

Website Design & Development Proposal

Prepared for: Berrece Andrews

Project: MemorialDayGetaway.com

Date: June 27, 2025

Project Overview

Thank you for considering us for your upcoming project. This proposal outlines the scope, features, and timeline for the creation of a custom website for the **Memorial Day Getaway**, an annual event focused on delivering unforgettable experiences through curated room, excursion, and event packages.

The website will serve as the central booking hub for attendees, offering a seamless and user-friendly experience from browsing to final payment. The key element of the site will be the **group booking and split payment functionality**, allowing parties to easily manage bookings and payments among their members.

Key Features & Functionality

Core Booking System

- Room package listings with pricing, availability, and photos
- Excursion package selection with custom add-ons
- Event package bookings (concerts, day parties, nightlife experiences, etc.)
- Real-time inventory management for each package type
- Mobile-optimized, clean booking process for individual and group purchases

Group Booking & Split Payment Functionality

- Ability to book packages as a group (select number of guests per room)
- Auto-calculated split payments based on group size
- Each group member receives a secure link to the shared booking
- Each member can view and manage:
 - Their payment status
 - Total group payment progress
- Upcoming payment deadlines
- Notifications/reminders for unpaid members
- Ability for admin (group leader) to manage and edit group info

✓ User Accounts & Dashboard

- Registration and login for group leaders and individual users
- Dashboard for users to:
 - Review bookings
 - View payment history
 - Manage personal and group details
 - Contact support

✓ Admin Panel

- Dashboard for event organizers to manage:
 - Bookings and payment statuses
 - Inventory of rooms, excursions, and event tickets
 - User/group contact and communication
 - Custom coupon or discount codes
 - Exportable reports (CSV/PDF) for payments and registration logs

✓ Mobile-First Design

- Fully responsive design optimized for phones and tablets
- Fast-loading pages and mobile-friendly navigation
- Clean, modern, intuitive interface

✓ Additional Features

- Contact form and FAQ section
- Countdown timer to event date
- Secure payment integration (Stripe or PayPal)
- Confirmation email receipts with booking summaries

Project Timeline

- **Week 1:** Project kickoff, discovery, sitemap and wireframes
- **Week 2:** Design mockups, backend development begins
- **Week 3:** Booking engine + group payment system setup
- **Week 4:** Testing, revisions, and launch

Estimated Completion: 3–4 weeks from deposit and kickoff meeting.

Investment & Payment Structure

Project Fee: \$3,250

This includes full website design, custom group booking & payment integration, mobile optimization, and backend admin panel.

Payment Terms:

50% Deposit: \$1,625 due upon approval to begin

50% Balance: \$1,625 due at project completion and before site goes live

Next Steps

To move forward, we'll:

1. Schedule a quick onboarding call to finalize technical needs and design preferences.
2. Issue an invoice for the deposit.
3. Begin the project immediately upon receipt of payment.

Contact

If you have any questions or would like to move forward, feel free to contact me directly:

--

--

Chike Okwara

Founder, Lead Developer & SEO Director

BLUE CREEK VALLEY

Web Design | SEO & Digital Marketing | Logo Design

Cell: 704-287-2878

Website: <https://bluecreekvalley.com>