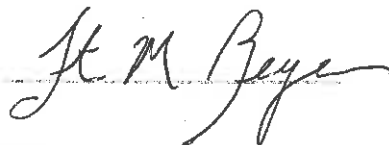


Proposal for
West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter

CRFP 0304 TOR 1500000003

Submitted by
LeisureMedia360
3424 Brambleton Avenue, Roanoke, VA 20418
P: 540-989-6138 F: 540-989-7603

Steve Beyer, President
sbeyer@leisuremedia360.com



03/11/15 09:34:12
WV Purchasing Division

on

March 11, 2015

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SWAM certified
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Purchasing Affidavit
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Executive Summary

While working on this proposal our entire company began brainstorming about new ideas and exciting possibilities. Thank you for the opportunity to respond to your RFP with the enclosed proposal. We are truly excited about providing West Virginia Division of Tourism and your partners quality products at a good value that will inspire and convert prospects to travelers.

Here's a quick look at the key elements of our proposal:

+ **Seasoned professionals in both the magazine and the travel guide** arenas who provide West Virginia an extremely detailed understanding of the West Virginia travel product from both an editorial and image standpoint.

+ A partner who will help West Virginia Division of Tourism **grow your travel revenues by creating a bigger, more appealing magazine style travel guide**; convert more prospects to travelers; encourage more activities and thus, more spending while visiting.

+ **A technology leader well versed in email marketing, digital editions and social media** who can partner with you to grow and enhance these channels for West Virginia.

+ A proven sales leader who will **increase participation and advertising revenues** in both your travel guide and your e-newsletters thus creating more content on key messaging to grow market share.

+ A proven history of **working collaboratively with both tourism offices and their ad agencies** – resulting in a cohesive and synergistic message that emanates from your brand and advertising strategy.

+ A publishing partner **100% committed to tourism as economic development** who will take that message out into the field with every meeting and communication we have with West Virginia businesses, elected officials and other stakeholders.

+ A publisher that is **certified as a Virginia SWAM vendor** (Small, Women-Owned, Minority-Owned) which is recognized in West Virginia as a Small business.

+ Commitment that West Virginia travel guide will be printed in West Virginia.

+ A publisher geographically suited to work with West Virginia. Our headquarters are closer to Charleston than Richmond.

+ **A sales solution to stem the recent decline in your travel guide.** (See details of our plan inside).

Executive Summary

+ **Added value in print, website and social channels valued at \$26,155 PER YEAR** as well as potential for growing revenue sharing by monetizing your website.

+ A new magazine-style publication, COUNTRY ROADS, Adventures Along West Virginia Byways focused on **broadening the state travel appeal to families, to couples, to those seeking "soft adventure experiences"**.

Lastly, we offer West Virginia a "right-sized company" where your travel guide will not be "just another travel/visitor guide." **For us, this account is a "very big deal."** We're poised and ready to jump out of the gate with the talent and proven experience to generate strong results.

We're excited about this opportunity and ready to get started. Give us a call today and our team will be there tomorrow. We're ready to roll up our sleeves and get to work restoring, rebuilding and recreating a travel guide that resonates not only with the outdoor adventure adrenaline junkies but with the boomers, the families and the couples as West Virginia begins to broaden its brand appeal.

We've spent 40 years getting ready for this opportunity, the last 15 years learning and growing the state travel guide business as Virginia Tourism's publisher. We know the West Virginia product, we've studied your latest research and are confident we can help the Division and its exciting new leadership begins to move the needle.

Thank you for this opportunity,

Steve Beyer
President
LeisureMedia360

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.

Leisure Media 360

(Company)

St M Beynon, President

(Authorized Signature) (Representative Name, Title)

540-339-3817 (F: 540-989-7603) 3-5-15

(Phone Number) (Fax Number) (Date)

SOLICITATION NUMBER: CRFP TOR1500000003

Addendum Number: No.01

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☐ Modify bid opening date and time
- ☐ Modify specifications of product or service being sought
- ☐ Attachment of vendor questions and responses
- ☒ Attachment of pre-bid sign-in sheet
- ☐ Correction of error
- ☐ Other

Description of Modification to Solicitation:

Addendum issued to publish and distribute the Pre-bid sign in sheet from the Mandatory Pre-bid meeting held: 02/18/2015.

No other changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

SOLICITATION NUMBER: CRFP TOR1500000003

Addendum Number: No.02

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☐ Modify bid opening date and time
- ☐ Modify specifications of product or service being sought
- ☒ Attachment of vendor questions and responses
- ☐ Attachment of pre-bid sign-in sheet
- ☐ Correction of error
- ☐ Other

Description of Modification to Solicitation:

Addendum issued to publish Vendor submitted questions and Agency responses to those questions.

No other changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

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Attachment A: Vendor Response Sheet

Section 4, Subsection 3, Qualifications and Experience

Vendor Response:

Provide a response regarding the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives where and how they were met.

Vendor should supply the following information:

- 3.1 Company description, history and years of experience related to destination marketing and producing and distributing tourism related guide. Vendor should have the capability to develop and sell sponsored content and advertising.**

Vendors Response: See page 1

- 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.**

Vendors Response: See page 6

- 3.3 Subcontractor company information and references. Provide a potential list of all related sub-contracted services that may be needed for work associated with this RFP.**

Vendors Response: See page 18

- 3.4 A list of annual gross billings for the previous 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. The Vendor should have sufficient financial stability. The Vendor should be recognized throughout the industry as a Vendor with a solid financial foundation to meet its commitments on behalf of itself and its clients.**

Vendors Response: See page 19

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

Vendors Response: See page 21

- 3.6 The Vendor should be knowledgeable about best practices in email communication and be capable of providing detailed reporting of email or deliverability, link tracking and consumer / profile tracking.**

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Vendors Response: See page 22

3.7 The Vendor should provide some hard copies of other publications they have worked on or are working on with similar specifications within this RFP.

Vendors Response: See page 23

List project goals and objectives contained in Section 4, Subsection 4:

Section 4, Subsection 4.1: *To design, create and develop the layout of a Travel Guide which will include various tourist attractions, destinations, events, etc.*

The Vendor should outline a plan to include but is not limited to, the following: information about each of the states nine travel regions and West Virginia's four seasons of tourist attractions; feature stories, regional stories, and the usage and placement of photos; a timeline for production, distribution, and completion of the Travel Guide and its estimated date for delivery to the Agency; Provide sample cover pages, and text pages that demonstrate quality, type and style; Specify the recommended number of pages and the page size of the Travel Guide; and specify any additional special sections.

Vendor Response: See page 24

Section 4, Subsection 4.2: *To develop and publish a Travel Guide and monthly e-newsletter that utilizes various marketing tools and research.*

The Vendor should develop a plan to utilize and incorporate these various marketing tools, research analysis and data to support the overall marketing campaign of the creation of the Travel Guide and e-newsletter.

Vendor Response: See page 36

Section 4, Subsection 4.3: *To collaborate with the Agency and Tourism Industry partners on the design, development and production of the Travel Guide and monthly e-newsletter.*

The Vendor should develop an outline and timeline of the details to communicate with the Agency and the Tourism Industry partners on the development and production from start to finish for the Travel Guide and the monthly e-newsletter. Detail a plan to be well-versed in the Division of Tourism programs, Tourism Commission programs and statewide tourism related development and information.

Vendor Response: See page 44

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Section 4, Subsection 4.4: *To collaborate with various media outlets for editorial stories within the Travel Guide.*

The Vendor should provide a strategic plan to engage and network with members of the news and travel media to write and air editorial stories about West Virginia's tourism industry.

Vendor Response: See page 49

Section 4, Subsection 4.5: *To sell ad space to travel and tourism partners.*

The Vendor should provide detailed information on the plan to sell ad space to travel agents, tour operators, and other travel and tourism industry businesses and organizations.

Vendor Response: See page 55

Section 4, Subsection 4.6: *To create, design, administer and publish a monthly e-newsletter.*

The Vendor should provide a plan to create, design, administer and publish a monthly e-newsletter program to communicate information about West Virginia to targeted consumers.

Vendor Response: See page 61

Section 4, Subsection 4.7: *To utilize business listings for leads.*

The Vendor should create a strategic plan to collaborate, organize and collect business listings within the state and the mechanism in which the Vendor plans to share this information with the Agency. Provide detail on the mechanisms to track such listings and keep listings up to date. Describe the means of communication to be used to allow the business industry to communicate with the Vendor. Describe the plan for a business reply option or a mechanism to track responses in order for advertisers to measure effectiveness of advertising and return on investment.

Vendor Response: See page 63

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Section 4, Subsection 4.8: *Collect enough revenue to offset the cost of production, printing and distribution of the Travel Guide and monthly e-newsletter.*

The Vendor should provide revenue generating ideas the Vendor plans on utilizing, to offset the cost of production and distribution of the Travel Guide and monthly e-newsletter. Vendor should estimate the realistic value of their proposal. What revenue generating ideas are planned to help offset the cost of production and distribution. The Vendor should describe how they plan to handle overruns of the Travel Guide which are over and above what is given to the Agency. Indicate the cost-per-book and a cost in quantity for the Agency to purchase additional copies of the Travel Guide over and above the mandatory 500,000. Indicate any additional merchandising and other special features or promotions to be provided by the Vendor, Agency or advertisers.

Vendor Response: See page 67

Section 4, Subsection 4.9: *To have a designated person to the Agency and a sales force dedicated to the West Virginia travel guide advertisers.*

The Vendor should detail plans to foster a positive and constructive relationship with 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 the Vendor in addition to having a sales force dedicated to the advertisers. Vendor should provide name and qualifications for the account executive and the method and timeframe in which the account executive will respond to the Agency.

Vendor Response: See page 69

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Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: The Agency will have final approval on all editorial copy, photography, listings, captions, advertising, and layout.

Vendor Response: Agree

Section 4, Subsection 5.2: The Vendor will work with the Agency throughout the production and distribution of the Travel Guide to ensure all information and materials regarding the Travel Guide are vetted and approved.

Vendor Response: Agree

Section 4, Subsection 5.3: The Travel Guide will be published at a time during the year as determined by the Agency.

Vendor Response: Agree

Section 4, Subsection 5.4: The Agency shall have full right to reproduce and / or use any products derived from the Vendor's work under the contract without payment of any royalties, fees, etc. The Agency shall retain all ownership rights to the Travel Guide.

Vendor Response: Agree

Section 4, Subsection 5.5: The Vendor will demonstrate to the Agency its efforts in obtaining an in-state company to print the Travel Guide by providing at least three printing bid documents.

Vendor Response: Agree

Section 4, Subsection 5.6: Any advertising space (up to six pages) used by the Agency will be provided at no cost to the Agency.

Vendor Response: Agree

Section 4, Subsection 5.7: Producing and printing the Travel Guide and monthly e-newsletter will be at no cost to the Agency. Costs of producing and printing the Travel Guide and monthly e-newsletter should be offset by advertising sales done by the Vendor. At no time can the Vendor make the Agency liable for any part thereof if sales are not sufficient enough to cover the cost of the Travel Guide and monthly e-newsletter.

Vendor Response: Agree

Section 4, Subsection 5.8: Distribution of the Travel Guide to advertisers will be the responsibility of the Vendor.

Vendor Response: Agree

Revised 6/8/2012

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Section 4, Subsection 5.9: The Vendor will deliver 500,000 copies of the Travel Guide to the Agency, free of charge or at an amount up to but no more than 500,000 as determined by the Commissioner of the Division of Tourism. The Vendor shall contact the Agency to arrange shipment to an identified location. A final delivery schedule will be presented to the Agency by the Vendor at least 30 calendar days prior to shipment. The Agency must be contacted at least 48 hours prior to delivery for final instructions.

Vendor Response: Agree. See page 67 for details.

Section 4, Subsection 5.10: The Vendor shall provide an electronic version of the Travel Guide

Vendor Response: Agree

Section 4, Subsection 5.11: The Vendor shall package the Guide as specified below for delivery of the order by no later than the required delivery dates established by the Commissioner of the Division of Tourism:

- The weight of the carton shall be no more than 30 pounds per carton (Guides per carton may not exceed 50, no bands or plastic wrap). Cartons must meet stress strength of 200 psi.
- Cartons must be packaged on skids no more than 80 cartons per skid and no more than 4 rows high.
- Each carton must have a top or side stamp of label that identifies the content (WVTG) and quantity per carton.
- The Travel Guide and any supplemental piece, i.e., map, must not exceed one pound (1 lb.) in weight.

Vendor Response: Agree

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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.

Leisure Media 360
(Company)
St M Beynon, President
(Representative Name, Title)
540-339-3817 (F: 540-989-7603)
(Contact Phone/Fax Number)
3-5-15
(Date)

Page 8, number 13 – REGISTRATION

LeisureMedia360 is properly registered with the West Virginia Purchasing Division and has paid the \$125 fee. LeisureMedia360's vendor code number is 000000197713.

WV Oasis

Transaction Number: 20150306100634

Status: CompletedOk

Page 8, number 16 – SMALL, WOMEN-OWNED, OR MINORITY-OWNED BUSINESSES

LeisureMedia360 is certified as a SWAM vendor in Virginia and is recognized as such in West Virginia.

From: Montantez, Gail K [mailto:Gail.K.Montantez@wv.gov]

Sent: Friday, March 06, 2015 1:58 PM

To: 'Shiree Carr'

Subject: RE: State of West Virginia Vendor Registration Information

Hi Shiree,

Very good—I'm glad you were successful in activating your account. Yes, your Small Business Certification should be recognized in the State of West Virginia.

Have a Good Afternoon,

Gail Montantez

Acting Vendor Registration Coordinator

WV Purchasing Division

Ph: (304) 558-2311

Fax: (304) 558-3507



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
03/04/2015

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 lieu of such endorsement(s).

PRODUCER Commercial Insurance Services, Inc. P. O. Box 21829 5007 Carriage Drive Roanoke, VA 24018	CONTACT NAME: STEPHEN T. HAMILTON PHONE (A/C, No. Ext): (540) 343-4309 FAX (A/C, No.): (540) 343-0257 E-MAIL ADDRESS: cominsvc@rbnet.com
INSURED LeisureMedia360 Inc. P. O. BOX 21535 ROANOKE VA 24018	INSURER(S) AFFORDING COVERAGE INSURER A: SELECTIVE INS. CO. OF SC A EXC INSURER B: HARTFORD INSURANCE COS A-EXC INSURER C: INSURER D: INSURER E: INSURER F:

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	81871042	09/22/2014	09/22/2015	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 3,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS	<input checked="" type="checkbox"/>	81871042	09/22/2014	09/22/2015	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$ 0		81871042	09/22/2014	09/22/2015	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input checked="" type="checkbox"/> N/A	14WECCN7062	09/22/2014	09/22/2015	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
SOLICITATION NO. CRFP 0304TOR1500000003. CRFP TRAVEL/VISITOR GUIDE & MONTHLY ENEWSLETTER
CERTIFICATE HOLDER IS NAMED AS ADDITIONAL INSURED WITH WAIVER OF SUBROGATION IN THEIR FAVOR PER THE INDICATED SPECIFICALLY SCHEDULED POLICIES ABOVE.

CERTIFICATE HOLDER () - () - ATTN: BID CLERK, DEPT OF ADMIN. STATE OF WEST VIRGINIA, PURCHASING DIV. 2019 WASHINGTON STREET EAST P. O. BOX 50130 CHARLESTON WV 25305-0130	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
---	---

RFQ No. _____

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: Leisure Media 360 Inc.Authorized Signature: Noris H. Dice Date: 3-5-15State of VirginiaCounty of Roanoke, to-wit:Taken, subscribed, and sworn to before me this 5th day of March, 2015My Commission expires November 30, 2017.

AFFIX SEAL HERE

NOTARY PUBLIC

Shirley R. Carr
Purchasing Affidavit (Revised 07/01/2012)

Shirley R. Carr
NOTARY PUBLIC
Commonwealth of Virginia
Reg. #368129
My Commission Expires
November 30, 2017

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 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, 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: Leisure Media 360

Signed: [Signature]

Date: 3/5/2015

Title: President

Qualifications & Experience

3.1

3.1 Company description, history and years of experience

related to destination marketing and producing and distributing tourism related guide. Vendor should have the capability to develop and sell sponsored content and advertising.

LeisureMedia360, with 43 years of publishing experience; with an ESTO Mercury Award for the nation's best travel guide; with a sustained record of increased industry participation in state travel guides; with experience in email marketing, with experience in travel marketing; with experience in magazine and reader service; is uniquely qualified to meet the requirements of the West Virginia Department of Tourism's publishing needs.

HERE'S HOW:

EXPERIENCED AND KNOWLEDGEABLE

That 43-year record of award-winning custom publications and periodicals delivered on time and with consistent national-class excellence brings you a **team of 31 publishing professionals with an average of 14 years experience**. You get a set of experienced, mature professionals who are not only knowledgeable in travel publishing, but also responsive, nimble and result oriented. West Virginia will get a cutting edge Travel Guide and Email newsletter program with a partner that has created award-winning editorial content on West Virginia for more than 25 years; a publisher that has sold advertising to West Virginia tourism businesses for the same 25 years.

SELECT OUR CLIENTS CAREFULLY

Our goal is not to become the Walmart of the visitor guide industry; we do not take on a slew of guides as a first step in filling all of a state tourism offices' needs. We bid only on projects where we can deliver a superior product. With West Virginia, this comes from the geographic advantage of being your next door neighbor. In fact, we are closer to your front door than to our long-time client in Richmond, the Virginia Tourism Corporation. Editorially we know we can deliver a superior product because our editorial team has published the regional travel periodical, *BLUE RIDGE COUNTRY* for the last 27 years and writes about West Virginia in every edition. From a sales perspective, the **familiarity with West Virginia tourism, our geographic proximity, and our success with Virginia travel guide sales** are all solid reasons we've decided to bid on this work. In short, we will deliver a better editorial product, increase the size of the travel guide and grow industry participation. With LeisureMedia360 you will get a partner dedicated to a long-term relationship.

STATE TRAVEL GUIDE EXPERIENCE AND EXCELLENCE

We at LeisureMedia360 are passionate about our work! We immerse ourselves in producing some of the finest travel guides in the nation. Our devotion to excellence has been rewarded by our largest client awarding us the contract to produce their guide for many years now. In fact, LM360 has produced and

Qualifications & Experience

3.1

3.1 Continued

delivered 13 editions of the *Virginia Travel Guide*, including the largest book in the state's history. Each edition was sold, produced and delivered accurately and on time. LM360's improvements to the publication have included a DMO proofing procedure, a proprietary online listing system and consistent content and design improvements to the extent that the 2008 guide was selected at ESTO as the winner of the Mercury Award, the number-one state travel guide in the nation.

LM360 conceived, sold and successfully executed two editions of a travel guide supplement, *Virginia Secrets*, which leveraged leads from Virginia's "best" prospective visitors. Currently LM360 is helping VTC and advertising partners leverage digital opportunities with online advertising, micro-site development and a highly interactive digital travel guide found on Apple Newsstand and other outlets which includes video, sound, movement and slideshows.

PARTNER IN TOURISM DEVELOPMENT

LeisureMedia360 is keenly aware of the economic value of tourism and preaches that message whenever possible. This is demonstrated with the company's attendance at many travel conferences locally, regionally and nationally each year. We do so to stay abreast of issues and to then share this information in an effort to grow tourism. We have built our **recent sales success by working with not just the travel businesses but by educating political decision makers about the economic value of tourism**. Meeting with a mayor. Attending a board of supervisor meeting. Working with local decision makers. This is the tourism development partner West Virginia gets with LM360.

ONE OF THE NATION'S LEADING REGIONAL MAGAZINE PUBLISHERS

We've learned a lot over the last 43 years as a paid subscriber based publisher of a city magazine, a regional travel periodical, and a specialty shelter title. Paid newsstand and subscriptions exact a strict discipline on publishers. We get ROI and feedback with every issue as newsstand sales and subscriber renewals reveal to our editors what resonates in the marketplace of ideas and interest. Over our history our editors have amassed more than 270 local, regional and national awards for our outstanding content. Our periodicals have won awards including Best New Magazine in the Nation (2005 for *Mountain Homes*) and have proven themselves with readers and advertisers with their longevity (*The Roanoker* celebrated its 40th anniversary in 2014; *Blue Ridge Country* marks 27 years in 2015). You will not find another publisher that has produced as much travel content on West Virginia as LeisureMedia360.

Qualifications & Experience



3.1 Continued

Blue Ridge Country has a proven track record of writing content about the mountains that readers pay an annual subscription to enjoy. You get a publisher that **understands the traveler who enjoys history, events, outdoor recreation, small towns and road trips**. A publisher that has written hundreds of articles about West Virginia. With 325,000 readers, and several million dollars in subscription revenues over the years, *Blue Ridge County* delivers to the Division a partner that can produce high quality content strong enough to generate revenue, a partner that is intimately familiar with all West Virginia has to offer the visitor.

A TECHNOLOGY LEADER

You will have the advantage of partnering with a company fully committed to keeping you on the front lines of new and emerging technologies and trends influencing the travel industry. We believe in the power of print and the immediacy of email and technology to deliver content to consumers whenever, wherever and however they wish to receive it. **LeisureMedia360 has built many successful digital programs for others and will use this deep knowledge for West Virginia.**

Just a few of the many benefits you will get with LeisureMedia360 include: social media consulting services from our expert digital team; a comprehensive email marketing program designed to rapidly build and expand on your existing foundation; detailed analytics on open rates, bounce rates, click-through rates, landing-page conversion and more; digital survey and online research tools; mobile-friendly responsive design solutions; a robust and media-rich interactive digital edition full of sound, videos and fun enhancements that utilizes the latest industry leading technologies to fully reach and engage your target audiences; a cutting-edge print-to-mobile watermark program that goes above and beyond traditional QR code technology – and much more!

CAPABILITY TO DEVELOP & SELL SPONSORED CONTENT AND ADVERTISING

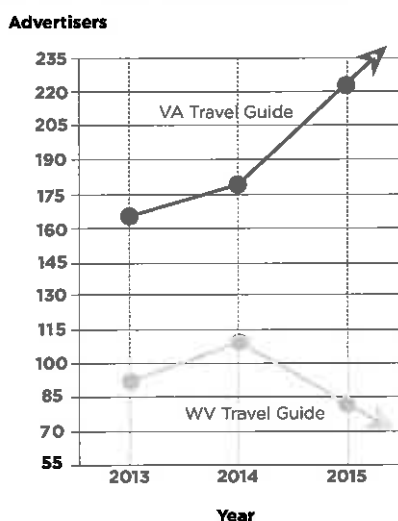
Advertiser participation is a key factor in the success of West Virginia's Travel Guide and E-newsletters. Here are a few examples of our achievements from the past few years. It is important to note that each of these examples is from a different sales team. Our president, Steve Beyer, has 31 years of digital and print ad sales experience. Our ability to hire, train, manage and grow sales talent is best in class.

Qualifications & Experience



3.1 Continued

NUMBER OF ADVERTISERS



LeisureMedia360 grows participation.
We can grow WV too.

CASE STUDIES

VIRGINIA TRAVEL GUIDE:

- Added 44 new advertisers to the 2015 edition. Added 21 to the 2014 edition. A **34% growth in advertiser participation** compared to 2013.
- Expanded co-op opportunities so that advertisers with reduced budgets could still participate; assisting them with ad design at no charge.
- Maintained the same 228-page size for the past four years (since 2012).
- Held ad revenues to 96% of 2012 levels by increasing industry participation.

VIRGINIA TRAVEL DIGITAL:

- Consistently generate 93% advertiser hotlink participation in the digital travel guide.
- In 2013, launched a new multi-media digital edition with audio, video, slide show and animation capabilities, resulting in a media-rich digital guide featuring 46 videos across two editions.
- **Generated an additional \$157,000 in new** on-line revenue with a turn-key formatted ad program on Virginia.org in 2013, in only 10 months.

