Profit from Technology*; another focusing on web issues, including *Search Engine Optimization* and *Planning and Promoting Your Website*. Evaluations were very positive.
- The PENNTAP partner and consultant, Joe Polk, met with each of the businesses individually to review the participants' needs. Preliminary plans and recommendations were developed in late 2004.
- In the first quarter of 2005, the 10 individual technology plans were finalized, technology was purchased, most of the individual plans were implemented and matching funds were paid out.
- In the project manager's judgment, the following businesses represent true success stories: Lydia's, Palate Partners, American Dispatch and Bloomfield Jewelry. Partial success stories include General Engine, Boxheart Gallery, Roxanne's Dried Flowers, Joan's Hallmark, and Exercise Warehouse.

### Leveraging \$14,000 in URA Technology Zone Seed Funds

Additional dollars brought into the project include:

**\$7,500** in total investments by McCune Foundation and PNC Bank

**\$27,800** in investment in new technology by 8 of the 10 participating businesses

Thus, **\$14,000** in seed monies were leveraged to bring the total technology monetary investment in this project to **\$49,300**

- One businesses did not complete the program or follow through with plans is Equitor Furniture, which changed it's business plan midstream.
- As a result of the matching grant program, 9 of the ten participating businesses invested in new technology valued at more than \$27,800, triggering \$7,700 in matching grants for the participants.
- In addition, an estimated \$19,000+ in pro bono services were donated in Phase 1 of the project, the most substantial part of which was PennTAP's contribution through Joe Polk.

ITEM	quan.	item	cost	
<b>In-kind services donated to TSP</b>				
- Neighbors in the Strip: exec. dir.	40	hrs. @	\$50	\$2,000
- BBA president & vice president	40	hrs. @	50	2,000
- URA staff	30	hrs. @	75	2,250
- Joe Polk, PennTAP	120	hrs. @	80	9,600
- Art Tintori, Catalyst Connection	30	hrs. @	80	2,400
- other pro bono, Neil R., CC	6	hrs. @	80	480
- Pgh. Brewing & HHC, space use	8	hrs. @	25	200
- web & newsletter. promotion				500
<b>subTotal</b>	<b>274</b>	<b>hrs.</b>		<b>\$19,430</b>

## Individual results as of late June 2005

### LYDIA'S RESTAURANT—Michael Fitzurka, general manager

To solve technology incompatibility issues among several in-house computers, Lydia's installed a wireless router and card. This and other solutions were developed jointly by Joe Polk (PennTAP) and their IT person. According to Lydia's general manager, the team came up with good solutions and the project "was fruitful." Because Lydia's IT person left employment mid-project, the second part of the project, a gift card system, never got set up. In addition, because of communication problems between the New York office and Pittsburgh, receipts for purchases were never delivered from the main office, so partial reimbursement for Lydia's investment was never requested through the Seeding project.

PennTAP Evaluation: none

Comments: none

**PALATE PARTNERS**—Deb Mortillaro, partner

While the company previously had a website and used e-commerce, their goal for this effort was to strengthen that portion of their business. Their new website was launched at the end of June 2005 (palatepartners.com), featuring a redesign including an improved flow through and an improved shopping cart. As a result of the consultations, they also gained a better understanding of the credit card processing system. In addition, consultant Joe Polk with PennTAP is working on another website for a sister company, Dreadnaught Wines.

