

Studiohaus

● Website and Media Proposal · August 2026

# STEELPORT

Hamilton, Ontario

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**Prepared by**

Ross Bennett, Studiohaus  
Toronto · ross@studiohaus.ca

**Prepared for**

Slate Asset Management  
Steelport, Hamilton, Ontario

**Date**

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Valid until 30 September 2026

# Your three questions, answered.

## UP FRONT

- 01 **Can you work in Azure?** Yes. We can work in the current stack, in GitHub and Visual Studio Code, deploying to Azure. We would rather move you to WordPress and give the site a proper CMS, set out in section 02.
- 02 **Can you produce the graphics and renderings?** Yes. All of it in house, under one art direction. Three maps in section 06, three renderings in section 07. Both are priced on their own so either can start immediately.
- 03 **What does it cost, and how long?** Maps \$6,500. Renderings \$20,000. Website \$42,000. All three, \$68,500. The renderings and the site both land in eight weeks.

| ALL THREE COMPONENTS                                   | EACH CAN BE APPROVED ON ITS OWN |
|--------------------------------------------------------|---------------------------------|
| Three maps · section 06                                | \$6,500                         |
| Three renderings · section 07                          | \$20,000                        |
| Website · section 08                                   | \$42,000                        |
| <b>All three, graphics, renderings and the website</b> | <b>\$68,500 CAD</b>             |

## One thing about the brief

Taken together, your list is not a set of edits. It is a new site. Two new pages. The nav moving from a dropdown to a horizontal bar. New modules on all three existing pages. The masterplan link back. A site plan and a page for each of the three districts behind that.

Done one at a time on the current build, each of those is its own development cycle with its own cost. Done as one project, the total comes down, and you get a site that can take the longer lead items without starting over.

Your team writes the content. We do the rest.

## PLATFORM

Yes, we can work in the current stack. We think moving to WordPress is the better investment.

You described the workflow. Structural and design changes need development work in Visual Studio Code and a deployment. Some content, like Q&A entries, goes in through the database.

CAC meeting minutes as they are published.  
Sustainability commitments as status changes.  
Endorsement quotes as ministers add them.  
Tenant logos as each is confirmed. Economic incentives as they are announced. Press releases and development updates on an ongoing basis.

## WHAT MIGRATING ALSO SETTLES

A rebuild is the right moment for the housekeeping: page level titles and descriptions, a sitemap, search visibility for the new sections, WCAG 2.1 AA accessibility, and the privacy and terms pages expected of a site that collects names, emails and marketing consent.

Every existing URL gets redirected. Nothing that has been shared, printed or linked stops working.

Nearly every item on your list updates on a timeline you don't control. Today each update needs someone to go into the code and deploy it. On WordPress your team fills in a form.

**Build cost is much the same either way.  
WordPress is easier for your team to manage.**

## ON VENDOR INDEPENDENCE

WordPress means Slate is not tied to any one supplier, us included. In three years you can hand the site to any competent developer.

# How it works for your team.

PUBLISHING

A proper content management system. Built into a custom theme. No template, no page builder.

Every content type in your brief gets its own set of labelled fields, so adding a milestone means filling in a date, a title, a paragraph and an image. The page handles how it looks. Nobody needs to think about design to publish, and nobody can break a layout by accident.

Your PR and marketing team can publish a press release, with images, on their own.

YOUR TEAM, WITHOUT US

- Publish press releases, op eds and updates
- Post earned media as it runs
- Add timeline milestones
- Post CAC minutes and summaries
- Update sustainability commitment status
- Update economic figures in one place
- Swap renderings, maps and photography
- Answer and publish Q&A submissions
- Edit copy on any page
- Manage Healthier Hamilton applications

WHAT STAYS EXACTLY AS IT IS

The brand and the copy. The structure of the engagement section, which works. The Q&A and its full answer history, migrated intact.

WITH OUR ASSISTANCE

- New page types and templates
- Building the three district pages
- Structural navigation changes
- Design work on new sections
- Platform updates and backups
- Performance and search reporting
- Additional graphics
- Photography and film
- Covered by the care plan in section 09, or billed hourly. Neither is required.

TRAINING

A Loom recorded SOP and written document, plus a training session with stakeholders. Included in the build, not an add on.