VIRGINIA.ORG OFFICIAL WEBSITE AD SALES:

- Launched a turn-key program to **monetize web traffic on the state's travel site** in 2012. LeisureMedia360 handles ad sales, ad creation, ad proofing and approval, upload to the site, serving ads, optimizing results, billing and reporting. Fully turn-key, virtually no VTC staff time is used. Banner ads revenue on the state's official website continue to grow in 2015. Also provides revenue-sharing with client.

ROANOKE VALLEY VISITOR GUIDE:

- Generated **21% year over year growth** in the 2015 edition.
- Created a profitable new map product in 2014 to meet the CVB's changing needs.
- In the first year of the contract (2010) increased revenues by 123% and advertiser participation by 287%.

SMITH MOUNTAIN LAKE VISITOR GUIDE:

- In the first year of the new contract (2014) **increased revenues by 115%** and advertiser participation by 17%.

Qualifications & Experience



3.1 Continued

“Wow, the Bramwell Christmas Homes Tour story looks great on our website!! Thanks too for promoting the story on Roanoke venues.”

*Marie E. Blackwell, TMP
Executive Director/Group Tours
Mercer County CVB*

ALLEGHENY LIVING GUIDE:

- In the first year of the contract (**2014**) **increased revenues by 86%** and page count by 62%.

DIGITAL CO-OP:

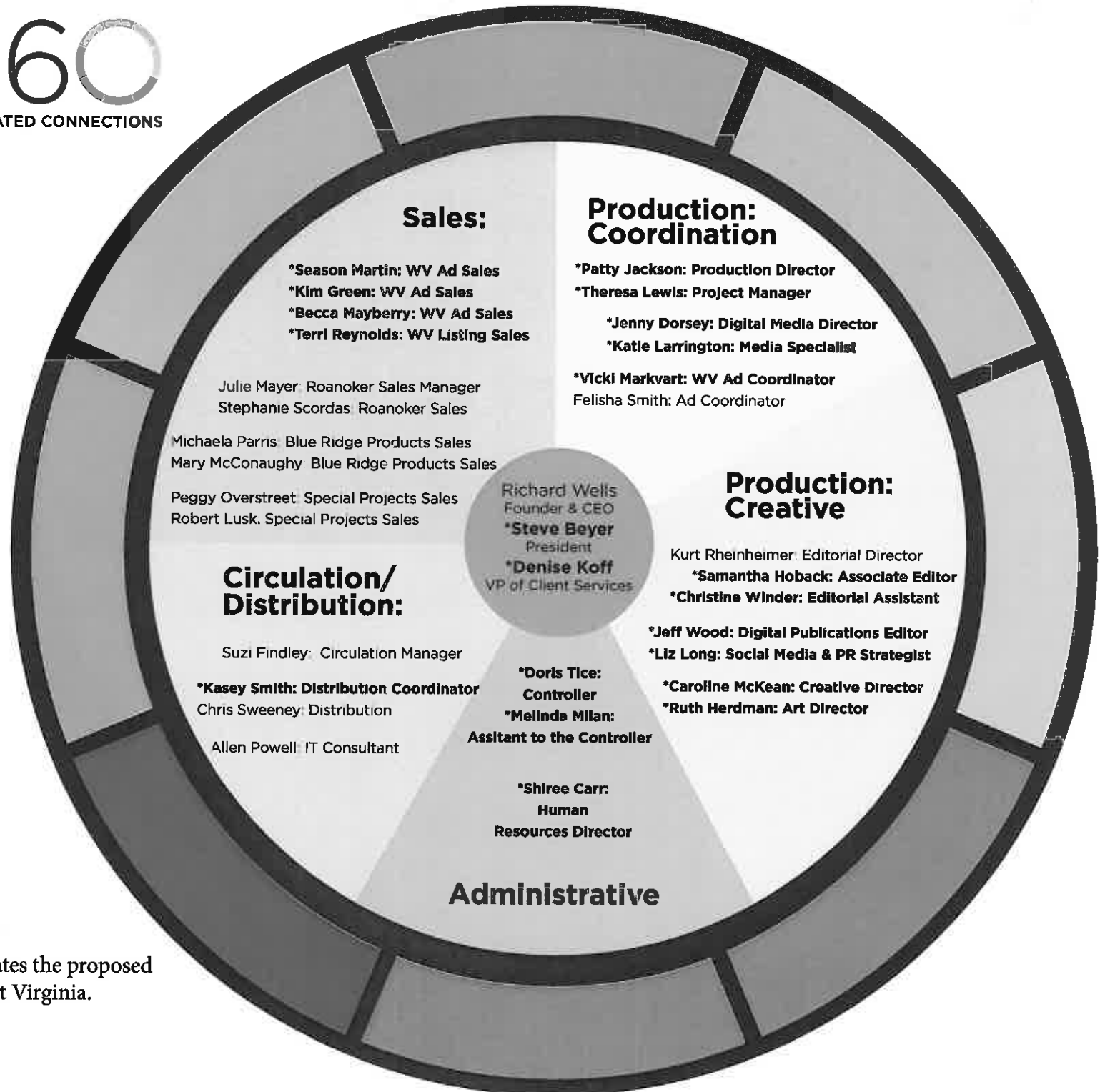
- Created a **new product to meet the changing needs** of the travel industry which generated \$199,000 in year one (2014) and is expected to grow by 30% in year two.

BLUE RIDGE COUNTRY E-NEWSLETTER:

- Introduced a second Photo Essay E-newsletter in 2014 which generates a **31.41% open rate and 28.02% overall click-to-open rate**.

SPONSORED CONTENT:

- Introduced a new Content Marketing product in 2013. This product utilizes our strong editorial resources to write content for clients' travel websites, e-newsletters and social media. Included several articles for West Virginia CVBs.



***Bold:** Indicates the proposed team for West Virginia.

Personnel



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 following pages contain our organizational chart and employees that are to be working directly with the West Virginia Division of Tourism and on the projects defined in this RFP.

Personnel



3.2 Continued

FOUNDER & CEO

J. Richard Wells



WHAT RICHARD OFFERS TO WEST VIRGINIA: Richard offers the advantage of dealing with the owner of the company for any critical decisions. An owner who is very involved in all of LeisureMedia360's major accounts. West Virginia will be dealing with a highly ethical, creative and caring entrepreneur with employees of long tenure.

WHAT QUALIFIES HIM TO DO THIS? Richard Wells founded Leisure Publishing in 1972. A former newspaper editor, Wells has overseen the company grow from a one-man operation to a staff of more than 30 writers, editors, circulation, marketing, sales and support staff. Wells directs two subscriber-based magazines and several custom publications.

WHERE DID HE LEARN HOW TO DO THIS? 1965-1969 Bachelor of Arts, Mars Hill College;
1970-1971 Graduate studies, University of North Carolina.

HAS HE WON ANY AWARDS? Roanoke Regional Chamber of Commerce Small Business Person of the Year 1999 and 2008.

- Wells served as president of the Roanoke Valley Convention and Visitors Bureau and was winner of the Roanoke Golden Star Award as the Roanoke Valley's Number-One Tourism Advocate. In 2008, Wells was presented with the CVB's "Tourism Excellence Award for his long-time leadership, service and commitment to the tourism industry."
- He served as president of Friends of the Blue Ridge Parkway from 2000 to 2012 and has led efforts to protect the scenic value of the world's longest parkway as it passes through urban areas in Virginia and North Carolina.

Personnel

3.2

3.2 Continued

PRESIDENT Steve Beyer



WHAT STEVE OFFERS TO WEST VIRGINIA: As one of the top content marketing experts he believes that an integrated print and digital message is critical to your organization's success. Steve has been a keynote speaker for the past year at the VA-1 Tourism Conference, KTIA Spring Symposium on Tourism and the Southern Highland Attractions Conference.

WHAT QUALIFIES HIM TO DO THIS? Steve has run the custom publishing division for several media firms over the past 16 years and started content marketing for Microsoft, HP, IBM, Rockwell and more than 100 hospitals, and is a sought-after speaker on this topic. His sales management experience at both Hanley-Wood Publishing and Penton Publishing generated strong growth in revenues.

WHERE DID HE LEARN HOW TO DO THIS? B.A., University of Vermont. Content Marketing World conferences, AMA, BMA conferences.

HAS HE WON ANY AWARDS? On board of the original Business Marketing Association content marketing group. Min's Magazine B2B Sales Leader of the Year winner.

VICE PRESIDENT OF CLIENT SERVICES Denise Koff



WHAT DENISE OFFERS TO WEST VIRGINIA: Denise manages the staff of LeisureMedia360. She brings both right and left brain talents with a very deep understanding of marketing by the numbers while also creative big picture ideas to leverage current trends for clients.

WHAT QUALIFIES HER TO DO THIS? Denise has 27 years of marketing and advertising experience. She was instrumental in the concept, creation and launch of several new products including Virginia.org banner ad sales, Sponge-cell Digital Co-ops, *Mountain Homes* magazine, *USA Today* insert, *Blue Ridge Parkway Guide* and other custom projects. Koff speaks frequently at conferences on such topics as ad design, integrating a print and web strategy, creating a marketing plan to generate results and other pertinent marketing topics.

WHERE DID SHE LEARN HOW TO DO THIS? Bachelor of Science, Marketing Management, Virginia Tech.

HAS SHE WON ANY AWARDS? Koff's leadership as a board member of the national environmental organization Friends of the Blue Ridge Parkway has resulted in growing the membership from 2,000 to more than 9,000 members.

Personnel

3.2

3.2 Continued

EDITORIAL DIRECTOR

Kurt Rheinheimer



WHAT KURT OFFERS TO WEST VIRGINIA: Kurt offers not only multiple-award winning editing and writing skills, but also great assets in idea creation and editorial and photography contacts.

WHAT QUALIFIES HIM TO DO THIS? Kurt has edited all of LeisureMedia360's publications since 1984. As founding editor of *Blue Ridge Country* magazine, he has spent 27 years writing about and exploring the southeastern states. He currently serves as editorial director for all custom-publishing contracts. Publications under his editorship have won regional, national and international awards from the International Regional Magazine Association, Small Magazine Publishers Group and others.

WHERE DID HE LEARN HOW TO DO THIS? B.A. English, Towson State University; M.A. Communication Arts, Creighton University.

HAS HE WON ANY AWARDS? Has won the national Lawrence Prize for fiction writing as well as first-place awards for magazine writing and editing from state, national and international organizations. His short story collection "Little Criminals," won the Spokane Prize for Fiction, received praise in *The New York Times Book Review* and was a finalist for Virginia Fiction Book of the Year, 2006.

DIGITAL PUBLICATIONS EDITOR Jeff Wood



WHAT JEFF OFFERS TO WEST VIRGINIA: Jeff offers detailed knowledge of leading digital publishing strategies, current trends, email marketing and social media best practices, emerging technologies and more.

WHAT QUALIFIES HIM TO DO THIS? As an editor on the LeisureMedia360 staff for more than nine years, Jeff has contributed regularly to nearly all of the company's publications. Some of his current assignments include the oversight and creation of numerous e-newsletters, database building/management, implementation and oversight of new content management systems, the successful launch of *Blue Ridge Country* and *The Roanoker* magazine's new multi-platform digital editions and the Virginia Tourism Corporation digital travel guide.

WHERE DID HE LEARN HOW TO DO THIS? B.A. Mass Communication, Virginia Polytechnic Institute and State University; Landing Page Optimization Certification Course, MECLABS/Marketing Experiments. Self-taught experience on the job over nine-plus years.

HAS HE WON ANY AWARDS: Outstanding Staff Achievement awards in 2009/10 and 2010/11.

Personnel



3.2 Continued

CREATIVE DIRECTOR

Caroline McKean



WHAT CAROLINE OFFERS TO WEST VIRGINIA: Caroline will bring a knowledge and passion for West Virginia as the account executive and a modern and unifying approach to the design process with a dedication to brand consistency and functional/user friendly design.

WHAT QUALIFIES HER TO DO THIS? Caroline has worked for small businesses all over the country in niche markets elevating the branding and design process for each. Caroline is a founding member of LeisureMedia360's unique publication, *bridebook*. Drawing upon her connection with other bridal magazines, Caroline presented the idea of a unique-revenue generating product based on a wedding-announcement-style publication.

WHERE DID SHE LEARN HOW TO DO THIS? 2008 Graduate of Marietta College in Marietta, Ohio, with a Bachelor of Fine Arts in Graphic Design.

HAS SHE WON ANY AWARDS?

2014 Gold ADDY for the design of *bridebook* magazine, 2014 edition.
2013 Silver ADDY Award for a fashion layout, *The Roanoker Magazine*.
2012 Silver ADDY Award for a fitness layout, *The Roanoker Magazine*.

ART DIRECTOR

Ruth Herdman



WHAT RUTH OFFERS TO WEST VIRGINIA: Ruth's keen eye for modern, cohesive design, along with her desire for consistency and balance, provides a mature perspective in the creation of unique and individualized products.

WHAT QUALIFIES HER TO DO THIS? Ruth's experience as a designer in the advertising & marketing field has provided her with a very conscious sense of brand presentation and development. From initial concepts, to the last press check, she has overseen both large and small-scale projects from start to finish. In addition to design, she has worked as a freelance photographer for newspaper publications, her own photography clients, and for assorted community events.

WHERE DID SHE LEARN HOW TO DO THIS? 2012 Cum Laude graduate from Virginia Western Community College in Roanoke, Va. where she received her Associate's Degree in Communication Design.

HAS SHE WON ANY AWARDS?

2011 *Photographer's Forum Magazine* Best of Photography Publication Finalist.
2012 *Photographer's Forum Magazine* Best of College Photography Publication Finalist.

Personnel

3.2

3.2 Continued

SALES REP

Kim Green



WHAT KIM OFFERS TO WEST VIRGINIA: Kim brings a professional, knowledgeable, consultative sales approach which garners both respect and contracts from advertisers.

WHAT QUALIFIES HER TO DO THIS? Kim is a successful professional with 20+ years experience in print, online media, and sales management with an emphasis in building customer relationship management programs (CRM) and customer retention programs. She maximizes the bottom line through creative sales programs, staff management, and aggressive marketing plans. She has a special understanding of how local and regional budgets are managed and bought and is an exceptionally good listener to customer needs. She is especially effective in orchestrating strategic customer contact plans which result in meetings and contracts that will preserve and grow every product.

WHERE DID SHE LEARN HOW TO DO THIS? University of Tennessee.

NOTABLE ACCOMPLISHMENTS: Launched *Mountain Homes* magazine; generated \$700,000 in year one; \$1.1 million by year two. Sales Manager for *Blue Ridge Country*; worked with many WV businesses. Sales Manager for *The Roanoker*, generated record breaking annual sales.

SALES REP

Season Martin



WHAT SEASON OFFERS TO WEST VIRGINIA: Born in Crab Orchard, Season lives in Morgantown and brings a deep knowledge of all things West Virginia. In 2002, she trained to be a whitewater river guide on the New and Gauley rivers. Most summer weekends, Season can be found rafting with her family on one of the Mountain State's many rivers or camping in the state parks.

WHAT QUALIFIES HER TO DO THIS? Season has six years of advertising sales experience. She is skilled at uncovering new revenue opportunities, development of underperforming brands and building sales lists. She began her career in advertising sales with *The Roanoke Times*, and has mostly worked with regional print media ever since. In 2008 she returned to West Virginia to join the team at *The Dominion Post* in Morgantown, continuing her media sales career as a contractor for New South Media.

WHERE DID SHE LEARN HOW TO DO THIS? B.A. West Virginia University; M.A. Marshall University.

NOTABLE ACCOMPLISHMENTS: Doubled revenue during her first year with *Morgantown Magazine* and is on course to triple in second year. Recognized several times as Account Executive of the Month (and Year).

Personnel

3.2

3.2 Continued

SALES REP Rebecca Hudson



WHAT REBECCA OFFERS TO WEST VIRGINIA: Rebecca brings a professional, knowledgeable, consultative sales approach which garners both respect and contracts from advertisers. She has many established relationships with West Virginia businesses.

WHAT QUALIFIES HER TO DO THIS? She has managed the destination travel print advertising sales and cultivated meaningful client relationships through personal calls and industry events in the West Virginia and Virginia markets for the past 11 years.

WHERE DID SHE LEARN HOW TO DO THIS? Virginia Commonwealth University-Richmond, VA, Masters of Business Administration, 2005. Graduate of the Southeast Tourism Society's Tourism Marketing College. Virginia Polytechnic Institute and State University-Blacksburg, VA 1993-1997, BA Communication Studies-Public Relations Concentration Minor: Marketing Management, Minor: History.

NOTABLE ACCOMPLISHMENTS: Sold Co-ops to West Virginia tourism businesses for several years. Sales leader for custom guides for a major CVB, generating \$300,000+ annually. Currently handles 60+ clients digital media sales.

SALES REP Terri Reynolds



WHAT TERRI OFFERS TO WEST VIRGINIA: Terri will be responsible for selling business listings.

WHAT QUALIFIES HER TO DO THIS? Extensive marketing background includes more than 32 years in the fields of publishing, banking and health care. She is uniquely positioned to assist each listing advertiser on an individual basis. As someone who has both purchased and sold media space, she understands the need to evaluate advertising options and wisely allocate dollars within budget constraints. Her experience in metropolitan, industrial and rural markets enables her to relate to advertisers in the diverse demographic segments.

WHERE DID SHE LEARN HOW TO DO THIS? Bachelor of Arts, English and Journalism, Radford University. Master of Science, Health Administration, Medical College of Virginia / Virginia Commonwealth University. Continued education throughout career via seminars and college courses on such topics as strategic marketing management, negotiating, leadership, sales, etc.

NOTABLE ACCOMPLISHMENTS: Received national recognition that included gold awards for ad campaigns. Guest speaker upon request.

Personnel

3.2

3.2 Continued

PROJECT MANAGER

Theresa Lewis



WHAT THERESA OFFERS TO WEST VIRGINIA: Theresa will coordinate and manage production, auditing, printing and distribution.

WHAT QUALIFIES HER TO DO THIS? Theresa has nearly 39 years of experience in all aspects of editorial creation, workflow, software, production and management. Her ability to conceive, oversee and execute a full project while at the same time attending to every single detail of that project represents a skill set largely unprecedented in one individual. From cartography to chart creation from story budgets to indexing, from photography gathering to distribution, she is supremely equipped to field every challenge a publication presents.

WHERE DID SHE LEARN HOW TO DO THIS? Graduate and other courses in project management, quality control for publications, editing. B.S., University of Maryland.

NOTABLE ACCOMPLISHMENTS: Award of Merit, IRMA, cartography Managed conversion of sales databases to an integrated software management system. Onsite coordinator in developing proprietary listings database.

PRODUCTION DIRECTOR

Patty Jackson



WHAT PATTY OFFERS TO WEST VIRGINIA: Patty brings an integrated knowledge of print processes including digital file specifications and color, as well as pricing and procedures to every project undertaken; serves as Leisure's press check expert.

WHAT QUALIFIES HER TO DO THIS? A 24-year veteran of newspaper, printing, and magazine production and graphic design. Responsible for bidding, print contracts, paper selection, press checks, and quality control on all custom-publishing contracts. Has managed bidding, quality standards and distribution of all LeisureMedia360 publications since 1995, including *Virginia Is For Lovers Travel Guide*, *Virginia Tour Planning Guide*, *Virginia Meeting Planning Guide*, *Virginia Secrets*, *Virginia Wine Guide*, *Virginia Newspaper Insert Program* products, *Blue Ridge Country*, *The Roanoker*, *Mountain Homes*, *Smith Mountain Lake Visitor and Newcomer Guide* and *Roanoke Valley Visitors Guide*.

WHERE DID SHE LEARN HOW TO DO THIS? Radford University, Bachelor of Fine Arts with a concentration in Commercial Art and Graphic Design, a minor in Business; semester of study in London, England: commercial art and art history; Associate Arts degree in General Studies in preparation for B.F.A. program.

Personnel

3.2

3.2 Continued

DIGITAL MEDIA DIRECTOR Jenny Dorsey



WHAT JENNY OFFERS TO WEST VIRGINIA: 25 years of client service and professional relationship-building experience to West Virginia businesses. Trained in banner ad optimization, Jenny is our online analyst for our digital products. From image selection to analyzing web traffic patterns, Jenny assists her clients with online everyday. Her 20-year managerial background provides structure and support for the advertising, sales and listing staffs as well as years of experience in communicating with state businesses and attractions.

WHAT QUALIFIES HER TO DO THIS? Digital Media Advertising Administrator training, 24/7 Real Media/Open Ad Stream, New York, 2011.

Dallas Digital Summit Attendee, Dallas, 2012.

IAB certified in April 2015.

WHERE DID SHE LEARN HOW TO DO THIS? 1988-1992 B.S., Apparel Marketing and Merchandising Management, Virginia Tech.

MEDIA SPECIALIST Katie Larrington



WHAT KATIE OFFERS TO WEST VIRGINIA: Katie will research, verify and record all listings, keeping detailed notes and creating easy to understand spreadsheets. Using provided information she will create an up to date record of all listings.

WHAT QUALIFIES HER TO DO THIS? With nine years of customer service experience, Katie is friendly and has an upbeat attitude. Her attention to detail is essential to her role here at LeisureMedia360. Creating detailed spreadsheets is the key to having great listings and Katie is happiest when she has correct, complete information, no matter what it takes. She has an engineers' brain and an artists' heart, working together to create correct, complete content.

WHERE DID SHE LEARN HOW TO DO THIS? Bachelor of Science focusing on Interior Design along with two minors, one in Graphic Design and the other in Religion - Bridgewater College.

Personnel

3.2

3.2 Continued

AD COORDINATOR

Vicki Markvart



WHAT VICKI OFFERS TO WEST VIRGINIA: Vicki is a customer service pro, with deep experience helping advertisers large and small with their placements.

WHAT QUALIFIES HER TO DO THIS? Vicki is responsible for communicating directly with clients and the art department to get ads produced in a timely and professional manner. Vicki uses her technical and design knowledge to help create new ads. She also works with our online projects including hotlinks, banner ads and Enewsletter ads and content.

WHERE DID SHE LEARN HOW TO DO THIS? Virginia Commonwealth University, Savannah College of Art and Design, Georgia Board of Realtors.

HAS SHE WON ANY AWARDS? Leisure Staff Award for outstanding work achievements.

SOCIAL MEDIA & PR STRATEGIST

Liz Long



WHAT LIZ OFFERS TO WEST VIRGINIA: Liz offers editing and writing skills as well as a broad knowledge of social media and marketing.

WHAT QUALIFIES HER TO DO THIS? Liz has more than tripled our online fan bases using several social media platforms. She updates our online content, designs our publications' subscriber newsletters, works closely with local media, and writes articles for print publication. She also leads social media workshops and is a frequent speaker on social media.

WHERE DID SHE LEARN HOW TO DO THIS? Liz graduated with a B.A. in English from Longwood University in 2007.

HAS SHE WON ANY AWARDS? Won Citizen Leader Awards (2004, 2006, 2007) from Longwood University as well as the Matt Burton Award (2007) for her work at the student radio station. Won Outstanding Staff Achievement 4th Quarter in 2012.

Personnel

3.2

3.2 Continued

ASSOCIATE EDITOR

Samantha Hoback



WHAT SAMANTHA OFFERS TO WEST VIRGINIA: Samantha will develop fresh, vibrant content to engage readers and highlight the wonderful features of West Virginia.

WHAT QUALIFIES HER TO DO THIS? Samantha has worked for such publications as *Glamour* and *SELF* magazine, before continuing her publishing career at Houghton Mifflin Harcourt where she helped to acquire, edit, and publish books of all genres: cookbooks, home décor books, poetry collections, commercial fiction and more. She is also a freelance writer and copyeditor. Samantha first worked for Leisure as an intern in 2010, and is now excited to be a part of this team of talented, passionate, intelligent publishers.

WHERE DID SHE LEARN HOW TO DO THIS? B.A., Wake Forest University; Denver Publishing Institute summer intensive 2012.

