



Response - Request For Proposal
WV Division of Tourism - Website Services
RFP Number: TOR1500000005

Vendor Contact Information:

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Date

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Below are our responses to the questions and requests for information posed in **'Attachment A: Vendor Response Sheet'**. Each section is referenced using the corresponding section number designated in the RFP.

3.1 Company description, history and years of experience related to the development and design of a destination marketing website.

Digital Relativity has been successfully executing marketing and advertising projects for over 4 years for businesses in West Virginia and throughout the United States.

Specifically, Digital Relativity has designed and/or developed websites for a number of destination marketing and travel-industry entities, including Visit Southern West Virginia, Marion County CVB, Bridge Day, and The Blennerhassett Hotel, amongst others. Beyond tourism and travel experience, Digital Relativity has developed websites for craft beer brewers, professional services, associations, retailers, real estate entities, events, and more.

Digital Relativity is a West Virginia company, proud to be comprised of a diverse team of state natives who have a vested interest in the success of WV tourism.

3.2 An Organizational Chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this RFP.

The Digital Relativity Team

Digital Relativity is a nimble, efficient agency with the ability to act quickly on market trends, current events, and new technology. Below are current team members, all of whom would be involved with work for the Division of Tourism in some capacity.

Pat Strader, Founder, has more than 16 years of professional experience in digital marketing working with brands to develop organic and paid search strategies, branding campaigns, technology plans and social media strategies. He is graduate of West Virginia University. Pat has been invited to speak by numerous trade and marketing associations including PubCon Las Vegas, the West Virginia Governor's Conference on Tourism, the Kentucky Department of Agriculture, the Asheville Brewers Alliance, the West Virginia Fairs & Festivals Association and the Apple Processors Association.

Justin Ferrell, Director of Technology, is an experienced web and mobile developer, specializing in responsive web design and Wordpress development. A popular speaker at multiple technology conferences, Justin has presented on all aspects of development ranging from database optimization to user experience design. Justin has overseen the development and maintenance of over 30 websites and mobile applications.

Sarah Powell, Marketing Strategy and Project Manager, has over 13 years of professional experience working in marketing, sales, and communications roles, including the creation of marketing plans and branding work. Work experience has taken her from the Walt Disney World Resort in Lake Buena Vista, FL, to Wake Forest University and the Graylyn Estate in Winston-Salem, NC, and finally back home to West Virginia and Digital Relativity. She has a B.S. in Business Administration (Marketing Emphasis) from West Virginia University and a Master of Business Administration from Wake Forest University.

Shea Higgins, Content and UX Strategist, has more than 10 years of experience in journalism, copywriting and public relations, including editorial positions in both television and print media and planning and branding work for award-winning public relations campaigns. She has a B.S. in Public Relations from Marshall University, and has a diverse marketing background, including consulting positions for both small business and corporate clients.

Matt Sanchez, Art Director, has been part of the Digital Relativity team since 2012. He has a B.F.A. in Art and Design (with an emphasis in Electronic Media) and a Minor in Art History from West Virginia University. Matt is experienced in graphic design, motion graphics and animation, photography, and video.

Jim Strader, Business Strategist, is responsible for business and financial affairs at Digital Relativity. He also facilitates strategic planning for partner organizations and businesses.

If awarded the contract, Digital Relativity will identify additional candidates to join the team in the areas of technology and development.

3.3 Subcontractor company information and references. Provide names, addresses, and experiences of any subcontractors that will be used in the day-to-day performance of this contract in delivering services described in this proposal. Example: If your agency does not have the capabilities to provide the services needed to fulfill the goals of the Agency, provide information on your planned subcontractor partner firm.

Design Partner:

Bracket Media
Aguirre 1153 3 A
Palermo, Buenos Aires, Argentina

Team Members: Andy Gersberg, Mariano Perez, Waldo Martinez

Bracket Media is a design studio focused on Wordpress. It works with ad agencies and individual businesses on web design and development. Although the main office is in Argentina, the majority of its clients are in North America, including San Francisco, Salt Lake City, Dallas, Los Angeles, and Miami.



3.4 A list of annual gross billings for the last two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost, and a list of memberships in any local, national, or international advertising, marketing or public relations associations.

Gross Billings

- 2013 - \$388,912.85
- 2014 - \$393,512.27

Accounts Gained April 2014 - April 2015

- Foodify
- Tomoka Brewing Company
- Envirosience
- White House Foods
- Blue Smoke Salsa
- New & Gauley River Adventures
- Sammy Snacks/Ancestry Foods
- West Virginia Secondary Schools Activities Commission

Accounts Lost April 2014 - April 2015

- Heston Farm: An internal decision was made to cancel contract with this client for lack of participation and poor communication from management.

3.5 Contact names, telephone, email and fax numbers of two additional clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.

Leisha Elliott, Executive Director
 Convention & Visitors Bureau of Marion County
 Phone: 304-368-1123
 Fax: 304-333-0155

Doug Maddy, Executive Director
 Visit Southern West Virginia
 Phone: 304-252-2244
 Fax: 304-252-2252

Gary Ray, Executive Director
 West Virginia Secondary Schools Association
 Phone: 304-485-5494
 Fax: 304-428-5431

Chris Rice, Publisher
 All About Beer Magazine
 Phone: 919-949-1225
 919-530-8160

3.6 Provide details of the complexity of projects performed and the volume of the services provided that may include specific examples, tracking, and monitoring, comprehensive evaluation of the project, public relations, placement and the effectiveness of the project.

