



Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
Delivery Order

Order Date: 01-23-2024

CORRECT ORDER NUMBER MUST APPEAR
 ON ALL PACKAGES, INVOICES, AND
 SHIPPING PAPERS. QUESTIONS
 CONCERNING THIS ORDER SHOULD BE
 DIRECTED TO THE DEPARTMENT
 CONTACT.

Order Number:	CDO 0511 3953 BSS2400000005 1	Procurement Folder:	1359744
Document Name:	Advertising and Marketing Service	Reason for Modification:	
Document Description:	Advertising and Marketing Service		
Procurement Type:	Central Delivery Order		
Buyer Name:	Crystal G Hustead		
Telephone:	(304) 558-2402		
Email:	crystal.g.hustead@wv.gov		
Shipping Method:	Best Way	Master Agreement Number:	CMA 0506 HHR2200000001 1
Free on Board:	FOB Dest, Freight Prepaid		

VENDOR				DEPARTMENT CONTACT	
Vendor Customer Code:	000000109305			Requestor Name:	Anthony J Walizer
THE MANAHAN GROUP LLC				Requestor Phone:	(304) 356-2915
222 CAPITOL ST STE 400				Requestor Email:	anthony.j.walizer@wv.gov
CHARLESTON	WV	25301			
US					
Vendor Contact Phone:	999-999-9999	Extension:			
Discount Details:					
	Discount Allowed	Discount Percentage	Discount Days		
#1	No	0.0000	0		
#2	No				
#3	No				
#4	No				

24
 FILE LOCATION _____

INVOICE TO	SHIP TO
ADMINISTRATIVE SERVICES ASSISTANT - 304-356-4528	ADMINISTRATIVE SERVICES ASSISTANT - 304-356-4528
HEALTH AND HUMAN RESOURCES	HEALTH AND HUMAN RESOURCES
BCF - COMMISSIONER'S OFFICE	BCF - COMMISSIONERS OFFICE
350 CAPITOL ST, RM 730	350 CAPITOL ST, RM 730
CHARLESTON WV 25301-3711	CHARLESTON WV 25301-3711
US	US

Total Order Amount:	\$388,000.00
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Purchasing Division's File Copy

CA 1/25/24

PURCHASING DIVISION AUTHORIZATION
 DATE: *Tanya for 1/26/2024*
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION
 DATE: *1/26/24*
 ELECTRONIC SIGNATURE ON FILE

Extended Description:

The Manahan Group LLC Delivery Order - WV DHHR BSS Adult Family Care

Timeframe: 02/01/2024 to 06/30/2024

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	25.00000	HOUR	\$105.0000	\$2,625.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-02-01	2024-06-30				

Commodity Line Description: Contract Administration/Consultation

Extended Description:

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	300.00000	HOUR	\$105.0000	\$31,500.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-02-01	2024-06-30				

Commodity Line Description: Account Services

Extended Description:

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	100.00000	HOUR	\$20.0000	\$2,000.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-02-01	2024-06-30				

Commodity Line Description: Video Production

Extended Description:

Video Production

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	250.00000	HOUR	\$105.0000	\$26,250.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-02-01	2024-06-30				

Commodity Line Description: Design & Copy

Extended Description:

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	125.00000	HOUR	\$105.0000	\$13,125.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-02-01	2024-06-30				

Commodity Line Description: Media Buys

Extended Description:

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
6	82101800	0.00000		\$0.0000	\$312,500.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-02-01	2024-06-30				

Commodity Line Description: Media Buying Add-On

Extended Description:
 Percentage Add-On for Media Buying = 5%

Add on Multiplier: 1.05



THE MANAHAN GROUP LLC

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

To: Amber Moore
WVDHHR, Bureau for Social Services, Adult Family Care

From: Bethany West

RE: WV Adult Family Care Awareness Campaign, 2024

Date: November 17, 2023

Statement of Work to be Performed:

The Manahan Group LLC will work with the WV DHHR Bureau for Social Services, Adult Family Care program on initiatives to generate awareness around and applications to fill needed provider positions. Messaging will include reliable information about program benefits and the application process.

The project will include the production of video and audio spots to generate awareness around these messages, as well as digital assets to support the tv & radio messaging. The paid media placements include but are not limited to television, radio and digital ads placed across the state.

Planning on this project has commenced and management will be finalized after the last invoice has been received from outside vendors and processed for payment.