EDITORIAL ASSISTANT

Christine
Winder



WHAT CHRISTINE OFFERS TO WEST VIRGINIA: Christine brings a sharp eye to editorial proofs, as well as an unbridled enthusiasm for writing articles, fact-checking, and more.

WHAT QUALIFIES HER TO DO THIS? While earning her Bachelor of Arts in Communications, Christine has experience conducting interviews, photographing subjects, and proofing editions of the paper. She worked closely with her supervisor on website updates and articles and greets any challenge with a smile.

WHERE DID SHE LEARN HOW TO DO THIS? Roanoke College, graduating with her BA in Communications in May 2015. Her previous experience in retail also offers superb customer service, while being an ambassador at her school allows her to interact with and instruct both peers and underclassmen.

Subcontractors

3.3

3.3 Subcontractor company information and references.

Provide a potential list of all related sub-contracted services that may be needed for work associated with this RFP.

WE'RE FLEXIBLE!

Please note: Although these companies represent subcontractors we have partnered with successfully in the past, if you have a different vendor you would like us to consider for any of these services we are more than willing to speak with them!

PRINTING & DELIVERY

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www.QG.com
855 Caperton Boulevard
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Tim Brown
304.260.7000

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a division of Cenveo Publisher Services

www.conveo.com
2901 Byrdhill Road, Richmond, VA 23228
William Kitts
804.261.3065

RR DONNELLEY

www.rrdonnelley.com
1 Shenandoah Drive, Strasburg, VA 22657
Lisa Allison
800.442.5679 ext 4766

EMAIL MARKETING SERVICES

CAMPAIGNER

Powered by j2 Global™, Inc
www.campaigner.com
j2 Global Canada, Inc.
2 Gurdwara Road, 3rd Floor
Ottawa, Ontario, Canada
K2E 1A2
Gulab Karnani, Corporate Sales
Representative - j2 Cloud Services, Inc
613.733.0000 ext 7567

KNOWLEDGE MARKETING

www.knowledgemarketing.com
3650 Annapolis Lane North
Suite 190
Plymouth, MN 55447
Kate Cosgrove
763.746.2785 ext 212

DIGITAL EDITION

NXTBOOK MEDIA

www.nxtbookmedia.com
480 New Holland Avenue
Suite 7101
Lancaster, PA 17602
Andy Moore, Purveyor of Solutions
866.268.1219 ext 117

PR SERVICE

VOCUS

www.cision.com
130 E Randolph Street, 7th Floor
Chicago, IL 60601
866.639.5087

PRINT SALES COLLATERAL

CHAPMAN PRINTING COMPANY

champion-industries.com/chapman/services.htm
3000 Washington Street
Charleston, WV 25312
304.341.0676 or 800.824.6620

Qualifications & Experience

3.4

3.4 A list of annual gross billings

for the previous 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 relation associations. The Vendor should have sufficient financial stability. The Vendor should be recognized throughout the industry as a vendor with a solid financial foundation to meet its commitments on behalf of itself and its clients.

"We have received good feedback on your article and we know through our tracking that this page is being visited and read by the visitors to our website."

*Olivia Litman,
Marketing Director
Wheeling-Ohio County CVB*

ACCOUNTS

We are happy to report LeisureMedia360 **has not lost one account in the past 12 months**. In fact, we have added eight new custom publishing clients.

Listed below are new custom publishing accounts that have been added in the past year:

LIFEOUTSIDE MAGAZINE:

A three-time per year publication focused on outdoor recreation published in cooperation with Roanoke Outside, part of the economic development department for Roanoke, Va.

ALLEGHENY LIVING:

A quality of life annual publication and digital edition produced for the Allegheny County Chamber of Commerce.

SMITH MOUNTAIN LAKE VISITOR GUIDE:

An annual visitor and relocation guide and digital edition produced for the Smith Mountain Lake Regional Chamber of Commerce.

BEDFORD LIVING:

An annual publication and digital edition produced for the Bedford County Chamber of Commerce.

BRIDGEWATER PLAZA & MARINA:

Custom content strategy created for this key attraction at Smith Mountain Lake.

WHEELING, MERCER COUNTY, SUMMERSVILLE, PARKERSBURG/ WOOD COUNTY, NEW RIVER GORGE CVBS:

Content articles created for CVB's for use on their websites and blogs.

LEXINGTON VISITORS GUIDE:

An annual visitor guide publication and digital edition produced for Lexington & The Rockbridge Area Tourism.

PRINCE WILLIAM COUNTY AND MANASSAS:

An annual visitor guide publication and digital edition produced for Discover Prince William & Manassas.

Qualifications & Experience



3.4 Continued

GROSS BILLINGS

LeisureMedia360 Gross billings were \$ 4.7 million for 2014 and \$ 4.6 million for 2013.

MEMBERSHIPS AND CONVENTIONS:

ALLEGHENY HIGHLANDS COC
ASHEVILLE AREA COC
BEDFORD AREA COC
BLUE RIDGE TRAVEL ASSOCIATION
COMMUNITY OF CHARLOTTESVILLE
KENTUCKY GOVERNOR'S CONF
KENTUCKY TRAVEL INDUSTRY ASC
LAKE GASTON COC
NC HIGH COUNTRY HOST
NORTH CAROLINA GOVERNOR'S CONF
NORTHEAST GEORGIA MTN TRAVEL
ROANOKE REGIONAL HOME BUILDERS
ROANOKE VALLEY CVB
SHENANDOAH VALLEY TRAVEL ASSOC
SMITH MOUNTAIN LAKE COC
SOUTH CAROLINA GOVERNOR'S CONF
SOUTHEAST TOURISM SOCIETY
SOUTHERN HIGHLANDS GROUP
TENNESSEE GOVERNOR'S CONF
VHTA
VIRGINIA CVB ASSOC
VIRGINIA GOVERNOR'S CONF
VISIT SOUTHERN WEST VIRGINIA
WEST VIRGINIA CVB ASSOC
WEST VIRGINIA GOVERNOR'S CONF

FINANCIAL STABILITY

As a closely held private corporation, LeisureMedia360 does not release its financial statements to the public. But as requested in your RFQ, a statement of financial strength from our CPA is included.

Campbell & Lineberry
CERTIFIED PUBLIC ACCOUNTANTS

March 4, 2015

West Virginia Division of Tourism
Purchasing Division
2019 Washington Street East
PO Box 50130
Charleston, WV 25305-0130

RE: Request for Proposal

Dear Sir or Madam:

My firm, Campbell & Lineberry, PC, and its predecessor, Moore & Campbell, PC, have served as independent certified public accountants for Leisure Media 360, Inc. formerly, Leisure Publishing Company, Inc., for approximately ten years.

While professional standards promulgated by the American Institute of Certified Public Accountants specifically prohibit us from providing solvency assurance comfort letters for clients, I offer some insight for your consideration as to the financial resources of Leisure Media 360 and their exemplary reputation in the business community

Leisure Media 360 has been in business since 1972, a tenure that has spanned forty-three years. J. Richard Wells, the company's founder, has served continuously as their chief executive officer while maintaining a controlling interest in the corporation since its inception.

As part of their fiscal management and during our ten year history as their CPAs, Leisure Media 360 has maintained an investment account in excess of \$500,000 at Merrill Lynch, which they consider to be a working capital reserve. With this account pledged as collateral, Merrill Lynch provides a fluctuating line-of-credit tied to the market value of the pledged securities. At present, the credit available under this line is nearly \$172,000. The company also has an unused revolving line-of credit for \$180,000 available from Union First Bank. Together, available lines-of-credit comprise approximately \$352,000 in ready funds.

I trust that the foregoing information will be helpful to you in your consideration of doing business with Leisure Media 360, Inc.

Yours truly,



William C. Campbell, CPA, CFP

References

3.5

3.5 Contact names, telephone and email

of two current clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.

1

Virginia Tourism Corporation

17 years

VIRGINIA TOURISM CORPORATION

Contact: Rita McClenny, Executive Director

901 E. Byrd St., Richmond, VA 23219

(804) 545-5510, F: (804) 786-1919,

RMcClenny@virginia.org

Project Name(s): Virginia Travel Guide, Group Tour Itinerary Planner, Meeting Planners Directory (1998-present)

Number of Years: 17

Ours is a turn key service, from sales to editorial, production and delivery!

LeisureMedia360's role in the project was as publishing partner, providing research-based suggestions, planning, sales, editorial, production, financial, listing accumulation and fact checking, design and photography services for the creation of the annual *Virginia Travel Guide*. From planning and strategizing meetings to delivery, LeisureMedia360 provides a collaborative approach to delivering an award-winning state travel guide.

2

Lexington and Rockbridge Area Tourism

1 year

LEXINGTON AND ROCKBRIDGE AREA TOURISM

Contact: Jean Clark, Marketing Director

106 E. Washington St., Lexington VA 24450

(540) 463-3777, F: (540) 463-1105,

lexingtonmarketingdirector@rockbridge.net

Project Name(s): Lexington, Buena Vista & Rockbridge County Activities Guide

Number of Years: 1

LeisureMedia360 worked with Lexington Tourism to publish their annual activities guide. LeisureMedia360 handled planning, sales, production, listing fact-checking, design and photography.

3

Charleston, WV CVB

CHARLESTON, WV CVB

Contact: Alisa Bailey, President & CEO

200 Civic Center Drive, Charleston, WV

(304) 344-5075

alisa.bailey@charlestonwv.com

Qualifications & Experience

3.6

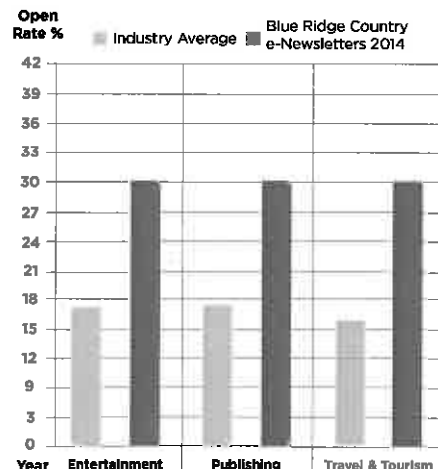
3.6 The Vendor should be knowledgeable

about the best practices in email communications and be capable of providing detailed reporting of email or deliverability, link tracking and consumer / profile tracking.

With smartphone usage soaring, consumers today literally carry their email inboxes with them everywhere they go, making an effective email marketing strategy even more crucial than ever before. Strategically integrated email marketing campaigns help expand and maintain your brand, drive website visitation and engage your target audience in ongoing dialogues that will ultimately result in more and lengthier visits to West Virginia.

LeisureMedia360 is dedicated to staying on the cutting edge of all of the latest best practices and industry trends in email marketing. Here are just a few case studies from 2014:

- LeisureMedia360 **sends email marketing communications every single day**. In 2014, our artists, writers and digital experts designed and sent more than 320 distinct email marketing messages for ourselves and our clients. That's an average of more than 1.25 messages per business day.
- LeisureMedia360 **closely monitors key performance indicators** for all email marketing communications, including deliverability rates, open rates, click rates, bounce back rates, unsubscribe rates, conversion rates and more.
- Active subscribers to *Blue Ridge Country's* primary double opt-in e-newsletter **grew by more than 24%** in 2014, and active subscribers to *The Roanoker's* primary double opt-in e-newsletter **grew by more than 45%**.
- LeisureMedia360's monthly, double opt-in e-newsletters for *Blue Ridge Country* magazine routinely deliver **open rates that are 9% to 14% higher than industry averages**. Some of our emails achieve open rates of 50% or more!



Qualifications & Experience



3.7 The Vendor should provide some hard copies of other publications they have worked on or are working on with similar specifications within this RFP.

Sample of other publications we publish are in the rear of this binder.

Goals and Objectives

4.1

4.1 To design, create and develop the layout of a Travel Guide which will include various tourist attractions, destinations, events, etc.

IMAGES & EDITORIAL

will put a strong focus on hot buttons from your 2014 Longwoods Study

- A FUN place
- Lots of things to see and do
- An exciting place

EDITORIAL PLAN

In the context of the state's plan for a multi-media, multi-platform, multi-outlet use of Travel Guide content, it is critical that the bounty of West Virginia lures be presented in an inviting, active, participatory manner, with the underlying perspective of delivering visceral renditions of activities, destinations and experiences to the reader, rather than a traditional "travel guide." Using a 60/40 editorial/ad ratio, as ad revenue grows, so will the editorial.

REGIONS

In that context, **expert, experiential, first-person writing** must carry the day in all aspects. The nine regions, for example, are not about geography at all, except where the geography is key to the experience. The regions will be presented through went-and-did testimony, infusing traveler-needed information on the best experiences the region has to offer. The ideal content—and the content for the 2016 West Virginia Guide—is content that has the reader saying to his or her travel companion(s), **"Hey, did you know this guy floated down the New, jumped off a 30-foot rock, got up on that crazy bridge and then went into Fayetteville and had the best pizza he ever had in his life? In one day! That sounds FUN. We gotta do that."** Sidebars to present any regional highlights not covered in the main piece will carry the same active, go-do tone and information.

FEATURES

Similarly, features are first-person recountings of West Virginia experiences, touching on what it feels like for a family to **wake up to an October-morning snow in a cabin in Watoga State Park**, with a day of exploring the Cranberry Glades ahead of you. Touching on the lifetime memory of a couples romantic evening in Charleston with a fine dinner followed by a **live performance of "Mountain Stage,"** featuring the likes of Keb' Mo', Buckwheat Zydeco or Drive-By Truckers. **Or walking across the Shenandoah River on the Appalachian Trail and into historic Harpers Ferry**, with a night's lodging overlooking the Potomac River awaiting in town after your morning's walk, afternoon of exploring history and ATC Headquarters and evening of historic-setting dining.

Features will **celebrate the wonders of West Virginia in all four seasons**, for there is no Eastern-U.S. state more blessed—in beauty, activity and lures—than West Virginia.

Goals and Objectives



4.1 Continued

THE OVERALL
QUALITY
(of The Milepost)
was an
improvement over
our previous
publisher.

I thought the overall design and
content were excellent!
—Phil Francis, Superintendent
Blue Ridge Parkway,
National Park Service

WRITERS

Our **database of more than 450 writers**, developed over the 27-year history of the award-winning, subscription-based *Blue Ridge Country* magazine (see elsewhere in this proposal for details on *Blue Ridge Country*'s quarter-century love affair with West Virginia) includes dozens who carry the passion for West Virginia and cannot wait to exercise and celebrate that passion.

All of the writers we use in our paid-subscription and other publications are well educated and experienced in the context of creating fully researched, accurate, fact-checked content. And before any assignment is undertaken, its topic, focus and specifics will be approved by your staff. In short, our 40-year track record of creating periodicals that customers pay for has served as a proving ground toward the establishment of a substantial set of talented, passionate, accurate, conscientious writers whose merit has been proven again and again in print that people pay for.

PHOTOGRAPHERS

Similarly, LeisureMedia360 has developed **relationships with more than 200 photographers** over the past decades—photographers who have contributed work in *Blue Ridge Country* that has been compared to *National Geographic* for its quality, color and composition.

In short, to know West Virginia is to love West Virginia. And our editors, writers, photographers, designers—everyone associated with the creation of the '16 guide—knows and loves West Virginia.

Goals and Objectives

4.1

4.1 Continued



LM360 IS PROUD
to have several
"Stars of the
Industry" awards
for our magazines
from West Virginia.

CREATIVE: TRIED, TESTED, & TRUE

Helping West Virginia Tourism excite and engage visitors to the state by presenting West Virginia as a must-see destination and driving more visitors and tourism revenues is our creative goal. We will highlight the excitement, multitude of things to do, fun for all ages (especially children), compelling history, and authentic culture through the blending of experiential editorial and design. We'll broaden the adventure base to families, couples and soft adventure.

Over the past 15 years, LeisureMedia360 has broadened from its core of magazine publishing into magazine and newspaper inserts, innovative digital guides, email and social media marketing campaigns. We would put that knowledge to work for you; partnering to harness an exciting range of creative work for West Virginia Tourism.

Our **publications are designed utilizing marketing strategy**; the latest trend being a focus on experiential design and local voices. Our design philosophy is to integrate West Virginia Tourism's brand into the guide but show the state as if it were a travel magazine. Our goal is to build excitement, anticipation and be an inspiration for the West Virginia visitor – whether it is their first or fortieth visit.

COVER DESIGN

Our first chance to create an impression is through our cover design. Our covers are **created with your target consumer in mind**. We offer two samples, first today's current brand perception – adrenaline junkie exploding down mountain. The second cover broadens the brand – showing family on gentle single track with Cheat Mountain looming in background. One of our biggest success stories is Leisure's photo-driven design for the Virginia Travel Guide. Our challenge? To change the perception of the "old Virginia image" from stuffy, expensive, boring, loaded with history and low on excitement to a new vision of having FUN in Virginia. The result? Since these changes began a few years ago, Virginia has experienced an 8% increase in tourism revenue. And brought \$1.32 billion in state and local taxes while increasing tourism employment by 2%. We believe that the Travel Guide played a role in this success. In both 2010 and 2011 requests for the guide exceeded the press run causing Virginia Tourism to go back on press for more copies! Who said print was dead?

Goals and Objectives

4.1

4.1 Continued

“What differentiates LeisureMedia360 is their commitment to quality and service throughout the entire customer experience. It shines through not only in the print products, but in everything they touch. It’s not only a pleasure, but a privilege to partner with LeisureMedia360.”

—Robb W. Smith
Business Development Director
Cadmus Printing Group Inc.

LAYOUT DESIGN

Our second chance to impress and inspire the West Virginia traveler is through layout design for the entire WV Travel Guide. It’s important to be consistent through branding, build strong navigation, pair well-produced, inspiring imagery with exciting and experiential editorial, and infuse the book white space. Our goal is to develop a **clean, uncluttered, modern, and visually functional** guide for West Virginia’s target markets.

KNOWLEDGE OF PHOTOGRAPHY

LeisureMedia360 understands how photography can affect travelers and how important vibrant, well-exposed, active images of the state will be to the end success of a travel guide.

When Virginia Tourism came to us a few years ago wanting to strengthen awareness of the Virginia brand through photography, LM360 played a pivotal role. Able to **work as part of a cohesive team with the ad agency and the tourism office**, LM360 was instrumental in determining the strategy, shot list and many other details that were necessary to elevate the photography. The result? A consistent brand between advertising campaigns, the print Travel Guide, and Virginia’s web presence, a much more appealing travel guide that speaks to today’s travel planner and an expanded photo library for VTC to use on other projects.

DESIGN STRATEGY & CREATIVE PROCESS

LeisureMedia360 will partner with West Virginia Tourism to build the most effective guide for your specific markets and goals. The most important part of this process is communication. **Leisure’s creative director will be the primary liaison, and will bring a variety of team members to meet with West Virginia Tourism** in person, via video or phone conferencing or a mix of the three to establish West Virginia’s most pressing tourism needs and goals for the travel guide to address.

The creative team will ask for, as well as provide, a creative vision based on these goals and the WV Tourism brand. Collectively, these meetings will be brainstorm and idea-sharing sessions that will help the LeisureMedia360 creative team build a strong design foundation for the WV Travel Guide. This foundation will incorporate the WV brand, target market, magazine-style cover design, editorial sections, captions, sidebars & visual call-outs, strong navigation, and the infusion of white space for a clean modern design.

Goals and Objectives



4.1 Continued

UTILIZE YOUR RESEARCH & OUR MAGAZINE RESEARCH TO TARGET YOUR MARKET

LeisureMedia360's periodicals experience, will be utilized to provide insight and best practices in a hundred different ways. Whether targeting the female decision-maker, the younger GenX family, the professional millennial or the empty nester couple, our magazine experience combined with incorporating your research can be an asset as West Virginia makes even stronger use of your guide for conversions.

- Images of the key target markets
- Reflections of the diversity of today's traveler
- Inclusion of sharing or social media images to utilize peer-to-peer marketing
- Integrating numbers, lists and bullets in a clean modern design
- All images include a caption – captions are read

The planner wants to know the location of every image. Collaboration with your ad agency, you and LeisureMedia360 will result in a research based design.

COVERS COUNT

LeisureMedia360 stands ready to draw on its proven track record, in which the cover is of utmost, first-impression importance. Recent covers for LM360's 27-year-old *Blue Ridge Country* have contributed to dramatic newsstand sales for that publication.

LeisureMedia360's cover design is based on what sells on newsstands – the basic premise being 'what will get a reader to not-only pick up this publication but open it?' The partnership between a strong, active cover image and powerful, action words on the cover lure visitors to pick up, open, and utilize our guides and publications.

Goals and Objectives

4.1

4.1 Continued

INCLUSION OF WHITE SPACE

Leisure creates custom design for each client but one constant is the appreciation of, and incorporation of white space. This can be defined as negative space as it might sometimes be a block of color. It is the absence of text and image. And we believe it matters.

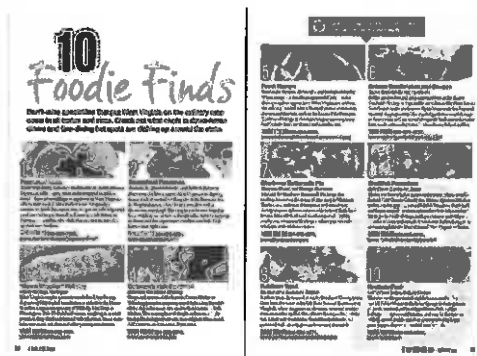
Because of our background as magazine publishers, our design is disciplined to include this critical element rather than overloading the reader with layouts that have too much text and too many too big images. Here's why:

- **Improved legibility:** legibility and readability are improved with white space.
- **Higher comprehension:** studies show a 20% lift in comprehension due to good use of white space
- **Increased attention:** Today's busy traveler is bombarded with messages. Good use of white space in the editorial draws increased attention and differentiates the editorial from the colorful, often busy ads. If the editorial is in the same bold colors and equally as busy, the reader has trouble telling the two apart and remembering anything. The end result is discomfort for the user – something that white space easily difuses.

Creates the right tone: White space conveys a message that the subject is fresh and modern. When trying to attract the **Gen X or Millennial traveler** who has grown up in an environment exposed to strong design such as Nike or Target ads, raising the level of sophistication with white space is all part of a sound marketing strategy.

LISTINGS AND CHARTS

Though listings and maps and charts may not win creative design awards, they are a critical element of any successful visitor guide. The design of these items is something that Leisure puts a strong focus on. One item that is a part of our initial project meeting with a new client is to review and **improve the looks and usability of listings and charts**. Cleaner format. Use of readable fonts. Smart kerning and spacing. A review of icons and color. **All designed to invite scanning for easy-to-find information.** We do that with every book that we produce. Beyond a review of the format of the listings, we would be intermix West Virginia's listings with photos to introduce visual interest. Our studies have shown that an entire spread of dense black listings depresses readership. In all cases images will include a caption, which research shows to consistently be the best read words on a page.



BEFORE



AFTER

4.1

4.1 Continued

7.75"
X
10.5"

New 7.75" x 10.5" format.

SAMPLE DESIGNS

When our creative director Caroline created the sample covers and food editorial she drew upon her own experiences in West Virginia to develop the designs.

Inspiration stemmed from Fiestaware colors and time spent in the outdoors at Snowshoe Mountain ski resort. Caroline even wrote some of the copy for the food editorial as she chose three of her favorite West Virginia restaurants to be covered. It's that inside knowledge and passion that gives West Virginia Tourism something special: an understanding of the state from a native's perspective. LeisureMedia360 believes that it is best to showcase creative in person rather than in a binder. We have much more we would be excited to show you.

SIZE:

We strongly suggest a bigger, more attention-grabbing magazine format. A larger size of 7.75" x 10.50" may cost us more to produce, but the end-product will stand out on display racks and offer a greater value to the traveler. The sample designs provided were created at 7.75" x 10.50" size which reflects a magazine style approach to the design. The larger format allows more space for editorial and larger photos while retaining adequate white space. The 7.75" x 10.50" format will not create any weight problems on national or international mailings. At the current page count of 128 + cover, we estimate the assembly piece weight to be 0.4876 for the guide.

