

PAPER CRANE

Where ideas take flight.

// July 11, 2024

// Tourism Lethbridge

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The brief

Tourism Lethbridge is inviting proposals from skilled web designers to revamp its online presence. The website will become an attractive, intuitive, and responsive site catering to the needs of residents, tourists, local businesses, and various stakeholders. Tourism Lethbridge aims to boost visitor numbers, enhance Lethbridge's share of the tourism market, and promote the city and its surroundings nationwide.

Our Understanding:

Lethbridge is a rich and diverse city anchoring Southern Alberta with world class post secondary education, unique history and access to the beauty of the Rocky Mountains.

Tourism Lethbridge is looking to create a new, vibrant and educational website to expose Lethbridge to a more national and international audience, growing the tourism market share and inviting people to come see everything the city and its surrounding regions have to offer. We aim to meet these goals through:

- Intuitive, engaging and informative user journey and experience
- Mobile Optimization
- Visually stunning design
- SEO Optimization
- Industry best practices for content
- Ease of use for the Tourism Lethbridge team for future updates

01

what drives us

Hans Ten Cate

CFO, Tilt Five

“Paper Crane Media is genuinely the best media and marketing team I've worked with. They are creative, talented and terrific collaborators. Always up for anything and they enjoy understanding and embracing the brands of their customers. They're professional and warm people that I'd gladly make part of any future team.”



Agency Overview

Paper Crane exists to breathe new life into your organization. We take the idea and transform it into something beautiful.

Website: papercrane.ca

Proposal contact: Weston Jones, Business Development

E: weston@papercrane.ca **P:** 778 952 6916

We are an innovative agency that upgrades organizations with incredible website design, development, and animation capabilities, meticulously crafted UX/UI, visual identity, and graphic design, seamlessly integrated with cutting-edge website development and astute online strategies and automations.

Services:

Branding & Marketing
Strategy

Visual Identity &
Graphic Design

UX/UI Design

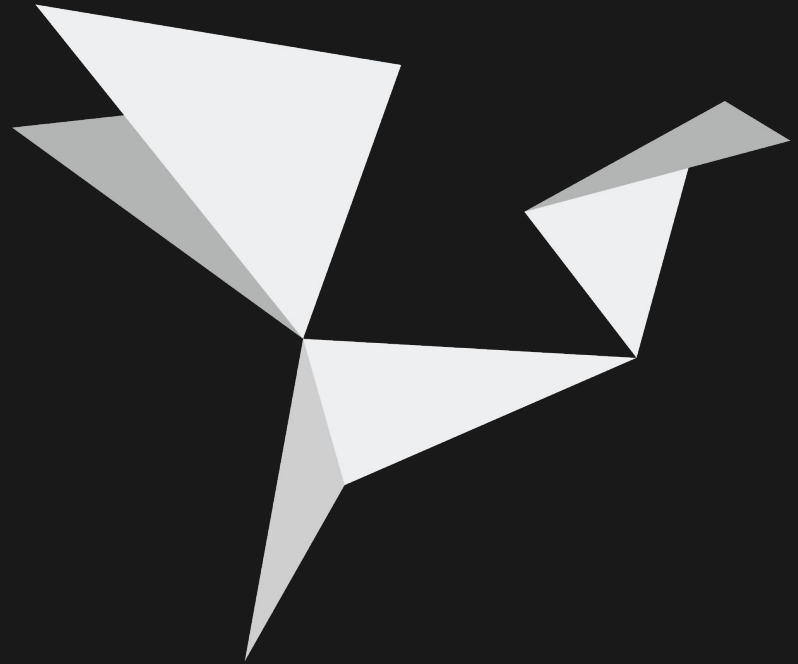
Website Design
& Development

Content

We **love** impact-driven brands, and **they love us.**

We believe that love is trust, shared values and being able to have challenging conversations.

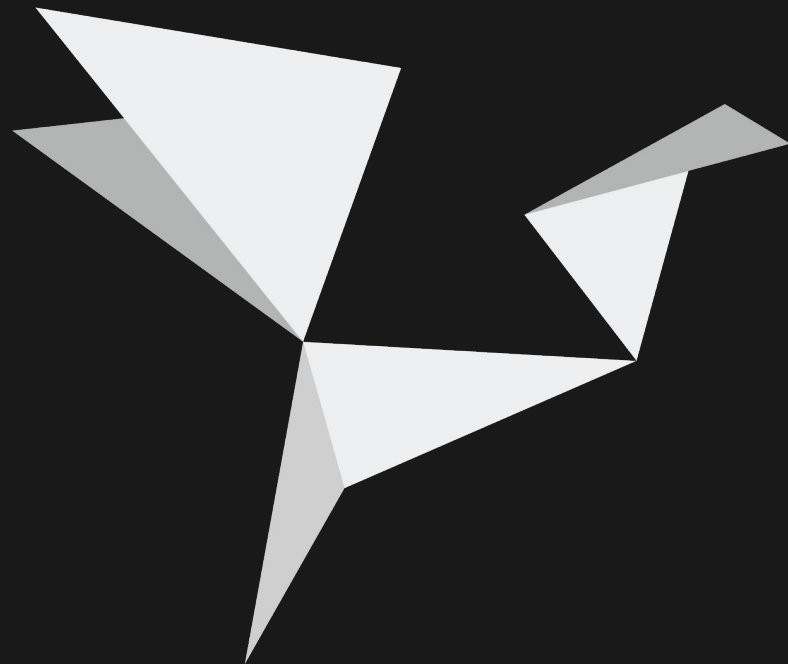
Let's transform together.