## EXISTING PAGES

**Homepage** · Existing page, rebuilt

## YOUR ASK

## WHAT WE WOULD DO

Move the nav from a dropdown to a horizontal architecture, so Community and News get top level visibility.

A full horizontal nav across all sections, with room for the district pages later. This one unlocks the two new pages, so we do it first.

Replace the hero video with the Steven interview. Move the current hero to History & Context.

A new hero module built for an interview rather than a wide landscape shot. Reworked Vimeo player integration, captions, a poster frame and a proper mobile treatment. The current film moves over intact.

A few more renderings and maps, DRAC and infrastructure, to round out the visuals.

We design the layouts to take them. The maps are the package in section 06. We cut in footage we already hold of the site.

To discuss whether we add leasing info here.

We would put an entry point on the homepage and a section behind it, so a prospective tenant has somewhere to land. Happy to leave it out.

**History & Context** · Existing page, substantially expanded

Make the history and heritage more visual. The site at its industrial peak, and the deterioration since.

A visual timeline built for archival photography, with then and now comparisons.

Cover legacy infrastructure: power capacity, water systems, noise context, environmental remediation.

A modular infrastructure section. Each item is its own editable block, so you can add to it as remediation progresses.

Use this page for what is around the site: Golden Horseshoe, AI corridor, universities, industry, workforce.

This is graphic 02. The strategic location piece anchors this section, with supporting copy from your team around it.

Drop the ESG framing here.

Removed here. The substance of it moves to the new Community & Sustainability page.

## EXISTING PAGES

**The Vision** · Existing page, substantially expanded

New modules: the three uses including district energy, public space, waterfront, economic impact.

Four new module types, all reusable. Economic impact is a figures block you edit in one place, so jobs, GDP and tax revenue stay consistent everywhere they appear.

Bring back a link to the masterplan.

A masterplan entry point on this page and a masterplan section behind it, laid out so the plan can be read on screen instead of downloaded.

Supportive quotes from the Mayor, Premier and federal ministers.

An endorsement module with portrait, attribution and title. Your team adds and reorders them as more come in.

Close the page with links through to Community & Sustainability.

A paired closing module we reuse across pages, so every page ends somewhere useful.

## NEW PAGES

## Community &amp; Sustainability

## YOUR ASK

## WHAT WE WOULD DO

A Healthier Hamilton, what has been delivered, and a way for the community to apply for support.

A programme section plus an application form with routing, confirmation and a record your team can work from.

Sustainability commitments, on a framework similar to Microsoft's, including Red Jar engagement.

A commitments framework laid out as pillars, each with a status, so it reads as progress and not intention. Built to be updated.

Who is on the CAC, with meeting minutes and summaries if possible.

Member profiles plus a minutes archive your team posts to directly. This is the kind of content that needs to be updated frequently, which the CMS handles.

A section on support from Indigenous communities.

Designed with the care it warrants, and built so partners can review and revise the content before and after it goes live.

## News &amp; Updates

Earned media, press releases, op eds, and short development updates.

A templated post style with categories, so all four live together and filter apart. Published on the Steelport domain, so the search value goes to Steelport.

The project timeline could roll into this page.

Timeline entries become a category inside News, so a milestone and its coverage sit together.

### Longer lead · Designed for now, built when you are ready

Layout and components for the three districts, advanced manufacturing and logistics, AI, and clean energy, plus a site plan and eventually a page each.

We design one page layout that all three share, as part of this engagement. Building the pages later is then filling in content, not a new project, and the site plan drops into the masterplan section already built for it.

Economic incentives and designations added to Vision as announced.

Handled by the figures block above. No development work when the announcements land.

## The three maps.

### STANDALONE

### Three custom graphic maps.

- 01 **Scale.** Steelport against downtown Hamilton. The current comparison is Central Park, which works internationally but has little local reference. Laying 800 acres over the downtown core gives a local audience an accurate sense of the scale. A layered comparison, not a static map, with a version for the site and a version for print and decks.
- 02 **Strategic location.** The Golden Horseshoe position, proximity to Canada's AI corridor, surrounding universities, existing industry and workforce access. The most complex of the three. Every one of those is its own argument, and the map has to carry them all and stay readable. Our approach is one base geography with switchable layers, not a separate map for each. It anchors the History & Context page.
- 03 **Connectivity.** Road, rail and port. Dual Class I rail, highway access, deep water marine, and the drive time reach into the North American market. Built so the same asset works in a leasing deck, a submission and on the site.

