



February 8, 2018

Re: Business recommendation for Ryan Owens and Stratatomic

Greetings!

It is with much enthusiasm that I recommend the web design firm Stratatomic.

The City of Inman began working with Stratatomic in the late fall of 2017. The scope of our work together included the design of a new logo, the creation of a new website, and setting up our social media presence, as well as the on-going hosting and maintenance of the site.

During the project, I worked very closely with Ryan Owens. I can attest that Ryan is committed to his clients, and he has an unmatched eye for design. The website that Stratatomic built for us went live on 1/31/18, and our city council, staff (including me), and citizens couldn't be more thrilled. I look forward to our continued partnership with Ryan and Stratatomic.

To provide a little more detail, what immediately set Stratatomic apart from the other firms who submitted responses to our RFP was the quality of the proposal. Ryan did his research. He pointed out, in detail, the security and design flaws in our old website, and he spelled out what he would do to fix these flaws.

During our interview with him, Ryan sold us on the idea of building a website from scratch, rather than hiring a developer to use a web template system, like WordPress. We thought, after hearing Ryan's proposal: "Why pay someone top dollar for them to make us a cookie-cutter website with WordPress when we could have a pro, like Ryan, build us a site from scratch, with all the security, aesthetic, and functional advantages that come with that?" We knew right away that we had to bring him on board.

During the logo design part of the project, which was the first phase, Ryan worked patiently with our city council over several work sessions to get their feedback and direction. Ultimately, he ended up preparing numerous designs and tweaks to those designs to help the city council make the right decision on final logo selection. The logo that the city council choose is in the letterhead above. The city council's selection of this logo was unanimous and enthusiastic.



Once we had a logo, Ryan prepared a homepage concept quickly for my review and feedback. From there, he quickly began building the rest of the site. He even drove up one day to take most of the pictures that you see on the site.

By the time he's had a brainstorming session with you, he already has a good idea on what would be a good concept for your website and can get to work right away. All you need do is provide whatever text, documents, and pictures you want on the site and provide feedback on how the site is looking when he starts putting it all together. Ryan is never more than a phone call or email away. This level of cooperativeness and responsiveness is one of the greatest strengths of our working relationship.

The City of Inman's goal in updating our Website, designing a new logo, and establishing a social media presence was to cultivate an image of professionalism, modernity, and positivity. What Ryan Owens and Stratatomic built for us has met those goals and exceeded our expectations. I agree with one of my city councilmembers when he says our new website is "Best in the Upstate." I would go further and say that, out of all city and county governments in South Carolina, our new website is one of the best, putting us at the forefront of e-government.

Stratatomic is unequalled when it comes to excellence in web and graphic design, and I highly recommend them. Please feel free to contact me if you'd like to hear more about the City of Inman's experience working with Stratatomic and Ryan Owens.

Sincerely,

A handwritten signature in blue ink that reads "Jeremy Caudle". The signature is written in a cursive style and is set against a light blue rectangular background.

Jeremy Caudle  
City Administrator