DESIGN ELEMENTS AND COLORS:

The color pallette was inspired by our creative director's family collection of Fiestaware. The bright colors in combination with a small dot pattern for navigation will lend a bright, navigational element to the book without being too heavy.

We do not presume that these layouts would meet your current needs. We'd need your input as a springboard to actual designs.

The editorial spread incorporates everything discussed above: space, strong navigation, bites of information with visible headers and contact information captions and photo credits.

4.1

4.1 Continued

SAMPLE DESIGN ELEMENTS AND COLOR PALETTE

HEADLINE FONT

Deck Font for Editorial

Subheader - color defined by navigational

Body Text - easy to read, classic font

REGIONAL NOTATIONS - BASED ON REGION COLOR CODE

EASTERN PANHANDLE

NORTHERN PANHANDLE

MID OHIO VALLEY

POTOMAC HIGHLANDS

NEW RIVER - GREENBRIER VALLEY

METRO VALLEY

MOUNTAINEER COUNTRY

MOUNTAIN LAKES

HATFIELD MCCOY MOUNTAINS

Color Palette

was inspired by Creative Director's family collection of Fiestaware



Navigational Element - Coloful Dots

will help reader know where they are in the book while still being light and allowing for white space.

Each color bar will correspond with a regional color.



Sample Schedule



4.1 Timeline...

...for production, distribution, and completion of the Travel Guide and its estimated date for delivery to the Agency.

LeisureMedia360 will send a weekly report to WV detailing the status of the project throughout the cycle below.

BEGIN DATE	END DATE	NAME
4/1/15	4/24/15	LM360 and WV have initial meeting to discuss creative direction, production schedule, procedures
4/27/15	5/1/15	LM60 prepares media kit and gets approved by client
5/4/15	10/9/15	Sales begin - end
6/24/15	6/24/15	LM360 and WV begin discussion of mock-ups, cover ideas and photo options
6/24/15	9/3/15	Editorial copy assigned and written
9/8/15	9/21/15	Editorial copy received and copyedited by LM360
9/21/15	9/28/15	Editorial copy (galley format) sent to WV for review Proof #1
9/28/15	9/28/15	LM360 to receive feedback/revisions to editorial copy from WV
9/28/15	9/28/15	Photography selections due
10/5/15	10/15/15	WV receives mock-ups from LM360. LM360 art director/account executive will meet with WV to discuss.
10/15/15	10/15/15	LM360 to receive feedback on mock-ups from WV
10/16/15	10/19/15	LM360 will determine page count and paginate book. Send to WV for review.
11/2/15	11/2/15	LM360 and WV will discuss pagination revisions, editorial placement/fit and any questions
11/10/15	11/10/15	Any remaining image submissions due
11/13/15	11/19/15	WV receives page layouts of entire book from LM360. Any ads that have been approved by advertiser will be placed in this proof. Proof #2
11/16/15	11/18/15	Reader response card to Agency for review and approval
11/19/15	11/19/15	LM360 receives feedback / revisions on proof
11/25/15	11/25/15	LM360 in-house proof review. Everyone involved will check their pieces of the book (editorial staff, advertising staff, production staff) and "fresh eyes." We always have someone who had not seen the book before read and review.
11/26/15	11/27/15	Thanksgiving holiday
11/30/15	12/7/15	WV receives proof of entire book from LM360 with all revisions from proof #2 made (this will include all ads placed) Proof #3
11/30/15	12/5/15	PDF file of reader service card to 3Z for printing
12/7/15	12/7/15	Final approval of book due from client
12/8/15	12/8/15	Final LM360 in-house proof by production staff
12/9/15	12/9/15	Supplied reader response cards delivered to printer
12/9/15	12/9/15	LM360 preps PDFs for printer
12/10/15	12/10/15	LM360 uploads files to print facility
12/11/15	12/11/15	LM360 production director reviews online printer proof

Sample Schedule



4.1 Timeline Continued

12/14/15	12/14/15	LM360 begins eguide
12/14/15	12/16/15	Press date (estimated)
12/16/15	12/17/15	Guide enters bindery & packaging (estimated)
12/17/15	12/19/15	Shipment prepped for delivery to WV
12/22/15	12/22/15	Delivery
12/22/15	12/22/15	LM360 sends eguide link to WV

4.1

4.1 Continued

GUARANTEE
PRINTING IN
WEST VIRGINIA
keeps jobs
in your state.

PRODUCTION

You can see our process from the steps in the timetable on the preceding page.

Highlights include:

- Meetings between LeisureMedia360, West Virginia and the agency to collaborate.
- Regular status report for you so you will always know where we are in the project.
- PDF proofs at each proof stage specified on the schedule.
- A final PDF of complete book with ads to client for review before printing. Nothing will be printed until Leisure receives final approval from client.
- As a final quality control step prior to PDF file preparation and upload, we have an internal proof by the project team as well as “fresh sets of eyes” to review all pages.
- Leisure works on a Mac-compatible platform, using Adobe Creative Suite (currently CS6) for page production. We maintain a dedicated server and a separate archive for file storage and use Extensis Universal Font Server for management of our extensive font catalog.

PAPER

LeisureMedia360's production director is constantly researching market trends and monitoring the changes in the paper market. We have quoted a paper grade which matches the paper stocks used in the current WV Travel Guide.

We quoted these stocks for the guide:

100# (25" x 38" BOOK) #3 Coated Cover

40# (25" x 38" BOOK) #4 Coated for text

We do not take a “cookie-cutter”, one stock for all approach to paper selection. LM360 often provides the paper used for the products we produce rather than pulling from the standard sheets offered by the printer to assure the best quality for your product.

PRINTING

- Our production director reviews a final online digital proof following file upload and processing prior to plating. LeisureMedia360 also requires that a standard SWOP proof of C1 (front cover) be supplied for review.
- Production director attends the press check for all signatures to assure printed product maintains color consistency throughout the press run.
- Guide enters bindery for insertion of reader service card, perfect binding and trimming.
- Press run is prepped for delivery to warehouse.
- And finally – meet the delivery date!

4.1

4.1 Continued

We will print both the travel guide and all marketing materials in West Virginia, keeping this large print job in your state. Leisure will be responsible for and oversee the entire production and printing process. Our production director, who has 24 years of experience, will negotiate all print contracts with printer, locate and purchase paper. She will coordinate final proofs, review all PDF files prior to upload and plating for press run, and coordinate packaging and delivery of final product, and handle all production details necessary to completion of project.

SHIPPING

- All copies will be packaged in cartons weighing no more than 30 pounds each and no more than 50 guides per carton with no bands or plastic wrap. The cartons will meet the stress strength of 200 psi.
- Cartons will be packed on skids with no more than 80 cartons per skid and no more than 4 rows high. Each carton will be stamped on top or side with label that identified the content (WVTG) and quantity per carton.
- Guides will be delivered to the Agency, free of charge. LM360 will contact the Agency to arrange shipment to an identified location. We will present a schedule at least 30 days prior to shipment and contact at least 48 hours prior to delivery for final instructions. LM360 will distribute a copy of the guide to each advertiser in the guide following delivery to client.

Goals and Objectives

4.2

4.2 To develop and publish a Travel Guide

and monthly e-newsletter that utilizes various marketing tools and research.

RESEARCH WILL BE KEY

WV Longwood 2014 Image Study

1. A fun place
2. Good for families
3. Must-see destination
4. Good for couples
5. An exciting place
6. Lots of things to see and do
7. Children would especially enjoy
8. Good place to relax
9. A real adventure
10. Unique vacation experience

LeisureMedia360 believes strongly in the value of marketing research and is experienced in collecting reader feedback and developing content and delivery strategies designed to respond key findings. We can apply that expertise to enhance your Travel Guide and monthly e-newsletter.

WE REGULARLY:

- Craft **questionnaires and surveys** for our custom clients.
- Utilize the results in every step of a visitor guide process.
- Utilize **independent market research** firms to stay abreast of changing habits/interests/demographics of readers.
- Employ **independent and industry market research** on travel and magazines.
- **Utilize client research** in every step of our process and keep it confidential.

Here are just a few of the thousands of research based facts that drive our guide and e-newsletter decisions. Strategy sessions with you would go into much greater detail. One important note - **the facts below are NOT from our relationship with Virginia Tourism. Their information is confidential. Yours would absolutely be confidential too.**

- GPS users, younger travelers - all want locator references.
- Maps are still important.
- Multi-generation travel is growing.
- Know how to convert the boomer grandma and you gain multi-gen groups.
- Culinary tourism has incredible growth potential.
- Stories and photos on food, wine, beer and spirits have broad appeal to travelers and visitors.
- At least one in five guide requesters has not decided on a destination.
- Build a better guide and you can generate millions in additional tourism revenues.
- Most guide requesters today come from the tourism website.
- Though everyone uses the Internet, requesters want and use guides.
- Guide users extend their visit and number of activities by an average of 2 days.
- Build a better guide and the average trip spend will grow adding millions in tourism revenues.
- More people under 35 read magazines than those over 35.
- Print still works, but you must know how to attract and hold reader's attention

What is the number-one thing the coveted millennial go to their parents for? One clue, it's not money.

What is the one thing NOT to do in a travel guide?

Sorry, we can't share that with you yet.

Goals and Objectives

4.2 4.2 Continued

LeisureMedia360 offers you cutting-edge solutions that deliver results, from targeted banner ad campaigns where an advertiser can get noticed on top sites, to online lead generation, social media relationships, and a rich media digital visitor guide that fully engages the reader and is deliverable to all leading desktop and mobile devices.

RESPONDING TO READER INPUT

CASE STUDY: *Blue Ridge Country Photo Blog & E-Newsletter*

In 2014, in response to social media analytics revealing a high level of interest in sharing and viewing photography, *Blue Ridge Country* launched a new e-newsletter and blog dedicated to showcasing beautiful photos of the region sent in by our readers. **That newsletter is now requested by more than 12,000 subscribers and the blog is the most heavily trafficked section on BlueRidgeCountry.com at 28% of all pageviews!**

CONDUCTING RESEARCH

CASE STUDY: *Blue Ridge Country Travel Survey*

In 2015 *Blue Ridge Country's* editors conducted an online survey about our readers' travel habits. The survey was distributed via social media and email to a total audience of more than 56,000 recipients. A total of 1,585 readers completed the survey, and more than 1,000 (67.9%) of those responses were received within the first 72 hours. Efforts are currently underway to incorporate the key findings of that study in future sales, marketing and editorial strategies.

DIGITAL MARKETING TOOLS:

INTERACTIVE RICH MEDIA DIGITAL EDITION

- As your partner, LeisureMedia360 will provide the West Virginia Division of Tourism with a fully interactive rich media digital edition of the *Official West Virginia Travel Guide*, deliverable to all leading mobile platforms and app stores, including the Apple App Store, Google Play store and Amazon App Store. These branded apps will position your digital visitor guide to take full advantage of the current and projected surge in smartphone and tablet usage worldwide.
- Your interactive digital visitor guide will be produced through a standing partnership between LeisureMedia360 and Nxtbook Media, an Inc 500 company which helped pioneer digital edition technology as one of the first companies to bring a full-service digital publication platform to the marketplace in 2003.



Goals and Objectives

4.2

4.2 Continued

- We will insure your interactive digital edition is much more than a simple digital replica of the printed counterpart through the strategic use of existing rich media enhancements and treatments such as videos, background audio, expanded slideshows and/or Flash/ HTML5 animations in select areas of the editorial content.
- And all of this comes at no cost to the division.


DIGITAL MARKETING TOOLS:

PRINT-TO-MOBILE WATERMARK TECHNOLOGY

Pioneered by magazines such as *House Beautiful*, *Sports Illustrated* and *Southern Living*, Digital Watermarks provide an alternative to ugly QR (Quick Response) codes. LeisureMedia360 began supporting digital watermarks in 2013 and has successfully incorporated them into several products. In layman's terms this technology is like a QR code on steroids, providing the latest and best technology in the print-to-mobile space.

HOW IT WORKS:

- Digital information is embedded into an image using a color spectrum that is invisible to the human eye but detectable by a special app available through all leading mobile app stores.
- An attractive branded icon unique to the *Official West Virginia Travel Guide* is used as a visual call to action instead of a traditional QR code, often with a brief description of what the reader can expect to experience upon scanning the image.
- To ensure maximum effectiveness, a full-page "how-to" document near the front of the publication trains highly engaged readers exactly what to do when they see the icon.
- Ideal for video, audio, slideshows and other mobile-friendly content.



Unlike QR codes - which the market has been slow to adopt - digital watermarks offer a design-friendly print-to-mobile option that can be integrated into your print and digital publishing strategy.

Goals and Objectives

4.2 4.2 Continued

CAPITALIZING ON NATIONAL CONTENT

CASE STUDY: Hatfields & McCoys

LeisureMedia360 believes in leveraging national stories whenever possible. We bring you this creative idea mindset to enable West Virginia to stretch its budget by capitalizing on national events when LeisureMedia360 is your partner.

In May 2012 visitation to BlueRidgeCountry.com grew by 900% with more than 238,000 unique visitors.

The reason? The Hatfield's & McCoy's History Channel TV miniseries – watched by a near-record-breaking 14.3 million people – and our integrated digital media campaign that we created prior to the airing of the series.

For years, one of *Blue Ridge Country's* Top 10 articles has been "Rosanna McCoy: The Girl Who Loved Too Much and Paid with Her Life."

So we prepared to leverage the exposure. We created a new landing page. Implemented a new pay per click campaign. Made sure our advertisers were in a good rotation adjacent to the story. And began to build excitement with our Facebook fans about the mini-series before the first episode even aired.

Then we watched and waited. We didn't wait long.

Three days before the miniseries even started we had to up the guaranteed RAM memory on our server because traffic was jammin'. The day before Kevin Costner began his Emmy winning performance on national TV, we had to increase our server capacity yet again.

Then People.com picked up our story and linked from one of their articles. And Wikipedia sent more than 11,000 visitors to our site. And CNN and Fox News. And USA Today and Slate... all driving traffic to BlueRidgeCountry.com

STATS FROM THIS PROJECT:

- 238,255 unique visitors
- 559,716 page views
- Avg. visit nearly 6 minutes *
- 2,500,027 total impressions on the site!
- Social media played a big role in engaging our fans and spreading the word. Each time the History Channel replays the series, Facebook comments ramp up and so does our website traffic.



Goals and Objectives

4.2 4.2 Continued

DIGITAL MARKETING TOOLS: LEVERAGING SOCIAL MEDIA

Over the course of the last three years we've focused on utilizing social media for ourselves and our clients. In 2014 our digital team, led by our Social Media and PR Strategist Liz Long, increased the number of people who like *Blue Ridge Country* on Facebook by more than 283%! We've helped a client draw record attendance, boosted a partner's traffic by creating a Facebook campaign. Our knowledge of growing social media followings is deep.

If you choose LeisureMedia360, we would welcome an opportunity to share our expertise and consult with your staff to help you build your own social media programs. Social media is all about creating a dialogue, and Liz is a proven expert at engaging and building those conversations with an audience. She speaks frequently about social media, and as your partner, we would suggest a day-long strategy meeting between you, your agency and our social team.

ENGAGEMENT OPPORTUNITIES ACROSS LEADING NETWORKS

Facebook

Great for engaging your target audiences in conversations and fostering dialogues that encourage visits to West Virginia. The leader in social media, this platform is a must for any business. We can help!

Twitter

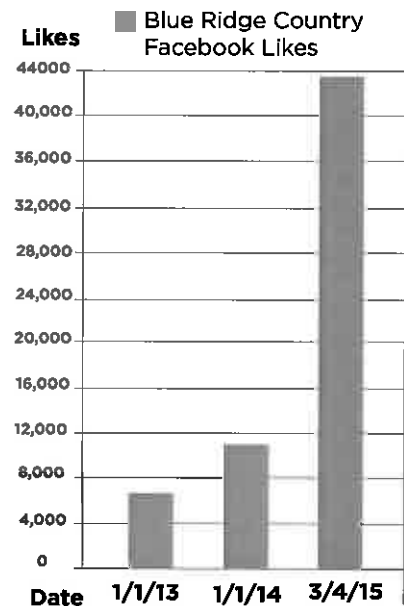
Perfect for quick conversation, one on one customer service, and sharing out content. Hashtags, lists, and other easy tricks are key to understanding this fast-paced platform. We'll get you tweeting 140 characters or less in no time.

Instagram

Great for reaching and engaging millennials. Our digital team could help you learn how to engage this audience to curate user-generated photography for use in your social media, online and perhaps even in your printed guide!

Pinterest

This image-based network is great for visual readers. Share out original posts as well as user generated content and watch your engagement increase! Individual boards can represent many different facets of West Virginia living, plus encourage followers to post content on your shared boards to get their view on things. We can teach you more about hashtags, SEO, and initial setup so that your fans see all the exciting things West Virginia has to offer!



Goals and Objectives



4.2 Continued

We recommend the primary Monthly E-Newsletter typically be deployed on or around the first Wed of each month. Below is a proposed sample schedule.

E-NEWSLETTER SAMPLE SCHEDULE

2015:

Week of Aug 17: Initial meeting to discuss WVADT's vision and brainstorm for 2016 e-newsletters (if not sooner)

Aug 24-28: writers assigned as needed.

Aug 31 - Nov 13: Content creation as needed

JAN E-NEWSLETTER

Nov 13 - Dec 1: Creation of new design templates / January e-newsletter

Dec 2-9: Proof of first email at WVADT for review

Dec 10-17: Revisions as needed

Dec 18: Final proof to WVADT for review and signoff

2016:

Jan 6: January e-newsletter deploys

FEB E-NEWSLETTER

Jan 7-14: Creation & Design

Jan 15-21: Proof at WVADT for review

Jan 22-28: Revisions

Jan 29: Final Proof reviewed and approved

Feb 3: Deploy Date

MARCH E-NEWSLETTER

Feb 4-11: Creation & Design

Feb 12-19: Proof at WVADT for review

Feb 22-26: Revisions

Feb 29: Final Proof reviewed and approved

March 2: Deploy Date

APRIL E-NEWSLETTER

March 3-11: Creation & Design

March 14-18: Proof at WVADT for review

March 21-25: Revisions

March 29: Final Proof reviewed and approved

April 6: Deploy Date

Goals and Objectives



4.2 Continued

MAY E-NEWSLETTER

April 7-14: Creation & Design

April 15-21: Proof at WVADT for review

April 22-28: Revisions

April 29: Final Proof reviewed and approved

May 4: Deploy Date

JUNE E-NEWSLETTER

May 5-12: Creation & Design

May 13-19: Proof at WVADT for review

May 20-26: Revisions

May 27: Final Proof reviewed and approved

June 1: Deploy Date

JULY E-NEWSLETTER

June 2-9: Creation & Design

June 10-16: Proof at WVADT for review

June 17-23: Revisions

June 24: Final Proof reviewed and approved

July 6: Deploy Date

AUG E-NEWSLETTER

July 7-14: Creation & Design

July 15-21: Proof at WVADT for review

July 22-28: Revisions

July 29: Final Proof reviewed and approved

Aug 3: Deploy Date

SEPT E-NEWSLETTER

Aug 4-11: Creation & Design

Aug 12-18: Proof at WVADT for review

Aug 19-25: Revisions

Aug 26: Final Proof reviewed and approved

Sept 7: Deploy Date

OCT E-NEWSLETTER

Sept 8-15: Creation & Design

Sept 16-22: Proof at WVADT for review

Sept 23-29: Revisions

Sept 30: Final Proof reviewed and approved

Oct 5: Deploy Date

Goals and Objectives



4.2 Continued

NOV E-NEWSLETTER

Oct 6-13: Creation & Design

Oct 14-20: Proof at WVADT for review

Oct 21-27: Revisions

Oct 28: Final Proof reviewed and approved

Nov 2: Deploy Date

DEC E-NEWSLETTER

Nov 3-10: Creation & Design

Nov 11-17: Proof at WVADT for review

Nov 18-23: Revisions

THANKSGIVING

Nov 29: Final Proof reviewed and approved

Dec 7: Deploy Date

Goals and Objectives



4.3 To collaborate with the agency and tourism

Industry partners on the design, development and production of the Travel Guide and monthly e-newsletter.

LEISURE IS COMMITTED TO WORKING CLOSELY WITH WEST VIRGINIA DIVISION OF TOURISM AND YOUR AGENCY.

Our goal is not to become your single source provider. We believe there is great strength in having knowledgeable partners working together. For us integration simply means working as a partner with you and your agency, your web developer and anyone else that is part of your team. As your partner we would encourage **a retreat with the entire team to review overall brand strategies and develop a plan of seamless coordination and cooperation.**

STATEWIDE TOURISM-RELATED DEVELOPMENT AND INFORMATION

- To see your product through the eyes of a traveler, our entire company, not just the West Virginia team, will take a FAM tour (at our expense) to learn firsthand about the West Virginia tourism product.
- We've done this with previous clients and look forward to a West Virginia getaway in order to ensure that everyone at LeisureMedia360, from the president to the receptionist, from the billing department to our dedicated West Virginia team has a deep understanding of what makes West Virginia Wild and Wonderful.
- Weekly internal information sharing meetings will continue to keep staff up to date on new tourism products and developments.

COMMUNICATION WITH THE DIVISION AND YOUR AGENCY

Open communication and complete transparency is our policy. We believe in long term partnerships and becoming an extension of your office. Our custom publishing clients look to our team to champion their goals. We want to save you valuable man hours by facilitating communication of important Division information to the industry. A retreat with your team, your ad agency and our team (sponsored by us) in order to become intimately familiar with your goals would be planned immediately upon signing of the contract. Just a few of the collaborative tactics are listed below:

- Meet with you monthly during non-peak periods and as frequently as you request during peak periods.
- Respond to a request to meet at your offices within 24 hour notice. We are only three hours away.
- Study and become experts on your marketing research to provide insightful advice to industry advertisers and CVB partners.
- Gain a deep understanding of your goals, marketing plans, creative, visitor profiles and other information to be a strong partner.

Goals and Objectives

4.3

4.3 Continued



Our entire team is only
3 hours from you.

- **Never share your proprietary information. We understand the competitive nature of state tourism marketing and propose a top-level meeting at the very outset to create “firewalls” to ensure the privacy of all information that the Division deems proprietary.**
- Share our non-proprietary information and research with you to provide you with insightful advice and information.
- Ensure all marketing materials are consistent with your brand and creative. Provide ample time in the schedule for your review, modification and approval.
- Create an approval process and builds ample checkpoints into the production schedule to meet your needs.
- Continue to utilize a multi-step ad approval process to ensure every advertiser receives superlative service in creating their ad while also ensuring detailed record keeping at LeisureMedia360 for proof of advertiser approval.
- Provide you with a weekly status report during the sales cycle of number of contacts, meetings, feedback and contract sales.
- **Gain a deep understanding of your grant process in order to assist the industry and guide new tourism clients through the grant process and through co-op opportunities.** Gain a deep understanding of your legislative and budget initiatives and help you reach your goals.

COMMUNICATION WITH INDUSTRY PARTNERS IS KEY FOR STRONG AD SALES

You can be assured that communication with partners and their ad agencies occurs year round to ensure that the industry is educated about the opportunities in both the travel guide and e-newsletter. Additional detail about the sales plan can be found under Section 4, Subsection 4.6. Highlights include:

- Sales Kick Off meeting with you and your ad agency.
- Creation of high quality marketing collateral, previously approved by you, that will be printed in West Virginia (see sample collateral) and mailed to prospects at our expense.
- Database verification is an ongoing process at LeisureMedia360; we currently have 289 West Virginia tourism prospects for which the contact information was verified in 2014.
- Expansion of the prospect database would begin to occur the day the contract is signed and would continue throughout the life of the contract.
- Email marketing, created in-house in both HTML and personalized text, is deployed regularly by us to keep the industry informed.
- All prospects are personally surveyed by the sales team (and data stored in our Magazine Manager sales contact software) to learn about new product, their unique opportunities and challenges, budget cycle and marketing goals in order to provide a consultative approach to advertising partners.

