

● Millennial Web Development

WEBSITE REDESIGN AND MODERNIZATION

A Modern Digital Front Door for the City of Galax

More than a website, this is the digital front door to the City of Galax. Residents find services in seconds. Public notices are impossible to miss. The story of the World Capital of Old-Time Mountain Music is front and center. And City staff control every word without calling a vendor.

PREPARED FOR
City of Galax, VA

PREPARED BY
Millennial Web Dev

INVESTMENT
\$54,950 fixed

WHAT THE CITY IS REALLY BUYING

An investment in a better Galax, not just a new website.

A modern platform is the means. These are the outcomes it delivers for residents, businesses, visitors and staff.



Better Government

Residents find the answer in seconds, not after guessing which department to click into.



Better Communication

Public notices and alerts reach people instead of sitting where no one looks.



Better Civic Engagement

Clear meetings, agendas and events bring more residents to the table.



Better Economic Development

Businesses and investors discover Galax sites, incentives and opportunity.



Better Tourism

Visitors discover why the World Capital of Old-Time Mountain Music is worth the trip.



Better Staff Efficiency

Staff update content in minutes, with no vendor email and no waiting.

WHAT WE SEE ON THE CURRENT GALAX SITE

Observations that shape this plan.

The City already offers an impressive range of online information and services. Our focus is the navigation, content and user-experience challenges identified during review — making it faster to find what residents, businesses and visitors need.

- High-value resident links (Online Bill Pay, Phone Directory, Employment, Water Report, Trash and Holiday Schedule) sit among dense navigation.
- Council Agendas and Minutes, Public Notices and permit and application forms are spread across several areas.
- Public notices appear in duplicate locations, which makes them harder to maintain and trust.
- Visual design is dated and below today's standard. A cleaner, best-in-class look would build more trust and engagement.

THE APPROACH

Custom where it matters, simple where staff need it.

A fast public website paired with a clean, structured editing system gives residents a better experience and gives City staff a publishing workflow they can trust.

01

Modern Foundation

Built on Next.js and Payload CMS. Enterprise-grade performance and security, with publishing simple enough for non-technical staff. City-owned code, version-controlled, no plugin dependency.

02

A CMS Staff Will Love

Editors never touch layouts. They choose a content type, fill in fields, preview and publish through approval-safe workflows. The ease of WordPress without the maintenance burden.

03

Optional AI-Assisted Drafting

Optional AI helps staff prepare plain-language notices and summaries. Staff review, edit, approve and publish. No automated publishing of official notices.

04

Accessibility Built In

Conformance is engineered from the first line of code and verified by a certified specialist with automated and manual testing — not bolted on before launch.

WHY PAYLOAD CMS

A modern content platform, without the WordPress baggage.

The City has its own simple form for every kind of content. Staff fill the fields, preview and publish. Underneath sits Payload, a cutting-edge headless CMS that gives Galax the ease of WordPress with none of its long-term cost.

No plugin sprawl to maintain

WordPress sites lean on dozens of third-party plugins that age, break and open security holes. Payload builds content management into the application itself – nothing to patch on a Tuesday, nothing to leave the City exposed.

Content the City genuinely owns

Every notice, page and document is structured data in the City's own database and code repository, not trapped inside a vendor theme. Galax can export it, move it or build on it at any time.

Enterprise security and speed

An API-first core on Next.js delivers a fast, statically served public site while the admin stays locked down behind role-based access – the performance and protection a government site demands.

Future-proof and integration-ready

A clean API means new services – payments, GIS, agenda systems – connect without a rebuild. The platform grows with Galax instead of being replaced every few years.

Public Notices · New entry

Save and publish

TITLE

Temporary water service interruption, Maple Street

EFFECTIVE DATE

July 8, 2026

STATUS

Draft

Published

ROLE-BASED ACCESS KEEPS EACH DEPARTMENT IN CONTROL OF ITS OWN CONTENT

Admin

Department Editor

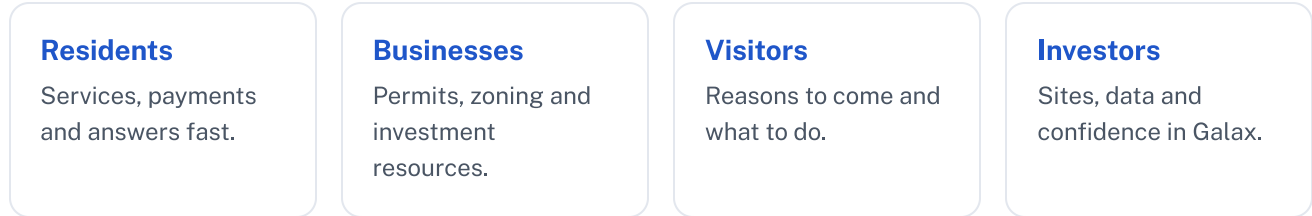
Publisher

Read-only

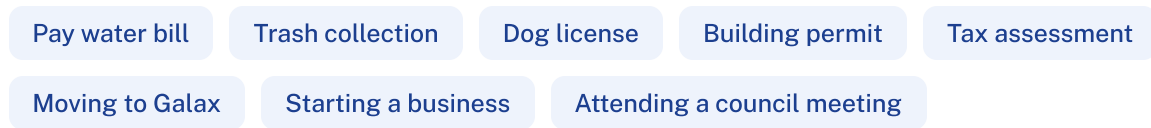
PROPOSED INFORMATION ARCHITECTURE

A clear structure built around resident tasks.