*PennTAP Evaluation:* Satisfied: Yes Level: 4 (out of 5 satisfaction)

*Comments:* Joe was very knowledgeable and helped answer technical questions that we may never have known were issues to start with. Our learning curve has been huge due to his help. His endless supply of resources has saved us days of research time. The completion of our site will be approximately \$5,000; promotions of the site will have a budget of \$5-8,000 annually, plus crossover marketing with our retail store. We are projecting first year sales of \$100,000-150,000. Once a target of \$250,000 in sales is reached we will hire an additional employee. This experience has been enlightening and extremely helpful! I look forward to a continued working relationship with everyone involved.... (also) it was very difficult for us when we were picking a (web) company to help us and I wish that we had not picked someone until after we met Joe... he certainly could have given us a specific method of sorting through all of the choices that we were confronted with. As a result we probably would have picked someone different or at the very least we would have written our contract differently so that our needs were clearer... (and) sometimes it did take longer than we wanted (to get a response from Joe)

**The most positive comments and impact from the Technology Seeding Project**

Joe was very knowledgeable and helped answer technical questions that we may never have known were issues to start with. Our learning curve has been huge due to his help. His endless supply of resources has saved us days of research time. (the project) was very helpful to us.—*Palate Partners*

I enjoyed having someone to bounce ideas off. We very quickly tackled key long term IT issues with solutions that were truly customized for my organization... If anyone ever wants to evaluate the validity of this project have him or her stop at our office. We have accomplished so much since Nov 2004!!!! It's a different environment here!... I like the idea of this project...even without the grant money. I would consider becoming more involved in the project! Especially if the direction moves towards shared IT resources.—*American Dispatch*

Joe Polk's personal meeting with us was very informative and helpful to my son and myself who are two novices. His knowledge of what he felt we needed was right on target.—*Joan's Hallmark*

**GENERAL ENGINE SUPPLY**—Jeff Kumer, owner, and John Engelhard

To compete more effectively in a regional and national marketplace and to establish credibility with larger purchasers, like the State of Pennsylvania, the company began construction of a website. Because of the owner's busy schedule in the first two quarters of 2005, as of June the site is still under construction with three initial drafts of the site completed. It is estimated that a full iteration of the site will be up by September 2005 and a complete final version of the site up by Q1 of 2006.

*PennTAP Evaluation:* none

*Comments:* none

**ROXANNE'S DRIED FLOWERS**—Roxanne Hahn, owner

During the project the owner not only purchased the Point of Sale system indicated in her plan, but she also added a second computer and wireless router to connect them. By mid-August, the POS system was installed with the help of experts at Pitt Ohio Express' IT department.

*PennTAP Evaluation:* none

*Comments:* none

**EQUITOR FURNITURE/PITTSBURGH DECORATIVE CENTER**—Bonn McSorley, owner

With the original intent of upgrading their website and rewiring their building for their retail and nonprofit tenants, in early 2005 the owners plans turned toward development of 14 residential loft spaces in the building. Therefore, the original planning for the retail businesses was abandoned and Equitor Furniture dropped out of the program to focus on real estate development issues.

*PennTAP Evaluation:* Satisfied: Yes Level: 4

*Comments:* Joe has been a great help in providing quality information on the internet related information and

issues we have needed for our businesses. He is organized and communicates very well.

**AMERICAN DISPATCH**—Tony Miele, partner

As a result of the project this trucking company created its first website, what one partner calls a “stage 1” site, meaning its a first effort that will grow. One benefit of the site is their new ability to distribute their holiday schedules to their drivers and thousands of clients, saving time and money on mailings several times a year. Customers now go to website to find out the schedule. In addition, they now list their emergency pager number, which can be changed easily and frequently on the site. This company developed the website “to make doing business with us easier.” In addition, the company updated all office computers (10 plus a server), reestablished their office network, installed new software, and improved their firewall and antivirus software. Finally, they discovered that they could run the business with a simpler, cheaper accounting package, which reduced software leasing costs from \$3,800 per year to \$150 per year.

*PennTAP Evaluation:* Satisfied: Yes Level: 5

*Other evaluation and comments by Tony Meile:* I thought both workshops were good, but I really enjoyed Neal Rabogliatti from Catalyst Connection (on search engine optimization). The group workshops are very difficult because you are trying to work with several organizations that have different issues, goals, and IT knowledge. My recommendation for future workshops is to focus on a common goal.  
Goal 1 - Growing the tech seeding project (adding new participants)  
Goal 2 - Helping each other accomplish our IT Goals (a requirement of the grant)

Joe was a great resource, I enjoyed having someone to bounce ideas off. We very quickly tackled key long term IT issues with solutions that were truly customized for my organization. *(in the future)* We are currently looking at in-truck communications & GPS tracking.

