

# WEBSITE DESIGN PROPOSAL

**Project:** Chemainus & District Chamber of Commerce Website Revitalization

**Theme:** "The Little Town That Did: Where Art Builds Community and Economy"

## HERO SECTION VISUALIZATION

*Full-width video/parallax of Chemainus Murals at Golden Hour*

### The Little Town That Did

Where Art Builds Community and Economy

[EXPLORE OUR STORY](#)

## 1. Introduction

**Left Column (Narrative):** Features the heading "Our Transformation" with a Seafoam divider line. The body copy covers

## 2. Mission & Values

the 1983 turning point. Includes a CSS fade-in animation.

**Right Column (Visual):** A professional photo of the downtown area with a signature mural. The image is wrapped in a "frame effect" (8px seafoam border with offset shadow).

### 3. Timeline: A Decade of Change

**1862**

**Town Founded** around sawmill operation.

**1980**

**Economic Anxiety** as forests deplete.

**1982**

**Revitalization Begins:** First 5 murals commissioned.

**1983**

**"The Little Town That Did":** Sawmill closes; NYC award won.

**Present**

**Global Destination:** 44+ murals, 300+ businesses, 400K+ visitors.

### 4. Markets & Audiences

#### For Local Business

**Focus:** B2B / Member Community

#### For Visitors

**Focus:** B2C / Tourism

- Networking opportunities
- Advocacy & Representation
- Marketing Support

[BECOME A MEMBER](#)

- 44+ Monumental Murals
- Professional Theatre Festival
- Artisan Galleries & Cafés

[PLAN YOUR VISIT](#)

## 5. Unique Selling Propositions

### Outdoor Gallery

Canada's largest outdoor gallery with 44+ monumental murals.

### Proven Model

A case study in sustainable economic revitalization.

### Integrated Arts

Theatre, galleries, and events working in ecosystem.

# Design Specifications Summary

Design Element	Specification	Hex / Details
Primary Color	Deep Teal	#008080
Accent Color	Seafoam	#4DB6AC
Background	Light Gray	#F4F7F6
Headings	Montserrat	Bold (700), Semi-Bold (600)
Body Text	Roboto	Regular (400), 16px

## Footer Structure

<b>Chemainus + District Chamber</b> Mission statement and contact info block.	<b>Quick Links</b> About Us Membership Visitor Guide	<b>Stay Connected</b> Newsletter Signup Form Social Media Icons
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