We are local

We don't outsource. Full stop.

Our agency is based in **Calgary**. We believe that **collaboration** is the key to creativity, so having a close-knit team is imperative to our success.



Our values drive us



Beyond collaborative

**We tell the truth, even
when it is hard to hear.**

Our goal is your success, we don't like anything that stands in the way. We believe that only by working together do we achieve our goals.



Extreme responsiveness

We are team players.

We are more than your agency, we are your teammates. We communicate clearly and often.



Return on investment

**This is an investment in
your organization.**

Our expertise can help you get the very most out of it.



Delight and excite

**People connect to
messages that delight
and excite.**

That is why we are driven to offer the very best in cutting-edge technology and design principles.

The way we work drives us

We help organizations level-up

- We are fascinated with solving communication problems in order to inspire action.
- We create solutions our clients are proud to share.

We are cutting-edge

- Development to us is more than simply making the website live or printing a brochure; it is breathing life into your brand. We are passionate about excellent development practices and employing cutting-edge technology.

We are non-territorial

- We are happy to work with and recommend outside experts with extra experience.

We love your feedback

- We present early and often, inviting collaboration from all project partners.

Our clients drive us



Brett Ziegler

Trip Ninja

"I strongly recommend working with Paper Crane for high quality digital assets. We worked with the Paper Crane team to turn around an upgraded commercial website on an expedited timeline and received excellent results. Above and beyond the end product, the team were extremely accommodating of our timeline and phased roll-out requirements."

02

our plan for you

William Richards

CEO, Easyredir

"My company has hired Paper Crane numerous times for different projects. In all cases, they produced extremely high quality deliverables on the time and budget they originally stated. We continue to use them for this reason."



Our approach to your website

Take flight.

We would approach this project in five distinct phases: *Prepare, Create, Review, Finalize, Execute* with two main parts: *Creative and Technology*.

Understanding the strategic work you've done to date, and forming a strong and aligned working relationship with you and your existing partners is our first task.

We would format a detailed workback that holds us all accountable to key milestones and is tied to invoicing.

We run weekly sprints to update on key aspects of the project (normally remote). As we move through the concept and design process, we would openly discuss any new asset needs as photography/videography has NOT been scoped, and work together to produce what is needed.

We implement creative that is meant to delight and inspire while keeping your message clear and support it with a modern technology plan that allows for scalability and future-proofing.


We are Webflow experts:

As one of Canada's first Webflow Expert agencies, we've been at the forefront of the platform for almost 5 years. Of course, longevity isn't everything - it's about consistent, high-quality delivery. We've successfully built and maintained hundreds of Webflow sites, with an impeccable track record of zero security breaches and nigh-perfect uptime.

What sets us apart is our comprehensive approach to web development. We're not just Webflow specialists; our team offers software development capabilities, alongside premium-tier strategy, animation, on-page SEO execution, and UX/UI to leverage Webflow to its fullest potential. Our team can create industry-leading infrastructure comparable to large, headless stacks, but without the extended timelines typically associated with such builds. This unique capability allows us to deliver powerful, scalable websites that meet the complex needs of both startups and enterprise clients.

Our expertise extends beyond just technical proficiency. We pride ourselves on our ability to discern when Webflow is the right fit for a project. Unlike agencies that force-fit solutions, we carefully evaluate each project's needs to ensure Webflow aligns with the requisite KPIs and deliverables. If it isn't the perfect fit, we can evaluate and build on solutions like Sanity and WordPress, ensuring our clients always receive the most effective solution for their specific requirements.

This commitment to finding the right fit, combined with our collaborative approach and end-to-end expertise, makes us a great Webflow Expert partner for businesses seeking to improve their online presence.



Five steps to success



Prepare

A great project is well thought-out beforehand.



Create

This is the fun part, through architecture, design and content, we bring your site vision to life.



Review

We are open communicators. We present early and often, and we are open to all feedback.



Finalize

We agree to the approach, voice and look and get going on development.



Execute

Breathing life into the vision and bringing your site to life online.

Five steps to success

We have five defined steps
to get your site live



1

DISCOVERY

PREPARE

- Review existing site, audience personas and sales journeys
- Define site goals in line with overall business strategy
- Conduct any background interviews (internal and/or customer)

2

CREATE

ARCHITECT

- Map out the ideal journey through the site for each audience by priority
- Turn this into an overall site map, present, discuss, amend, and approve

CONTENT

- Move all content into a shared Google Doc for editing based on concept

DESIGN

- Present overall design direction driven by your buyer and your business goals
- Create wireframes for each page type (desktop & mobile)

Five steps to success

We have five defined steps
to get your site live



3

REVIEW

ADJUSTMENTS

- Adjust wireframes as needed for content and design (assume up to three rounds of changes for content and design)

4

FINALIZE

DEVELOPMENT

- Full site development based on approved wireframes on Webflow
- Multiple check-ins throughout the process as questions arise

QA

- First look and full Q&A with agency and client using UsePastel

5

EXECUTE

LAUNCH

- Work closely with your team on launch process
- Document and implement all redirects from existing site(s)
- Ensure analytics are set up in line with site goals
- Launch, and submit sitemap to Google

Timeline - Webflow Development

[illegible]

What happens afterward?

Let's adjust (if we need to)

All of your amazing work now needs to be taken care of. We employ an ongoing strategy that will help you keep your website in top condition.

