



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

**Solicitation**

NUMBER
TOR4512

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
KRISTA FERRELL 304-558-2596

RFQ COPY  
 TYPE NAME/ADDRESS HERE  
 VENDOR  
 Stonewall Retail Marketing, Inc.  
 154 1/2 Loft, Front Street  
 Marietta, OH 45750  
 740-373-2334 (P)  
 740-373-3105 (F)

SHIP TO  
 DIVISION OF TOURISM  
 90 MACCORKLE AVE SW  
 CHARLESTON, WV  
 25303 304-558-2200

DATE PRINTED
10/10/2013

BID OPENING DATE: 11/06/2013 BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
REQUEST FOR PROPOSAL (RFP) OPEN END CONTRACT  THE WEST VIRGINIA STATE PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF TOURISM, IS SOLICITING PROPOSALS TO PROVIDE THE AGENCY WITH ADVERTISING SERVICES PER THE ATTACHED SPECIFICATIONS.						
0001	1	HR	915-03	ACCOUNT/CLIENT SERVICES/STRATEGIC	\$65.00	\$93,600.00
0002	1	HR	915-03	PLANNING/PRESEARCH ANALYSIS	This line item is included in line 0001 "ACCOUNT/CLIENT SERVICES/STRATEGIC"	
0003	1	HR	915-03	MEDIA PLANNING AND BUYING	\$65.00	\$93,600.00

SIGNATURE	TELEPHONE 740-373-2334	DATE November 21, 2013
TITLE Chairman	FBN 31-1737497	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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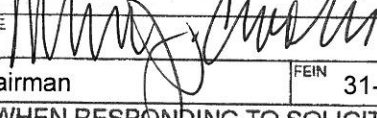
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LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0004	1	HR		915-03	\$65.00	\$39,000.00
				PRINT PRODUCTION		
0005	1	HR		915-03	\$65.00	\$39,000.00
				ART DIRECTION		
0006	1	HR		915-03	\$65.00	\$29,250.00
				COPY WRITING		
0007	1	HR		915-03	\$65.00	\$13,000.00
				BROADCAST PRODUCTION		
0008	1	HR		915-03	\$65.00	\$13,000.00
				PUBLIC RELATIONS		

SIGNATURE 	TELEPHONE 740-373-2334	DATE November 21, 2013
TITLE Chairman	FEIN 31-1737497	ADDRESS CHANGES TO BE NOTED ABOVE

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10/10/2013

BID OPENING DATE: 11/06/2013 BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
0009	1	HR		915-03	\$65.00	\$9,750.00
				CREATIVE DESIGN		
0010	1	EA		915-03	2%	\$6,000.00
				PERCENT ADD ON FOR PURCHASES FROM SUBCONTRACTORS		
0011	1	EA		915-03	2%	\$24,000.00
				PERCENT ADD ON FOR MEDIA BUYING		
***** THIS IS THE END OF RFQ TOR4512 ***** TOTAL:						\$360,200.00

SIGNATURE	TELEPHONE 740-373-2334	DATE November 21, 2013
TITLE Chairman	FEIN 31-173-7497	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

Department of Administration, Purchasing Division  
2019 Washington Street East  
P.O. Box 50130  
Charleston, WV 25305-0130

Sealed Bid Buyer: Krista Ferrell  
Solicitation No.: TOR4512  
Bid Opening Date: November 21, 2013  
Bid Opening Time: 1:30 PM EST  
Fax Number: 740-373-2334

Stonewall Retail Marketing, Inc.  
154 ½ Loft Front Street  
Marietta, OH 45750  
740-373-2334 (P)  
740-373-3105 (F)

Authorized Contact: Thomas J. Crooks, Chairman  
[tcrooks@stonewallgroup.com](mailto:tcrooks@stonewallgroup.com)  
November 21, 2013

**BID TYPE: COST**

**ORIGINAL COST PROPOSAL**

# ATTACHMENT C: Cost Sheet

Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

## BID SCHEDULE

Vendors are to use this form and type in prices and percentages as applicable. All blanks must be completed. Failure to complete all sections may result in disqualification. (If you are not charging hourly rate or percentage markup insert "N/C").

A.

Specific Activities Estimated	*Estimated Hours Per Year		Rate Per Hour	Annual Estimated Cost
Account/Client Services/Strategic Planning/Presearch Analysis	1,440	x	65	93,600
Media Planning and Buying	1,440	x	65	93,600
Print Production	600	x	65	39,000
Art Direction	600	x	65	39,000
Copy Writing	450	x	65	29,250
Broadcast Production	200	x	65	13,000
Public Relations	200	x	65	13,000
Creative Direction	150	x	65	9,750
<b>Total</b>				<u>330,200</u>

\*Estimated hours per year are 5,080 X the hourly activity.

Rates are applicable for both traditional media and online applications.

5,080 hours, the RFP's estimated number of hours per year, is multiplied by the percentage of time per year for each service to determine an estimated hours per year for service. Vendor hourly rates are multiplied by the respective hours to arrive at a cost and a total cost.

B.

Add-on for Sub-Contracted Purchases:

All Vendors responding to this RFP must provide a percentage of add-on for purchases from sub-contractors. This percentage will be multiplied by \$300,000.

Bidder's add-on for Sub-Contracted Purchases is  x \$300,000.00 = \$6,000.00

C.