#### WHAT IS INCLUDED

Three maps, each delivered as a web version and a print version. Two rounds of revision on each. Built in the Steelport identity so they sit with the existing material instead of beside it. They are standalone assets, usable in decks and submissions.

#### WHAT WE NEED

Source data for each map: parcel boundaries and the downtown comparison basis, the corridor and institution list you want shown, and the rail, road and marine specifics.

#### MAP PACKAGE

Four weeks from receipt of source data. Can run entirely independently of the site work.

**\$6,500 CAD**

# The three renderings.

IN HOUSE

Three angles of Steelport at build out, produced under our art direction and in the same design language as the maps and the site.

WHAT DRIVES THE COST

There is no 3D model of Steelport. Everything in frame gets built from the Draft Plan of Subdivision and the Urban Design Report: parcels, massing, roads, rail, the port edge, landscaping, and enough of the surrounding Hamilton context for the images to read accurately.

Before any of that we fly the site. Aerial photography gives us the reference the model is matched to, and the surrounding context that would otherwise be built from scratch. It is usable as photography in its own right.

The model is most of the budget. Once it exists, additional angles come at a much lower cost.

WHAT YOU GET

Three final images at print and web resolution. Two rounds of revision on each. Grey massing angles, without textures, for approval before anything gets rendered, so the composition is agreed before the final stage begins.

THE THREE ANGLES

Recommended, and open to discussion:

**01 · Steelport in context.** A high wide aerial with the harbour, the city and the escarpment in frame. Establishes location and scale. Works as the homepage hero.

**02 · The working waterfront.** A lower, closer aerial along the port edge with marine and rail activity visible. The view most relevant to a prospective tenant. Works on the leasing section.

**03 · Bird's eye plan.** A 2D top down view of the full 800 acres, taken straight off the same model. Parcels, phases and land use read clearly. This is the masterplan asset, and the base for the site plan.

INCLUDED AT NO COST

Since we are already on site for the aerial capture, we shoot a full photography set: drone stills of the site and the harbour, plus a ground level set, edited and licensed to Slate.

COST

SUBTOTAL (CAD)

|                                    |          |
|------------------------------------|----------|
| Aerial photography capture         | \$2,000  |
| Site and context model, built once | \$10,500 |
| Two photorealistic aerals          | \$4,500  |
| 2D bird's eye off the same model   | \$1,500  |
| Art direction and production       | \$1,500  |
| Renderings                         | \$20,000 |

Further angles off the same model, roughly \$3,000 each. Eight weeks from approval, alongside the site schedule.

| RATE CARD | LINE ITEM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | SCHEDULE  | SUBTOTAL (CAD) |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|
|           | <b>A · Map package</b><br>Scale, strategic location and connectivity. Web and print versions, two revision rounds each. Detail in section 06.                                                                                                                                                                                                                                                                                                                                                                                                                      | WEEKS 1-4 | \$6,500        |
|           | <b>B · Renderings</b><br>Two photorealistic aerials and a 2D bird's eye, under our art direction. Aerial photography captured on site, everything modelled from 2D, grey massing approved before we render. Includes a full site photography set. Detail in section 07.                                                                                                                                                                                                                                                                                            | WEEKS 1-8 | \$20,000       |
|           | <b>01 · Discovery and planning</b><br>Your brief turned into a wireframed page by page plan of the site, agreed before any design starts. <ul style="list-style-type: none"> <li>· Working session with your team</li> <li>· Sitemap and navigation structure</li> <li>· What fields each page type needs</li> <li>· Redirect map from every current page</li> <li>· Inventory of everything to migrate</li> <li>· What we track after launch</li> </ul>                                                                                                           | WEEKS 1-2 | \$5,500        |
|           | <b>02 · Design</b><br>Every page and module in your brief, plus one reusable page design for the three districts. Built as working templates. <ul style="list-style-type: none"> <li>· Homepage with horizontal nav</li> <li>· History &amp; Context, expanded</li> <li>· The Vision, expanded</li> <li>· Community &amp; Sustainability, new</li> <li>· News &amp; Updates, new</li> <li>· Masterplan and leasing sections</li> <li>· One page design for the three districts</li> <li>· Desktop, tablet and mobile</li> <li>· Reusable module library</li> </ul> | WEEKS 2-4 | \$14,000       |
|           | <b>03 · CMS build and migration</b><br>A full content management system in a custom theme built from the approved design. Every content type set up as labelled fields, all content moved over, and your team trained how to use it. <ul style="list-style-type: none"> <li>· Custom build, no template</li> <li>· Labelled fields for every content type</li> <li>· All existing content and Q&amp;A moved over</li> <li>· Healthier Hamilton application form</li> <li>· Hosting set up in Slate's name</li> <li>· Training session and written guide</li> </ul> | WEEKS 4-7 | \$18,000       |