Visit Southern West Virginia is a longtime partner. Pat Strader, and then Digital Relativity, has worked with Visit SWV since 2007, leading the growth and development of their web presence since that time. The current site included the following development features:

- Creation of a custom lead-collection and management system which allows easy export and distribution to members based upon interests indicated by the website visitor.
- Custom-built business directory.
- Migration of a large tourism-based dataset from an antiquated CMS to Wordpress without loss of data.
- Additional Features:
 - Browser-based trip planner with QR-code generator
 - Google Maps and Geolocation integration
 - Event calendar with Outlook and Google Calendar integration

SEO and Paid Search Efforts have resulted in **double digit traffic growth each year.**

Digital Relativity serves as the full-service agency for the **Convention and Visitors Bureau of Marion County**. A new website was created for the CVB early on in the relationship, and a revised version of that site will be going live in just a few weeks. Website efforts have included:

- Migration of a large tourism-based dataset from an antiquated CMS (Joomla) to Wordpress without loss of data.
- Custom-built business directory on Wordpress.
- Additional Features:
 - Lead tracking and integration with Microsoft Office
 - Google Maps and Geolocation integration
 - Event calendar with Outlook and Google Calendar integration
 - Custom itinerary builder, allowing users to save listings to an itinerary and sort them by geographic distance from the user's location.

Since rebuilding its web presence, the CVB of Marion County has realized **triple digit growth in website traffic**.

The development of a new website for the **West Virginia Secondary School Activities Commission** was one of Digital Relativity's most complicated builds to date. It involved revamping the functionality of its website, portions of which had not been updated in as long as 12 years, all while maintaining the crucial reporting and database features that school administrators, coaches and officials around the state rely on for scheduling and insurance. This effort included:

- Migration of a massive data set from the previous website, including over 110,000 student records spanning 10 years.
- Managing over 2,000 active users in the backend.
- A backend consisting of over 50 unique forms and functions.
- Technical and user support via email for all active users.
- Additional Features:
 - Multiple custom user roles and security
 - Implementation of a custom ranking algorithm for schedule data
 - Integration with a legacy COBOL server for official and coach management

All About Beer is a popular craft beer magazine. We helped upgrade their digital presence by building a new website that drew from years of archived articles and beer reviews. Some features of development included:

- Migration of a large, out-of-date Wordpress database to a new one.
- Deployment of location-based advertising.
- Integration with a third-party publisher.
- Additional Features:
 - Custom page-rendering functionality for event-centric content
 - Custom algorithm for finding related content in database
 - Multiple sliders and animated photo features

All About Beer has enjoyed **triple digit growth in website traffic** since launch, and has 1.3 million page views thus far in 2015 representing a **200% growth** from the same time period last year.

3.7 Provide a listing of Clients whom you have provided services to similar to the services being requested in this RFP over the last three years.

Digital Relativity has designed and/or developed websites for the following destination marketing and travel-industry entities:

- Visit Southern West Virginia
- Convention & Visitors Bureau of Marion County (WV)

- Bridge Day
- New River Gorge Convention & Visitors Bureau
- The Blennerhassett Hotel
- American Mountain Theater
- Downtown PKB
- Isaac Jackson Hotel
- Opossum Creek Retreat
- Visit Fayetteville (WV)

In addition, websites have developed for the following clients:

- All About Beer Magazine
- Bear Republic Brewing Company
- Bridge Brew Works
- CGI Windows and Doors
- Enviroscience
- Rist Law Office
- Sammy Snacks
- Swamp Head Brewery
- Water Stone Outdoors
- West Virginia Secondary Schools Activity Commission
- Wild Rock West Virginia

4.1 To develop, design, and implement a state-of-the-art destination marketing website. Provide a detailed plan, estimated hours, and the creative design for a destination marketing website which would include: the development, programming, design and the capabilities of linking page to various sections of the site, banner ads, quick loading time for video content and photo animation, and to include online components such as a lead management system, trip advisors, itinerary planning tools, calendar of events, and promotional packages.

Digital Relativity will work with the Division of Tourism to craft a new digital presence that:

- Will increase visitor traffic.
- Will encourage repeat visits.
- Will improve landing page conversion rates.
- Will compel visitors to plan a West Virginia vacation.

The site must be both **fully engaging for visitors and technically sound and up-to-date**. The new site will guide visitors through various calls-to-action and share compelling information leading visitors to plan their vacation in West Virginia. The site will also provide robust reporting capabilities, allowing the Division of Tourism to gain a better understanding of what efforts are working and which are not, including metrics on campaigns, social sharing, digital and traditional advertising, public relations, and more.

To meet these goals, Digital Relativity will guide the Division of Tourism through a discovery, design, and development process that will focus on forward-facing features of the site and back-end technical needs. These two elements must work in tandem to provide the best user experience, both externally and internally.

Our work together would start with a **brainstorming session**. Here, Digital Relativity will share and gather ideas about design, architecture, and functionality and facilitate an in-depth conversation about the capabilities and goals for the new site. This session will include a discussion of the recent Division of Tourism research and how the website can work to position West Virginia as an ideal destination for families, friend groups, and couples who are looking for memorable, authentic experiences. These ideas will be consistent with branding, campaigns, advertising, and other efforts in progress by the Division of Tourism and the Agency of Record.

From this session, and any additional required research, we'll have enough information from all stakeholders to create a series of **wireframes** for the website. These wireframes will be sketches of the placement of content and navigation for the proposed site. All stakeholders would review these wireframes; once approved, the **design process** begins.

These are some initial design concepts that illustrate the kind of fresh, clean, and easy-to-use site we'd recommend:



WHAT'S GOING ON IN WV

STATE PARKS PACKAGES
 10% off 2-3 days, 20% off 4-6 days, 30% off 7-10 days. Includes lodging, meals, and more. Book now!

STATE GAME PACKAGES
 10% off 2-3 days, 20% off 4-6 days, 30% off 7-10 days. Includes lodging, meals, and more. Book now!

