

**APPENDIX A - SUBMISSION COVER SHEET
CITY OF DULUTH
RFI# 23-AA08 MARKETING PARTNERS FOR SMALL BUSINESS**

Submitter Information:	
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RESPONSE TO REQUEST FOR INFORMATION (RFI)

Duluth Economic Development Authority
Marketing Partners for Small Businesses
RFI # 23-AA08
May 17, 2023

SUBMITTED TO

Duluth Economic Development Authority, Purchasing Department
Patrice Stalvig, Purchasing Agent

(218) 730-5340
City Hall, Room 120
411 West First Street
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SUBMITTED BY

8bitstudio
Matthew Schroeder, Founder & CEO

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BACKGROUND

8bitstudio is a leading digital agency located in Hutchinson, Minnesota. Our growth continues to accelerate year after year as evidence spreads that we offer superior, results driven digital solutions. We have a strong track record of maintaining consistent quality and customer service since 8bitstudio was founded in 2005 by our Founder & CEO, Matthew Schroeder.

Matthew's intent for the company was to provide Minnesota's local businesses and community the same next-level websites as influential corporations across the country. With over 20 years of experience with websites, Matthew has established proven processes and technique to lead a team of creatives to produce exceptional story-telling websites. The heartbeat of 8bitstudio is to create a work environment that is enjoyable and passionately creative, and the result of that is what makes our websites superior. It's creative, challenging, and rewarding. Every team member is dedicated to perfecting their trade and specializes in their areas of expertise.

We understand that the digital industry in general is inundated with undistinguished individuals and companies that make selecting an agency a difficult task. Our success is attributed to the highly respectable character and talent of our team. Our company's strong suit is creating hand-crafted custom websites that are brought to life with unique animation and that entices visitors to interact.



RESUMES

8bitstudio specializes in crafting exceptional online experiences that connect businesses with their target audience. Our team of skilled professionals combines creativity, technical expertise, and user-centered design to create websites that are beautiful, functional, and effective. With our comprehensive range of services, qualifications, skills, and products, we are committed to helping small businesses achieve their online goals and thrive in the digital landscape.

We possess a longstanding history of working with local businesses as well as Minnesota state to finding creative ways to showcase what Minnesota has to offer, whether drawing citizens in to diverse counties or local treasures of our great state.

Websites have become very expensive and we saw a need to cater to small businesses and created a unique product called 8bitFLEX that is specifically designed for startups and small-to-medium businesses. 8bitFLEX provides an affordable, modern, and responsive website solution that is both affordable to set up yet highly flexible. This product was designed to keep ongoing costs low by providing easy-to-use tools for our clients to manage the content on their website without the need to involve professional web developers. Below is a link to the 8bitFLEX informational website along with examples of clients utilizing this product:

<https://www.8bitflex.com/>

<https://www.stairwaypartners.com/>



<https://www.2bcontinued.org/>
<https://www.ascenderconsulting.com/>
<https://www.prioritytreeexperts.com/>
<https://www.jomashillvineyard.com/>
<https://www.allinlinestables.com/>

In addition to providing 8bitFLEX as an affordable website solution, 8bitstudio is qualified and has over 18 years experience building custom websites. Here are a few examples of custom websites:

<https://www.energycareersminnesota.org/>
<https://www.minntran.org/>
<https://www.cal-texelectric.com/>
<https://westerncontainersales.com/>
<https://www.grainbelt.com/>
<https://www.schellsbrewery.com/>

For a full list of our work, please visit <https://www.8bitstudio.com/projects/>

Our Creative Team consists of the following:

- 1 Account Manager
- 2 UX/UI Designers
- 1 Graphic Artist
- 1 Senior Developer
- 2 Full Stack Developers
- 1 SEO/Content Strategist



REFERENCES

Judy Barka
AgCentric Assistant Director
Minnesota State Northern Agricultural Center of Excellence
judy.barka@clcmn.edu

Jenn Rivera
CEO
Ascender Consulting
jenn@ascenderconsulting.com

Mike Norton
Owner
Western Container Sales & Rentals
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Johnny Germscheid
Marketing Manager
August Schell Brewing Co (Schell's & Grain Belt Beer)
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Please visit the following links as a testament to the work we are doing here at 8bitstudio, and hear how we've earned the respect of our loyal clients to continue using us as their go-to web agency:

Google Reviews - <https://g.page/8bitstudio/review>
Clutch Reviews - <https://clutch.co/profile/8bitstudio>



SERVICES OFFERED

Our company has made a decision to hyper-focus our talents in website design, development, and digital marketing. Our team is able to provide a wide range of digital services to advancing business or organization's online presence. We believe our 8bitFLEX product is the perfect solution for small businesses that would be taking advantage of this grant. We have included a more inclusive list of services we are also able to provide below:

- 8bitFLEX (Startup & small business website solution)
- Strategy
- UX/UI Design
- Digital Marketing
- E-Commerce
- Advanced WordPress Development
- API Integrations
- Accessibility Compliance
- Hosting, Domains, & Email
- Long-Term Partnerships
- Deliver on Promises
- On-going Support



COST

8bitstudio operates on a flat hourly rate of \$175 per hour for all of our services. Below is our general breakdown of our current products, services, and associated pricing:

8bitFLEX setup: \$4,200 - \$15,000

8bitFLEX monthly subscription & hosting: \$250 per month

- Website license grant
- Mobile optimized website utilizing 8bitstudio's 8bitFLEX Theme and its content blocks
- Content management system allowing client to populate website with content and perform ongoing updates
- Routine WordPress core file & extension updates
- Necessary updates to theme/technology for browser & device support
- Website hosting
- SSL/TLS Security
- Up to 5GB of storage

Custom website setup: \$20,000 - \$100,000+

Custom website monthly hosting business plan: \$75 per month

Custom website monthly hosting premium plan: \$250 per month

Premium Monthly Maintenance Plan (Optional, can be added to 8bitFLEX or custom websites): \$1,400 per month

- WordPress Core & Plugins
- Website Theme & Template Code



- WordPress Editor
- New Technology R&D
- Security Threats & Vulnerabilities

WHY WE'RE A PERFECT FIT

8bitstudio is extremely passionate about Duluth. The city has not only been considered home to some of our staff, but also a constant source of inspiration and the heartbeat of our great state. Our genuine connection to the community, coupled with our extensive local knowledge, enables us to foster strong and meaningful working relationships. As a small and dedicated team, we understand specific needs of small businesses and are well equipped to represent them effectively. By choosing 8bitstudio, these businesses can be confident that they have a partner who shares the love for Duluth and is committed to helping them thrive in this remarkable community.