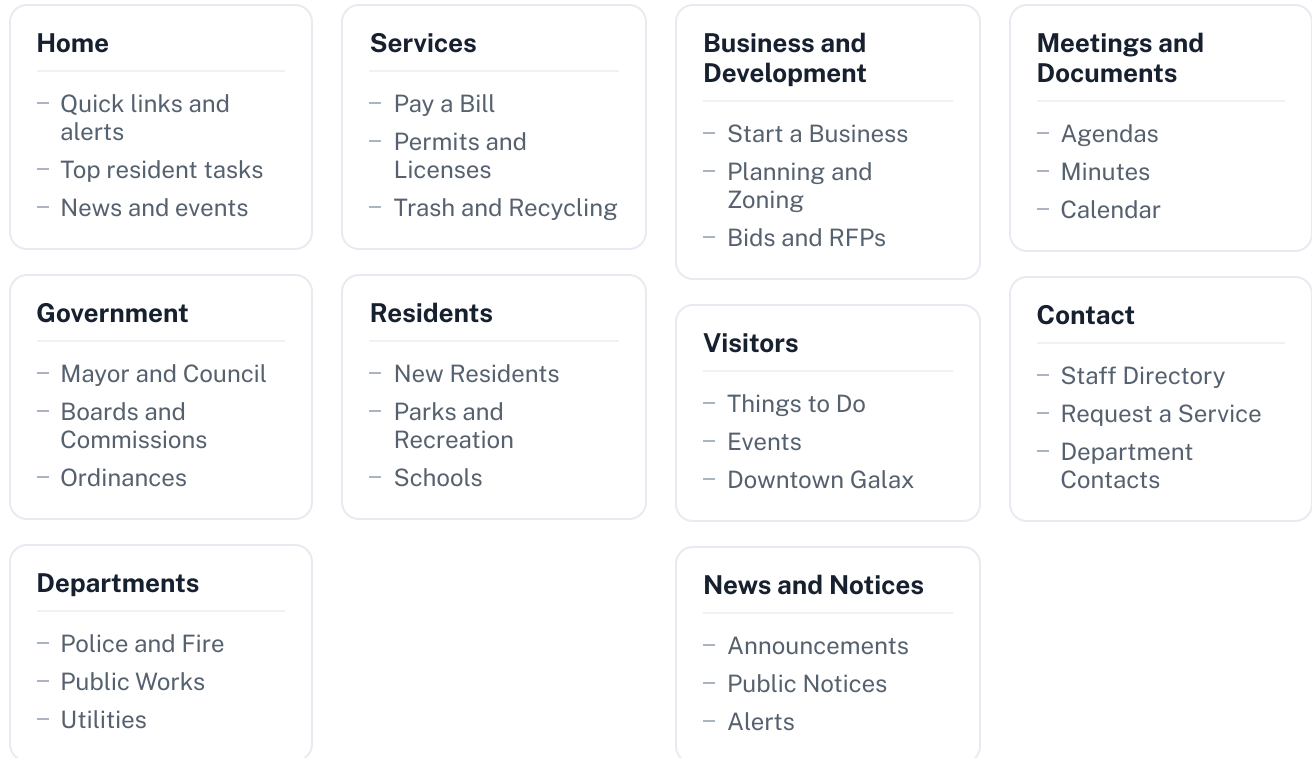
The actions residents reach for most are pulled to the surface, and every page lives in one clear branch of a simple, predictable tree.



DESIGNED AROUND REAL RESIDENT JOURNEYS — RESIDENTS THINK IN QUESTIONS, NOT DEPARTMENTS



A WORKED EXAMPLE OF THE PROPOSED SITEMAP — FINAL LABELS CONFIRMED IN DISCOVERY



MANDATORY COMPLIANCE, COVERED

Accessibility is the foundation, not a checkbox.

Millennial Web Development will assign an IAAP-certified accessibility professional (WAS or CPACC) to the project and include the certification documentation with the proposal. Delivery conforms to WCAG 2.1 Level AA, Section 508 and Virginia HB2541, with a signed written conformance certification provided before final acceptance. Independent audit is welcome.