STATE PARK PROGRAMS
 10% off 2-3 days, 20% off 4-6 days, 30% off 7-10 days. Includes lodging, meals, and more. Book now!



NEWS

LOWER PRICED W/ SCRIPTS & BUDGET PARTNERSHIP
 Lower priced with scripts & budget partnership for a limited time. Additional compassion in our cities + community and quality of life. #GoToWV

READ MORE >

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 Lower priced with scripts & budget partnership for a limited time. Additional compassion in our cities + community and quality of life. #GoToWV

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READ MORE >

EVENTS

LOWER PRICED W/ SCRIPTS & BUDGET PARTNERSHIP
 Lower priced with scripts & budget partnership for a limited time. Additional compassion in our cities + community and quality of life. #GoToWV

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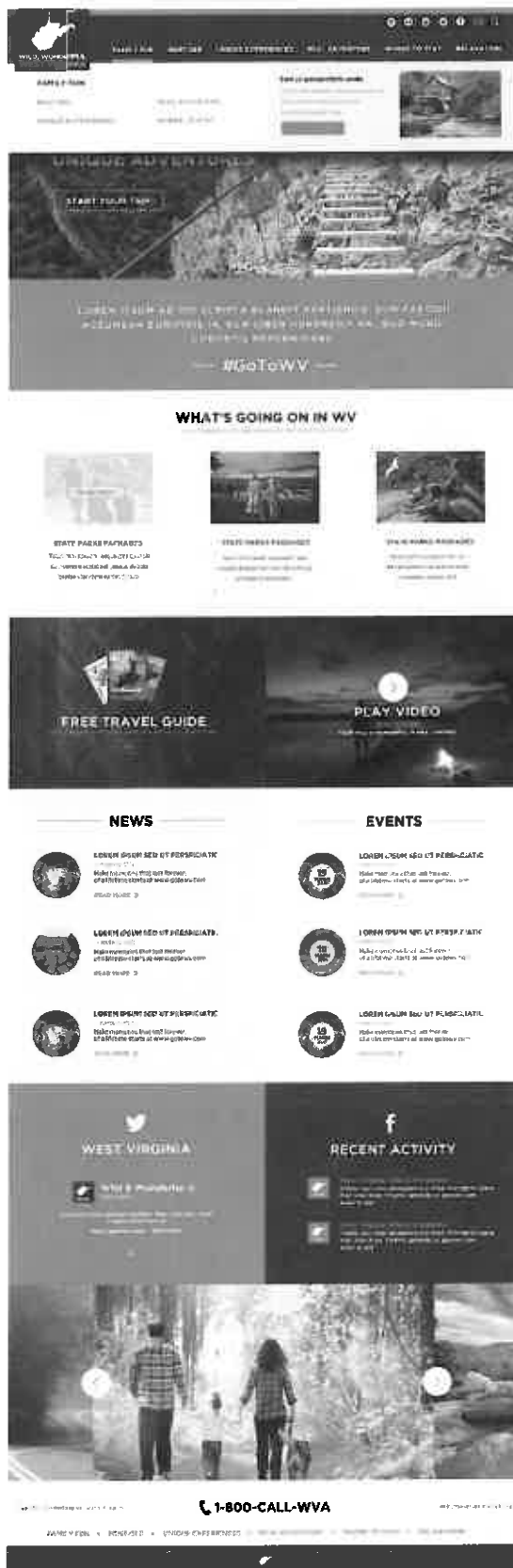
WEST VIRGINIA

West Virginia is a beautiful state with a rich history and scenic views. Discover the beauty of West Virginia today.

RECENT ACTIVITY

- West Virginia is a beautiful state with a rich history and scenic views. Discover the beauty of West Virginia today.
- West Virginia is a beautiful state with a rich history and scenic views. Discover the beauty of West Virginia today.





Once a final design has been created, our technical team will begin the process of building the design into a fully-functional website. Using a mobile-first approach, the website will be built and as development continues, support for larger devices will be added until the website is fully responsive.

The development of the website will fall into two major categories, **front-end** and **back-end**.

- **Front-End:** This refers to the portions of the website that the general public can see. These visual assets will leverage things like caching and content delivery networks to maintain performance and stability. See section 4.8 for details. This portion of the website will be written in HTML5, CSS3 and Javascript. It will also make use of multiple Javascript libraries including the Google Maps API and jQuery.
- **Back-End:** This portion of the website is not visible to the general public. This consists of things like the database that powers the website and the server on which it resides. See section 4.7 for details. This portion of the website will be written in MySQL and PHP, both object-oriented and procedural.

While the initial Discovery meeting may yield additional features, we know that the new site will need to include some expanded **features** in order to improve the visitor experience and encourage conversion.

A **trip planner** will allow visitors to create a **custom trip itinerary** or list of attractions of interest. All attractions and listings displayed on the website will feature a 'My GoToWV' button that will allow users to plan their trip right from the website. By creating an account, users will be able to access their itinerary on any of their devices simply by logging in. This is an example of the trip planner feature used on the current CVB of Marion County website (www.marioncvb.com):

What can you do with two spare hours? In Marion County, it's up to you! Get down to folksy sounds or watch a tale unravel. Rally for a local sports team from the stands, or get involved yourself in a recreational matchup with your friends.

Try something outside the box, and have a toast on the farm. Hop aboard carnival rides with the kids and smash into each other on bumper cars. There are options for all ages.

Tygart Valley Cinemas
Fairmont, WV

Fairmont Chamber Music Society
Presents the finest classical chamber music, including international artists in beautiful St. Peter, the Fisherman Church, in downtown Fairmont.

Fairmont State University School of Fine Arts
Fairmont State's School of Fine Arts offers events throughout the year, including plays, concerts and exhibitions. Many events are free and open to the public.