Goals and Objectives

4.3

4.3 Continued

- Survey all advertisers at least annually for feedback to ensure stellar and improving customer service.
- See Sales Plan for more details about the sales process.

COMMUNICATION WITH INDUSTRY PARTNERS IS KEY TO QUALITY ASSURANCE

You can be assured that communication with partners and their ad agencies occur at all levels of our organization. This creates exemplary service to advertisers big and small. Specific roles and functions include:

ADVERTISING COORDINATOR:

- One coordinator is assigned to a project for 100% involvement from start to finish.
- Double checks the contract to ensure client instructions are clear.
- Responds to client within 48 hours of receipt of contract.
- Primary liaison with the client regarding ad materials.
- Primary liaison with our art department should client need ad creative.
- Trained in effective advertising to ensure results for client.
- Advises and strategizes with client on ad concept and copy.
- Proofreads each ad. Ensure phone and website are 100% accurate.
- Provides proof to each advertiser as many times as needed until 100% satisfied.
- Ensures any requested changes are made.
- Gets proof signoff and approval from each advertiser.
- Ensures the approved ad is placed in the proper page of guide.
- Triple checks each ad during the in-house-proof.
- Provide reader service assistance.
- Triple check reader service contact information via proofing, emailing contact and sending a mailing before leads begin.
- Provide reader service counts and easy replacement should the client misplace leads.

DIGITAL COORDINATOR

- Work with sales reps to determine advertiser's digital needs.
- Contact advertiser to discuss their brand and vision and to ensure message consistency from print to digital.
- Delivers information to graphic designer to have ads created.
- Ensure all ads are approved by advertiser.
- Implementation, optimization and reporting for all flights.

Goals and Objectives

4.3

4.3 Continued

LISTINGS SPECIALIST

Our classified listing sales specialist ensures a greater level of sales service to the smaller advertisers such as small B&Bs, restaurants, galleries and other small businesses. LeisureMedia360 requires these specialists have both advertising copywriting experience as well as sales experience so that they can truly help the smaller entrepreneur from start to finish. We have a proprietary, online classified listings database. But this does not replace the personal phone calls, service and handwritten forms (that many small listing advertisers still prefer) offered by our listing sales staff.

GRAPHIC ARTISTS:

- Pre-flight all digital ad materials using the latest software to ensure the ad meets specifications.
- Alert and educate a client or their ad agency should pre-flight uncover a problem.
- Create award caliber ads for clients if needed --- at no charge.
- Ensure all photography and logos meet resolution standards.
- Find superior stock photography for an ad if needed and advise on photo selection.

PRODUCTION MANAGER:

- Ensure all advertising production specifications are accurate.
- Educate clients or ad agency on technical details as needed.
- Reviews each ad for color and legibility at in-house proof.
- Checks each ad on press at the press check when printing.

ACCOUNTING:

- Double check every ad contract upon receipt to ensure completeness.
- Maintains a database of advertising clients for each directory.
- Verifies ad size and details.
- Uses sophisticated accounting software to ensure any client special billing requirements are met.
- Sends a copy of the ad with every bill.

MAGAZINE MANAGER:

- Internet based software that is utilized by every department to ensure accurate communication.
- Can be accessed by sales with any wi-fi service.
- Prospect database continually updated with sales notes and activity.
- Follow up prompts and other sales contact management tools used daily to ensure superior service.

Goals and Objectives



4.3 Continued

- Audits and edits to ensure advertising rate on contract is an authorized rate.
- Client specific requests communicated to advertising coordinator and accounting.
- Provides detailed status reports prior to sales close, during pagination and production all the way through billing.

COMMUNICATION WITH YOUR AD AGENCY AND OTHER VENDORS

We do not offer agency services. We do not offer media buying services. Because we are not a “try to be all things” company, there is no competition with your ad agency. We are YOUR sales arm. It is important that West Virginia have one sales team to represent the Division’s print, email and website ad products. Otherwise you have one vendor competing against another – sending conflicting and negative messages to your industry.

Our relationship with Virginia’s ad agency is very strong. As the sales arm we provide insight to the agency on what our account executives are hearing in the marketplace, update them on new ideas for potential co-ops, provide feedback and industry opinion of their creative. **Over the years the agency has come to rely on us to keep them current with industry.** The result is stronger communication between the agency and the industry.

With Virginia the ad agency is the branding arm. **We follow the agency’s lead on branding and messaging.** The result is a consistent and successful product. We collaborate on covers, ensure their branding requirements are understood by the industry and value their advice in matters of creative strategy.

Goals and Objectives



4.4 To collaborate with various media outlets

for editorial stories within the Travel Guide.

A company that has made its living for more than 40 years through people who pay their hard-earned money for subscriptions and newsstand copies has no choice but to be an expert in the dissemination of information to tout and broaden the distribution of the stories in those publications. And to have those stories carried to new and broader life through traditional media such as newspapers and TV and newer media including digital editions, websites, blogs, Facebook and other social media.

Equipped with a **database of contacts for hundreds of newspaper, TV, radio and other media outlets across the Southeastern United States region**, LeisureMedia360 is a well-experienced, well-practiced expert in engaging and networking toward content dissemination.

We will partner with your PR staff and, equipped with research-based attention to factors including key travel markets, travel demographics and psychographics, LeisureMedia360 will work with you to contact and engage media outlets of all kinds with a quick note about a piece from the travel guide and—key to the effort—an additional succulent nugget of coverage potential. Included with each such release will be the offer of a fully developed first-person experiential story on the entity, the opportunity to interview the participant/writer, and the offer to explore and report upon any other aspect related to the feature or region.

Outreach will include working with you for deployment through Vocus, the nation's leading PR database. This system includes PR Web, the industry's most popular press release service with a database that has access to more than 1.4 million journalists, bloggers and other social media outlets. **We've used Vocus with great success generating non-paid media exposure.** Vocus has the most advanced PR analytics and reporting technology in the industry, so we can both gauge the results of PR efforts. Putting your message in front of media utilizing today's technology is part of our plan.

By using a true publisher, **we provide you connections to hundreds of professional writers.** Writers deeply knowledgeable about West Virginia. Writers already vetted by our editors. The timeline on the following pages, which details scores of stories that we have already produced on West Virginia, is proof positive that we will bring you stories about travel in your state like no other.

We know West Virginia...

LeisureMedia360 publications COVERAGE OF WEST VIRGINIA

BRC= Blue Ridge Country, MH = Mountain Homes

LEISURE
MEDIA360

—BRC SEPT/OCT 1988



Cover:

**Glade Creek
grist mill in
Babcock State
Park, Fayette
Co., WV**

Feature Page 26:

The Greenbrier

—BRC NOV/DEC 1988



Cover:

**Charleston, WV
cardinal photo**
Feature Page 24:
**Skiing in Weiss
Knob**

—BRC JAN/FEB 1989



Cover:

**Coopers Creek
in Kanawha
Co., WV**

—BRC MARCH/APRIL 1989



Cover:

**Canaan Valley,
WV**

—BRC SEPT/OCT 1989

Feature Page 24:

West Virginia's Littlest Parkway

—BRC NOV/DEC 1989

Feature Page 18:

Pocahontas Co., WV

Feature Page 20:

Blue Ridge Skiing

Feature Page 24:

Pocahontas Co., WV

—BRC JAN/FEB 1990



Cover:

**Coopers Rock
State Forest
in Preston Co.,
WV**

Feature Page 32:

Skiing in WV

Feature Page 38

**The Greenbrier in White
Sulphur Springs, WV**

—BRC MARCH/APRIL 1990

Feature Page 18:

Canoe Trips

—BRC MAY/JUNE 1990

Feature Page 36:

**Gypsy Moth in Morgantown,
WV**

—BRC JULY/AUG 1990

Feature Page 26:

**Bargain Hunting in
Martinsburg, WV**

Page 50:

**West Virginia's Potomac
Highlands**

—BRC SEPT/OCT 1990

Feature Page 26:

Biking in Canaan Valley, WV

—BRC NOV/DEC 1990

Feature Page 17:

Harpers Ferry, WV

Feature Page 26:

Blue Ridge Skiing

—BRC JAN/FEB 1991

Feature Page 18:

Lewisburg, WV

Feature Page 24:

Canaan Valley, WV

—BRC MARCH/APRIL 1991

Feature Page 30:

Miners in WV

—BRC MAY/JUNE 1991

Feature Page 21:

Fayette Co. WV

Feature Page 34:

Anna Jarvis of Grafton, WV

BRC SEPT/OCT 1991

Feature Page 17:

Harpers Ferry, WV

Feature Page 20:

Oak Hill, WV

Feature Page 28:

Cass, WV

—BRC NOV/DEC 1991

Feature Page 23:

Blue Ridge Skiing

—BRC JAN/FEB 1992

Feature Page 34:

Canaan Valley, WV

—BRC MARCH/APRIL 1992

Feature Page 22:

West Virginia Wine Country

—BRC MAY/JUNE 1992

Feature Page 14:

Travel Guide Directory

Feature Page 16:

Outlet Shopping

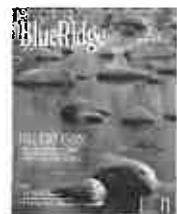
Feature Page 18:

**Outdoor Dramas in the Blue
Ridge**

Feature Page 22:

West Virginia Tour

—BRC SEPT/OCT 1992



Cover:

**Monongahela
National Forest
in WV**

March 2015

...and we know West Virginia writers.

We know West Virginia...

LeisureMedia360 publications COVERAGE OF WEST VIRGINIA

BRC= Blue Ridge Country, MH = Mountain Homes

LEISURE
MEDIA360

BRC NOV/DEC 1992



Cover:
Morgan Co., WV

BRC JAN/FEB 1993

Feature Page 18:
Rediscovering Tucker Co., WV
Feature Page 21:
Mingo Co., WV coal wars
Feature Page 32:
Blue Ridge Ski Guide

BRC JULY/AUG 1993

Feature Page 22:
Randolph Co., WV

BRC SEPT/OCT 1993

Feature Page 24:
NPR in Charleston, WV

BRC JAN/FEB 1994

Feature Page 25:
Outdoor Dramas in the Blue Ridge
Feature Page 37:
West Virginia Outlet Malls
Feature Page 38:
The Greenbrier

BRC MAY/JUNE 1994



Cover:
Blackwater River in Canaan Valley, WV

BRC SEPT/OCT 1994

Feature Page 42:
Biking along Greenbrier River in WV

BRC NOV/DEC 1994

Feature Page 24:
P.I.G.S in Charles Town, WV

Feature Page 46:

The Greenbrier
Feature Page 48:
Blue Ridge Ski Guide

BRC JAN/FEB 1995

Feature Page 12:
West Virginia Outlet Malls
Feature Page 27:
Drama Under The Sky

BRC MARCH/APRIL 1995



Cover: Gauley River in WV

BRC MAY/JUNE 1995

Feature Page 18:
Thurmond, WV rafting

BRC SEPT/OCT 1995

Feature Page 30:
David Weaver in Lookout, WV
Feature Page 46:
West Virginia Eastern Panhandle

BRC NOV/DEC 1995

Feature Page 27:
Blue Ridge Ski Guide
Feature Page 28:
West Virginia Back Roads
Feature Page 32:
Crafts in West Virginia

BRC JAN/FEB 1996



Cover:
Tyler Co., WV

Feature Page 15:
West Virginia Outlet Malls

BRC MARCH/APRIL 1996

Feature Page 20:
Spruce Knob, WV
Feature Page 28:
Hatfield-McCoy Feud

BRC MAY/JUNE 1996

Feature Page 28:
West Virginia Caves

BRC JULY/AUG 1996



Cover:
Glade Creek Grist Mill in Babcock State Park, WV

BRC SEPT/OCT 1996

Feature Page 32:
Bramwell, WV
Feature Page 47:
Charles Town, WV
BRC Nov/Dec 1996
Feature Page 32:
West Virginia Skiing
BRC Jan/Feb 1997
Feature Page 40:
Philippi Bridge in WV

BRC MARCH/APRIL 1997

Feature Page 22:
Cranberry Glades in WV
Feature Page 38:
Greenbrier, WV
Feature Page 46:
Pocahontas, WV

BRC JULY/AUG 1997



Cover:
Battlefield State Park, Nicholas Co., WV
Feature Page 15:
North Fork River in WV

BRC SEPT/OCT 1997

Feature Page 17:
Hardscrabble, WV
Feature Page 24:
Harpers Ferry, WV

March 2015


...and we know West Virginia writers.

We know West Virginia...

LeisureMedia360 publications COVERAGE OF WEST VIRGINIA

BRC= Blue Ridge Country, MH = Mountain Homes

LEISURE
MEDIA360

<p>—BRC NOV/DEC 1997 Feature Page 27: Blue Ridge Skiing Directory Feature Page 28: Fairmont, WV museum</p> <p>—BRC JAN/FEB 1998 Page 36: West Virginia Mountains</p> <p>—BRC MARCH/APRIL 1998 Feature Page 18: West Virginia Rivers Feature Page 22: Webster Co., WV</p> <p>—BRC MAY/JUNE 1998 Feature Page 26: Oak Hill, WV</p> <p>—BRC JULY/AUG 1998 Feature Page 26: Best of the Blue Ridge</p> <p>—BRC SEPT/OCT 1998 Feature Page 31: Mountains in WV</p> <p>—BRC JAN/FEB 1999  Cover: Bear Rocks in the Dolly Sods Wilderness Area of WV Feature Page 48: WV Travel Guide</p> <p>—BRC MAY/JUNE 1999 Feature Page 23: The Kanawha River in WV</p> <p>—BRC JULY/AUG 1999 Feature Page 23: New River Gorge, WV</p> <p>—BRC SEPT/OCT 1999 Feature Page 46: Gauley River in WV</p>	<p>—BRC NOV/DEC 1999 Feature Page 26: The Greenbrier Feature Page 30: Blue Ridge Skiing Guide</p> <p>—BRC JAN/FEB 2000 Feature Page 45: WV Travel Guide</p> <p>—BRC MARCH/APRIL 2000 Feature Page 24: Oakhurst Links, WV Feature Page 44: The Place: Southern West Virginia's Rugged History</p> <p>—BRC JULY/AUG 2000 Feature Page 26: WV's Mountain Highlands</p> <p>—BRC SEPT/OCT 2000  Cover: Lewisburg, WV Feature Page 49: Pearl S. Buck in WV</p> <p>—BRC NOV/DEC 2000 Feature Page 46: Ski South</p> <p>—BRC JAN/FEB 2001 Feature Page 44: WV Travel Guide Discovering Glade Springs</p> <p>—BRC MARCH/APRIL 2001 Feature Page 28: Best of the Blue Ridge Feature Page 52: Arthurdale, WV</p> <p>—BRC NOV/DEC 2001 Feature Page 48: Blue Ridge Skiing Feature Page 50: WV Outlet Malls</p>	<p>—BRC JAN/FEB 2002 Feature Page 44: West Virginia Travel Guide</p> <p>—BRC SEPT/OCT 2002 Feature Page 60: Gauley River, Williams River, and Cherry River in WV</p> <p>—BRC NOV/DEC 2002 Feature Page 26: WV Panhandle Feature Page 52: WV Outlet Malls</p> <p>—BRC JAN/FEB 2003 Feature Page 54: WV Travel Guide</p> <p>—BRC MARCH/APRIL 2003 Feature Page 28: Monroe Co., WV</p> <p>—BRC MAY/JUNE 2003  Cover: Gauley River, WV Feature Page 26: WV Mountain Highlands</p> <p>—BRC JULY/AUG 2003 Feature Page 38: Best of Mountains</p> <p>—BRC SEPT/OCT 2003 Feature Page 50: Electricity in WV</p> <p>—BRC JAN/FEB 2004 Feature Page 57: WV Travel Guide BRC March/April 2004  Cover: Appalachian Trail</p>
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<p>BRC MAY/JUNE 2004 Feature Page 62: Exploring Southern WV</p> <p>BRC JULY/AUG 2004 Feature Page 32: WV Miles of US 19</p> <p>BRC SEPT/OCT 2004 Feature Page 60: Helvetia, WV</p> <p>MH WINTER 2004: "Sportsman's Retreat: Greenbrier Sporting Club"</p> <p>BRC JAN/FEB 2005 Feature Page 46: Rainelle, WV Feature Page 59: WV Travel Guide</p> <p>BRC MARCH/APRIL 2005 Feature Page 46: Biking in WV</p> <p>BRC MAY/JUNE 2005 Feature Page 56: Harpers Ferry, WV</p> <p>MH FALL 2005: "Cooking a la Greenbrier"</p> <p>BRC SEPT/OCT 2005 Feature Page 38: WV Midland Trail</p> <p>BRC JAN/FEB 2006 Cover: Big Schloss in WV Feature Page 53: WV Travel Guide</p>	<p>MH WINTER 2005: Lewisburg named one of Top 23 Towns of the Southern Appalachians</p> <p>BRC MARCH/APRIL 2006 Feature Page 60: WV Panhandle</p> <p>MH FALL 2006: "Discovering Berkely Springs and Martinsburg</p> <p>BRC SEPT/OCT 2006 Feature Page 42: WV Skies</p> <p>MH WINTER 2006: Lewisburg named one of 7 Top Mountain Towns</p> <p>BRC NOV/DEC 2006 Feature Page 47: Berkeley Springs, WV</p> <p>BRC JAN/FEB 2007 Feature Page 62: WV Travel Guide</p> <p>BRC MAY/JUNE 2007 Feature Page 70: Home Feature in WV</p> <p>MH SUMMER 2007: "Fun at Glade Springs Village"</p> <p>MH FALL 2007: "Destination Fayetteville!"</p> <p>BRC SEPT/OCT 2007 Feature Page 44: WV Getaway</p> <p>BRC NOV/DEC 2007 Feature Page 76: Berkeley Springs Castle in WV</p>	<p>BRC JAN/FEB 2008 Feature Page 25: Fishing in WV Feature Page 48: WV Travel Guide</p> <p>BRC MAY/JUNE 2008 Feature Page 32: WV Panhandle</p> <p>BRC JULY/AUG 2008 Feature Page 116: Urban Living in Charleston, WV</p> <p>BRC SEPT/OCT 2008 Inside Cover: Moree Co., WV Feature Page 48: Three Days in Charleston, WV</p> <p>MH WINTER 2008 "Resorting to Good Health: The Greenbrier's Incredible One-Stop Clinic"</p> <p>Lewisburg, Shepherdstown included in Best Towns of the Mountains</p> <p>BRC JAN/FEB 2009 Feature Page 44: WV Travel Guide Feature Page 68: Beckley and Charleston, WV</p> <p>BRC JULY/AUG 2009 Cover: Gauley River, WV Inside Cover: Babcock State Park, WV Feature Page 26: Greenbrier River Feature Page 48: Morgantown, WV and Charleston, WV Feature Page 32: New River in WV</p>
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March 2015

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LeisureMedia360 publications COVERAGE OF WEST VIRGINIA

BRC= Blue Ridge Country, MH = Mountain Homes

LEISURE
MEDIA360

<p>—MH EARLY SUMMER 2010: Marlinton, Fayetteville named among 11 Unsung Treasure Towns</p> <p>—BRC MAY/JUNE 2010 Feature Page 65: WV Winery</p> <p>—BRC JULY/AUG 2010 Feature Page 28: Canoeing on the Potomac in WV</p> <p>—BRC SEPT/OCT 2010 Feature Page 26: Lansing, WV</p> <p>—BRC NOV/DEC 2010 Feature Page 20: Jim Justice from WV Feature Page 25: Natalie Tennant, WV Secretary of State Feature Page 26: WV Beauty</p> <p>—BRC MARCH/APRIL 2011 Feature Page 46: Organ Cave, WV</p> <p>—BRC JULY/AUG 2011 Feature Page 36; Charleston, WV and Marlinton, WV</p> <p>—BRC SEPT/OCT 2011 Feature Page 38: Coal Mining in WV</p> <p>—BRC NOV/DEC 2011 Feature Page 34: WV Adventures</p>	<p>—BRC JAN/FEB 2012  Cover: Blackwater River in Blackwater Falls State Park in Davis, WV Feature Page 21: WV Travel Guide</p> <p>—BRC MARCH/APRIL 2012 Feature Page 16: Foodie Tour in the Virginias</p> <p>—BRC MAY/JUNE 2012 Feature Page 23: New River Gorge, WV</p> <p>—BRC SEPT/OCT 2012  Cover: New River Gorge Bridge, WV Feature Page 38: WV State Park Feature Page 44: Fayette Co., WV</p> <p>—BRC JAN/FEB 2013 Feature Page 38: WV Travel Guide BRC March/April 2013 Feature Page 23: Lewisburg, WV</p> <p>—BRC MAY/JUNE 2013  Cover: New River's Sandstone Falls, WV Feature Page 26: WV Sesqui-centennial Feature Page 42: WV Photoessay - Cass Scenic Railway Feature</p>	<p>—BRC SEPT/OCT 2013 Feature Page 26: Lewisburg, WV</p> <p>—BRC NOV/DEC 2013  Cover: Fletcher Covered Bridge in Harrison Co., WV Feature Page 16: WV Covered Bridges Feature Page 18: Marlinton and Elk River, WV</p> <p>—BRC JAN/FEB 2014 Feature Page 27: Charleston, WV</p> <p>—BRC MAY/JUNE 2014 Feature Page 40: Mountain WV Travel Guide</p> <p>—BRC JULY/AUG 2014 Feature Page 24: Potomac Highland Adventures WV Feature Page 78: Canaan Resort, WV</p> <p>—BRC NOV/DEC 2014 Feature Page 34: WV Resorts</p> <p>—BRC JAN/FEB 2015 Feature Page 38: WV Travel Guide Feature Page 54: Harpers Ferry WV</p>
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March 2015

...and we know West Virginia writers.

Goals and Objectives

4.5

4.5 To sell ad space to travel and tourism partners.

As a smaller, more geographically focused publisher, we can and will provide the extra attention, the extra sales manpower, the total commitment that the Division should seek. For us, the West Virginia account is a very big deal; not just another state account.

SALES PLAN: INCREASE SALES

Based on your three-year declining revenues, we believe you need a new sales team and plan. The current vendor has let West Virginia sales slide while other visitor guides have prospered. So our plan is very simple. Dramatically increase sales so that you can have a bigger guide in order to include more editorial and convert more travelers to come to West Virginia. Without more sales and more editorial pages, West Virginia really cannot effectively tell your wonderful travel story.

YEAR-ROUND SALES CYCLE

We believe sales reps should call on prospective advertisers year-round. Educating clients about the West Virginia products is on-going, with **STEP 1** being a sales kickoff beginning with a meeting with your staff, agency and a few partners to get to the reason for declining sales.

A detailed overview of the project, including a review of the prior edition, discussion of upcoming editorial themes, grant programs, special sections and other pertinent details enables your sales team to go into the marketplace with a deep understanding of your goals and objectives and ensures your sales team is a strong and educated advocate for West Virginia's annual plan.

STEP 2 is an award-caliber media kit will be created based on your marketing plan. This sales tool will be produced in print and digital files to speed up the process of helping promote your guide and e-newsletter to the market.

CONSULTATIVE SALES APPROACH

STEP 3 is consultative selling in the market by being on the road. Our philosophy and strategy includes spending time meeting face-to-face with current and potential advertisers, attending board meetings and hosting breakfast and luncheon meetings for prospective advertisers. We believe that e-mail can't replace personal contact. As such, we have generated an 34% increase in the number of industry participants in the *Virginia Travel Guide*.

Since 2008 LeisureMedia360 has utilized another level of superior customer service to the busy travel marketer by sending an e-mail survey to advertisers asking for their preferred contact period: spring, early summer or late summer. This is a tangible example of our consultative; never pushy, approach.