If anyone ever wants to evaluate the validity of this project have him or her stop at our office. We have accomplished so much since Nov 2004!!!! It's a different environment here!  
1. All new hardware, 2. A new website, 3. A new software system, 4. New company documents, 5. New IT vendors.

I like the idea of this project...even without the grant money. I would consider becoming more involved in the project! Especially if the direction moves towards shared IT resources.

**BLOOMFIELD JEWELRY**—Karla Owens, partner

Using their new computer with CD burner, printer and flat screen, the store manager created dynamic counter top presentations for customer education. The business also began doing digital appraisals and producing CD burns for insurance records—a new profit center with no cost-of-goods overhead. In addition they are also digitally storing a visual record of customer purchases as a reference for customer’s future purchases. In the future, the store manager also wants to perform her own website updates, perhaps using Macromedia Contribute.

*PennTAP Evaluation:* none

*Comments:* none

**JOAN'S HALLMARK**—Ben Forman

Initially, as Phase 1 wrapped up, it appeared as though this retailer might be a “drop out” from the program, since no action had been taken on his IT plan. Perhaps, like many owner/operators, they were too preoccupied with day to day business. In addition, the owner and his son were nervous novices to

**Examples of cost savings  
or new income  
attributed to TSP**

**American Dispatch**

- is saving more than \$3,600 per year on their accounting package
- is saving time and money by posting their holiday delivery schedules, as well as their changing emergency pager numbers, on the web for thousands of customers and drivers

**Boxheart Gallery**

- is saving \$1,000 per year by doing their own website updates

**Bloomfield Jewelry**

- has created a new profit center with no cost of goods overhead through digital appraisals burned to CD for insurance purposes

**Palate Partners**

- is projecting first year sales through their website of \$150,000 with a long range target of \$250,000, at which time they will hire a new employee.

computers and the Internet. But, in June '06, with a little prodding from the project manager, the owner purchased a computer and moved ahead. Synchronizing with a cooperation goal of the project, Bloomfield Jewelry assisted with the new equipment set up and internet training.

PennTAP Evaluation: Satisfied: Yes Level: 5

Comments: Joe Polk's personal meeting with us was very informative and helpful to my son and myself who are two novices. His knowledge of what he felt we needed was right on target.

#### **BOXHEART GALLERY—Nicole Capozzi**

Given that this is a small, independent gallery run by two young entrepreneurs representing numerous artists, two steps were important to them: 1) having a current, comprehensive website to communicate with customers and artists and 2) tracking their constantly changing consignment inventory. The purchase of BBEdit software through this program now allows the owners to update their website regularly. The \$100 investment in software is saving them \$100 per month in consultant time. Because they use an older Macintosh running System 9, at the wrapup of Phase 1 they were still looking for an older floppy drive to install Quickbooks for inventory tracking.

PennTAP Evaluation: Satisfied: Yes Level: 5

Comments: none

#### **EXERCISE WAREHOUSE—Lisa & Mark Machi**

Just beginning his exploration of Internet marketing and business technology use, the owner purchased his first business computer, software and printer. With the help of a friend using Front Page, they set up a primitive website and connected to Verizon DSL service. At completion of Phase 1 they had not set up a listserve to reach their customers.

PennTAP Evaluation: Satisfied: Yes Level: 5

Comments: Joe was very knowledgeable. He answered all of our questions. He was great !!!