Timeframe:

February 1, 2024 – June 30, 2024 *(The Manahan Group LLC will honor the terms, conditions and pricing past the expiration date of the master agreement for this work order.)*

Estimated Labor and Costs:

The Manahan Group LLC will need a total of 800 labor hours to help create, plan, coordinate and execute the campaign elements for this project. Per the terms of CMA 0511 2514 HHR220000001 1, the breakdown of hours between commodity line items is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	25	\$105.00	\$2,625.00
Account Services	300	\$105.00	\$31,500.00
Television Production	100	\$20.00	\$2,000.00
Design/Layout	250	\$105.00	\$26,250.00
Media Buys	125	\$105.00	\$13,125.00

Total Labor: \$ 75,500.00



THE MANAHAN GROUP LLC

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

Production and Media Placement Costs:

The Manahan Group LLC will coordinate production and place media on behalf of WVDHHR and the Adult Protective Services Program. Placements may include but are not limited to streaming television, digital video ads, etc. Per the terms of CMA 0511 2514 HHR220000001 1, all outside costs are billed under the commodity line item "Media Buying Add-on".

Commodity Line Description	Outside Costs	Total
Media Buying Add-On	Production	\$103,000.00
Media Buying Add-On	Miscellaneous	\$10,000.00
Media Buying Add-On	Media Placements (Net)	\$190,000.00
Media Buying Add-On	5% Mark-up on Media Placements	\$9,500.00

Total Media Placement Costs: \$312,500.00

Total Work Order Not to Exceed: \$ 388,000.00

Submitted by:

Bethany West

The Manahan Group

Ok




STATE OF WEST VIRGINIA
DEPARTMENT OF HEALTH AND HUMAN RESOURCES
Bureau for Social Services
Office of Policy and Programs


Sherri A. Young, DO, MBA, FAAFP
Interim Cabinet Secretary

Jeffrey M. Pack
Commissioner

MEMORANDUM

DATE: November 20, 2023

TO: Sherri A. Young, DO, MBA, FAAFP
Interim Cabinet Secretary 

FROM: Jeffrey M. Pack 
Commissioner, Bureau for Social Services

SUBJECT: Request for Approval of Media Campaign Purchase for Adult Family Care

The Bureau for Social Services, Adult Protective Services (AS) received federal funding from the Administration for Community Living (ACL) and the American Rescue Plan Act (ARPA) that must be expended by September 30, 2024. The total amount of funding received through ARPA is \$1,872,795. Of that total, APS has allotted \$388,000 to purchase a media campaign through the Manhan Group to increase recruitment of Adult Family Care (AFC) providers. This is a respectful request for approval to move forward with the campaign, which will include television, radio, and digital media.

If you have any questions, please contact Amber Moore at 304-872-0803 ext. 30082 or amber.n.moore@wv.gov.

JP: kbr

Attachments: Manhan Group Quote

- Any Words (i)
- All Words (i)
- Exact Phrase (i)

e.g. 123456789, Smith Corp

"Manahan Group" x

- Classification ∨
- Excluded Individual ∨
- Excluded Entity ∨
- Federal Organizations ∨
- Exclusion Type ∨
- Exclusion Program ∨
- Location ∨
- Dates ∨

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Business and Licensing

Online Data Services Help

Business Organization Detail

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THE MANAHAN GROUP LLC

Organization Information								
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason
LLC Limited Liability Company	9/4/2003		9/4/2003	Domestic	Profit		9/4/2103	

Organization Information			
Business Purpose	5418 - Professional, Scientific and Technical Services - Professional, Scientific and Technical Services - Advertising, Public Relations and Related Services (media, outdoor, direct mail, material distribution)		Capital Stock
Charter County	Kanawha	Control Number	59437
Charter State	WV	Excess Acres	
At Will Term	T	Member Managed	MGR
At Will Term Years	100	Par Value	
Authorized Shares		Young Entrepreneur	Not Specified

Addresses	
Type	Address
Designated Office Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Mailing Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301 USA
Notice of Process Address	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Principal Office Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301 USA
Type	Address

Officers	
Type	Name/Address
Manager	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Member	GEORGE B. MANAHAN
Organizer	BRENT PAULEY SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
Organizer	GEORGE MANAHAN SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
Type	Name/Address

DBA			
DBA Name	Description	Effective Date	Termination
BRIDGEWORKS COMMUNICATIONS, LLC	TRADENAME	3/22/2005	

CHARLESTON MAGAZINE	TRADENAME	5/30/2006	
THE MANAHAN GROUP	TRADENAME	11/18/2010	
THE MANAHAN GROUP	TRADENAME	9/4/2003	6/14/2005
DBA Name	Description	Effective Date	Termination Date

Name Changes	
Date	Old Name
6/14/2005	MANAHAN & PAULEY LLC
Date	Old Name

Date	Amendment
5/14/2008	DISSOCIATION FILED REMOVING R. ROBERT SAMPLES
6/14/2005	NAME CHANGE: FROM MANAHAN & PAULEY LLC
Date	Amendment

Annual Reports	
Filed For	
2024	
2023	
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Date filed

For more information, please contact the Secretary of State's Office at 304-558-8000.

Friday, January 12, 2024 — 8:27 AM

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