| RATE CARD | LINE ITEM                                                                                                                                                                                                                                                                                                                                                                              | SCHEDULE      | SUBTOTAL (CAD) |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------|
|           | <b>04 · Search, testing and launch</b>                                                                                                                                                                                                                                                                                                                                                 | <b>WEEK 8</b> | <b>\$4,500</b> |
|           | Search, accessibility and policy work closed out, then testing and launch.                                                                                                                                                                                                                                                                                                             |               |                |
|           | <ul style="list-style-type: none"> <li>· Page titles and descriptions</li> <li>· Search engine setup</li> <li>· Every redirect tested</li> <li>· Speed and image optimisation</li> <li>· Accessibility pass, WCAG 2.1 AA</li> <li>· Analytics and cookie consent</li> <li>· Privacy, terms and accessibility policies drafted</li> <li>· Launch, then 14 days of monitoring</li> </ul> |               |                |

| SUMMARY                                                                                                                             |          | ALL THREE    |
|-------------------------------------------------------------------------------------------------------------------------------------|----------|--------------|
| Three maps                                                                                                                          | \$6,500  | \$68,500 CAD |
| Three renderings                                                                                                                    | \$20,000 |              |
| Website, phases 1 to 4                                                                                                              | \$42,000 |              |
| Excludes HST. Content written by Slate. Photography and film quoted separately. Hosting and licences at cost, roughly \$600 a year. |          |              |

ONGOING

Two optional items. Neither is required to run the site.

CARE PLAN

- Optional, month to month, cancel with 30 days notice. Covers maintenance, backups, security and a set amount of change work each month.
- Core, theme and plugin updates
- Daily offsite backups, 30 day retention
- Security monitoring and uptime alerts
- Two hours of changes monthly
- Quarterly performance and search report
- Priority response, one business day

THE THREE DISTRICT PAGES

Advanced manufacturing and logistics, AI, and clean energy, the three you flagged for down the road. We design the shared page layout now and leave the building until you are ready.

The pattern, the layout and the fields all exist at launch. Publishing a district is then filling in content. No new design work, no development cycle, no second project.