- **60 day bug fix**
 - o This is a window of time where we are available to you, at no charge, to fix bugs due to our implementation or development of the site. Should there be bugs associated with third party software, hosting or other software we will do our best to help out.
- **Video library of the entire CMS** and how it can be accessed to make changes and updates to the site.
- **90 day tweak**
 - o CMS issues or bug fixes and 90 days of minor tweaks that may need to be done post-launch.

After 90 days, ongoing maintenance including plug in updates and security is only needed if you choose a WordPress site. Ongoing maintenance past the initial 90 days of tweaking UX is limited to a yearly software update from Webflow. Details for both cases including hosting, is outlined in the investment section.

03

your investment

Margaret Glover-Campbell
CMO, Virtual Gurus

"We'd been working on our brand persona for a new product we were launching and thought we had a pretty good idea how we wanted it to be represented visually. A few sessions with Tara and she'd nailed it! Even though she and her team were busy, I never felt like we were any less important than her larger ones. All around terrific experience - from brand to web layout to client-facing portal UI - they delivered for us."



How do we price?

Our pricing is based on how many hours a project or task will take us to complete.

Standard payment terms are net 30.

- Your Investment will be broken up into 25% payments.
 - The first 25% payment is treated as a deposit, due prior to project start.
 - Remaining payments will be split evenly for the expected duration of the project.
- External costs billed through Paper Crane are subject to a management fee.
- If the scope of the project changes substantially as we proceed through discovery and concepting, we will work with you to either re-estimate, or to reduce scope to stay within certain budget parameters.
- Rest assured, we will never surprise you with an invoice for fees that have not been approved.

All Websites Include:



Speed Optimization

Site speed is a huge part of the user experience. We'll ensure your site comes out with blazing speeds.



Analytics Integration

For existing marketing scripts, we transition smoothly to prevent data issues. If needed, we'll set up your Tag Manager and Analytics from scratch.



On-Page SEO Setup

Our development team has extensive experience in the SEO space, meaning we know precisely how to tweak your platform to help it grow in the search rankings.



Data Migration

For a smooth launch, we manage 301 redirects and URL changes aligned with sitemap swaps, ensuring data consistency.



Training

We provide an extensive library of training videos to help your team grow the site for years into the future.



Follow Up

We want to make sure you love your site. We offer a 60-day bug fix guarantee. In that window, if minor tweaks are warranted, we're happy to help!

Webflow Sites Include:



Certified Partner Development

We've been building in Webflow for years - if there are limits, we can - and likely already have - overcome them.



Secure

Being a closed-source, static page generator, there is very little for hackers to get into in the first place. We have had 0 breaches to date over 4+ years and hundreds of sites.



No Maintenance or Additional Fees

Being a proprietary platform, there's no maintenance required to keep it stable. They handle the hard stuff as long as hosting payments are still being made.



Easy to Use

With the CMS, we will ensure keeping the site up-to-date is simple for even the least tech-savvy users.



Component-Based Architecture

We take full advantage of Webflow's component system to make building new pages and scaling the site a breeze.



Backup and Recovery Plans

Webflow's built-in backup system is a clean and simple way to ensure your data and files are only ever one click away from recovery in the event of something going wrong.

Webflow Ongoing

Webflow is proprietary, so we do not offer maintenance plans as they aren't necessary. Payments are made directly from you to Webflow with a credit card without us acting as the middleman.

Servers are hosted on Amazon, and infrastructure is protected by Webflow - a multi-billion dollar organization - so choosing this route usually means better security, simplified hosting, and fewer ongoing costs overall.

To date, after hundreds of launches, we have had a grand total of 0 sites being hacked, 15 minutes of outages, and 0 complaints about the platform.



All-in-one

Hosting, updates, security, and everything, all wrapped up nice and tidy.



Fully Owned

Once the job is done, we hand off the site. No additional fees, no agency lock-in, no worries.

\$23-\$40USD/mo

Ongoing Work Options

There may be questions on how we can continue to work together!

For larger tasks, we will often work on new scopes of work and separate budgets.

However, we do offer ongoing support in one of three avenues.

1 RETAINER

Budget: Lowered hourly rate based on quantity of hours. Min. 20hrs/mo

Best for clients that are looking for ongoing support and improvements and quick turnarounds (<48hrs in most cases).

2 TIME & MATERIALS

Budget: Min. spend of \$750/mo. - tasks billed at normal hourly rate.

Min. spend is effectively a placeholder to allow us to turnaround tasks quickly - <48 hours in most cases - without needing to increase hourly budget. Min. spend is attributed to cover the first few hours of usage.

3 PIECEMEAL

Budget: Priced out per task at our normal hourly rate.

No ongoing budget required - each task is priced out individually. Turnaround is 5-10 business days, but we do offer quicker turnaround for increases in budget per task.

Investment: Webflow Build

Project Scope:

- Content pull and flow into redesigned templates.
- UX/UI
- Two options for creative direction for the site
- Website design and layout for all pages in desktop and mobile
- Website development on **Webflow**
- Optimization, bug testing and launch
- Video library of the entire CMS and how it can be accessed to make changes and updates to the site
- On-call support for 60 days for CMS issues or bug fixes
- 90-day tweaking
- Meetings and project management
- Content and Architecture to be provided by Tourism Lethbridge
- Content and Architecture review provided by Paper Crane
- 2 creative workshops with our design team to ensure your brand identity and vision are executed perfectly
- Support with updating alternate domains with the new website UI standards
- Requisite integrations (Mailchimp, GA4, Facebook, etc.)
- Mobile-first UX/UI & development procedures
- SEO Optimization

\$ 24,750 CAD + GST

04

your team

Thomas Dudley

Owner, Certified EO

“Paper Crane was great to work with! Professional and extremely responsive to our needs.”