The "official" sales period would be May-October. The sequence begins with West Virginia-approved collateral mailed in the spring. Our current database contains nearly 300 tourism contacts which would be expanded prior to the mailing to include all travel agents and tour operators.

4.5

4.5 Continued

By May 1, our sales team is actively scheduling meetings. A special program we call "Lunch a Day in the month of May" creates excitement as our sales staff set as many appointments as possible. These meetings are often educational presentations held in partnership with a CVB in order to educate local tourism businesses about advertising and co-op opportunities.

As an advocate for the Division our sales staff will also work to educate all stakeholders; not just tourism businesses. Meetings will be held with everyone from the mayor of a small town to a city manager to a board of supervisors and state legislators. Frequently in this new era many local and regional entities utilize non-tourism personnel to make marketing decisions. Presentations, travel marketing research and economic studies are provided and reviewed in order to educate all stakeholders on the economic value of growing tourism.

All communication channels are regularly utilized, with a focus on meetings with prospective advertisers throughout the summer. Deadline reminders are mailed, both mail and e-mail, to anyone still on the fence about signing up for an ad.

Throughout the fall, after the ad space closes, reps and production personnel work closely with advertisers to produce and proof ads. Once the book is printed a sample is immediately mailed to each advertiser.

(Please review the detailed in-house communication steps that are an important part of our sale strategy which take place after a contract is signed. Found in 4.3.)

Follow-up meetings in the spring with clients are surveyed on their experience in order to learn from them what they want and improve the process for the following sales cycle – truly a 12-month commitment.

INTEGRATED SALES APPROACH

Share-of-voice, roll-overs, takeovers, boosting Facebook posts, behavioral targeting – there's a whole new DIGITAL world for your industry to understand today.

STEP 4 increase sales by integrating the sales program under one sales team to make it easier for the advertiser to buy an integrated package. We believe you need a single-source sales solution. Having one sales team represent your products provides a consistent and clear message to the industry, promotes all your products in a unified fashion, saves you time and removes the possibility of harmful competition within your own product suite. As such we are prepared to sell your Travel Guide, your e-newsletters AND your website (should you decide to monetize your site in the redesign).



4.5 Continued

“Leisure has published our annual guide and I can enthusiastically recommend its team for the quality of work, responsiveness and professionalism. Even in today’s challenging economy, Leisure’s sales team was able to show growth in advertising support.”

—Landon Howard, President
Virginia’s Blue Ridge CVB

Opening your website to industry advertising will bring substantial “digital dollars” home, re-aligning them with the state’s marketing plans. Our experience is that substantial tourism dollars have migrated to hundreds of sites in the last five years, especially in states that had not monetized their travel web traffic. We believe it’s a win-win for the Division and the industry it serves. Our experience is this: The industry views the state website as a place they will put digital marketing dollars if given the opportunity.

Your industry will benefit from the multi-channel knowledge of our team. Our sales team has completed the Interactive Advertising Bureau (IAB) course on selling digital media, considered the top training for digital selling. This knowledge would be shared with the West Virginia tourism industry as we teach, coach and provide consultative information on the ever changing digital marketplace. We’ve created hundreds of digital ads for clients who had never run an ad on an e-newsletter or website. Both our sales team and our digital analytics team work closely with each client, increasing a clients understanding of the on-line products while providing superior service.

LeisureMedia360 has years of experience selling on-line display (banner) advertising on websites; e-newsletter advertisements; multi-media digital editions with video, animation, slideshows and Facebook advertising. **Our team understands share-of-voice, roll-overs, takeovers, behavioral targeting, programmatic ad buying, conversions and scores of other technical details required in today’s digital marketplace.** We utilize one of the nation’s top ad serving networks, experts in optimization and analytics. The service level that we provide ensures your ad partners get the highest ROI on their banner ads.

We launched and provide a turnkey approach for Virginia.org, a website that we did not produce. Our experience is deep. With virtually no labor investment on the part of the state, LM360 can handle all aspects of your website advertising.

Integrating a sales strategy across all channels will maximize the revenues generated while educating your industry partners – thus increasing their ROI. We welcome the opportunity to assist West Virginia in “bringing digital dollars home.”

LeisureMedia360 reserves the right to increase rates up to 5% after year one of the contract based on our analysis of paper market conditions. Should on-line sales on your website become part of this contract, packages and multi-media rates would be determined with you.



4.5 Continued

“I strongly endorse the Leisure team for their professionalism and responsiveness. Sales exceeded our goal and product was very high quality.”

—Theresa Hammond, Executive
Director
Allegheny Highlands Chamber of
Commerce

RESULTS-FOCUSED SALES APPROACH

Please review the proven results generated by LeisureMedia360 with other custom publishing clients in 3.1. The sales growth detailed for each client is recent – all within the past two years.

This same results-focused strategy will be put into practice for you. Hundreds of phone calls and emails, hundreds of meetings, working with advertisers large and small, focusing on increasing the level of participation of current *West Virginia Travel Guide* and e-newsletter clients while greatly increasing the number of participants by bringing new advertisers into the fold. You will not find a harder working and more committed sales team.

SALES MANAGEMENT IS PERFORMANCE BASED

STEP 5 involves sales accountability that is reviewed and performance based for higher ROI! We are ready to put our sales team to work for you. It starts with our president, Steve Beyer. Steve is one of the nation's top sales performers on the process and implementation of an integrated consultative selling approach to media sales. Brought on 18 months ago as president, he has implemented **performance based sales management techniques that are generating sales increases on every product we produce.**

Every sales person selected to your team has knowledge of and experience selling travel advertising to West Virginia tourism businesses. Every sales person has a proven track record of increasing ad sales dramatically. Even with the high level of experience on the team, sales management and ongoing training keep our team motivated and continually growing revenues, while providing exceptional service to our clients. Effective sales management is a key to revenue growth and a key part of our plan for you.



4.5 Continued

EXPERIENCED SALES TEAM

STEP 6 involves getting the right sales team on the bus! Since every sales team on every product at LeisureMedia360 is generating increased revenues, you can have confidence in the ultimate team working on the West Virginia products. Here is our team. All four are committed to being a part of this team upon your review and approval.

SEASON MARTIN

B.A. West Virginia University; M.A. Marshall University

Six years advertising sales experience

Currently an independent rep

Lives in Morgantown, WV

Career Sales highlights include:

- Doubled revenue in *Morgantown Magazine* in first year
- Drives revenue for *WV Living* and other publications
- Assisted in the launch of *Focus*
- Account executive of the year for *The Dominion Post*

BECCA HUDSON

B.A. Virginia Tech, M.B.A. Virginia Commonwealth University

14 years advertising sales experience

10 years with LeisureMedia360

Career Sales highlights include:

- Sold Co-ops to West Virginia tourism businesses
- Sales leader for custom guides for a major CVB, generating \$300,000+ annually
- Currently handles 60+ clients digital media sales

KIM GREEN

University of Tennessee

20 years advertising sales experience

12 years with LeisureMedia360

Career Sales highlights include:

- Launched *Mountain Homes* magazine; generated \$700,000 in year one; \$1.1 million by year two
- Sales Manager for *Blue Ridge Country*; worked with many WV businesses
- Sales Manager for *The Roanoker*, generated record breaking annual sales

4.5

4.5 Continued

WEST VIRGINIA TRAVEL GUIDE NET AD RATES**Ad Sizes**

spread.....	\$15,654
page.....	8,775
two third	6,725
half	5,250
third	3,530
sixth	1,995

Premium Positions

Back Cover	\$13,700
Inside Front	11,550
Inside Back.....	10,100
All other premium	Add 10%

Event & Directory Listings

Free with display	
Basic Listing.....	\$349
Enhanced Listing	495
Photo Listing	750

Reader Service

Free for display

West Virginia Digital Travel Guide Enhanced Net Ad Rates

Hotlink.....	\$125
Animated movement	500
Video & print to mobile.....	975
Digital skyscraper	1990

e-Newsletter Rates

Featured content.....	\$1,995
Photo slideshow.....	995
Featured video	995
Featured deal	695
Featured event	695
Social link.....	395

Rates beyond year one may be subject to up to a 5% increase based on printing/paper increases; all subject to your approval of course.

Goals and Objectives

4.6

4.6 To create, design, administer and publish a monthly e-newsletter.

In order to deliver a comprehensive email marketing solution for a monthly (12 times annually) e-newsletter for the West Virginia Division of Tourism we would first meet with key members of your staff to brainstorm and collaborate about your visions for the future of your existing e-newsletter program.

Our staff has already conducted a review of your current e-newsletter archives, and based on that analysis we have identified at least three verticals that you are actively engaged in:

1. A primary monthly e-newsletter that includes featured content as well as events and deals

We value this type of content and communication as well and would certainly support continuing it, which we are fully capable of delivering for you.

2. A special occasional focus on Civil War Sites & Attractions

3. A special occasional focus on Outdoor Adventures

With decades of combined experience from *Blue Ridge Country*, *The Official Virginia Travel Guide* and *LifeOutside* magazine, LeisureMedia360 is already extremely well versed in producing engaging, high quality content for topics in both of these verticals, and our award-winning editors, designers and extended network of experienced freelance writers would be eager to apply their expertise to your products as well.

Additionally, we would welcome an opportunity to work with you to research and explore other key interest areas that could be developed into **new, sustainable e-newsletters verticals** designed to increase advertiser support as well as the frequency of your email marketing efforts, with the ultimate goal of driving more tourism business to West Virginia.

Lastly, on the technical side LeisureMedia360 would subcontract with a proven provider in the email marketing space, such as Campaigner or Knowledge Marketing, (who we have standing relationships and experience with through our core products) to deliver a complete and robust e-newsletter program to the division. Additionally, if you have a different vendor of preference, we will gladly speak with them as well. We are well versed in a number of email marketing systems and can quickly adapt to any provider you prefer.



Goals and Objectives

4.6

4.6 Continued

LeisureMedia360 will ensure the following **best practice components** of a successful email marketing campaign are implemented across all email marketing efforts:

- Spam testing
- Leading browser testing to ensure proper viewability
- Online archives
- Mobile friendly design approach
- Deliverability monitoring and testing
- Extensive reporting on deliverability, open, click through and unsubscribe rates
- Soft and hard bounce back tracking
- A/B testing tools
- Enrollment tools, reporting and list-building strategies
- Time of delivery tracking
- Advertisement performance
- Consultation on Landing Page Optimization
- Content and Design Synergy
- Survey tools and research capabilities
- Content targeting based on demographics/psychographics



Goals and Objectives

4.7

4.7 To utilize business listings for leads.

TURNKEY LISTINGS

We serve them to you, well done, on a silver platter.

Our listings team uses a proprietary content management system (CMS) **created specifically for our custom travel clients to gather, store, proof and print critical listings information** for the guides we create. This CMS enables our listings coordinators to utilize electronic communications rather than relying on paper and fax. This flexible system could be used for lodging, attractions, restaurants and events. It can also include information for amenities "dot charts."

We can import data. We can research and input additional must-list items as needed. Clients can revise their own listing, eliminating errors created when inputting handwritten listings. This integrated system is designed to seamlessly interface with our art department, thus eliminating redundancy. All communication with clients is stored so that any e-mails, changes or approvals are retained. Original listing copy is stored as well. Clients and DMOs have raved about our team.

Each attraction can update its listing or rewrite as part of the process. The listings manager and coordinators can edit all listings from all sources for length, publication style, grammar and content.

How our five-tiered listings proofing system works:

1. Gathering the data from client.
2. Performing multiple cycles of client outreach via e-mail, resulting in written confirmation of approved listing
3. Follow-up with phone calls to non-responder
4. Providing West Virginia a listings galley to review
5. Proof in-house to ensure grammatical, style, format standards are followed. Our listings team and proofreaders provide fact-checking services and ensure complete accuracy of the listing information included in the publication.

This system was implemented when Leisure first began publishing travel guides and received rave reviews for accuracy and attention to detail. Confirmation via e-mail and/or PDF files are utilized in this critical process in order to make it easy for the client.

Personal contact with every attraction (multiple times if necessary) keeps the listings absolutely complete and current.

4.7 4.7 Continued

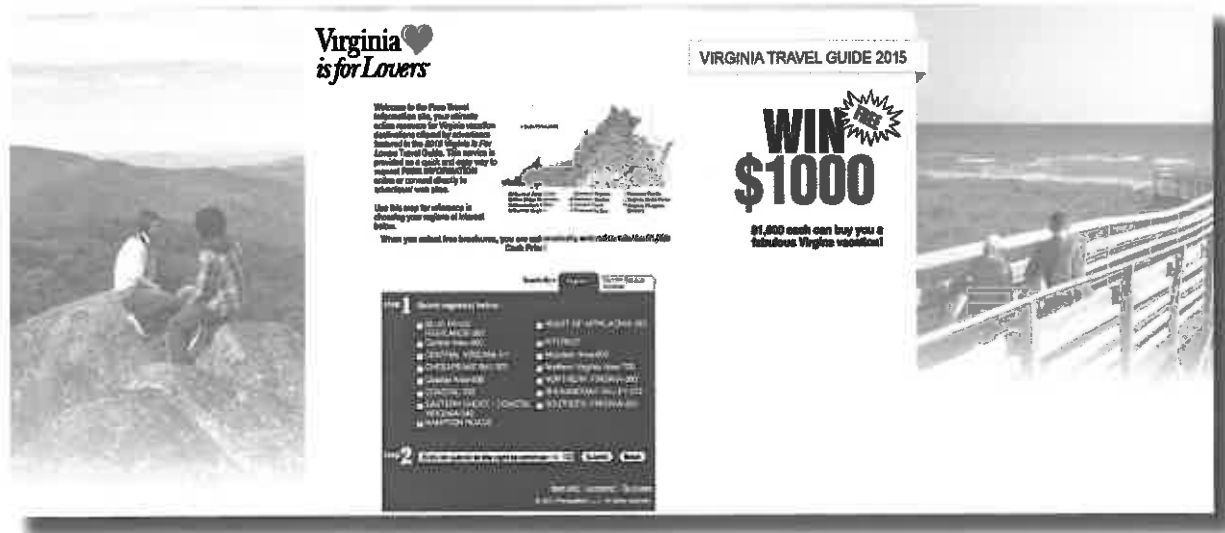
READER RESPONSE SERVICE

You expect, so we deliver, top-notch reader service

LeisureMedia360 understands the critical importance of top-notch reader response fulfillment as a measure of client satisfaction and advertiser ROI. Our 40 staff years of experience with reader service and partnering with one of the most advanced providers of advertiser database support in the industry, iPacesetters and ARGIfocus, brings a turnkey reader service program to West Virginia. Currently LM360 fulfills more than 1.5 million leads each year to more than 450 different clients.

ARGIfocus's state-of-the-art Internet-based databases generate additional value using the latest technology. For example, advertisers may elect to receive leads via e-mail daily at no additional charge. Or they may select to get leads via e-mail in a PDF format so that they can easily print their own labels with the click of a button. Reports provide a wealth of detailed information, from inquiries gathered via the Internet to a geographic lead report for each advertiser. Information is an important by-product and tremendous added value.

This database sophistication in and of itself does not, however, guarantee error-free reader service. In fact, it has been our experience that such a sophisticated database requires top-notch in-house coordinators with a detailed and thorough understanding of the technical capabilities of the



Goals and Objectives



4.7 Continued

ARGIfocus system. LeisureMedia360 has that staff and has implemented many internal checkpoints to ensure that reader service is 100 percent correct and error-free every time. This same internal expertise would be applied to the *West Virginia Travel Guide* and LM360 will have an account dedicated solely to it. Though LM360 incurs additional expense, it is important to ensure that the *West Virginia Travel Guide* leads, reports and databases are exclusive to the Guide.

Inquiries will be encouraged by creating three channels, tripling the opportunity for readers to connect to West Virginia advertisers:

1. A postage-paid business reply card prominently displayed in the guide.
2. An advertiser landing page designed and maintained with ARG/LeisureMedia360
3. A dedicated 800 line set up solely for reader service inquiries.

A copy of the inquiry database will be provided to West Virginia on an annual basis or as often as requested.

As strong inquiry generation is a number-one goal, Leisure's plan of action to stimulate response includes the following:

1. Advertiser Website

LeisureMedia360 and ARGIfocus will create a Web page to showcase all West Virginia advertisers. Each advertiser listing will link the ARGIfocus database and provide a very easy way for travelers interested in receiving information about specific West Virginia attractions to do so in one easy session. These leads will be seamlessly integrated into the other leads gathered by ARGIfocus and delivered to the client as part of regular reader service. In addition, Leisure will create a pay-per-click campaign to drive users to this new Advertiser Showcase portal.

2. Annual Sweepstakes

Utilize an annual sweepstakes and award a trip to West Virginia destinations. These sweepstakes could be promoted with ads throughout the *West Virginia Travel Guide* to stimulate entries. LeisureMedia360 sales would work with DMOs to create prizes that are representative of the entire state.

Goals and Objectives

4.7

4.7 Continued

3. Send a West Virginia Travel Guide to a Friend

Add a card as a test to a portion of the print run, at no charge to West Virginia Division of Tourism in the first year, in an effort to stimulate additional requests for the guide. This would not be a reader service card but rather a “Send a West Virginia Travel Guide to a Friend” card so that a Travel Guide receiver could provide the name of a friend or relative thinking about traveling to West Virginia. The card could be coded and response measured. The goal would be to stimulate extended family visits and viral marketing of the guide.

4. Travel Plan Survey

Add demographic/psychographic/travel plan survey questions on both the online reader service and to the card in order to market West Virginia’s top special interests. By asking a few simple questions, West Virginia Division of Tourism can target messages based on interests.

5. Feedback Survey

Collect e-mails of inquiries and send periodic online surveys to gather user reaction and feedback about the guide. LeisureMedia360 is prepared to produce and coordinate these e-mail surveys, the results of which would be shared.

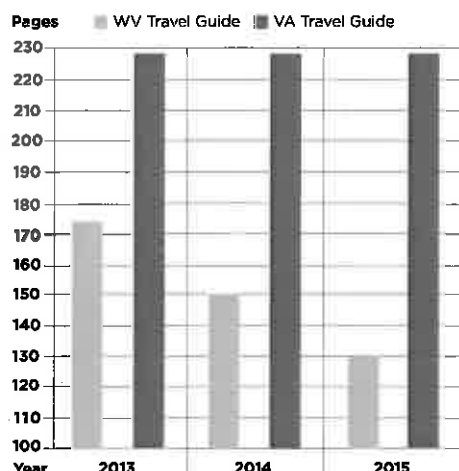
Goals and Objectives

4.8

4.8 Collect Enough Revenue to offset the cost

of production, printing and distribution of the Travel Guide and monthly e-newsletter.

Number of Pages



OUR 6 STEP SALES PLAN

It is pretty simple really. To increase revenue, we will follow our sales plan detailed in 4.6. This plan will increase sales significantly in year one. Our goal is to bring you back to the 2012 level of \$650,000+ in year one and generate a travel guide increase to \$700,000+ by year two.

Step 1: Year Round Sales Cycle

Step 2: Award-caliber Marketing Materials & Communication

Step 3: Consultative Sales Approach

Step 4: Integrated Sales Approach

Step 5: Performance Based Sales Management

Step 6: Experienced Sales Team

REVENUE SHARING FOR YOU VIA MULTI-MEDIA SALES TO INCLUDE YOUR WEBSITE

LeisureMedia360 would revenue share with West Virginia Division of Tourism the monies from website ad sales. By combining your travel guide sales with website sales (should you monetize) you can offer value to your partners who participate in both critically important marketing tools. Generating \$200,000 in additional website revenue in year one is quite likely with the LM360 sales team. We'd suggest travel guide advertisers receive a discount on the on-line sales based on their ad size in the travel guide and, should you desire, look forward to discussing this revenue strategy with you.

REVENUE GROWTH VIA EXPANDED PARTNERSHIP

We have consistently added new and more advertisers each year to *Virginia Travel Guide* sales. Yes, we lose partners through attrition, or budget constraints. But each year we build new partnerships and the result net/net is a growth in the number of advertisers. We will increase the number of participants with the same strategy in West Virginia.

REVENUE GROWTH VIA MULTI-MEDIA PACKAGE SALES

A robust and interactive digital edition to your travel guide will increase sales. We have a 96% close rate on hotlink sales. Videos, animation, watermarks and other digital options will increase the average order. In addition we propose packaging the e-newsletter with the travel guide ad.

REVENUE GROWTH VIA EQUITABLE RATES

It is important to be fair and consistent. A guide produced in these quantities simply cannot afford to sell events for \$55 or listings for \$129. It is not equitable to those buying the larger sizes. Create a new minimum rate that is still a great value.

Goals and Objectives



4.8 Continued

REVENUE GROWTH VIA ADVERTISER VALUE

Free ad production, consultation with our design team on effective advertising, assistance with copywriting or image selection and generally improving the look and effectiveness of the ads will generate increased revenues.

ESTIMATED VALUE OF THIS PROPOSAL

The estimated value of this LeisureMedia360 proposal is \$937,000. The travel guide and e-newsletter creation/deployment are included plus the digital travel guide including upload and availability on Apple, Google and Amazon PR initiatives.

PRINTED OVERRUNS

This proposal includes delivery of 500,000 copies at no cost to the West Virginia Division of Tourism as long as sales exceed \$618,000, which covers our costs at this quantity. Since our goal exceeds this amount, delivery 500,000 at no cost should not be an issue. However, regardless of sales, LeisureMedia360 guarantees 400,000 at no cost. Additional copies beyond 500,000 can be ordered and will be provided at cost. Cost is estimated at 488.00 per thousand for additional copies or .488 per copy. Per thousand cost covers manufacturing, ink, paper, bindery and cartons. If overruns are requested, the overrun quantity must be finalized prior to the paper order cut off date.

Please note:

Print cost for overruns may vary from 5-8% due to actual paper costs at press time. Freight will be an additional charge. Freight is based on total weight of a shipment. We would select the cheapest shipping method for delivery and charge freight at cost.

REVENUE GROWTH VIA OUR COMMITMENT TO SERVING THE INDUSTRY

Each detail reviewed in other sections of this proposal will propel revenues upward. The years of experience, handling of new accounts, the best practices in email, the fresh editorial and creative plan, our understanding of tracking & reader service, the new size of the guide, superior service with ad creation and co-ordination, our years of success with handling detailed listings requirements, frequent face to face meetings with you to include many members of our team and, of course FOLLOWING OUR SALES PLAN combines to offer West Virginia Division of Tourism a dedicated, long term partner committed to revenue growth. For our company your business is very important.

Goals and Objectives



4.9 To have a designated person to the Agency

and a sales force dedicated to the West Virginia Travel Guide advertisers.

"I can't say enough about how wonderful Caroline is to work with. I have been fortunate to work closely with her on numerous freelance projects. She is a talented designer, reliable, creative, and has a great attitude. Her enthusiasm towards each project and commitment to delivering an excellent final product makes her a pleasure to work with."

—Erin Baldwin,
Communications Manager,
Snowshoe Mountain Resort

Meet Caroline McKean, our current Creative Director who will be the primary account contact and liaison for West Virginia Division of Tourism, Caroline will immediately foster a positive and constructive relationship with the Division of Tourism while working to elevate the design of the *West Virginia Travel Guide*. She will meet face-to-face within 24 hours of notification. We plan on monthly face-to-face meetings and more frequent during busy production periods. Here are some of Caroline's qualifications:

LONG AND DEEP CONNECTIONS TO WEST VIRGINIA

Caroline has a love for all things West Virginia. Born and raised in Green Bank, where she worked at NRAO, Snowshoe and Watoga State Park during summers and traveled West Virginia extensively as a star on the Pocahontas County High School basketball team. Caroline visits West Virginia at least monthly to visit family, ski, and hike as she is passionate about outdoor recreation of all forms. In her own words, "I would be so proud to be a part of this project! To see tourism grow in West Virginia and be a part of helping the state's economy would be a dream. I see it as my chance to give back to the place that shaped who I am today."