### **Reimbursement history for participating businesses**

<b>req.</b>	<b>TSP reimbursements to</b>	<b>their tech</b>	<b>reimb.</b>
<b>date</b>	<b>participating businesses</b>	<b>expenditure</b>	<b>paid</b>
2/18	1. Palate Partners—for website development 2013 Penn Avenue, Pittsburgh, PA 15222	\$6,077.60	\$1,200.00
2/10	2. American Dispatch Inc.—computers, software, network 30th Street & AVR, Pittsburgh, PA 15201	\$10,455.01	\$1,200.00
2/22	3. Bloomfield Jewelry—computer, printer, screen 4806 Liberty Avenue, Pittsburgh, PA 15224	\$2,830.00	\$1,200.00
3/2	4. Exercise Warehouse—computer, software & printer 4042 Liberty Avenue, Pittsburgh, PA 15224	\$1,417.62	\$708.81
3/3	5. BoxHeart Gallery—software BBEdit Anthology 4523 Liberty Avenue, Pittsburgh, PA 15224	\$212.93	\$106.47
3/3	6a. Roxanne's Dried Flowers—POS system; computer	\$2,894.41	\$1,200.00
8/15	6b. Roxanne's Dried Flowers—installation of POS software 2115 Penn Avenue, Pittsburgh, PA 15222		\$193.60
4/25	7. General Engine—website development 2401 Smallman St., Pittsburgh, PA 15222	\$2,551.00	\$1,200.00
6/30	8. Joan's Hallmark—computer & printer 4748 Liberty Avenue, Pittsburgh, PA 15224	\$1,372.81	\$686.40
na	9. Lydia's Restaurant—never got receipts from New York office	?	0
na	10. Equitor Furniture—changed business model, got out of retailing	0	0
	<b>Totals</b>	<b>\$27,811.38</b>	<b>\$7,695.28</b>

## CONCLUSIONS for PHASE 1 and RECOMMENDATIONS for PHASE 2

In 2005, the Technology Seeding Project is funded for a second phase by the Department of Community and Economic Development through the Urban Redevelopment Authority. In terms of both evaluation of Phase 1 and improvement for Phase 2, the following are suggested by the project manager:

- **SPEED UP THE PROCESS.** In terms of providing support services to participating businesses, the process needs to move along more quickly in Phase 2 to maintain momentum, continuity and credibility for the participants. While in Phase 1 the assessment and planning process took approximately 6 months, in Phase 2 a two-month process would serve the project and participants better. The delays in Phase 1 can be attributed to the Penn TAP consultant's heavy work load, including with clients other than the Seeding Project.
- **INCLUDE IMPLEMENTATION.** Phase 1 support theoretically only took the participants through the planning and initial technology investment stages. As a result, some highly motivated businesses were able to get productive technology systems up and running, but others were not. Therefore, in Phase 2 three of the original participants will be supported to bring their efforts to successful implementation, including Exercise Warehouse, Joan's Hallmark and Roxanne's Dried Flowers. Similarly in Phase 2, an effort will be made to enlist 8 new business participants and support them through all three basic stages: 1) needs assessment and planning, 2) investment in hardware, software and/or services, and 3) successful implementation of the new systems.
- **IDENTIFY NEW I.T. VENDOR(S).** In Phase 1 a single individual provided the vast majority of support services to the 10 participating businesses: Joe Polk of PennTAP. While the relationship with PennTAP will probably not continue in Phase 2, the concept of one individual with a wide-ranging knowledge of the business technology arena providing consistent guidance is probably a good idea. But in Phase 2, perhaps a slightly more sophisticated approach will work better. This approach is suggested below.
- **BREAK DOWN THE NEEDS MORE CLEARLY.** In examining the variety of small business needs serviced in Phase 1, one technology expert—Keith Giuliani of Savvior Technologies—suggested that the services provided to businesses be refined into 4 basic categories, as follows:

### 1. Networking/Hardware/Connectivity, including:

- firewalls
- servers
- digital cameras
- scanners
- desktops
- laptops
- wireless routers & internet
- internet access (DSL, cable, etc.)