Leadership



Tara McLaughlin is an award-winning communications professional with more than two decades in the industry. She has worked with organizations from across the globe, leads the board of directors for Google for Entrepreneurs' backed StartUp Grind Calgary and mentors startups in branding strategy for Founders Institute.

Tara understands the dynamics for a strong visual communications and how to create a compelling narrative that captures your audience.

Leadership



Christy Seville is an award-winning copywriter and marketing strategist with experience consulting businesses from early-stage start-ups to publicly traded companies. Her passion for emerging technology keeps her on the cutting edge of new trends and innovations, which she eagerly passes along through talks with the VRARA, the Canadian Public Relations Society and guest lecturing at New York University.

She will ensure your messaging is saying the right thing to the right audience at the right time.

Leadership



Robert Simmons is the co-founder of Paper Crane, having started the company alongside Tara McLaughlin in late 2019. He heads the online development arm of the company.

During his tenure, he has overseen or directly built projects for EasyRedir, Tilt Five, Kudos, Virtual Gurus, and more. His strengths lie in platform consolidation, speed optimization, and business automation, all under the umbrella of streamlining operations while providing the best possible experience to online visitors and consumers.

Your Extended Team



Teak Sato graduated from the Visual Communications department of the Alberta College of Arts (now AU Arts) in 1998. Over the last 25 years he has worked in both large and small agencies as well as running his own one-man-army. During this time he has worked with such brands as Mercedes-Benz USA, Dell, H&R Block Canada, Davidoff, and Banff & Lake Louise Tourism.



Emily Biagi is a multidisciplinary designer with skills in communication, motion, brand design and UX. She has spent the past four years studying the process and the story behind a concept, giving her the ability to speak visually and emotionally to a wide variety of audiences and on many topics. She holds a degree in visual communications and is a certified UX designer.



Julia Dang is a graduate of the Alberta University of the Arts. With a strong passion for creating compelling visual designs she spent the start of her career freelancing for small agencies and clients on small projects in various industries, ranging from food to furniture manufacturing companies. She is excited to apply her skills in using various design software to create visually appealing designs that effectively communicate the message.

Your Extended Team



Andrew Shah works in the creation and deployment of sophisticated web applications and backend development, specializing in Express.js, Rails, and Flask, and has with Rust, C, C++, and Java languages. Since joining Paper Crane, he's has greatly expand on his frontend capabilities, building multiple frontends with NextJS and Gatsby. With a deep-rooted passion for coding and an exceptional knack for problem-solving, he has consistently delivered innovative, high-quality software solutions tailored to the unique needs of clients across various industries.



Jordan Neilsen is a seasoned front-end development expert at Paper Crane, previously with Poirier Web Solutions. He specializes in creating advanced interfaces using NextJS and Vue, and is proficient in CMS platforms like Sanity, WordPress, and Webflow. Known for his ability to blend innovative design with technical skill, Jordan delivers customized, high-quality web solutions. His career is marked by a commitment to technological excellence and creating engaging, user-centric digital experiences.



Weston Jones brings over 10 years of experience to our Business Development and Project Management Department. With a reputation for exceptional team leadership, client relationships and account management he ensures that our clients stay informed, appreciated and prioritized.

Your Extended Team



Elijah Lucian is a seasoned web developer and technology leader with over two decades of experience. He has architected and built numerous web applications using a wide range of technologies, with particular expertise in Ruby on Rails. As a Senior Development Lead, Elijah excels in guiding teams and optimizing development processes. While his current focus includes cutting-edge web technologies like WebXR and WebAudio API, his core strength lies in crafting robust, scalable web solutions.



Mitch Johnstone is a strategic AI leader with 7+ years of transforming businesses through high-impact AI/ML projects. He combines deep technical acumen with business strategy and is exemplified in roles spanning AI product management to entrepreneurial ventures. He is proven in driving product development, leading cross-functional teams, and navigating complex enterprise software landscapes.

05

work samples

Jared Burwell

CEO, Viros Group

"The Paper Crane team have been great to work with. They have guided us through web design, brand development and marketing projects with professionalism and responsive communication. We will continue to trust them as our service partner in the coming years."



Visual Identity | Brand | UX/UI |
Development | Materials

melo

Celebrate the escape

Melo Mead gave our creative team the opportunity to really flex their skills, eventually winding up with awards in the brand and asset categories.

We worked with the Melo team to build out their brand from the ground up. Our work encompassed strategy, packaging, and branding all the way to web development and operational support.

This project has won a International Gold Muse in package design and branding.



[Visit Site](#)



CELEBRATE THE ESCAPE

INVIGORATING FLAVORS MADE WITH CARE.

Unique and bold flavor combinations, journey into a new way of drinking.

Grapefruit Jalapeño

Wake-up with the brightness of grapefruit mixed with a zap of jalapeño. A unique yet perfectly balanced combination. 7% alcohol. Four pack (355ml cans) SKU - 88710

Raspberry Lemon

This delicate flavor is an instant classic. Subtle sweet raspberry with just the right hint of refreshing lemon. 7% alcohol. Four pack (355ml cans) SKU - 88708

Orange Chai

A symphony of tastes when orange is combined with the exotic touch of chai. Deliciously aromatic and complex. 7% alcohol. Four pack (355ml cans) SKU - 88709

Multi-packs

Six pack (355ml cans, x2 of each flavor) SKU - 00054-01

SEASONALS
(coming soon!)