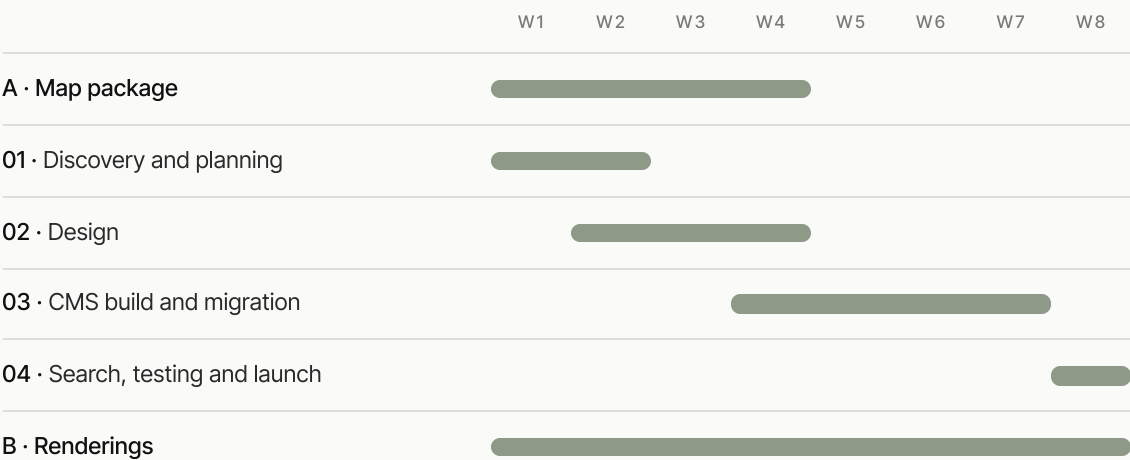
CARE PLAN, OPTIONAL

Maintenance, backups, security and two hours of changes, monthly. \$900 / month  
Cancel with 30 days notice.

EIGHT WEEKS

Graphics in four weeks. Site live in eight.

An efficient schedule, not a rushed one. Phases overlap on purpose and the graphics run alongside, so you have three usable assets by week four and a live site by week eight, each built with the same attention to detail as a longer engagement. This schedule depends on the turnaround commitments in section 11.



PAYMENT SCHEDULE

|                                  |                |
|----------------------------------|----------------|
| Map package, on signature        | 50% · \$3,250  |
| Map package, on delivery, week 4 | 50% · \$3,250  |
| Renderings, on approval          | 50% · \$10,000 |
| Renderings, on delivery          | 50% · \$10,000 |
| Site, on signature               | 50% · \$21,000 |
| Site, design sign off, week 4    | 25% · \$10,500 |
| Site, production launch, week 8  | 25% · \$10,500 |

WHAT WE NEED FROM SLATE

For the renderings, the Draft Plan of Subdivision, Urban Design Report and any CAD or survey files. Site access for the aerial shoot.

Net 30. HST additional. Care plan billed monthly from launch.

## FINE PRINT

The terms an eight week schedule runs on, written down.

- |    |                                                                                                                                                                                                                                                    |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | <b>Client turnaround.</b> To hold eight weeks, review feedback, brand assets, source data and writing edits come back within two business days, consolidated into one response per review. Later than that moves the launch date.                  |
| 02 | <b>Hosting.</b> Lives on a managed WordPress environment in Slate's name, so ownership sits with you from day one. Hosting and licence fees are billed directly to Slate. We set it up and retain admin access for the build and any ongoing work. |
| 03 | <b>Migration scope.</b> Covers all core static pages, the active Q&A history, and up to 25 historical news or press entries.                                                                                                                       |
| 04 | <b>Content.</b> Written by Slate, edited into the site by us. Photography and film are quoted separately.                                                                                                                                          |
| 05 | <b>Revisions.</b> Two rounds per phase. Additional revisions are billed separately. Third party integrations beyond forms and analytics are out of scope.                                                                                          |
| 06 | <b>Scheduling.</b> We run one project of this size in the studio at a time. Signature reserves the start date.                                                                                                                                     |

## THE FIT

## We already know this project.

Studiohaus works with developers and institutional asset managers on the visual and digital side of large real estate projects. We already work with Slate and know Steelport, so there is no ramp up.

We came to web work through film and photography for this sector, so we produce the visual material ourselves instead of commissioning it. The three maps sit squarely in that.

We already hold footage of the site. From the work shot for Slate there is an archive of Steelport material we can cut into the new site. Motion on the homepage, History & Context and the section headers, using real footage of the land instead of stock.

**One team. Maps, design and build are all done in house.**

## WHY EIGHT WEEKS WORKS

Design concepts for the homepage, History & Context and the masterplan section are already done for Steelport. That takes out the ramp up a new studio would need and lets us move from discovery into production in week two instead of week six. The time comes out of the front of the project. Testing and accessibility stay where they are in week 8.

## A SMALL STUDIO, ON PURPOSE

We are a small studio, not an agency. That is why the site is \$42,000 and not the \$60,000 to \$140,000 a mid sized agency would quote for the same brief. It is also why we only take a few projects at a time. The quote holds until 30 September.

## NEXT STEPS

01 **A short call.** Thirty minutes on scope and schedule. We will walk through the design concepts already done for Steelport. Nothing to prepare on your side.

02 **Refine and start.** The phases come apart on purpose, so we can re cut the scope to suit. We can start within a week of signature.

# Thank you.

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