
What we built

Advancing Markets for Producers
Chickasaw Nation · RFP response

Prince Desire · Royal Empire Multimedia LLC

929 338 9315 · manager@princedesire.com · royalempiremultimedia.com

Already built and running at princedesire.com/Chickasaw

Sign in: [admin](#) / [admin123](#)

WHAT WE BUILT

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Before anything else — it is already built, and you can open it

Most responses to this RFP will describe a website. This one has been built, deployed and tested. Every claim below can be checked in a browser in the next five minutes.

The website	princedesire.com/Chickasaw
Producer portal	princedesire.com/Chickasaw/portal.html
Operations console	princedesire.com/Chickasaw/admin
Sign in with	username admin · password admin123

Those are demonstration credentials, published deliberately so your team can look around without asking anyone's permission. They would be replaced before the site held a single real producer record.

01 • WHAT YOU ASKED FOR, AND WHAT IS STANDING

The RFP asks for a website for the programme: information about producers and products, educational resources, and online forms including the incentive application.

That is built. Then we kept going, because a website that only explains a programme leaves the actual work — the chasing, the verifying, the paying — exactly where it was.

You asked for	Status	What is actually there
Programme website	Built	18 hand-coded pages, not a template
Producer directory	Built	live map, 13 counties, filters that move the map, directions and call from any pin
Product information	Built	four product families, seasonality, where to buy
Educational resources	Built	training, WORMS explained, conservation practices, downloadable documents
Online forms	Built	filled in on screen, become a PDF, print / email / submit
Mobile friendly	Built	rebuilt for phones, not shrunk; tested at 320–1440px
<i>not asked for</i>	Built	Producer portal — apply, come back, see your status, report harvest, watch payment
<i>not asked for</i>	Built	Operations console — 28 modules the programme office runs on
<i>not asked for</i>	Built	Autonomous OS kernel — action gateway, policy engine, 12 AI workers, continuity
<i>not asked for</i>	Built	Staff workspace — shifts with breaks, tasks to people or AI, group chat, meetings
<i>not asked for</i>	Built	Mobile application for iPhone and Android
<i>not asked for</i>	Built	Spanish , throughout the interface
<i>not asked for</i>	Built	56-page engineering specification for the platform

01b • ABOUT WIX, PLAINLY

The RFP asks for the site to be designed and developed in Wix, and scores experience with it. We are going to be straight about this rather than hope nobody notices.

What is standing at the link above is not a Wix site. It is ordinary hand-written HTML, CSS, JavaScript and PHP on a standard web host. We can deliver either, at the same fee. Here is the honest comparison, so the choice is yours rather than ours.

	In Wix	As built
The public website — pages, directory, product information, resources	Yes	Yes
Live map with region, commodity and season filters	Yes, via a Wix app	Yes
Forms completed on screen that become a PDF	Yes, with a Wix Forms plan	Yes
Producer portal — accounts, an enrolment saved and resumed over days, harvest reporting, payment tracking	Partly, and it would be rebuilt against Wix's own database and member system	Yes
Operations console — pipeline, gated payments, compliance, budget, reporting	No	Yes
Rules that refuse an action — a payment that cannot be approved before verification passes	No	Yes
Phone application that works with no signal	No	Yes
Spanish throughout	Yes	Yes
Annual cost to the Nation	\$200–\$600 in Wix subscriptions, forever	\$150–\$320 in hosting, and nothing to us
Who owns it	The design, inside Wix	The code, anywhere you want to take it
Content edits by your own staff, without a developer	Yes	Yes, in the console

Our recommendation, with the reasoning shown. Wix would deliver the website the RFP describes. It cannot deliver the portal, the console or the phone application, because those are not things a site builder does. If the Nation wants the programme run on the site rather than only explained by it, the hand-coded build is the only one of the two that gets there — and it is the cheaper of the two to keep running.

If Wix is a firm requirement, say so and we will build it in Wix, using the demonstration as the design and functional specification, at the same fixed fee, with the Wix content-management guides and post-launch support the RFP asks for. We would rather be told than assume.

02 • THE THREE THINGS THAT MATTER MOST

A producer can now actually do the programme

Before: read about the incentive, download a PDF, print it, fill it by hand, scan it, email it, and hear nothing.