REQUEST YOUR VISITORS GUIDE
DISCOVER CREATE SHARE

My Itinerary
Destinations: 2
My Itinerary

Get the App
CLICK HERE TO Download Our App

Events
MAY 1 Fri 5:00 pm Fairmont's First Friday!
7:00 pm 'A Prayer for America' at Pricke...
MAY 2 Sat 8:00 am Annual Spring Bird Walks
View Calendar →

DETAILS TRIP LIST

Through integration of a web-based **live help** system, the Division of Tourism website will offer users the ability to chat with a travel counselor as they plan their trip, similar to destinations like Walt Disney World. Pricing for this type of feature is based upon the number of operators required and will be determined during the initial discovery session. This tool has many features, including canned responses and in-depth reporting on visitors location, referring page, and technology used to access the website.

The **event calendar** on the new website will integrate with various calendar and planning applications including Outlook, Apple Calendar and Google Calendar, allowing site visitors to add events directly to their personal calendars. This is an example of that feature on the Visit Southern West Virginia website (www.visitwv.com):

NEW RIVER BIRDING FESTIVAL

Like 0 Tweet 0 Pin it 8+1 0

WHEN: April 27, 2015 – May 2, 2015 all-day

WHERE: New River Gorge
Fayetteville
WV
USA

CONTACT: New River Birding Festival
 800-927-0263 or 304-465-5618
 [Event website](#)

[Back to Calendar](#)

[Add to Calendar](#) ▼

- Add to Timely Calendar
- Add to Google
- Add to Outlook
- Add to Apple Calendar
- Add to other calendar

bit.ly/15ZqAQK **COPY**

This post was replicated from another site's **calendar feed**.

The new website will allow the display of **regional content** that is of interest to individual users. Using the IP address of visitors, we will be able to approximate their physical location. This will allow us to serve specific content to users based on their location. A special featured content section about regional events could be tailored to specific visitors that would be more likely to have interest in that event. For example: A visitor from Northern Ohio would be automatically shown information about an upcoming event at the Palace of Gold while a visitor in Roanoke would be automatically shown information about an event in Bluefield.

The site will encourage visitors to sign up for the Division's **email newsletter**. The email platform **Mailchimp** (see section 4.4) will be used to store and manage email addresses

collected via the website and provided by the Division of Tourism's Vendor for the e-newsletter.

The implementation of **social sharing tools** will allow visitors to quickly and easily share website content with their personal social channels. This feature includes reporting on what content is most shared and the channels visitors are using most often to share content.

Updated website content/copy will be developed that will align with the Division of Tourism's style guide, branding, and research findings. This content will be drafted by Digital Relativity in conjunction with the Agency of Record, reviewed by stakeholders, and placed throughout the site's pages. One important content feature will be a blog; this tool will be a place where the Division of Tourism and/or the Agency of Record can create and share updated content that is relevant and engaging for visitors. Fresh content, updated on a consistent basis, is also important to SEO and increasing visitor return rates.

Video content will be integrated into the new website. Specifically, a branded HD video player will be incorporated making use of the industry leading platform, Vimeo. There are several advantages to using Vimeo as the on-site video player:

- Ability to create a GoToWV custom/branded viewer.
- Hosting video offsite will conserve hosting resources.
- Videos will play in **full HD**.
- There are robust reporting and analytics features.
- Video will be **fully responsive**.

Using the TripAdvisor API, we will be able to display **TripAdvisor** data related to listings on the new Division of Tourism website. User reviews from unbiased sources carry valuable weight and will help travelers make decisions about attractions, restaurants, lodging options, and more.

There's no question that the new website's forward-facing presence needs to deliver on the goals and features that today's travelers have come to expect. However, the website's **back-end** will also be fully upgraded in order to integrate **new technical features and functionality** that will make stakeholder management more efficient, valuable, and flexible.

The website will consist of different **purpose-driven page templates**, the use and layout of which are dependent upon the intended purpose of the page. This will include the development of GoToWV partner detail pages that can include social elements from the partner's channels, mapping, and 'tap to call' for mobile users. Landing page templates will also be crafted based upon stated goals and objectives to support and measure the effectiveness of marketing and advertising campaigns.

Because the website will be built on Wordpress, **all content will be fully editable and customizable** using a WYSIWYG editor. This will allow for functionality such as scheduled publishing and embedding links, photos and video directly into content areas.

The back-end will include a full **banner ad management system** with analytics, reports, geo-targeting and scheduling. These ads could be used to promote specific events, campaigns or content for The Division of Tourism, or they could be sold or distributed to GoToWV Partners.

All leads and information from travel guide requests will be stored in the new Division of Tourism database as .csv files, allowing for simple **lead management**. These can be imported into Microsoft Excel or other spreadsheet applications for review, reporting, etc. The leads will include specific information and interests to allow for segmenting and distribution to partners. This is what the lead management tool on the Visit Southern West Virginia site looks like:

Leads Management

Form
This dropdown will allow you to select the form that you need leads from.
* Select a form *

Dates
Grab leads between these two dates.
Begin Date:
End Date:

Recipients
This dropdown will allow you to select recipients.
* Select Recipients *

Will these leads need to be imported into an existing lead system?

Email Copy
If this field is not changed, the default copy below will be used.
Attached are the leads from visitwv.com that you requested.