Rosemary Mint • Lime
Lemon Citrus
Blueberry Vanilla

melo

celebrate the escape
Invigorating flavors made with care.

Grapefruit Jalapeño
Raspberry Lemon
Orange Chai

melomead.com
@melo.mead



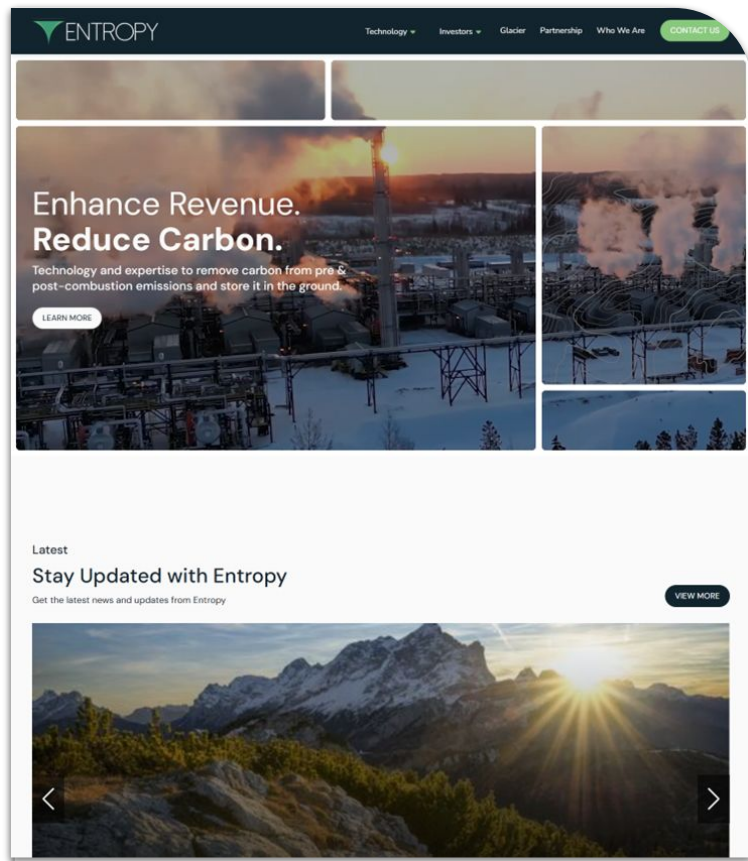
Making life easier

Entropy, a carbon capture and storage company, approached us with a problem - their site was nigh-unmanageable.

The website had been over-engineered from the ground up, meaning any ongoing changes required talented developers to handle easily.

We rebuilt the site from the ground up with a cleaner UI in Webflow. No maintenance, no developers required for day-to-day activities, and a library of short, digestible videos for their team to reference in the event of them onboarding new marketing staff.

As they grow, we've continued to help Entropy scale up the site with new designs, automations, and general online operational improvements.



[Visit Site](#)



Craig Frenette
Board Member

[View Bio](#)

Technology Offerings

Entropy offers energy-efficient integration of multiple technologies to provide full-cycle solutions from carbon capture to permanent sequestration.



Modular Carbon Capture™ (MCC™)

Scalable - Versatile - Retrofit

- Culmination of decades of experience with modular design and industrial facility optimization
- Scalable implementation enabling retrofit carbon capture technology for emissions sources as low as 10,000 TPA
- Less than 2 years from final investment decision to on-stream

Integrated Carbon Capture & Storage™ (ICCS™)

Patent Pending

Entropy and an original equipment manufacturer (OEM) partner have designed and implemented fully integrated CCS integrating with new equipment, technology is on track to deliver 20% capital cost savings. CCS retrofit demonstration unit to be installed and tested at the Glacier natural gas processing facility.

Entropy Heat Capture™

Energy Efficient - Reduced Costs

- Entropy is a leader in industrial waste heat recovery (WHR), with several projects completed by partners to date.
- Revenue streams for WHR include reduced fuel costs, reduced process costs and eliminated carbon costs.
- Economics for Entropy WHR projects have been demonstrated to be short payout and low risk.

Reverse Entropy Storage™ (RES™)

Operational Excellence - Subsurface - Permanent Storage

- Decades of experience with acid-gas / CO₂ sequestration and thorough understanding of geology
- Generated ~500,000 tonnes of CO₂ offsets and ~90,000 tonnes of Emission Performance Credits associated with operations at Advantage Energy's Glacier natural gas processing facility

High Performance Solvent: Entropy23™

Solvent Technology - Reduced Costs - University Of Regina

- Capture process enhanced by Entropy23™ solvent
- Developed patent-pending processes and superior chemistry for commercial deployment, including:
 - ✓ Lower heat duty reducing energy input costs and operating costs
 - ✓ Greater absorption rate and cyclic capacity reducing the height and diameter of columns required

Step 1 Confidentiality Agreement



Step 2 Project Scoping



Step 3 Project Recommendation



Step 4 Engagement for Engineering



Step 5 Commercial Commitment



47000

Carbon Credits Generated

235

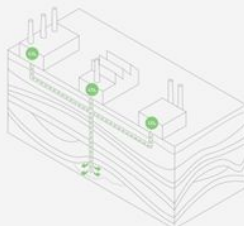
Days Operational

Post-combustion Carbon Capture in Operation 2022: First Commercial MCCS™ Project

\$40 Million
Phase 1 & 2 Cost (2022)