SKILLED IN DESIGN

Caroline graduated from Marietta College with a Bachelor of Fine Arts in Graphic Design and a minor in Journalism. Upon graduation she spent 3 years out west, working as a graphic designer and marketing director in Washington and Hawaii before returning home to the East Coast. Caroline has won three American Advertising Awards (ADDY) for her design work, most recently, a Gold Addy for the 2014 edition of *bridebook* as Best Magazine that will go on to regional competition in the next few weeks. From a design standpoint, Caroline is highly skilled at photo selection, staging photo shoots, creating user-friendly design templates, improving the readability of charts and listings and designing covers as well as opening spreads that pull the reader in. She has worked on *The Roanoker*, *Blue Ridge Country*, *LifeOutside* and has worked with several custom publication clients to achieve their goals.

SKILLED IN NEW IDEA CREATION

In 2013 Caroline was the leader in the concept and creation of a new annual product for LeisureMedia360. Called *bridebook*, this stunning magazine has created a buzz, with TV and blog coverage as well as strong newsstand sales. Caroline's ability to understand not just the design but the marketing strategy, the sales strategy, the distribution strategy and financial pro-forma enabled her to become the leader of this team.

Goals and Objectives



4.9 Continued

SKILLED IN COMMUNICATION

While at LeisureMedia360 Caroline's role for both *bridebook* and *LifeOutside* magazine has been one of account manager. A natural leader, Caroline is a collaborative team member who welcomes ideas and opinions yet is able to gain consensus and keep the train running on time. Her writing skills are strong; she has written articles for several of our websites. Very detail oriented meetings she chairs are well documented with minutes and action items. Her response to email is same day; often within minutes. As your account manager Caroline would no longer work on any of our custom publishing projects so that her sole custom responsibility would be West Virginia Division of Tourism.

SALES FORCE

The advertising sales force assigned to the West Virginia Division of Tourism products will be dedicated to West Virginia advertisers.

Value Added

We believe that LeisureMedia360 is uniquely qualified to offer West Virginia an integrated and ROI rich marketing program to drive new customers to your state as a value-added benefit with your travel guide contract.

PROGRAM DETAILS

As the publisher of *Blue Ridge Country* (325,000 readers), *Blue Ridge Parkway Guide* (200,000 readers), *The Roanoker* (55,000 readers) and *LifeOutside* (32,000 readers) magazines/websites/e-newsletters and social sites our readerships are geographically and demographically perfectly aligned with West Virginia's marketing plans.

PART 1

PRINT PROGRAM

LeisureMedia360 will match your investment in any LM360 titles during July 2015-June 2016 fiscal year and for each year of the contract. We will co-ordinate this effort with your advertising agency so every dollar spent in print gets twice the bang.

EXAMPLE

Run a Co-op page program in *Blue Ridge Country* in July/August and receive a second page in Sept/Oct at no cost.

VALUE

Based on Fiscal 2015 program currently running with our company, you would receive three no cost pages in *Blue Ridge Country*, *The Roanoker* and *LifeOutside* magazines.

\$13,555 net value ANNUALLY per insertion.

PART 2

WEBSITE PROGRAM

LeisureMedia360 will provide West Virginia Tourism a banner ad campaign on BlueRidgeCountry.com (46,000 unique users) and TheRoanoker.com (26,000 unique users) for six months during the year. You can run these ads every other month or in key months to help drive our audiences to your programs. The banner will be linked back to the WV website to drive more ROI.

We will work with WV Tourism and your agency to decide which programs will work best based on your business goals and objectives.

VALUE

\$5,000 advertising branding and sales lead production value per year.

Value Added

PART 3

SOCIAL MEDIA PROGRAM

LeisureMedia360 has invested over \$150,000 a year building our social media programs with *Blue Ridge Country* (42,000 fans) and *The Roanoker* (5,300 fans) magazine social sites. As part of our value added offer to West Virginia, we will promote on a quarterly basis the Travel Guide content and link it back to the digital edition that resides on your website to drive more ROI. We will work with the Division and your agency to decide on specific content.

VALUE

\$7,600 advertising branding and sales lead production value per year.

AND IN THE SPIRIT OF SAVING THE BEST FOR LAST ...

THE REALLY, REALLY BIG IDEA TO LURE NEW VISITORS TO WEST VIRGINIA

As publishers of *BLUE RIDGE COUNTRY* FOR THE LAST 27 YEARS, WE FEEL WE HAVE A STRONG CONNECTION and understanding of mountain lovers. That's who our 325,000 readers are--- MOUNTAIN LOVERS. As the "mountain state" West Virginia is uniquely blessed with the mountains and valley, the rivers and lakes, the small towns and quaint main streets, and the awe-inspiring natural beauty that appeals to so many. Especially in these busy, turbulent times the need to "escape" the modern world is more important than ever.

What we can offer West Virginia that we think no other publisher can is the ability to deliver an authentically written and photographed travel guide supplement designed around the state's unrivaled "Americana" experience.

We propose to use our *BLUE RIDGE COUNTRY* editors, writers and photographers to produce, in concert with the brand, the Division and its agency, an new annual entitled *COUNTRY ROADS*, A self guided driving tour of Wild, Wonderful, West Virginia.

Today's traveler wants REAL EXPERIENCES; they seek to discover what they perceive as authentic. We believe that a publication (print and digital) presenting a series of itineraries, guided 1-2-3 day driving tours around the state would appeal to today's travelers, create a buzz in many small towns and main streets across the state and provide great new content for your website, blogs, social media, etc. "Get off the interstate, get out of the city... come to West Virginia and rediscover America along our *COUNTRY ROADS*."

Goals and Objectives

In concert with the Division, we propose to provide our editorial team, production services and sales team to make this a reality. We would pay all costs associated with creating an interactive digital version of COUNTRY ROADS to reside on the Division website, and as part of a promotional and marketing plan, we would support the title with blog and social media promotions.

Content is king and we want to provide you with quality content in all the channels you require. Certainly as part of a contract for the Travel Guide and e-newsletter as specified in the RFP. But beyond these requirements we offer a partnership to help you create content for your website, your social posts, your public relations and even a supplemental publication. All based on your needs, goals and objectives.

REQUEST FOR PROPOSAL

West Virginia Division of Tourism

Travel/Visitor Guide & e-Newsletter - RFP

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SECTION ONE: GENERAL INFORMATION

1. Purpose: The West Virginia Department of Administration, Purchasing Division (hereinafter referred to as the "Purchasing Division") is soliciting proposals pursuant to **West Virginia Code §5A-3-10b** for the Department of Commerce, Division of Tourism (hereinafter referred to as the "Agency") **to produce and publish at NO cost to the Agency** a four (4) color printed Travel Guide and a monthly electronic newsletter (e-newsletter) of the destinations, attractions and events taking place throughout West Virginia.

Historically this contract has been completed at no cost to the Agency with Publisher revenues derived from advertising sales. This will continue to be an acceptable model under this contract.

2. By signing and submitting its proposal, the successful Vendor agrees to be bound by all the terms contained in this Request for Proposal ("RFP").

An RFP is generally used for the procurement of services in situations where price is not the sole determining factor and the award will be based on a combination of cost and technical factors (Best Value). Through its proposal, the bidder offers a solution to the objectives, problem, or need specified in the RFP, and defines how it intends to meet (or exceed) the RFP requirements.

3. Schedule of Events:

Vendor's written Questions Submission Deadline02/23/15 at 11AM. EST.
 Mandatory Pre-bid Conference 02/18/15 at 1:00 PM. EST.
 Addendum Issued..... TBD
 Bid Opening Date..... 03/12/15 at 1:30 PM. EST.
 Oral Presentation (*Agency Option*) TBD

REQUEST FOR PROPOSAL

**West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter - RFP**

SECTION TWO: INSTRUCTIONS TO VENDORS SUBMITTING BIDS

Instructions begin on next page.

INSTRUCTIONS TO VENDORS SUBMITTING BIDS

1. **REVIEW DOCUMENTS THOROUGHLY:** The attached documents contain a solicitation for bids. Please read these instructions and all documents attached in their entirety. These instructions provide critical information about requirements that if overlooked could lead to disqualification of a Vendor's bid. All bids must be submitted in accordance with the provisions contained in these instructions and the Solicitation. Failure to do so may result in disqualification of Vendor's bid.
2. **MANDATORY TERMS:** The Solicitation may contain mandatory provisions identified by the use of the words "must," "will," and "shall." Failure to comply with a mandatory term in the Solicitation will result in bid disqualification.
3. **PREBID MEETING:** The item identified below shall apply to this Solicitation.

☐ A pre-bid meeting will not be held prior to bid opening.

☐ A **NON-MANDATORY PRE-BID** meeting will be held at the following place and time:

☒ A **MANDATORY PRE-BID** meeting will be held at the following place and time:

West Virginia Division of Tourism
90 Mac Corkle Ave., SW.
South Charleston, WV. 25303
02/18/2015 at 1:00 PM. EST.

All Vendors submitting a bid must attend the mandatory pre-bid meeting. Failure to attend the mandatory pre-bid meeting shall result in disqualification of the Vendor's bid. No one person attending the pre-bid meeting may represent more than one Vendor.

An attendance sheet provided at the pre-bid meeting shall serve as the official document verifying attendance. The State will not accept any other form of proof or documentation to verify attendance. Any person attending the pre-bid meeting on behalf of a Vendor must list on the attendance sheet his or her name and the name of the Vendor he or she is representing. Additionally, the person attending the pre-bid meeting should include the Vendor's E-Mail address, phone number, and Fax number on the attendance sheet. It is the Vendor's responsibility to locate the attendance sheet and provide the required information. Failure to complete the attendance sheet as required may result in disqualification of Vendor's bid.

All Vendors should arrive prior to the starting time for the pre-bid. Vendors who arrive after the starting time but prior to the end of the pre-bid will be permitted to sign in, but are charged with knowing all matters discussed at the pre-bid.

Questions submitted at least five business days prior to a scheduled pre-bid will be discussed at the pre-bid meeting if possible. Any discussions or answers to questions at the pre-bid meeting are preliminary in nature and are non-binding. Official and binding answers to questions will be published in a written addendum to the Solicitation prior to bid opening.

4. **VENDOR QUESTION DEADLINE:** Vendors may submit questions relating to this Solicitation to the Purchasing Division. Questions must be submitted in writing. All questions must be submitted on or before the date listed below and to the address listed below in order to be considered. A written response will be published in a Solicitation addendum if a response is possible and appropriate. Non-written discussions, conversations, or questions and answers regarding this Solicitation are preliminary in nature and are non-binding. Submitted e-mails should have solicitation number in the subject line.

Question Submission Deadline: 02/23/15 at 11:00 AM. EST.

Submit Questions to: Guy Nisbet, Buyer Supervisor
 2019 Washington Street, East
 Charleston, WV 25305
 Fax: (304) 558-4115 (Vendors should not use this fax number for bid submission)
 Email: Guy.L.Nisbet@WV.Gov

5. **VERBAL COMMUNICATION:** Any verbal communication between the Vendor and any State personnel is not binding, including verbal communication at the mandatory pre-bid conference. Only information issued in writing and added to the Solicitation by an official written addendum by the Purchasing Division is binding.
6. **BID SUBMISSION:** All bids must be submitted electronically through wvOASIS or signed and delivered by the Vendor to the Purchasing Division at the address listed below on or before the date and time of the bid opening. Any bid received by the Purchasing Division staff is considered to be in the possession of the Purchasing Division and will not be returned for any reason. The Purchasing Division will not accept bids, modification of bids, or addendum acknowledgment forms via e-mail. Acceptable delivery methods include electronic submission via wvOASIS, hand delivery, delivery by courier, or facsimile. The bid delivery address is:

Department of Administration, Purchasing Division
 2019 Washington Street East
 Charleston, WV 25305-0130

A bid that is not submitted electronically through wvOASIS should contain the information listed below on the face of the envelope or the bid may be rejected by the Purchasing Division.:

SEALED BID:

BUYER:

SOLICITATION NO.:

BID OPENING DATE:

BID OPENING TIME:

FAX NUMBER:

In the event that Vendor is responding to a request for proposal, and choses to respond in a manner other than by electronic submission through wvOASIS, the Vendor shall submit one original technical and one original cost proposal plus five (5) convenience copies of each to the Purchasing Division at the address shown above. Additionally, if Vendor does not submit its bid through wvOASIS, the Vendor should identify the bid type as either a technical or cost proposal on the face of each bid envelope submitted in response to a request for proposal as follows:

BID TYPE: (This only applies to CRFP)

☐ Technical

☐ Cost

7. **BID OPENING:** Bids submitted in response to this Solicitation will be opened at the location identified below on the date and time listed below. Delivery of a bid after the bid opening date and time will result in bid disqualification. For purposes of this Solicitation, a bid is considered delivered when confirmation of delivery is provided by wvOASIS (in the case of electronic submission) or when the bid is time stamped by the official Purchasing Division time clock (in the case of hand delivery).

03/12/2015 at 1:30 PM. EST.

Bid Opening Date and Time:

Bid Opening Location: Department of Administration, Purchasing Division

2019 Washington Street East

Charleston, WV 25305-0130

8. **ADDENDUM ACKNOWLEDGEMENT:** Changes or revisions to this Solicitation will be made by an official written addendum issued by the Purchasing Division. Vendor should acknowledge receipt of all addenda issued with this Solicitation by completing an Addendum Acknowledgment Form, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

9. **BID FORMATTING:** Vendor should type or electronically enter the information onto its bid to prevent errors in the evaluation. Failure to type or electronically enter the information may result in bid disqualification.
10. **ALTERNATES:** Any model, brand, or specification listed in this Solicitation establishes the acceptable level of quality only and is not intended to reflect a preference for, or in any way favor, a particular brand or vendor. Vendors may bid alternates to a listed model or brand provided that the alternate is at least equal to the model or brand and complies with the required specifications. The equality of any alternate being bid shall be determined by the State at its sole discretion. Any Vendor bidding an alternate model or brand should clearly identify the alternate items in its bid and should include manufacturer's specifications, industry literature, and/or any other relevant documentation demonstrating the equality of the alternate items. Failure to provide information for alternate items may be grounds for rejection of a Vendor's bid.
11. **EXCEPTIONS AND CLARIFICATIONS:** The Solicitation contains the specifications that shall form the basis of a contractual agreement. Vendor shall clearly mark any exceptions, clarifications, or other proposed modifications in its bid. Exceptions to, clarifications of, or modifications of a requirement or term and condition of the Solicitation may result in bid disqualification.
12. **COMMUNICATION LIMITATIONS:** In accordance with West Virginia Code of State Rules §148-1-6.6, communication with the State of West Virginia or any of its employees regarding this Solicitation during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited without prior Purchasing Division approval. Purchasing Division approval for such communication is implied for all agency delegated and exempt purchases.
13. **REGISTRATION:** Prior to Contract award, the apparent successful Vendor must be properly registered with the West Virginia Purchasing Division and must have paid the \$125 fee, if applicable.
14. **UNIT PRICE:** Unit prices shall prevail in cases of a discrepancy in the Vendor's bid.
15. **PREFERENCE:** Vendor Preference may only be granted upon written request and only in accordance with the West Virginia Code § 5A-3-37 and the West Virginia Code of State Rules. A Vendor Preference Certificate form has been attached hereto to allow Vendor to apply for the preference. Vendor's failure to submit the Vendor Preference Certificate form with its bid will result in denial of Vendor Preference. Vendor Preference does not apply to construction projects.
16. **SMALL, WOMEN-OWNED, OR MINORITY-OWNED BUSINESSES:** For any solicitations publicly advertised for bid, in accordance with West Virginia Code §5A-3-37(a)(7) and W. Va. CSR § 148-22-9, any non-resident vendor certified as a small, women-owned, or minority-owned business under W. Va. CSR § 148-22-9 shall be provided the

same preference made available to any resident vendor. Any non-resident small, women-owned, or minority-owned business must identify itself as such in writing, must submit that writing to the Purchasing Division with its bid, and must be properly certified under W. Va. CSR § 148-22-9 prior to contract award to receive the preferences made available to resident vendors. Preference for a non-resident small, women-owned, or minority owned business shall be applied in accordance with W. Va. CSR § 148-22-9.

- 17. WAIVER OF MINOR IRREGULARITIES:** The Director reserves the right to waive minor irregularities in bids or specifications in accordance with West Virginia Code of State Rules § 148-1-4.6.

REQUEST FOR PROPOSAL

West Virginia Division of Tourism Travel/Visitor Guide & e-Newsletter - RFP

SECTION THREE: GENERAL TERMS AND CONDITIONS

Terms and conditions begin on next page.

GENERAL TERMS AND CONDITIONS:

1. **CONTRACTUAL AGREEMENT:** Issuance of a Award Document signed by the Purchasing Division Director, or his designee, and approved as to form by the Attorney General's office constitutes acceptance of this Contract made by and between the State of West Virginia and the Vendor. Vendor's signature on its bid signifies Vendor's agreement to be bound by and accept the terms and conditions contained in this Contract.
2. **DEFINITIONS:** As used in this Solicitation/Contract, the following terms shall have the meanings attributed to them below. Additional definitions may be found in the specifications included with this Solicitation/Contract.
 - 2.1. "Agency" or "Agencies" means the agency, board, commission, or other entity of the State of West Virginia that is identified on the first page of the Solicitation or any other public entity seeking to procure goods or services under this Contract.
 - 2.2. "Contract" means the binding agreement that is entered into between the State and the Vendor to provide the goods or services requested in the Solicitation.
 - 2.3. "Director" means the Director of the West Virginia Department of Administration, Purchasing Division.
 - 2.4. "Purchasing Division" means the West Virginia Department of Administration, Purchasing Division.
 - 2.5. "Award Document" means the document signed by the Agency and the Purchasing Division, and approved as to form by the Attorney General, that identifies the Vendor as the contract holder.
 - 2.6. "Solicitation" means the official notice of an opportunity to supply the State with goods or services that is published by the Purchasing Division.
 - 2.7. "State" means the State of West Virginia and/or any of its agencies, commissions, boards, etc. as context requires.
 - 2.8. "Vendor" or "Vendors" means any entity submitting a bid in response to the Solicitation, the entity that has been selected as the lowest responsible bidder, or the entity that has been awarded the Contract as context requires.

3. **CONTRACT TERM; RENEWAL; EXTENSION:** The term of this Contract shall be determined in accordance with the category that has been identified as applicable to this Contract below:

☒ **Term Contract**

Initial Contract Term: This Contract becomes effective on _____
award _____ and extends for a period of _____ one (1)
year(s).

Renewal Term: This Contract may be renewed upon the mutual written consent of the Agency, and the Vendor, with approval of the Purchasing Division and the Attorney General's office (Attorney General approval is as to form only). Any request for renewal should be submitted to the Purchasing Division thirty (30) days prior to the expiration date of the initial contract term or appropriate renewal term. A Contract renewal shall be in accordance with the terms and conditions of the original contract. Renewal of this Contract is limited to three (3) successive one (1) year periods or multiple renewal periods of less than one year, provided that the multiple renewal periods do not exceed (36) months in total. Automatic renewal of this Contract is prohibited. Notwithstanding the foregoing, Purchasing Division approval is not required on agency delegated or exempt purchases. Attorney General approval may be required for vendor terms and conditions.

Delivery Order Limitations: In the event that this contract permits delivery orders, a delivery order may only be issued during the time this Contract is in effect. Any delivery order issued within one year of the expiration of this Contract shall be effective for one year from the date the delivery order is issued. No delivery order may be extended beyond one year after this Contract has expired.

- ☐ **Fixed Period Contract:** This Contract becomes effective upon Vendor's receipt of the notice to proceed and must be completed within _____ days.
- ☐ **Fixed Period Contract with Renewals:** This Contract becomes effective upon Vendor's receipt of the notice to proceed and part of the Contract more fully described in the attached specifications must be completed within _____ days. Upon completion, the vendor agrees that maintenance, monitoring, or warranty services will be provided for one year thereafter with an additional _____ successive one year renewal periods or multiple renewal periods of less than one year provided that the multiple renewal periods do not exceed _____ months in total. Automatic renewal of this Contract is prohibited.
- ☐ **One Time Purchase:** The term of this Contract shall run from the issuance of the Award Document until all of the goods contracted for have been delivered, but in no event will this Contract extend for more than one fiscal year.
- ☐ **Other:** See attached.

4. **NOTICE TO PROCEED:** Vendor shall begin performance of this Contract immediately upon receiving notice to proceed unless otherwise instructed by the Agency. Unless otherwise specified, the fully executed Award Document will be considered notice to proceed.
5. **QUANTITIES:** The quantities required under this Contract shall be determined in accordance with the category that has been identified as applicable to this Contract below.
 - ☐ **Open End Contract:** Quantities listed in this Solicitation are approximations only, based on estimates supplied by the Agency. It is understood and agreed that the Contract shall cover the quantities actually ordered for delivery during the term of the Contract, whether more or less than the quantities shown.
 - ☒ **Service:** The scope of the service to be provided will be more clearly defined in the specifications included herewith.
 - ☐ **Combined Service and Goods:** The scope of the service and deliverable goods to be provided will be more clearly defined in the specifications included herewith.
 - ☐ **One Time Purchase:** This Contract is for the purchase of a set quantity of goods that are identified in the specifications included herewith. Once those items have been delivered, no additional goods may be procured under this Contract without an appropriate change order approved by the Vendor, Agency, Purchasing Division, and Attorney General's office.
6. **PRICING:** The pricing set forth herein is firm for the life of the Contract, unless specified elsewhere within this Solicitation/Contract by the State. A Vendor's inclusion of price adjustment provisions in its bid, without an express authorization from the State in the Solicitation to do so, may result in bid disqualification.
7. **EMERGENCY PURCHASES:** The Purchasing Division Director may authorize the Agency to purchase goods or services in the open market that Vendor would otherwise provide under this Contract if those goods or services are for immediate or expedited delivery in an emergency. Emergencies shall include, but are not limited to, delays in transportation or an unanticipated increase in the volume of work. An emergency purchase in the open market, approved by the Purchasing Division Director, shall not constitute of breach of this Contract and shall not entitle the Vendor to any form of compensation or damages. This provision does not excuse the State from fulfilling its obligations under a One Time Purchase contract.
8. **REQUIRED DOCUMENTS:** All of the items checked below must be provided to the Purchasing Division by the Vendor as specified below.

- ☐ **BID BOND:** All Vendors shall furnish a bid bond in the amount of five percent (5%) of the total amount of the bid protecting the State of West Virginia. The bid bond must be submitted with the bid.
- ☐ **PERFORMANCE BOND:** The apparent successful Vendor shall provide a performance bond in the amount of _____. The performance bond must be received by the Purchasing Division prior to Contract award. On construction contracts, the performance bond must be 100% of the Contract value.
- ☐ **LABOR/MATERIAL PAYMENT BOND:** The apparent successful Vendor shall provide a labor/material payment bond in the amount of 100% of the Contract value. The labor/material payment bond must be delivered to the Purchasing Division prior to Contract award.

In lieu of the Bid Bond, Performance Bond, and Labor/Material Payment Bond, the Vendor may provide certified checks, cashier's checks, or irrevocable letters of credit. Any certified check, cashier's check, or irrevocable letter of credit provided in lieu of a bond must be of the same amount and delivered on the same schedule as the bond it replaces. A letter of credit submitted in lieu of a performance and labor/material payment bond will only be allowed for projects under \$100,000. Personal or business checks are not acceptable.

- ☐ **MAINTENANCE BOND:** The apparent successful Vendor shall provide a two (2) year maintenance bond covering the roofing system. The maintenance bond must be issued and delivered to the Purchasing Division prior to Contract award.
- ☒ **INSURANCE:** The apparent successful Vendor shall furnish proof of the following insurance prior to Contract award and shall list the state as a certificate holder:

☒ **Commercial General Liability Insurance:** In the amount of \$1,000,000.00 or more.