Save Changes

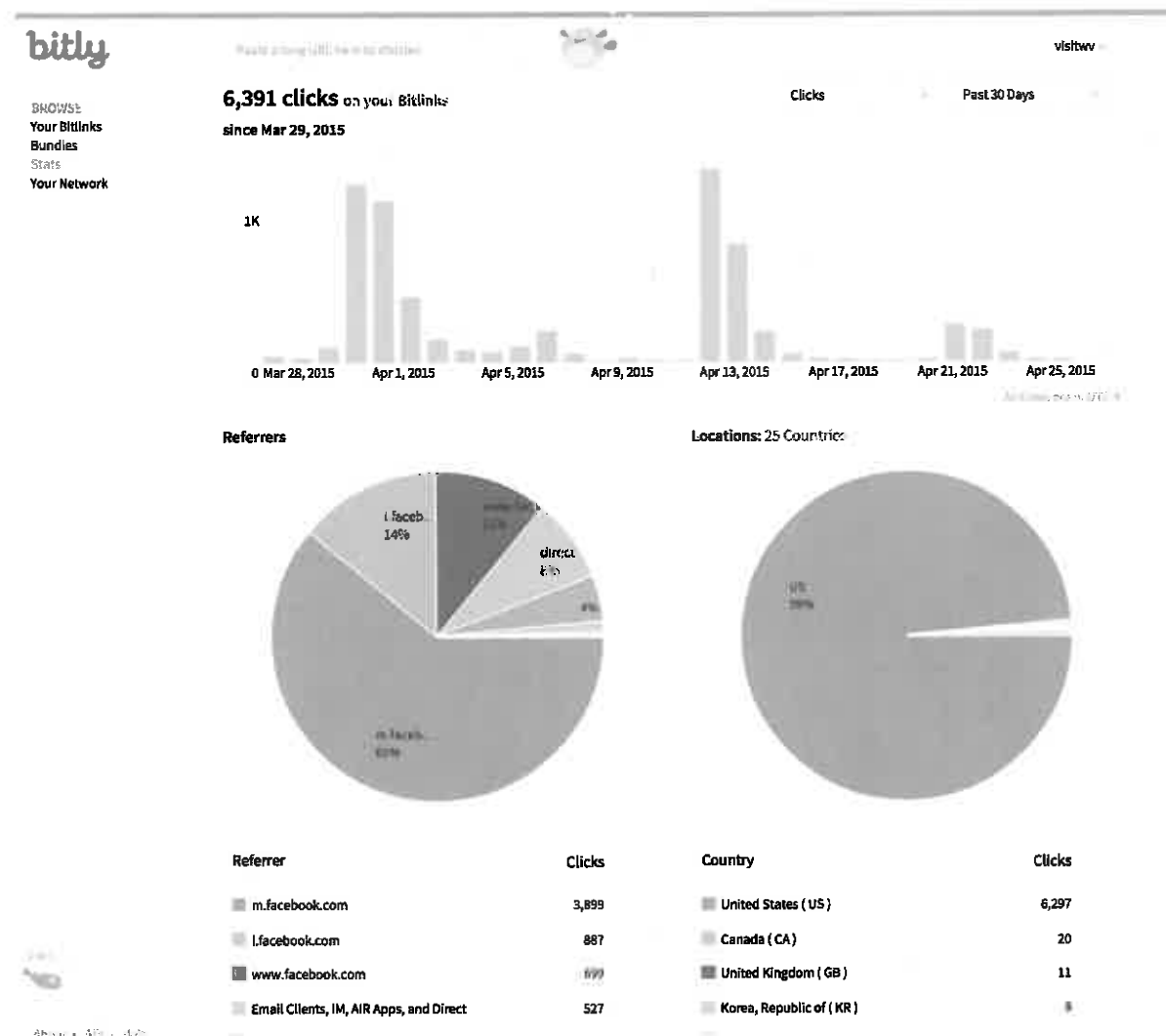
Load times are crucial to the performance of a site, both when it comes to SEO and visitor satisfaction. Our approach to site performance has multiple facets. **Caching** refers to the idea of storing information in a place where it can be easily and quickly accessed without having to load or generate it every time it is displayed. At any given time, we have approximately three levels of caching at work on a given page. First, we cache the database itself so that information can quickly be extracted and displayed. Second, we cache the

information as soon as it is displayed to ensure that we only retrieve data when we need to. Finally, we cache the pages themselves so that they are not generated from scratch every time they are loaded. In addition to these, we also leverage the cache of the user's browser whenever possible.

A **content delivery network (CDN)** is a series of servers used to serve content to a user when they visit a website. This multiple-server method prevents a single server from becoming bogged down and creating bottlenecks in performance. We use two levels of CDN servers to ensure that content is always served in the safest and fastest way possible. The first is specific to content that is housed in Wordpress. If a photo is uploaded to Wordpress and displayed on the website, it will likely be served from a CDN rather than the website's main server. The second is a popular CDN called Cloudflare, which acts as a buffer between the website itself (and all files) and the internet at large. Not only does this dramatically increase the security of the website by allowing us to block malicious traffic by region, but it ensures that content is always delivered in the most efficient way possible.

Because we take a **"mobile-first"** approach to web development (see section 4.8 for details), we begin optimizing for mobile devices and cellular networks right from the start. This ensures that we're never serving more content than is needed for the device in question.

All external links added to content on the new Division of Tourism website will programatically have **Google Campaign URL** parameters appended, and then will be shorted with **Bit.ly**. This will allow **quick and easy tracking** by both the Division and tourism partners. This is an example of Bit.ly reporting:



Proper installation of **Google Analytics** will be implemented to provide accurate traffic and behavior data. All **tracking tags** (for retargeting, ad platforms etc.) will be appropriately placed and managed. Additionally, **conversion reporting** will be implemented to track visitor guide requests, live help chats, email sign ups and other important metrics determined in the discovery session.

To further the effectiveness of the website and landing pages in reaching their intended objectives, we will make use of tools such as **Navilytics** and **Crazy Egg** to provide visuals on how users are interacting with the pages of your website. This heatmap and user data

will provide valuable insights and information needed to make incremental changes to improve conversions. Below is a heatmap detailing click frequency:



All links from the existing site have been cataloged and will be **properly redirected** (using 301 redirects) upon launch of the new site to ensure no loss of accumulated link equity. This is of crucial importance to SEO.