Project Scoping Underway
Phase 2

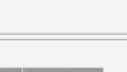
63,000 tpa CO₂
Phase 1 & 2 Emissions Avoided



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Pain Canada

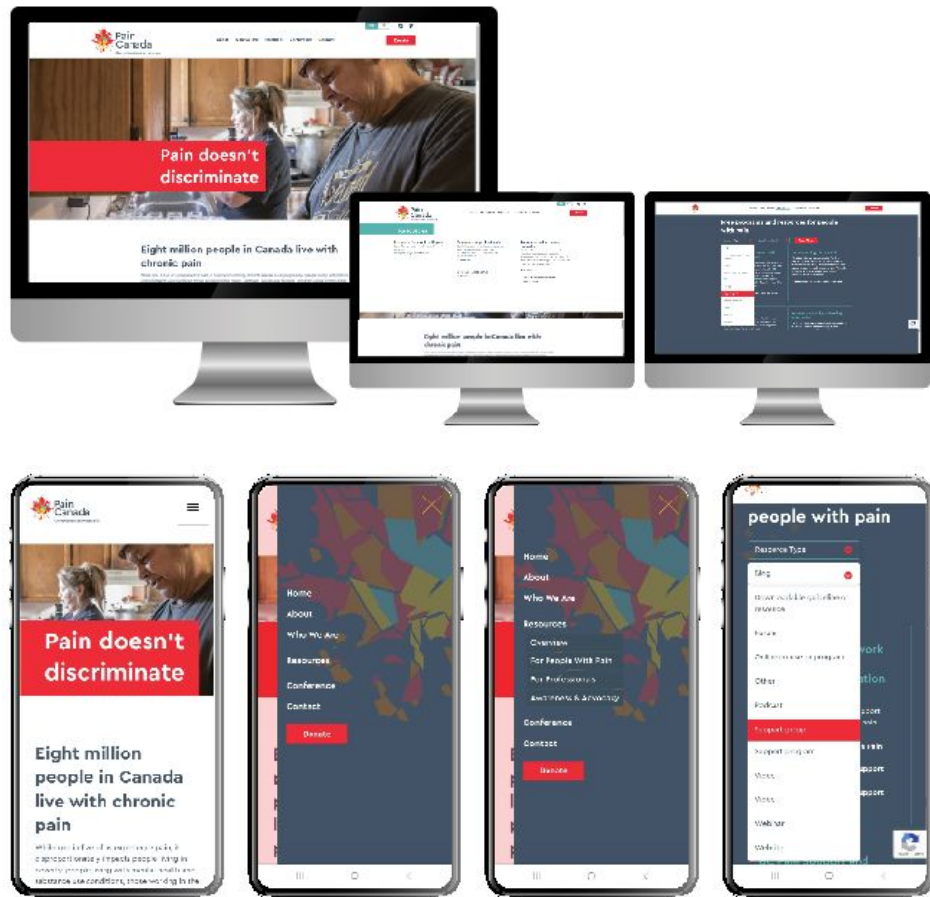
The ultimate hub

Going from provincial to nationwide, Pain Canada was created in response to Health Canada's 2021 report An Action Plan for Pain in Canada.

Among many recommendations, the Action Plan called for national mechanisms to improve coordination, create community capacity, develop and disseminate pain-related guidance and best practices and to enable collaboration.

Whether you were a Health Care professional or simply seeking information or support with chronic pain, the resulting website was a national Hub that houses 200+ articles and resource materials as well as contact information for clinics and support groups from across the country. Every user can filter for desired information quickly and easily as well as clearly understand Pain Canada's goals and values.

[See site here.](#)





Thank you, Dominika!

Questions? Contact:

Weston Jones


weston@papercrane.ca

778 952 6916



References

Out of respect for our clients privacy we will provide references should Tourism Lethbridge choose to move forward with our proposal to allow us to confirm preferred contact methods and dates/times.