TESTING PROCESS

- | | |
|--|--|
| ✓ Semantic HTML structure and heading order | ✓ ARIA only where it is genuinely needed |
| ✓ Keyboard-only navigation and visible focus | ✓ Guidance for accessible PDFs and documents |
| ✓ Skip links and logical tab order | ✓ Automated scans with axe and Lighthouse |
| ✓ Color contrast and text scaling | ✓ Screen-reader spot checks |
| ✓ Alt text and meaningful link names | ✓ Remediation log of defects found |
| ✓ Form labels, instructions and error handling | ✓ Signed certificate before acceptance |

WCAG 2.1 Level AA

Section 508

Virginia HB2541

IAAP-certified specialist

Signed conformance certification

SCOPE AND PHASES

How the project is delivered.

A twelve-week engagement across five phases, from discovery to training and post-launch support.

1

WEEKS 1 TO 2

Discovery and Planning

Stakeholder kickoff, analytics and content review, current-site audit, resident task mapping, department content inventory, integration inventory, accessibility risk review, sitemap and content model.

2

WEEKS 3 TO 5

Design

Homepage, department and service pages, public notice listing and detail, event and calendar, document library, staff directory, search results and emergency alert patterns. All responsive and accessibility-reviewed.

3

WEEKS 6 TO 9

Development

Build the Next.js frontend and Payload CMS. Configure content collections, roles, reusable page blocks, document management, search, alerts, forms, event and news systems and integrations.

4

WEEKS 10 TO 11

Testing and Launch

Cross-browser and mobile QA, keyboard testing, screen-reader spot checks, automated accessibility scans, performance checks, content QA, redirect testing, DNS launch plan, backup and rollback plan.

5

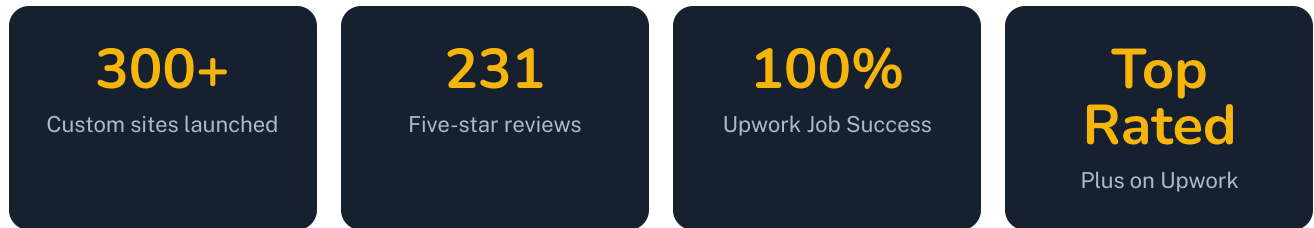
WEEK 12

Training and Support

Two live staff training sessions, recorded admin walkthroughs, written CMS guide, launch checklist, 30-day post-launch support and optional annual maintenance.

WHY MILLENNIAL WEB DEVELOPMENT

A proven team with the discipline a municipal site requires.



- 300+**
Custom sites launched
- 231**
Five-star reviews
- 100%**
Upwork Job Success
- Top Rated**
Plus on Upwork

Chicago-based and working nationwide, Millennial Web Development is reviewed five stars across Google, Upwork, Codeable and Clutch, with clients including ShareASale, Maid Brigade, LabKey and BaseCap Analytics. For Galax, that experience is applied to a public-service site where clarity, accessibility, uptime, staff training and long-term maintainability matter more than visual novelty.

CLIENTS



- ShareASale
- Maid Brigade
- LabKey
- BaseCap Analytics

REVIEWED FIVE STARS ON



- Google
- Upwork
- Codeable
- Clutch

INVESTMENT

One fixed build price, and a care plan that just works.

FIXED PRICE

Website Build

\$54,950

one-time, fixed

- ✓ Discovery, accessible design and full build
- ✓ Next.js public site and a staff-friendly CMS
- ✓ Content migration from galaxva.com
- ✓ Accessibility testing and signed certification
- ✓ Two live trainings, recordings and a CMS guide
- ✓ 30-day support · full ownership of code

IT JUST WORKS

Annual Care

\$9,450

per year, optional

- ✓ Fully managed hosting, maintained for the City
- ✓ Daily backups and uptime monitoring
- ✓ Security reviews and dependency updates
- ✓ Up to two hours of content edits monthly
- ✓ Priority support with defined response time

Assumptions and exclusions

- Content migration volume is confirmed during discovery. Third-party platform licensing (for example InvoiceCloud and eCode360) remains the City responsibility.
- Accessibility remediation covers delivered website code and templates; remediation of legacy PDF and document files is scoped separately if needed.

LET'S TALK

Ready when the committee is.

Millennial Web Development would be glad to review the proposed sitemap, CMS workflow, accessibility process and fixed-price delivery plan with the selection committee.

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