A plan for **microsite development** will be implemented, allowing for transition of existing microsites to landing pages. The legacy domains (i.e. wvdriversports.com) will redirect visitors to the appropriate landing page on gotowv.com, and will allow for proper attribution of those visitors.

All consideration will be given to making the website **search engine friendly**. This includes all on-site elements crucial to successful search engine optimization, such as proper use of heading tags, well-planned search engine-friendly URL conventions, page titles and linking.

Finally, once the website is “feature-complete”, the process of testing it and tweaking it will begin. In this phase, our development team will test things like support for different web browsers and the speed of pages loading.

The features and functionality of the new site will result in a digital presence that delivers on the goals of increasing visitor traffic, encouraging repeat visits, and improved landing page conversion rates.

Training on use of the new website will be conducted with all relevant parties. This will include a full Wordpress instruction with documentation, instruction on the use of analytics reporting, interpreting data, etc.

Estimated hours for the project are as follows. Actual hours are to be determined.

Task	Hours
Initial Research/Brainstorming	60
Wireframing	35
Design	160
Content Development	110
Website Development	190
Website Testing	70
Training	50

4.2 Develop a plan for collaboration of ideas and suggestions relating to various proposals from the Agency, Advertising Agency of record for the Agency, and/or subcontractors in order to facilitate the website project.

Digital Relativity will facilitate meetings relating to the website build with the Division of Tourism and its Agency of Record. An initial discovery meeting will be held with all stakeholders to assess needs, available assets, goals and objectives and to brainstorm ideas.

In-person meetings will be held periodically, as agreed-upon, to update stakeholders on progress and discuss site elements.

All project communication will be housed in Workamajig, a project management and agency software tool. All appropriate stakeholders will have access to this tool so they can be apprised of daily tasks, milestones, and project progress.

4.3 Detail a plan to analyze the Agency's research, integrated marketing programs and social media efforts to incorporate the Agency's brand identity into the design of the website.

The Division of Tourism's branding elements (logos, fonts, colors, taglines, campaigns, etc.) will be incorporated into the selected design.

Digital Relativity will collaborate with the Division of Tourism's Agency of Record to glean the necessary data, research and campaign details crucial to website design and development. We know from recent research that there are certain attributes which drive vacation decision-making. Potential visitors are looking for a vacation that is:

- A fun place
- Good for families
- Must-see destination
- Good for couples/adult vacation
- An exciting place
- Lots of things to see and do
- Children would especially enjoy
- Good place to relax
- A real adventure
- Unique vacation experience

(Longwoods International, 2014 West Virginia Image & Advertising Accountability Research)

These findings will influence site design, architecture, and the user interface to support all marketing and advertising efforts.

4.4 Develop a plan for email collection, storage, and outbound distribution.

The email platform **Mailchimp** will be used to store and manage email addresses collected via the website and provided by the Division of Tourism's Vendor for the e-newsletter. Email sends to segmented lists will be managed using this platform, which has robust design flexibility and reporting tools. Full access to Mailchimp will be granted to the Division of Tourism's Agency of Record and any other necessary stakeholders. Costs vary based upon subscribers and frequency of sends, which would be determined during our discovery meeting.

4.5 Develop and implement an industry partner portal to be accessible by industry partners for the purpose of updating and inputting listing data.

The current industry portal is difficult to navigate. A newly designed portal will be created that is much more user-friendly, allowing tourism partners to access information easily and intuitively. Here, partners can find everything they need about co-op advertising, Division contacts, industry events, research, and other resources.

Tourism partners will be able to manage their own listing and event information. Given a username and password, partners will be able to update and edit all listings and events associated with their account. Once a change is made, the changes will be held in moderation until they are approved by the Division of Tourism.

4.6 Develop a plan to utilize a Content Management System which is user-friendly, provides the Agency flexibility and allows the Agency the ability to be trained to update and add content to the website.

The site will be built using Wordpress, a robust and industry-tested content management system. Wordpress is the most popular content management system on Earth ("CMS Technologies Web Usage Statistics.") and it is that popularity that makes Wordpress so powerful. Wordpress has created an enormous developer community, focused on continued innovation, maintenance and security. Digital Relativity actively participates in the Wordpress community.

- Wordpress is used by 60.4% of all the websites whose content management system we know. This is 23.7% of all websites. ("Usage statistics and market share of WordPress for websites.")
- There are currently 37,369 available Wordpress plugins with more than 900 million downloads. (WordPress.org.)
- Wordpress users include Major League Baseball, CNN, TED and the National Football League. ("A Live Look at Activity across WordPress.com.")
- More than 20% of all new websites created in the US are built on Wordpress. ("Wordpress Statistics and Numbers 2013.")

4.7 Collaborate with the Agency and/or the Vendor providing Advertising Services, to ensure a plan is developed for future updates, website editing beyond the Agency's scope of knowledge, website maintenance and/or reporting functions as well as options for website hosting.

Wordpress training will be conducted with designated members of the Division of Tourism staff. However, there are some site updates that will require the technical skills of the

Digital Relativity team. Together, Digital Relativity will work with the Division of Tourism and the Agency of Record to develop a mutually agreeable plan for future updates, site maintenance, reporting, and hosting.

Security and maintenance updates to the Wordpress core will be installed automatically once they have been tested. Updates to any Wordpress extensions that may be used will be manually installed by our development team once the nature of the update has been confirmed to not conflict with the functionality of the website.