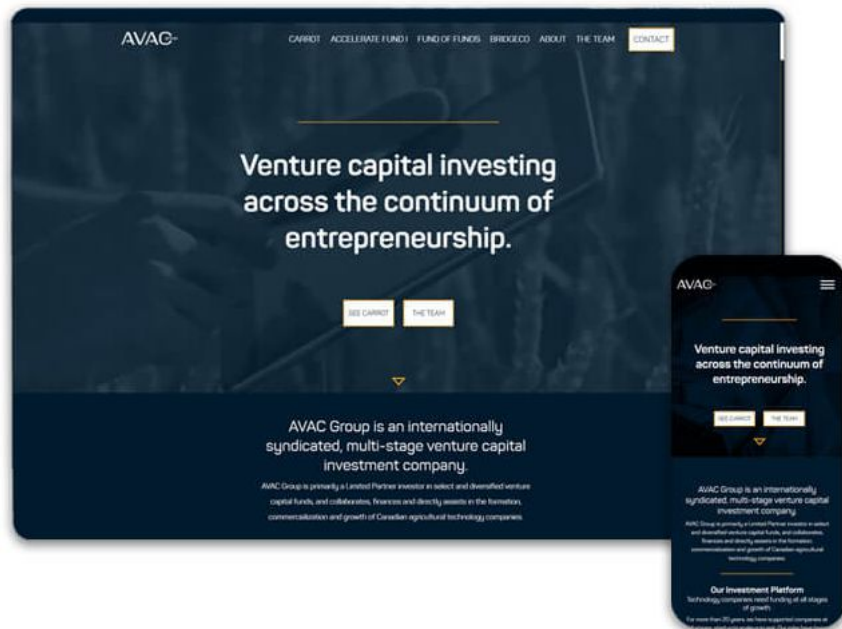
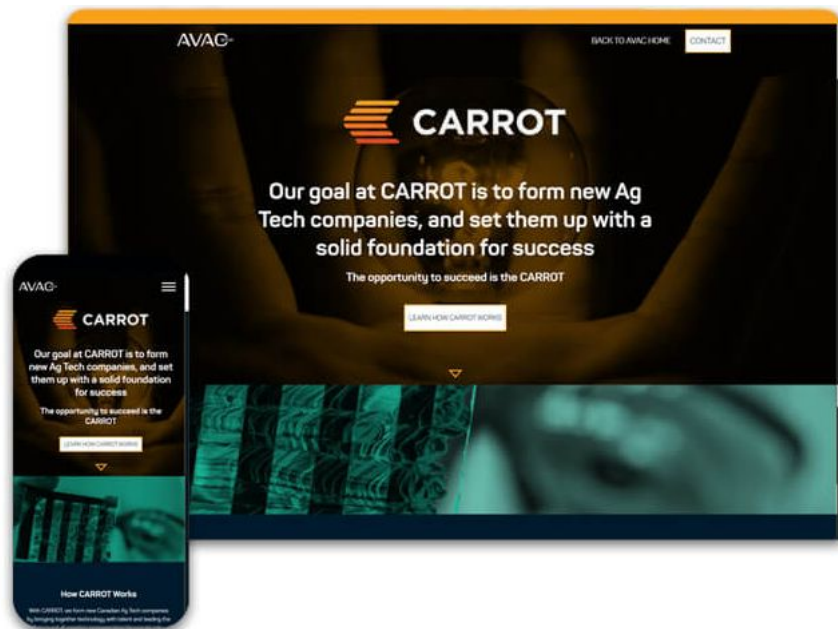


Abstract geometric shapes in the top-left corner, consisting of several white and light gray triangles of varying sizes and orientations, some overlapping each other.

Appendix

A selection of additional work and FAQs

Abstract geometric shapes in the bottom-right corner, consisting of several white and light gray triangles of varying sizes and orientations, some overlapping each other.







It's not just about safely delivering compressed natural gas to industrial customers in Ontario, Québec, and across North America. We want you to join the clean energy transition and make the switch to low carbon fuel to achieve your ESG goals. We'll also help you **lower your fuel costs and increasing savings** while you're doing that. Clean energy is everyone's business so let's take care of our world together.

In Ontario you can find us in **Timmins, Red Rock and Mount Forest**



Low Carbon Energy Solutions

CERTARUS.COM 705-274-5444

No matter what curves the road throws at us, we'll deliver

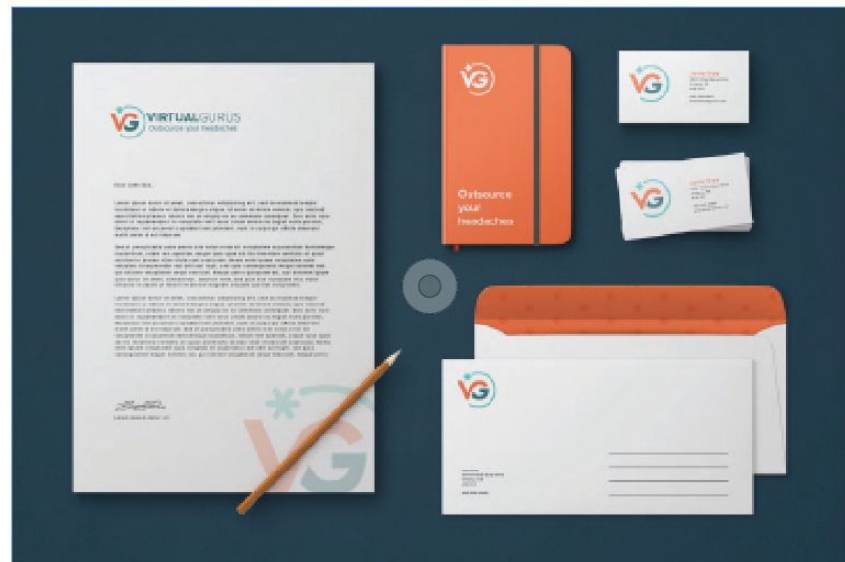
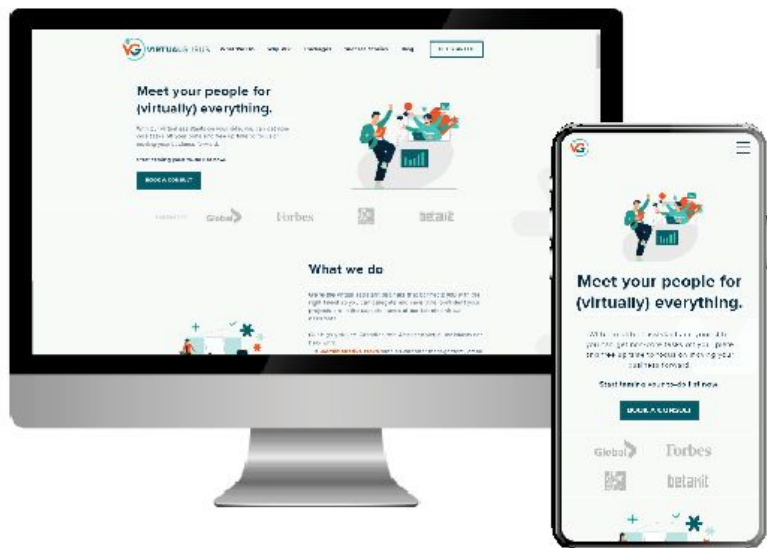
We safely deliver compressed natural gas to industrial customers in Ontario, Québec, and across North America. Join the clean energy transition and make the switch to low carbon fuel to achieve your ESG goals while **lowering your fuel costs and increasing savings**.