### 2. Software & Training, including:

- Quickbooks
- MS Office
- Point of Sale systems
- Inventory
- virus protection

### 3. Web-based software, including:

- web site hosting
- e-commerce
- content management system

- web site design
- e-mail creation and design (eg. Outlook)
- spam blocking
- customer relationship management (eg. Access)
- document management system

4. Marketing, including:

- branding
- logo & identity design
- other creative design
- collateral design
- search engine optimization

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## Addendum follows, including

- November 18, 2004 web-focused workshop evaluation page 9
- Two sample plans and ‘prescriptions’ for participating businesses  
by Joe Polk, PennTAP page 10
- Joe Polk’s list of recommended web vendors page 11
- Phase 1 project income & expenses page 12

# November 18, 2004 Workshop

## Evaluation, Comments & Ideas



TSP participants who attended the workshop and responded to the evaluation form:

- Debbie Mortillaro, Palate Partners
- Ben Forman, Joan's Hallmark Shops
- Joshua Hogan, BoxHeart Gallery
- Roxanne Hahn, Roxanne's Dried Flowers
- Tom Link, URA
- Tony Miele, American Dispatch
- John Engelhard, General Engine Supply
- David Forman, Joan's Hallmark Shops
- Lisa Machi, Exercise Warehouse
- Kevin Kapel, Lidia's Restaurant
- Sheldon Hough, Pgh. Decorative Center
- Randy Strothman, project manager

Workshop Evaluation Questions—Responses by 12 workshop participants			
	Excel.	Good	NOTE: no responses in the "Fair" or "Poor" categories
1	7	5	1. Joe Polk's web planning presentation?
2	8	4	2. Neil Rabogliatti's search engine optimization presentation?
3	8	1	3. Joe Polk's visit to and planning session at your site?
4	4	2	4. Your technology plan, developed by you and Joe Polk?
5	comments below		5. What would you change, add or improve in today's workshop?
6	comments below		6. Other comments, including about next steps or other info you need:
	<b>27</b>	<b>12</b>	<b>TOTALS</b>

TSP participants not responding and not in attendance: Karla Owens, Bloomfield Jewelry

The following are written comments from the form...

### 5. What would you change, add or improve in today's workshop?

- Today was very good, but without specifics it's hard to use a lot of the info without followup (*Deb Mortillaro*)
- Show examples of actual websites in Powerpoint (*Joshua Hogan*)
- Nothing (could be improved). Was extremely informative. Thank you. (*Roxanne Hahn*)
- More tools for people who plan on personally creating a website, such as learning HTML and books (*Kevin Kapel*)
- Maybe some interactive sessions with a benchmark website; use of example of optimizing tools, ie Netmechanics.com (*Tom Link*)
- Nothing (*Sheldon Hough*)
- While time was short, I think a quick, broad overview of various kinds of technology use by small businesses would have been good; I never quite felt comfortable with the exclusive focus on the web in the workshop. Joe's presentation was a bit fast-paced, which he said was a 2-hour presentation squeezed into 1-1/4 hours. If the presentations had been a bit less didactic and more interactive with the audience, there there might have been a more vibrant Q&A process. The Powerpoint screens displayed a lot of small print, which was very difficult to read. Is there a rule of thumb, like the one with billboards (7-12 words max.), for Powerpoint presentations? (*Randy Strothman*)

### 6. Other comments, including about next steps or other info you need:

- A lot of good information condensed (*John Engelhard*)
- Neil's presentation was a little too advanced for us at this time (*Ben Forman*)
- I am just waiting to talk to Joe any further (*Roxanne Hahn*)
- Just looking forward to progressing with the plan (*Kevin Kapel*)
- Followup would be appreciated [note: he also responded that the plan developed is "Excellent—so far."]  
(*Sheldon Hough*)
- While I felt this before the workshop, we need to get the plans finalized and move ahead on some action. This may be more likely to happen during the holiday season with the non-retail or non-"front line" participants. The comments above may suggest who is most anxious to move right now. (*Randy S.*)

**Sample Project Plan #1** by Joe Polk of PennTAP

**Client Name:** Roxanne's Dried Flowers

**Need(s) presented:** Client has requested assistance with selection of a Point of Sale System (POS) for her retail business.