Hosting will be provided by WP-Engine, a Wordpress-specific hosting company. Features of the hosting include but are not limited to the following:

- **Daily Offsite Backups** - Every day, the entire website and all related files and data will be backed up and stored on a separate server with multiple layers of redundancy.
- **IP-Based Geolocation** - Through WP-Engine’s developer tools, our development team will be able to approximate a user’s location down to the city before pages are even loaded. Using this, we can serve users content and options tailored to their location.
- **Staging Version** - A copy of the website will be stored on a ‘staging’ server where new functionality and tools can be tested before they are made live, ensuring that all new functionality is tested before release.

4.8 Develop a reactive website, which will allow it to function optimally on various screen sizes and devices.

Digital Relativity uses a data-driven and battle-tested “mobile-first” approach to responsive web development. Rather than starting with a website designed for large screens and trying to reduce it down and distill it for smaller screen sizes, we start with mobile and add features and functionality as the screen size increases. This ensures that all of the content and design elements are truly optimized for their respective platforms.

One example of our “mobile-first” design practices is the use of device detection when pages are rendered. By detecting the type of device a visitor is using before the page even loads, we can serve smaller images to users on mobile devices and conserve massive amounts of bandwidth and speed while still retaining the fully responsive nature of the website.

Support for high-resolution screens (commonly referred to as ‘retina’ screens) will be provided through the use of vector graphics and resources. This includes iconography, fonts and photos. By leveraging these resources where possible, we can ensure that our visual assets rarely (if ever) pixelate or distort, regardless of device size.

This is a partial-view rendering of the website concept suggested in Section 4.1 as it could appear on a mobile device:



4.9 Provide details on the mechanism in which the Vendor will have a positive and constructive relationship with the Agency by providing a designated individual, who should be accessible to the Agency within a 24 hour turn around, to maintain an open channel of communication between the Agency and Vendor.

A Digital Relativity team member will be assigned to the project full-time, and will respond to Division of Tourism communications within 24 hours as a standard practice. Workamajig software will be utilized to house communications, requests, and reviews.

Cited Sources

"A Live Look at Activity across WordPress.com." *Wordpress.org*. Wordpress. Web. 24 Apr. 2015. <<https://wordpress.com/activity/>>.

"CMS Technologies Web Usage Statistics." *CMS Technologies Web Usage Statistics*. Web. 24 Apr. 2015. <<http://trends.builtwith.com/cms>>.

"Usage Statistics and Market Share of WordPress for Websites." *W3Techs*. 24 Apr. 2015. Web. 24 Apr. 2015. <<http://w3techs.com/technologies/details/cm-wordpress/all/all>>.

WordPress.org. *WordPress › WordPress Plugins*. Web. 24 Apr. 2015. <<https://wordpress.org/plugins/>>.

"Wordpress Statistics and Numbers 2013." *Visually*. Graphic Media, 1 Jan. 2013. Web. 24 Apr. 2015. <<http://visual.ly/wordpress-statistics-and-numbers-2013>>.

Longwoods International (2014). 2014 West Virginia Image & Advertising Accountability Research.

Below are our responses to the questions and requests for information posed in '**Attachment B: Mandatory Specification Checklist**'. Each section is referenced using the corresponding section number designated in the RFP.

5.1 Hosting facility must guarantee up-time of 99.5% with 24 hour customer service, security, backup, and connectivity.

Vendor Response: Agreed

5.2 The Agency will retain complete ownership or a perpetual software license to all scripts and/or code required for the full operation of the website. At the termination of this contract, any such materials will be returned to the Agency without demand.

Vendor Response: Agreed

5.3 The Vendor will be permitted to subcontract(s) with any other party for furnishing any of the services needed to build, create, operate, etc. a website for the Agency. Should the Agency wish to utilize services to implement a new website that may or may not be provided by the Vendor herein, at the Agency's request, the Vendor will subcontract these services. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment "C" hereto. The Agency has the final approval of all subcontracts.

Vendor Response: Agreed

5.4 At the request of the Agency, the Vendor will travel to and from the Agency offices, and travel related expenses incurred, are the responsibility of the Vendor and not reimbursable.

Vendor Response: Agreed

5.5 Prior to the commencement of work on any project, the Vendor will provide the Agency with cost estimates to include personnel hours, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in Attachment "C" hereto.

Vendor Response: Agreed

5.6 Nothing in this contract will prevent the Agency from utilizing in-house resources.

Vendor Response: Agreed

5.7 When contacted by the Agency Commissioner or his or her project designees, the Vendor will be available via electronic communication or by telephone by the parties listed above.

Vendor Response: Agreed

5.8 Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets owned by the Agency to a successor, successor being either the Agency or another Vendor.

Vendor Response: Agreed

5.9 The Vendor must provide services contained in this contract to any division within the West Virginia Department of Commerce at the request of said division.

Vendor Response: Agreed

5.10 The Vendor will include an estimated timeline for development, testing and live site.

Vendor Response: Agreed

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration

DIGITAL RELATIVITY

WILLIAM J. STRADER (Name)

304-663-6090 215-398-0940 (Phone/Fax/Cellular)

4/27/15



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 Vendor Preference, if applicable.

- 1. Application is made for 2.5% 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% 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% 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 certifies 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% 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% 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% 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, woman- 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: DIGITAL RELATIVITY
Date: 4/27/15

Signed: [Signature]
Title: OWNER



RFQ No. 70R150000005

STATE OF WEST VIRGINIA
Purchasing Division
PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: DIGITAL RELATIVITY

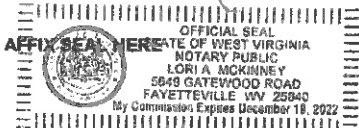
Authorized Signature: [Signature] Date: 4/27/15

State of West Virginia

County of Fayette to-wit:

Taken, subscribed, and sworn to before me this 27th day of April, 2015

My Commission expires December 19, 2022



NOTARY PUBLIC Loria A McKinney
Purchasing Affidavit (Revised 07/01/2012)



DATE (MM/DD/YYYY)
06/15/2016

CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in the absence of such endorsement(s).