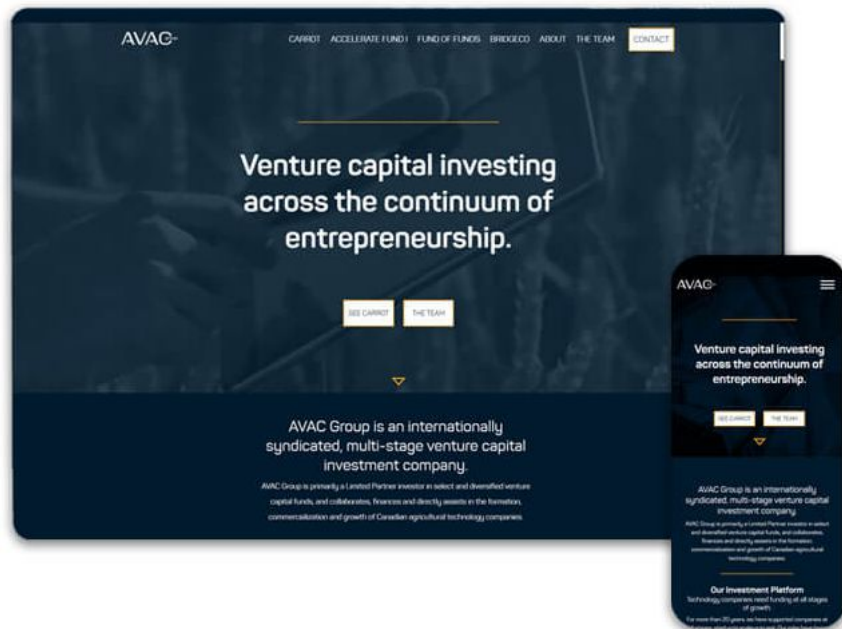
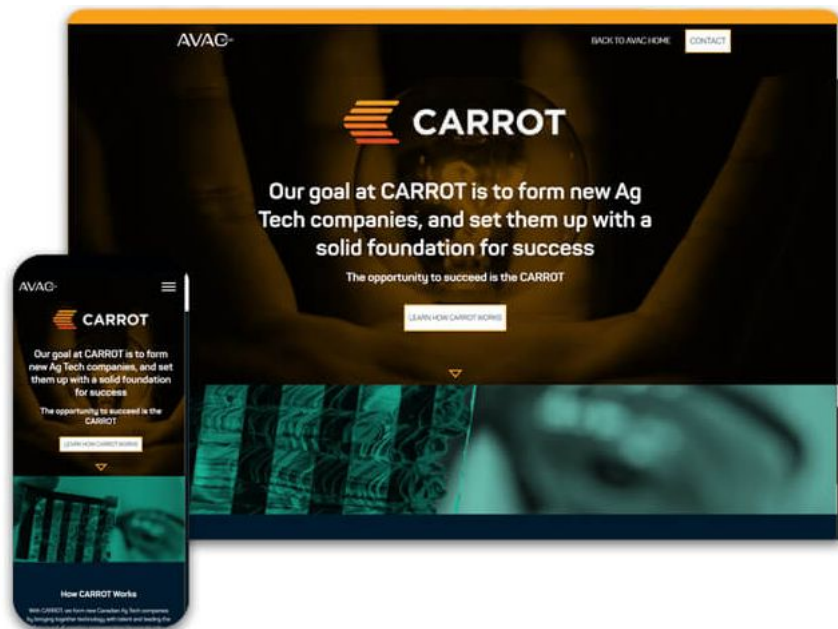
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FAQs

How many revisions do I get?

- + Officially, three revision cycles at the various stages of the project. As the project evolves, there are less revisions.

What if I want to add to the scope of the project?

- + Scope can be increased at any time. If the new additions to the project increase the design or development time, we will provide a new estimate for the additional time

What if something on my site doesn't work properly after launch?

- + You have 90 days after the launch of your website to bring up any glitches or bugs you may find and we will happily fix them.

FAQs

What if I reschedule a meeting?

- + We strive to keep on track once the project has begun. Rescheduling meetings is completely fine but may delay the final project delivery time.

What if I want to shrink the project scope?

- + You can delay or delete aspects of the project at any time. We will adjust the estimate to suit the new scope of work.

What payment types are accepted?

- + We accept bank transfers globally. For Canadian clients, we can accept e-transfers addressed to accounting@papercrane.ca.

FAQs

What is your hourly rate?

- + Our hourly rate is \$165/hr (CAD). That can be negotiated based on ongoing contracts - length of contract and volume of hours per month will both correlate with lowering the cost per hour.



Get ahold of us

www.papercrane.ca

hello@papercrane.ca

[linkedin.com/paper-crane-media](https://www.linkedin.com/company/paper-crane-media)

[instagram.com/papercrane.media](https://www.instagram.com/papercrane.media)