Media Buying Add-on:

All Vendors responding to this RFP must provide a percentage of add-on media buying activities (not to exceed 5%) if the Vendor charges an add-on. This percentage will be multiplied by \$1,200,000.

Bidder's Add-on for Media Buying is  x \$1,200,000.00 = \$24,000.00

D.

Total Cost of Proposal (See Note B):

Note B: Cost from A, B, and C are to be added together to determine the total cost of the proposal.

SHIPPING CHARGES WILL BE REIMBURSED AT COST WITH PROPER DOCUMENTATION.

ALL TRAVEL IS TO BE INCLUDED IN THE BID SCHEDULE. NO COMPENSATION FOR TRAVEL EXPENSES WILL BE MADE TO THE SUCCESSFUL VENDOR.

**REQUEST FOR PROPOSAL**

(West Virginia Division of Tourism  
TOR4512 – Ad Agency)

If applicable, sign and submit the attached Resident Vendor Preference Certificate with the proposal.

**ENCLOSED**

# State of West Virginia VENDOR PREFERENCE CERTIFICATE

Certification and application\* is hereby made for Preference in accordance with **West Virginia Code**, §5A-3-37. (Does not apply to construction contracts). **West Virginia Code**, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

1. **Application is made for 2.5% resident vendor preference for the reason checked:**  
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,  
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,  
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or**,
2. **Application is made for 2.5% resident vendor preference for the reason checked:**  
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,
3. **Application is made for 2.5% resident vendor preference for the reason checked:**  
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certify that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,
4. **Application is made for 5% resident vendor preference for the reason checked:**  
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or**,
5. **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**  
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,
6. **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**  
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
7.  **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**  
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

**Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.**

Bidder: Stonewall Retail Marketing, Inc

Signed: Justin A. Crohn

Date: 11.1.13

Title: President

STATE OF WEST VIRGINIA  
DEPARTMENT OF ADMINISTRATION  
PURCHASING DIVISION  
2019 WASHINGTON STREET, EAST  
POST OFFICE BOX 50130  
CHARLESTON, WEST VIRGINIA 25305-0130  
10/25/2013

LESLIE CROOKS  
STONEWALL RETAIL MARKETING INC  
154 1/2 FRONT ST

MARIETTA OH 45750

THIS IS TO NOTIFY YOU THAT YOUR REQUEST FOR CERTIFICATION AS A SMALL BUSINESS, A WOMEN-OWNED BUSINESS, OR A MINORITY-OWNED BUSINESS HAS BEEN APPROVED ON THE BASIS OF YOUR REPRESENTATIONS THAT THE VENDOR NAMED ABOVE MEETS THE DEFINITION OF A SMALL BUSINESS, A WOMEN-OWNED BUSINESS, OR A MINORITY-OWNED BUSINESS AS SET FORTH IN THE WEST VIRGINIA CODE OF STATE RULES 148-22-1, ET SEQ. THIS CERTIFICATION BECOMES EFFECTIVE:

10/25/2013

AND SHALL AUTOMATICALLY EXPIRE WITHOUT NOTICE TWO YEARS AFTER THE EFFECTIVE DATE UNLESS REVOKED BY THE PURCHASING DIRECTOR OR UPON EXPIRATION PURSUANT TO CSR 148-22-8. TYPE OF CERTIFICATION:

\*SMALL\* \*WOMEN-OWNED\*

TO MAINTAIN CERTIFICATION WITHOUT LAPSE, A CERTIFIED BUSINESS SHALL APPLY TO RENEW ITS CERTIFICATION AT LEAST 60 DAYS PRIOR TO THE END OF THE TWO-YEAR CERTIFICATION PERIOD. COMPLETE RENEWAL INSTRUCTIONS, RECERTIFICATION FORMS, AND A LIST OF ALL CERTIFIED BUSINESSES ARE AVAILABLE ONLINE AT:

[HTTP://WWW.STATE.WV.US/ADMIN/PURCHASE/VENDORREG.HTML](http://www.state.wv.us/admin/purchase/vendorreg.html)

IF YOU HAVE QUESTIONS, CONTACT THE PURCHASING DIVISION AT 304-558-2306.

SINCERELY YOURS,

  
VENDOR REGISTRATION



DBS PS

ORDER FROM VENDOR SETUP

VOS

NEXT FUNCTION: \_\_\_\_\_ ACTION: \_\_\_\_\_

10/28/2013 08:27:46

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=====
PAY ENTITY      : PUR
VENDOR NUMBER  : *528122212
GROUP NUMBER   : _____
SHORT NAME     : STONEWALLRETAIL
VENDOR TYPE    : D
ORDER FROM NAME: STONEWALL RETAIL MARKETING INC
  ADDR LINE 1: 154 1/2 FRONT ST
  ADDR LINE 2:
  CITY/STATE:  MARIETTA OH
  FEIN OR SSN: 311737497
  CONTACT:    LESLIE CROOKS
  FAX NUMBER: 740-373-3105
EDI/FAX CODE   :
FAX            :
PHONE         : 740-373-2334
STATE CODE    :
POSTAL CODE   : 45750
OPT ADDR USE  :
OPT STATE CD  :
OPT POSTAL CD:

```

PAYMENT TERMS : STATUS: ORDER HOLD:

--- CONSOLIDATED REPORTING INFORMATION ---

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PAY ENTITY      :
VENDOR NUMBER  :
GROUP NUMBER   :

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