<p>CONTACT NAME: John J. Miller PHONE: 604-419-4111 FAX: 304-485-8130 E-MAIL: johnny.miller@mlerins.com ADDRESS: Johnny's Court Miller Ins Co</p>	<p>INSURER(S) AFFORDING COVERAGE: The Hartford NAIC # INSURER A: INSURER B: INSURER C: INSURER D:</p>
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COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THE POLICIES DESCRIBED BELOW HAVE BEEN ISSUED FOR THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES DESCRIBED HEREIN. THIS CERTIFICATE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER. THE COVERAGE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, CONDITIONS AND EXCLUSIONS OF SUCH POLICIES. LIMITS DESCRIBED MAY HAVE BEEN PREVIOUSLY PAID CLAIMS.

COVERAGE	DESCRIPTION	ADDITIONAL CODES	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXP. DATE (MM/DD/YYYY)	LIMITS
1	Commercial General Liability			06/15/2016	06/15/2017	1,000,000
2	Commercial Automobile Liability			06/15/2016	06/15/2017	1,000,000
3	Commercial Umbrella Liability			06/15/2016	06/15/2017	2,000,000
4	Commercial Property			06/15/2016	06/15/2017	2,000,000
5	Commercial Crime			06/15/2016	06/15/2017	1,000,000
6	Commercial Kidnap & Ransom			06/15/2016	06/15/2017	1,000,000
7	Commercial Theft			06/15/2016	06/15/2017	1,000,000
8	Commercial Vandalism & Malicious Damage			06/15/2016	06/15/2017	1,000,000
9	Commercial Burglary			06/15/2016	06/15/2017	1,000,000
10	Commercial Fire			06/15/2016	06/15/2017	1,000,000
11	Commercial Explosion			06/15/2016	06/15/2017	1,000,000
12	Commercial Windstorm			06/15/2016	06/15/2017	1,000,000
13	Commercial Flood			06/15/2016	06/15/2017	1,000,000
14	Commercial Earthquake			06/15/2016	06/15/2017	1,000,000
15	Commercial Nuclear			06/15/2016	06/15/2017	1,000,000
16	Commercial Terrorism			06/15/2016	06/15/2017	1,000,000
17	Commercial Hostage			06/15/2016	06/15/2017	1,000,000
18	Commercial Hijacking			06/15/2016	06/15/2017	1,000,000
19	Commercial Piracy			06/15/2016	06/15/2017	1,000,000
20	Commercial War			06/15/2016	06/15/2017	1,000,000
21	Commercial Nuclear			06/15/2016	06/15/2017	1,000,000
22	Commercial Terrorism			06/15/2016	06/15/2017	1,000,000
23	Commercial Hostage			06/15/2016	06/15/2017	1,000,000
24	Commercial Hijacking			06/15/2016	06/15/2017	1,000,000
25	Commercial Piracy			06/15/2016	06/15/2017	1,000,000
26	Commercial War			06/15/2016	06/15/2017	1,000,000
27	Commercial Nuclear			06/15/2016	06/15/2017	1,000,000
28	Commercial Terrorism			06/15/2016	06/15/2017	1,000,000
29	Commercial Hostage			06/15/2016	06/15/2017	1,000,000
30	Commercial Hijacking			06/15/2016	06/15/2017	1,000,000
31	Commercial Piracy			06/15/2016	06/15/2017	1,000,000
32	Commercial War			06/15/2016	06/15/2017	1,000,000
33	Commercial Nuclear			06/15/2016	06/15/2017	1,000,000
34	Commercial Terrorism			06/15/2016	06/15/2017	1,000,000
35	Commercial Hostage			06/15/2016	06/15/2017	1,000,000
36	Commercial Hijacking			06/15/2016	06/15/2017	1,000,000
37	Commercial Piracy			06/15/2016	06/15/2017	1,000,000
38	Commercial War			06/15/2016	06/15/2017	1,000,000
39	Commercial Nuclear			06/15/2016	06/15/2017	1,000,000
40	Commercial Terrorism			06/15/2016	06/15/2017	1,000,000
41	Commercial Hostage			06/15/2016	06/15/2017	1,000,000
42	Commercial Hijacking			06/15/2016	06/15/2017	1,000,000
43	Commercial Piracy			06/15/2016	06/15/2017	1,000,000
44	Commercial War			06/15/2016	06/15/2017	1,000,000
45	Commercial Nuclear			06/15/2016	06/15/2017	1,000,000
46	Commercial Terrorism			06/15/2016	06/15/2017	1,000,000
47	Commercial Hostage			06/15/2016	06/15/2017	1,000,000
48	Commercial Hijacking			06/15/2016	06/15/2017	1,000,000
49	Commercial Piracy			06/15/2016	06/15/2017	1,000,000
50	Commercial War			06/15/2016	06/15/2017	1,000,000

Additional Remarks: Schedule may be attached if more space is required.

<p>CERTIFICATE HOLDER:</p> <p>John J. Miller Johnny's Court Miller Ins Co 10000 Miller Ins Co Blvd Hartford, CT 06183</p>	<p>CANCELLATION:</p> <p>IF ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p>
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ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.:

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:
(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

DIGITAL RELATIVITY
Company

Victor J. Straut
Authorized Signature

4/27/15
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

Revised 02/27/2015



CERTIFICATION AND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

DIGITAL RELATIVITY

(Company)

Patrick J. Strader PATRICK J. STRADER OWNER
(Authorized Signature) (Representative Name, Title)

304 663-6890 215-358-0990 4/27/15
(Phone Number) (Fax Number) (Date)