**Plan of action:** **Point Of Sale System (POS)**

Based on my interview of you at your store, I recommend that you purchase the QuickBooks Point of Sale Basic 4.0 package with hardware bundle. I have attached print-outs of this package from their web site to this report.

This bundle will include the software itself, plus the following hardware:

- Receipt Printer
- Cash Drawer
- Bar Code Scanner
- Credit Card Reader

As you mentioned in our interview, you would like to separate the POS system from your current computer, so I have recommended the purchase of a midline desktop machine from Dell – specifically the Dimension 4700. This is an excellent machine that offers all of the options that a small business owner needs at an affordable price. This computer will have all of the memory and hard drive space to enable you to run the Quickbooks POS plus any other software that you made need for your business.

Specific features such as CRT vs. flat panel monitor, speakers, and additional hardware (printer, scanner, digital camera) are at the discretion and need of the business owner. I recommend purchasing as much support as you can (3 or 4 years) to save yourself from dealing with any problems should they arise with your system. Dell has excellent support via phone, email and discussion forums.

**Budget For Project:**

- Quickbooks Point Of Sale System (with hardware bundle): \$1,499.95
- Dell Dimension 4700: approx. \$700-\$1000 depending on options/support

**Sample Project Plan #2** by Joe Polk of PennTAP

**Client Name:** Bloomfield Jewelry

**Need(s) presented:** Client has requested assistance with researching and locating software that will enable them to maintain and develop their web site.

**Plan of action:**

I visited your store, interviewed you and toured your store so that I could learn as much as I could about your current business. You currently have a web site ([www.bloomfieldjewelry.com](http://www.bloomfieldjewelry.com)), but you have no way of maintaining your site and want to make changes when you want/need to. Your business' computer is currently running Windows XP.

I recommend the use of a content management tool called Macromedia Contribute 3 (<http://www.macromedia.com/software/contribute>). My recommendation is based on ease-of-use, reputation of the company and the affordability of the software itself.

I also recommend that you begin to use a different email address – for example [karla@bloomfieldjewelry.com](mailto:karla@bloomfieldjewelry.com) – instead of your current address. I strongly believe that you will be able to raise awareness of your business and hopefully bring in new business because people will see that you have a web site because of your use of an email address related to it.

**Budget For Project:** Macromedia Contribute 3: \$149

## Joe Polk's recommended local web development companies

<b>Company</b>	<b>Contact</b>	<b>Contact Information</b>	
Imagebox	John Mahood	<a href="mailto:john@imagebox.com">john@imagebox.com</a>	412-303-6477
365 Interactive	Gary Olden	<a href="mailto:gary@365interactive.com">gary@365interactive.com</a>	412-471-0615
8 Sharp	Raelin Sawka Musuraca	<a href="mailto:raelin@8sharp.com">raelin@8sharp.com</a>	412-561-2799
avoCreative	Adrienne Ciuprinskas	<a href="mailto:adrienne@avocreative.com">adrienne@avocreative.com</a>	412-343-0770
NuRelm	Mona McGraw	<a href="mailto:mona@nurelm.com">mona@nurelm.com</a>	724-430-0490
Lava Creative	Marcy Auman	<a href="mailto:marcy@thenewmediagroup.com">marcy@thenewmediagroup.com</a>	412-765-3696
JA Interactive	Justin Mastrangelo	<a href="mailto:justin@jainteractive.com">justin@jainteractive.com</a>	412-787-2585
Bondi Media	John Winegarden	<a href="mailto:JohnWinegarden@bondimedia.com">JohnWinegarden@bondimedia.com</a>	
400lb communications	Nathan Kress	<a href="mailto:nate@400lb.com">nate@400lb.com</a>	412-767-4422
Digispire	Karen Ferrieri	<a href="mailto:karen@digispire.com">karen@digispire.com</a>	412-854-0876
Elliance	Roger Slayton	<a href="mailto:rslayton@elliance.com">rslayton@elliance.com</a>	888-926-6262