Now: create an account, work through the checklist over a week, fill the enrolment in over several sittings because it saves as you type, submit it, keep your PDF, report your harvest, watch the calculation ($\min(26,500 \text{ lb}, 20,000 \text{ lb cap}) \times \$0.30 = \$6,000.00$), and see the payment move from Calculated to Approved to Paid.

And the programme office sees the application the moment it is submitted. One set of records, two doors.

The office has one screen instead of five

Mail, producer records, verification, payments, compliance, budget, training, NRCS reporting, audit trail, team chat, timesheets — and the thing nobody builds: a pipeline that shows **who is stuck and on exactly what**. *"Missing: W-9, Producer agreement."*

Payment is gated, not remembered. We tried to approve a payment for a producer whose verification had not passed. The system refused: *"Verification has not passed — payment cannot be approved."* A spreadsheet would have paid them.

The programme keeps running when people do not

Mark a coordinator unavailable and their open work is continued by their AI delegate, reassigned to a qualified colleague, or escalated — never beyond that person's own authority, and never silently dropped.

```
CONTINUITY EVENT . Dana Whitehorse
Open responsibilities    1
AI continuing          1
Reassigned             0
Escalated              0
Programme interruption: NONE
```

03 • WHAT THIS WORK IS ACTUALLY WORTH

We are not going to pretend this is a small job, because an honest number matters more to you than a flattering one. Priced at ordinary United States agency rates, by component:

Component	What it is	Market value
Programme website	18 pages, hand-coded, responsive, accessible, bilingual	\$32,000
Producer portal	accounts, resumable application, harvest reporting, payment tracking	\$22,000
Operations console	28 working modules, real calculations, gated workflow	\$68,000
Autonomous OS kernel	action gateway, policy engine, 12 agent contracts, workflow and continuity engines, hash-chained audit	\$84,000
Staff workspace	shifts with breaks, task assignment to people or AI, messaging, meetings	\$18,000
Mobile application	iPhone and Android, one codebase, offline field capture	\$38,000
Documentation	56-page engineering specification, plain-language walkthrough, training material	\$12,000
Total at market rate		\$274,000

That figure is not a negotiating position. It is what a firm in Oklahoma City or Dallas would quote to build what is already standing at the link above.

04 • WHAT WE ARE ASKING

\$14,800

Fixed. The same figure as our original submission, for a scope that has grown by an order of magnitude.

Market value of the work	\$274,000
Our fee	\$14,800
Discount	\$259,200 — 94.6%

Why we would do that

We will be straight with you about our reasoning, because you should understand the motive before you accept the number.

This is not charity and it is not a loss-leader trick. Three things are worth more to Royal Empire Multimedia than the difference:

1. **A reference we can name.** A federally funded tribal-government programme, delivered and running, is worth more to our next ten conversations than \$259,200 of margin on one job.
2. **A testimonial from an institution that is hard to impress.** If the Chickasaw Nation Office of Natural Resources will say this worked, we do not need to explain ourselves to anyone again.
3. **The door it opens.** The Nation runs many programmes. The platform underneath this one is deliberately built so a second programme is configuration rather than another rebuild. We would rather earn that work by doing this one properly than by pricing it out of reach.

The funds matter — we are a small company and we need them. But the amount of work this could unlock is what we are actually looking forward to.

What the fee covers

Everything listed in section 01. Built, deployed, documented, handed over, with the source code and a 90-day support period.

What it does not cover

Named plainly so there is no surprise later:

- Hosting and domain, paid by the Nation directly at cost (see section 06)
- Apple and Google developer accounts, if the app is published — these must be in the Nation's own name, because an app of this kind cannot be published under a vendor's account
- Professional Spanish translation of the long-form policy pages. The interface is translated; the policy prose should be done by a human translator, and we will not pretend otherwise

- The production enterprise platform in the Build Book — that is a separate programme of work, priced separately, and only if you ever want it

05 • IF YOU WANT MORE LATER

No obligation. Listed so you know what the ceiling looks like before you need it, and so nobody feels ambushed by a second quote.

Phase	What it adds	Indicative
Publish the mobile app	store assets, review, submission, first release	\$4,200
Second programme on the same platform	configuration, forms, workflows, branding	\$6,500
Production database migration	PostgreSQL, row-level security, backups	\$9,800
Live agent runtime	real model integration, evaluation harness, shadow mode	\$28,000
Full enterprise platform	the Build Book, delivered	quoted on scope

06 • WHAT IT COSTS TO KEEP RUNNING

This is the section most vendors leave vague. We are putting it first in your mind on purpose, because the fear of an unpredictable bill is a reasonable fear.

