

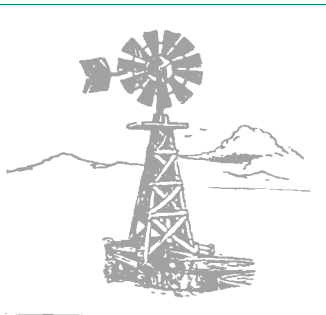


Helping Southeastern  
Montana get Connected.

Technology  
Assistance  
Program

Southeastern Montana  
Development Corporation

Serving the Counties of Custer, Powder River, Rosebud, and Treasure



# OVERVIEW

The Technology Assistance Program is a new service developed by the Southeastern Montana Development Corporation (SEMDC) in response to a regional need to increase Southeastern Montana's visibility and presence on the web.

In the fall of 2010, Southeastern Montana Development Corporation (SEMDC) held seven community input meetings to develop a Comprehensive Economic Development Strategy (CEDS). A "lack of web-presence" was a weakness that was mentioned in almost all meetings. SEMDC feels like this Technical Assistance Program will help to enhance Southeastern Montana's web-presence and small business viability.

Tourists use the internet as a primary source of information when **planning trips**. Fewer and fewer people use the Yellow Pages to **find services** and local businesses. More payment **transactions and purchases** occur on company websites. Southeastern Montana has so many **local opportunities**, services, and activities... They should be online and promoted more widely! This is an opportunity for small businesses and organisations to increase their marketing and promotion, and enhance their visibility and clientele.

The process of developing a website or blog and the notion of online marketing can seem daunting, costly and challenging. Southeastern Montana Development Corporation understands these obstacles and has received a grant from the United States Department of Agriculture (USDA) to help fund a **Technical Assistance Position**.

This service can help small businesses, organizations and community members get a **website up and running**, teach the owners how to **run the site** themselves, and/or help individuals **develop a website** on their own.

Southeastern Montana Development's mission is to **maintain, diversify, and improve economic conditions** and to foster **cooperation between public and private entities** in Custer, Powder River, Rosebud and Treasure Counties, including the Northern Cheyenne Indian Reservation.

Southeastern Montana Develop is not a website development or graphics company, but we have recognized the need for this service and the economic development capacity that can develop. If you are a small business or organization in the County of Custer, Powder River, Rosebud or Treasure, feel free to contact us to discuss your ideas.

Website: <http://semdc.org/>

Phone: (406) 748-2990

Email: [semdc@bhwi.net](mailto:semdc@bhwi.net)

Fax: (406) 748-2990

Physical Address: 6200 Main St, Colstrip Montana

# SERVICES

This is the first year of this service, and we were able to secure a grant from the USDA to assist us in making this service available and affordable. The following services and costs will be valid through June of 2012.

Services Offered	Cost
Basic Website/Blog Development	No Charge
Advanced Website/Blog (additional services such a PayPal, membership services, or other items)	\$75 for each service needed
Website Hosting, Blog Template and Domain Name	\$80 - \$100/year*
Website Management and Online Marketing Tutorial Session (1-10 hours)	Free**
Community-Wide Workshops on Website Development and Management	TBA

\* This price may vary depending on the type of hosting, domain name and blog template chosen

\*\* We can offer a limited number of tutorials and lessons for free, however if you would like to go beyond these hours, it will be at a \$45/hour charge.

## Services Described:

### Basic Website/Blog Development

SEMDC can develop a website for your company or organization. An example of a website we developed is our organization's site: [www.semcd.org](http://www.semcd.org). We use WordPress as it is user friendly and easy to set up. You must provide content and images to be used.

### Advanced Website/Blog Development

The Modified Website/Blog is a site that includes things such as PayPal availability, website memberships and other additional items. You can view an example of this site at [www.acheyennevoice.com](http://www.acheyennevoice.com).

### Website Hosting, Blog Template and Domain Name

Website hosting and domain names are necessary to get a website up and running. WordPress and other companies have free blog templates that can be used, but there are options of other styles that may cost more if one wishes to use them.

### Website Management Tutorial and Online Marketing Tutorial Session

The main point of this program is to work with people to help them manage and possibly develop their own site. SEMDC prefers to help people get up and running – “Teach a man to fish” mentality!

### Lessons on Website Development or Online Marketing

We would be happy to help you get started and give you tools necessary to develop and manage your own site and enhance your online marketing skills. These tutorials and lessons are free for the stated amount of hours. If you are in need of more lessons beyond the free hours stated, it will be at a charge of \$30/hour.

### Public Workshops on Website Development and Management

Throughout the year we will be hosting public workshops on website development and maintenance and online marketing.

# Technology Assistance Plan

Company Name \_\_\_\_\_

Owner/Manager Name \_\_\_\_\_

Contact # \_\_\_\_\_ Fax# \_\_\_\_\_

Email \_\_\_\_\_ Current Website \_\_\_\_\_

## Program Agreement

I understand the services available and costs associated with the Technical Assistance Program offered by Southeastern Montana Development Corporation. These services and costs may be subject to change after June 2012.

Southeastern Montana Development Corporation does not guarantee business success through the development of a website, and does not provide long-term management of the website developed. It is up to the participant to manage and maintain the website.

I understand that Southeastern Montana Development will use the website name for grant purposes when reporting the current progress of the program to the USDA.

Southeastern Montana Development is not responsible for any lost information or website malfunction/errors. We do not pay for domain names or hosting.

Please circle "yes" if you will allow Southeastern Montana Development Corporation to promote your website as a program success story on our website or in other media (this could be a great opportunity to promote your site as well). Circle "No" if you do not want Southeastern Montana Development to use your website as a success story.

**Yes                  No**

**I understand what the program entails and I agree to this program agreement.**

Printed Name of Participant \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name of SEMDC Technology Assistant \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Services and Costs associated for website:** \_\_\_\_\_

<b>Services Used</b>	<b>X</b>	<b>Hours Used/Date</b>	<b>Costs Associated</b>	<b>Amount Paid/Date</b>	<b>Participant Initials</b>
Basic Website/Blog Development					
Advanced Website/Blog					
Website Hosting, Blog Template and Domain Name					
Website Management and Online Marketing Tutorial Session (1-10 hours)		<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>			

**Date Website Development Began** \_\_\_\_\_

**Date of Website Development Completion** \_\_\_\_\_

I am happy with the final result of the website and have received adequate training to continue to manage it.

Signature of participant \_\_\_\_\_ Date \_\_\_\_\_

Comments and Additional Services Required

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