# PHASE 1 Project Accounting & Working Budget (draft of August '05)

Figures are based on Randy Strothman's record (Note: dates below are for RS&A billings, not payment)

ITEM	quan.	item	actual	orig. budget
<b>A. Participating Business Incentive grants</b>			August 2005	of August '04
1. Palate Partners submitted on 3/4/5	1	grant @	\$1,200.00	
2. American Dispatch submitted on 3/4/5	1	grant @	1,200.00	
3. Bloomfield Jewelry submitted on 3/4/5	1	grant @	1,200.00	
4. Exercise Warehouse submitted on 4/3/5	1	grant @	708.81	
5. BoxHeart Gallery submitted on 4/3/5	1	grant @	106.47	
6. Roxanne's Dried Flowers submitted on 4/3/5	1	grant @	1,200.00	
7. General Engine submitted on 5/9/5	1	grant @	1,200.00	
8. Joan's Hallmark submitted on 6/30/5	1	grant @	686.40	
9. Roxanne's Dried Flowers submitted on 8/15/5	1	grant @	193.60	
<b>A. Participant grant subTotal</b>			<b>\$7,695.28</b>	<b>\$12,000</b>
<b>B. Project Management, Promotion &amp; Evaluation</b>				***
1. RS&A billing—4/1/4-7/2/4			\$2,087.50	
2. RS&A billing—8/1/4			887.50	
3. RS&A billing—9/1/4 (no logs)			300.00	
4. RS&A billing—10/4/4			512.50	
5. RS&A billing—11/2/4			175.00	
6. RS&A billing—12/6/4			837.50	
7. RS&A billing—2/7/5			650.00	
8. RS&A billing—3/3/5			200.00	
9. RS&A billing—4/3/5			100.00	
10. RS&A billing—5/9/5			612.50	
11. RS&A billing—7/8/5			837.50	
12. RS&A billing—8/15/5, final Phase 1			675.00	
<b>B. Management subTotal</b>			<b>\$7,875.00</b>	<b>\$6,900</b>
<b>C. Other Expenses (included in RS&amp;A billings)</b>				
1. Design of logo: Dan Wintermantel—7/2/4			300.00	
2. Supplies & photocopy for meeting invites—7/2/4			60.79	
3. Catering for first group meeting—8/1/4			137.00	
4. Postage for invite & press release—8/1/4			14.80	
5. Supplies & photocopy for invites—8/1/4			99.66	
6. Food for second group meeting—10/4/4			36.96	
7. 11/18 workshop catering costs—12/6/4			198.75	
8. postage and paper stock for mailing—12/6/4			12.53	
9				
<b>C. Other Expense subTotal</b>			<b>\$860.49</b>	<b>\$2,340</b>
<i>original project contingency @ 5%</i>				<i>\$1,063</i>
<b>Expense Grand Total</b>			<b>\$16,430.77</b>	<b>\$22,303</b>
Income: URA Technology Zone grants to NITS & BBA			\$14,000.00	
Income: corporate sponsorship (McCune & PNC)			\$7,500.00	
<b>Total Income</b>			<b>\$21,500.00</b>	<b>\$21,000</b>
balance			\$5,069	

\* Bloomfield (BBA) and the Strip (NITS) each got a \$7,000 draw thru the URA's TZ funding

\*\* These two funds went into BBA accounts (McCune Foundation = \$5,000; PNC = \$2,500); in mid-2005 they were transferred into a URA account to simplify billing and accounting

\*\*\* Because some cells were not entered into an addition formula in 2004, an error of \$1,150 occurred in adding the costs in this category. In addition, two management-related items were moved into this category in 2005 from "Other Expenses" to enable easier comparisons between the projected and actual budgets.