The honest running cost

Item	Cost	Paid to
Web hosting	\$8 – \$25 / month	your hosting provider, directly
Domain name	\$20 / year	your registrar, directly
Email for the programme	included with hosting, or \$6/user/month	your provider
SSL certificate	free	included
Software licences	none	nothing to renew
Platform fees	none	there is no platform
Total to keep everything running	about \$150 – \$320 a year	

There is no monthly fee to us, no licence, and nothing that expires. The site is hand-coded, so there is no page-builder subscription, no plugin that breaks on update, and no vendor who can raise your price.

Why it is this cheap

Because we did not build it on someone else's platform. A Wix or Squarespace build of this scope runs \$400–\$1,200 a year in subscriptions forever, and you cannot take the code with you. You can take this anywhere — it is ordinary HTML, CSS, JavaScript and PHP on any standard host.

What if something breaks

First 90 days	included — reply within one business day, fixes at no cost
After that, option A	nothing. Your team maintains it with the guide and the recordings
After that, option B	\$250 / month — updates, checks, and up to 2 hours of edits
One-off work later	\$95 / hour, quoted and approved in writing before anything starts

Option A is real. Content changes — new producers, new resources, new training dates — are done in the console by your own staff, with no code and no call to us. We would rather hand you something you can run than something you have to keep paying us for.

Training and handover

- A written content-management guide
- Eight screen recordings covering the tasks your staff will actually do
- Two live training sessions

- The complete source code, yours
- The 56-page engineering specification, so any developer can pick it up

07 • HOW TO LOOK AROUND IT

Fifteen minutes, in this order.

The website • princedesire.com/Chickasaw

Start on the home page. Use the **Region** filter in *Explore Chickasaw Grown Products* — pick **Bryan**. The map moves to what it found and tells you what it found. Tap a pin: you get **Directions** and **Call**, not a paragraph.

Tap the small **i** beside a heading anywhere on the site. That is the guide layer — an optional explanation at the moment you need it, never a page you have to read first.

The producer portal • [/portal.html](#)

Create an account with any email. You will land on **your next step**, which is the single most useful thing on the page. Tick two items on the Prepare checklist. Fill in part of the enrolment and watch it save as you type. Put **26,500** into the harvest box and watch the cap apply.

The operations console • [/admin](#) • **admin / admin123**

- **Command Center** — what needs a human today, and what the software did without one

- **Pipeline** — who is stuck, and on exactly what

- **Continuity** — pick a person, mark them unavailable, watch their work survive

- **Acceptance tests** — press *Run all twelve*. They run live against the system, and a failure would show as a failure

- **My day** — clock in, go to lunch, come back, clock out

- **Tasks** — assign something to *CaseManagerAI* and watch it pick the task up inside its contract

The documents

Both are in the **Downloads** section on Resources, Forms and About:

- **Build walkthrough** — plain language, screenshots, no jargon

- **Autonomous OS Build Book** — the 56-page engineering specification

08 • ABOUT THE INFORMATION SHOWN

Every fact on the site traces to a published source: the signed USDA award NR243A750004G001, the programme's own announcements, and public business listings. Nothing was invented to fill a gap.

Where a producer listing comes from a public directory rather than a confirmed enrolment, **the site says so on the listing**. The demonstration data in the console — pipeline stages, verification scores, harvest figures — is clearly demonstration data. The rules those numbers run through are not: the \$0.30 rate, the 20,000 lb cap, the January payment, the four WORMS measures and the thirteen counties all come from the award.

The site states plainly, in the footer of every page, that it is an independent demonstration by Royal Empire Multimedia prepared for this RFP response, and is not an official Chickasaw Nation product.

09 • WHAT WE NEED FROM YOU

1. Confirmation of how to deliver the formal submission, and by what time on
8 October

2. Which federal award terms and certifications apply — the RFP attachment
references a Department of Commerce programme and "Trace", while this project is USDA Advancing Markets for
Producers

3. The insurance types and limits you require

4. Approximate numbers: how many producers and product listings at launch

5. Who signs off on content, and who signs off on brand

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