☐ **Builders Risk Insurance:** In an amount equal to 100% of the amount of the Contract.

☐
☐
☐
☐
☐

The apparent successful Vendor shall also furnish proof of any additional insurance requirements contained in the specifications prior to Contract award regardless of whether or not that insurance requirement is listed above.

- ☐ **LICENSE(S) / CERTIFICATIONS / PERMITS:** In addition to anything required under the Section entitled Licensing, of the General Terms and Conditions, the apparent successful Vendor shall furnish proof of the following licenses, certifications, and/or permits prior to Contract award, in a form acceptable to the Purchasing Division.

☐
☐
☐
☐

The apparent successful Vendor shall also furnish proof of any additional licenses or certifications contained in the specifications prior to Contract award regardless of whether or not that requirement is listed above.

- 9. WORKERS' COMPENSATION INSURANCE:** The apparent successful Vendor shall comply with laws relating to workers compensation, shall maintain workers' compensation insurance when required, and shall furnish proof of workers' compensation insurance upon request.
- 10. LITIGATION BOND:** The Director reserves the right to require any Vendor that files a protest of an award to submit a litigation bond in the amount equal to one percent of the lowest bid submitted or \$5,000, whichever is greater. The entire amount of the bond shall be forfeited if the hearing officer determines that the protest was filed for frivolous or improper purpose, including but not limited to, the purpose of harassing, causing unnecessary delay, or needless expense for the Agency. All litigation bonds shall be made payable to the Purchasing Division. In lieu of a bond, the protester may submit a cashier's check or certified check payable to the Purchasing Division. Cashier's or certified checks will be deposited with and held by the State Treasurer's office. If it is determined that the protest has not been filed for frivolous or improper purpose, the bond or deposit shall be returned in its entirety.
- 11. LIQUIDATED DAMAGES:** Vendor shall pay liquidated damages in the amount of _____
for _____.
This clause shall in no way be considered exclusive and shall not limit the State or Agency's right to pursue any other available remedy.

- 12. ACCEPTANCE/REJECTION:** The State may accept or reject any bid in whole, or in part. Vendor's signature on its bid signifies acceptance of the terms and conditions contained in the Solicitation and Vendor agrees to be bound by the terms of the Contract, as reflected in the Award Document, upon receipt.
- 13. FUNDING:** This Contract shall continue for the term stated herein, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise made available, this Contract becomes void and of no effect beginning on July 1 of the fiscal year for which funding has not been appropriated or otherwise made available.
- 14. PAYMENT:** Payment in advance is prohibited under this Contract. Payment may only be made after the delivery and acceptance of goods or services. The Vendor shall submit invoices, in arrears.
- 15. TAXES:** The Vendor shall pay any applicable sales, use, personal property or any other taxes arising out of this Contract and the transactions contemplated thereby. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
- 16. CANCELLATION:** The Purchasing Division Director reserves the right to cancel this Contract immediately upon written notice to the vendor if the materials or workmanship supplied do not conform to the specifications contained in the Contract. The Purchasing Division Director may also cancel any purchase or Contract upon 30 days written notice to the Vendor in accordance with West Virginia Code of State Rules § 148-1-7.16.2.
- 17. TIME:** Time is of the essence with regard to all matters of time and performance in this Contract.
- 18. APPLICABLE LAW:** This Contract is governed by and interpreted under West Virginia law without giving effect to its choice of law principles. Any information provided in specification manuals, or any other source, verbal or written, which contradicts or violates the West Virginia Constitution, West Virginia Code or West Virginia Code of State Rules is void and of no effect.
- 19. COMPLIANCE:** Vendor shall comply with all applicable federal, state, and local laws, regulations and ordinances. By submitting a bid, Vendor acknowledges that it has reviewed, understands, and will comply with all applicable law.
- 20. PREVAILING WAGE:** On any contract for the construction of a public improvement, Vendor and any subcontractors utilized by Vendor shall pay a rate or rates of wages which shall not be less than the fair minimum rate or rates of wages (prevailing wage), as established by the West Virginia Division of Labor under West Virginia Code §§ 21-5A-1 et seq. and available at <http://www.sos.wv.gov/administrative-law/wagerates/Pages/default.aspx>. Vendor shall be responsible for ensuring compliance with

prevailing wage requirements and determining when prevailing wage requirements are applicable. The required contract provisions contained in West Virginia Code of State Rules § 42-7-3 are specifically incorporated herein by reference.

- 21. ARBITRATION:** Any references made to arbitration contained in this Contract, Vendor's bid, or in any American Institute of Architects documents pertaining to this Contract are hereby deleted, void, and of no effect.
- 22. MODIFICATIONS:** This writing is the parties' final expression of intent. Notwithstanding anything contained in this Contract to the contrary, no modification of this Contract shall be binding without mutual written consent of the Agency, and the Vendor, with approval of the Purchasing Division and the Attorney General's office (Attorney General approval is as to form only). No Change shall be implemented by the Vendor until such time as the Vendor receives an approved written change order from the Purchasing Division.
- 23. WAIVER:** The failure of either party to insist upon a strict performance of any of the terms or provision of this Contract, or to exercise any option, right, or remedy herein contained, shall not be construed as a waiver or a relinquishment for the future of such term, provision, option, right, or remedy, but the same shall continue in full force and effect. Any waiver must be expressly stated in writing and signed by the waiving party.
- 24. SUBSEQUENT FORMS:** The terms and conditions contained in this Contract shall supersede any and all subsequent terms and conditions which may appear on any form documents submitted by Vendor to the Agency or Purchasing Division such as price lists, order forms, invoices, sales agreements, or maintenance agreements, and includes internet websites or other electronic documents. Acceptance or use of Vendor's forms does not constitute acceptance of the terms and conditions contained thereon.
- 25. ASSIGNMENT:** Neither this Contract nor any monies due, or to become due hereunder, may be assigned by the Vendor without the express written consent of the Agency, the Purchasing Division, the Attorney General's office (as to form only), and any other government agency or office that may be required to approve such assignments. Notwithstanding the foregoing, Purchasing Division approval may or may not be required on certain agency delegated or exempt purchases.
- 26. WARRANTY:** The Vendor expressly warrants that the goods and/or services covered by this Contract will: (a) conform to the specifications, drawings, samples, or other description furnished or specified by the Agency; (b) be merchantable and fit for the purpose intended; and (c) be free from defect in material and workmanship.
- 27. STATE EMPLOYEES:** State employees are not permitted to utilize this Contract for personal use and the Vendor is prohibited from permitting or facilitating the same.
- 28. BANKRUPTCY:** In the event the Vendor files for bankruptcy protection, the State of West Virginia may deem this Contract null and void, and terminate this Contract without notice.

29. CONFIDENTIALITY: The Vendor agrees that it will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the Agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the Agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/default.html>.

30. DISCLOSURE: Vendor's response to the Solicitation and the resulting Contract are considered public documents and will be disclosed to the public in accordance with the laws, rules, and policies governing the West Virginia Purchasing Division. Those laws include, but are not limited to, the Freedom of Information Act found in West Virginia Code §§ 29B-1-1 et seq. and the competitive bidding laws found West Virginia Code §§ 5A-3-1 et seq., 5-22-1 et seq., and 5G-1-1 et seq.

If a Vendor considers any part of its bid to be exempt from public disclosure, Vendor must so indicate by specifically identifying the exempt information, identifying the exemption that applies, providing a detailed justification for the exemption, segregating the exempt information from the general bid information, and submitting the exempt information as part of its bid but in a segregated and clearly identifiable format. Failure to comply with the foregoing requirements will result in public disclosure of the Vendor's bid without further notice. A Vendor's act of marking all or nearly all of its bid as exempt is not sufficient to avoid disclosure and WILL NOT BE HONORED. Vendor's act of marking a bid or any part thereof as "confidential" or "proprietary" is not sufficient to avoid disclosure and WILL NOT BE HONORED. A legend or other statement indicating that all or substantially all of the bid is exempt from disclosure is not sufficient to avoid disclosure and WILL NOT BE HONORED. Additionally, pricing or cost information will not be considered exempt from disclosure and requests to withhold publication of pricing or cost information WILL NOT BE HONORED.

Vendor will be required to defend any claimed exemption for nondisclosure in the event of an administrative or judicial challenge to the State's nondisclosure. Vendor must indemnify the State for any costs incurred related to any exemptions claimed by Vendor. Any questions regarding the applicability of the various public records laws should be addressed to your own legal counsel prior to bid submission.

31. LICENSING: In accordance with West Virginia Code of State Rules §148-1-6.1.7, Vendor must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agency or political subdivision. Upon request, the Vendor must provide all necessary releases to obtain information to enable the Purchasing Division Director or the Agency to verify that the Vendor is licensed and in good standing with the above entities.

32. ANTITRUST: In submitting a bid to, signing a contract with, or accepting a Award Document from any agency of the State of West Virginia, the Vendor agrees to convey, sell, assign, or transfer to the State of West Virginia all rights, title, and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to Vendor.

33. VENDOR CERTIFICATIONS: By signing its bid or entering into this Contract, Vendor certifies (1) that its bid or offer was made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, person or entity submitting a bid or offer for the same material, supplies, equipment or services; (2) that its bid or offer is in all respects fair and without collusion or fraud; (3) that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; and (4) that it has reviewed this Solicitation in its entirety; understands the requirements, terms and conditions, and other information contained herein. Vendor's signature on its bid or offer also affirms that neither it nor its representatives have any interest, nor shall acquire any interest, direct or indirect, which would compromise the performance of its services hereunder. Any such interests shall be promptly presented in detail to the Agency. The individual signing this bid or offer on behalf of Vendor certifies that he or she is authorized by the Vendor to execute this bid or offer or any documents related thereto on Vendor's behalf; that he or she is authorized to bind the Vendor in a contractual relationship; and that, to the best of his or her knowledge, the Vendor has properly registered with any State agency that may require registration.

34. PURCHASING CARD ACCEPTANCE: The State of West Virginia currently utilizes a Purchasing Card program, administered under contract by a banking institution, to process payment for goods and services. The Vendor must accept the State of West Virginia's Purchasing Card for payment of all orders under this Contract unless the box below is checked.

☒ Vendor is not required to accept the State of West Virginia's Purchasing Card as payment for all goods and services.

35. VENDOR RELATIONSHIP: The relationship of the Vendor to the State shall be that of an independent contractor and no principal-agent relationship or employer-employee relationship is contemplated or created by this Contract. The Vendor as an independent contractor is solely liable for the acts and omissions of its employees and agents. Vendor shall be responsible for selecting, supervising, and compensating any and all individuals employed pursuant to the terms of this Solicitation and resulting contract. Neither the Vendor, nor any employees or subcontractors of the Vendor, shall be deemed to be employees of the State for any purpose whatsoever. Vendor shall be exclusively responsible for payment of employees and contractors for all wages and salaries, taxes, withholding payments, penalties, fees, fringe benefits, professional liability insurance premiums, contributions to insurance and pension, or other deferred compensation plans, including but

not limited to, Workers' Compensation and Social Security obligations, licensing fees, etc. and the filing of all necessary documents, forms, and returns pertinent to all of the foregoing. Vendor shall hold harmless the State, and shall provide the State and Agency with a defense against any and all claims including, but not limited to, the foregoing payments, withholdings, contributions, taxes, Social Security taxes, and employer income tax returns.

- 36. INDEMNIFICATION:** The Vendor agrees to indemnify, defend, and hold harmless the State and the Agency, their officers, and employees from and against: (1) Any claims or losses for services rendered by any subcontractor, person, or firm performing or supplying services, materials, or supplies in connection with the performance of the Contract; (2) Any claims or losses resulting to any person or entity injured or damaged by the Vendor, its officers, employees, or subcontractors by the publication, translation, reproduction, delivery, performance, use, or disposition of any data used under the Contract in a manner not authorized by the Contract, or by Federal or State statutes or regulations; and (3) Any failure of the Vendor, its officers, employees, or subcontractors to observe State and Federal laws including, but not limited to, labor and wage and hour laws.
- 37. PURCHASING AFFIDAVIT:** In accordance with West Virginia Code § 5A-3-10a, all Vendors are required to sign, notarize, and submit the Purchasing Affidavit stating that neither the Vendor nor a related party owe a debt to the State in excess of \$1,000. The affidavit must be submitted prior to award, but should be submitted with the Vendor's bid. A copy of the Purchasing Affidavit is included herewith.
- 38. ADDITIONAL AGENCY AND LOCAL GOVERNMENT USE:** This Contract may be utilized by and extends to other agencies, spending units, and political subdivisions of the State of West Virginia; county, municipal, and other local government bodies; and school districts ("Other Government Entities"). This Contract shall be extended to the aforementioned Other Government Entities on the same prices, terms, and conditions as those offered and agreed to in this Contract. If the Vendor does not wish to extend the prices, terms, and conditions of its bid and subsequent contract to the Other Government Entities, the Vendor must clearly indicate such refusal in its bid. A refusal to extend this Contract to the Other Government Entities shall not impact or influence the award of this Contract in any manner.
- 39. CONFLICT OF INTEREST:** Vendor, its officers or members or employees, shall not presently have or acquire an interest, direct or indirect, which would conflict with or compromise the performance of its obligations hereunder. Vendor shall periodically inquire of its officers, members and employees to ensure that a conflict of interest does not arise. Any conflict of interest discovered shall be promptly presented in detail to the Agency.
- 40. REPORTS:** Vendor shall provide the Agency and/or the Purchasing Division with the following reports identified by a checked box below:
- ☒ Such reports as the Agency and/or the Purchasing Division may request. Requested reports may include, but are not limited to, quantities purchased, agencies utilizing the contract, total contract expenditures by agency, etc.

- ☐ Quarterly reports detailing the total quantity of purchases in units and dollars, along with a listing of purchases by agency. Quarterly reports should be delivered to the Purchasing Division via email at purchasing.requisitions@wv.gov.

41. BACKGROUND CHECK: In accordance with W. Va. Code § 15-2D-3, the Director of the Division of Protective Services shall require any service provider whose employees are regularly employed on the grounds or in the buildings of the Capitol complex or who have access to sensitive or critical information to submit to a fingerprint-based state and federal background inquiry through the state repository. The service provider is responsible for any costs associated with the fingerprint-based state and federal background inquiry.

After the contract for such services has been approved, but before any such employees are permitted to be on the grounds or in the buildings of the Capitol complex or have access to sensitive or critical information, the service provider shall submit a list of all persons who will be physically present and working at the Capitol complex to the Director of the Division of Protective Services for purposes of verifying compliance with this provision.

The State reserves the right to prohibit a service provider's employees from accessing sensitive or critical information or to be present at the Capitol complex based upon results addressed from a criminal background check.

Service providers should contact the West Virginia Division of Protective Services by phone at (304) 558-9911 for more information.

42. PREFERENCE FOR USE OF DOMESTIC STEEL PRODUCTS: Except when authorized by the Director of the Purchasing Division pursuant to W. Va. Code § 5A-3-56, no contractor may use or supply steel products for a State Contract Project other than those steel products made in the United States. A contractor who uses steel products in violation of this section may be subject to civil penalties pursuant to W. Va. Code § 5A-3-56. As used in this section:

- a. "State Contract Project" means any erection or construction of, or any addition to, alteration of or other improvement to any building or structure, including, but not limited to, roads or highways, or the installation of any heating or cooling or ventilating plants or other equipment, or the supply of and materials for such projects, pursuant to a contract with the State of West Virginia for which bids were solicited on or after June 6, 2001.
- b. "Steel Products" means products rolled, formed, shaped, drawn, extruded, forged, cast, fabricated or otherwise similarly processed, or processed by a combination of two or more or such operations, from steel made by the open hearth, basic oxygen, electric furnace, Bessemer or other steel making process. The Purchasing Division Director may, in writing, authorize the use of foreign steel products if:
- c. The cost for each contract item used does not exceed one tenth of one percent (.1%) of the total contract cost or two thousand five hundred dollars (\$2,500.00), whichever is greater.

For the purposes of this section, the cost is the value of the steel product as delivered to the project; or

- d. The Director of the Purchasing Division determines that specified steel materials are not produced in the United States in sufficient quantity or otherwise are not reasonably available to meet contract requirements.

43. PREFERENCE FOR USE OF DOMESTIC ALUMINUM, GLASS, AND STEEL: In Accordance with W. Va. Code § 5-19-1 et seq., and W. Va. CSR § 148-10-1 et seq., for every contract or subcontract, subject to the limitations contained herein, for the construction, reconstruction, alteration, repair, improvement or maintenance of public works or for the purchase of any item of machinery or equipment to be used at sites of public works, only domestic aluminum, glass or steel products shall be supplied unless the spending officer determines, in writing, after the receipt of offers or bids, (1) that the cost of domestic aluminum, glass or steel products is unreasonable or inconsistent with the public interest of the State of West Virginia, (2) that domestic aluminum, glass or steel products are not produced in sufficient quantities to meet the contract requirements, or (3) the available domestic aluminum, glass, or steel do not meet the contract specifications. This provision only applies to public works contracts awarded in an amount more than fifty thousand dollars (\$50,000) or public works contracts that require more than ten thousand pounds of steel products.

The cost of domestic aluminum, glass, or steel products may be unreasonable if the cost is more than twenty percent (20%) of the bid or offered price for foreign made aluminum, glass, or steel products. If the domestic aluminum, glass or steel products to be supplied or produced in a "substantial labor surplus area", as defined by the United States Department of Labor, the cost of domestic aluminum, glass, or steel products may be unreasonable if the cost is more than thirty percent (30%) of the bid or offered price for foreign made aluminum, glass, or steel products.

This preference shall be applied to an item of machinery or equipment, as indicated above, when the item is a single unit of equipment or machinery manufactured primarily of aluminum, glass or steel, is part of a public works contract and has the sole purpose or of being a permanent part of a single public works project. This provision does not apply to equipment or machinery purchased by a spending unit for use by that spending unit and not as part of a single public works project.

All bids and offers including domestic aluminum, glass or steel products that exceed bid or offer prices including foreign aluminum, glass or steel products after application of the preferences provided in this provision may be reduced to a price equal to or lower than the lowest bid or offer price for foreign aluminum, glass or steel products plus the applicable preference. If the reduced bid or offer prices are made in writing and supersede the prior bid or offer prices, all bids or offers, including the reduced bid or offer prices, will be reevaluated in accordance with this rule.

REQUEST FOR PROPOSAL

West Virginia Division of Tourism

Travel/Visitor Guide & e-Newsletter - RFP

SECTION FOUR: PROJECT SPECIFICATIONS

1. **Location:** Agency is located at 90 MacCorkle Avenue S.W., South Charleston, WV 25303.
2. **Background and Current Operating Environment:** The Division of Tourism, an agency within the West Virginia Department of Commerce, is comprised of 67 employees. The Agency includes several sections: Administration, Marketing and Communications, Customer Service, Welcome Centers, the Film Office and the Matching Advertising Partnership Program (MAPP).

The mission of the Agency (Wild, Wonderful West Virginia), in collaboration with private and public partners, is to promote the state as the premier outdoor destination offering unmatched natural beauty, exhilarating adventures, and authentic experiences. Tourism is a robust economic driver in West Virginia. The tens of thousands of jobs created and sustained through the tourism industry generate billions of dollars by promoting West Virginia as a welcoming place to work, play and raise a family.

The work developed and carried out by the Agency (Wild, Wonderful West Virginia) must deliver an aggressive return on its advertising investment.

3. **Qualifications and Experience:** Vendors will provide in Attachment A: Vendor Response Sheet information regarding their firm, such as staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.

The Vendor must have experience in destination marketing, working with the tourism industry and producing a Travel Guide/Visitor Guide for other clients. The Vendor should have sufficient financial stability to ensure the Travel Guide and monthly e-newsletter is produced, printed and/or distributed. The Vendor should be commonly recognized throughout the industry as a Vendor with a solid financial foundation to meet its commitments on behalf of itself and its clients.

4. **Project and Goals:** The project goals and objectives are: to market West Virginia as the premier outdoor destination offering unmatched natural beauty, exhilarating adventures and authentic experiences to in-state and out-of-state consumers through an official West Virginia Travel Guide and monthly e-newsletter. The Travel Guide will serve as the primary fulfillment and informational piece to market our destination, reinforce brand identity (Wild, Wonderful West Virginia) and assist and encourage travelers to visit and stay longer.

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West Virginia Division of Tourism

Travel/Visitor Guide & e-Newsletter - RFP

- 4.1. **GOAL ONE:** To design, create and develop the layout of a Travel Guide which will include various tourist attractions, destinations, events, etc.
Objective: To develop the layout, design and creative aspects of the Travel Guide which should include but is not limited to, the following: information about each of the states nine travel regions and West Virginia's four seasons of tourist attractions; feature stories, regional stories, and the usage and placement of photos.
- 4.2. **GOAL TWO:** To develop and publish a Travel Guide and monthly e-newsletter that utilizes various marketing tools and research.
Objective: To use these various marketing tools, research analysis and data to support the overall marketing campaign of the creation of the Travel Guide and monthly e-newsletter.
- 4.3. **GOAL THREE:** To collaborate with the Agency and Tourism Industry partners on the design, development and production of the Travel Guide and monthly e-newsletter.
Objective: To develop an outline and timeline of the details to communicate with the Agency and the Tourism Industry partners on the development and production from start to finish for the Travel Guide and the monthly e-newsletter.
- 4.4. **GOAL FOUR:** To collaborate with various media outlets for editorial stories within the Travel Guide.
Objective: To develop a strategic plan to engage and network with members of the news and travel media to write and air editorial stories about West Virginia's tourism industry.
- 4.5. **GOAL FIVE:** To sell ad space to travel and tourism partners.
Objective: To provide detailed information on the plan to sell ad space to travel agents, tour operators, and other travel and tourism industry businesses and organizations.
- 4.6. **GOAL SIX:** To create, design, administer and publish a monthly e-newsletter.
Objective: To create, design, administer and publish a monthly e-newsletter program to communicate information about West Virginia to targeted consumers.
- 4.7. **GOAL SEVEN:** To utilize business listings for leads.
Objective: To develop a strategic plan to collaborate, organize and collect business listings within the state and the mechanism in which the Vendor plans to share this information with the Agency.
- 4.8. **GOAL EIGHT:** To collect enough revenue to offset the cost of production, printing and distribution of the Travel Guide and monthly e-newsletter.
Objective: To provide revenue generating ideas to offset the cost of production and distribution of the Travel Guide and monthly e-newsletter.
- 4.9. **GOAL NINE:** To have a designated person to the Agency and a sales force dedicated to the West Virginia travel guide advertisers.
Objective: To foster a positive and constructive relationship with a designated individual, who should be accessible to the Agency within a 24 hour turn around, to maintain an open

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channel of communication between the Agency and the Vendor in addition to having a sales force dedicated to the advertisers.

5. Mandatory Requirements

The following mandatory requirements must be met by the Vendor as a part of the submitted proposal. Failure on the part of the Vendor to meet any of the mandatory specifications shall result in the disqualification of the proposal. The terms "must", "will", "shall", "minimum", "maximum", or "is/are required" identify a mandatory item or factor. Decisions regarding compliance with any mandatory requirements shall be at the sole discretion of the Purchasing Division.

- 5.1. **MANDATORY ONE:** The Agency will have final approval on all editorial copy, photography, listings, captions, advertising, and layout.
- 5.2. **MANDATORY TWO:** The Vendor will work with the Agency throughout the production and distribution of the Travel Guide to ensure all information and materials regarding the Travel Guide are vetted and approved.
- 5.3. **MANDATORY THREE:** The Travel Guide will be published at a time during the year as determined by the Agency.
- 5.4. **MANDATORY FOUR:** The Agency shall have full right to reproduce and / or use any products derived from the Vendor's work under the contract without payment of any royalties, fees, etc. The Agency shall retain all ownership rights to the Travel Guide.
- 5.5. **MANDATORY FIVE:** The Vendor will demonstrate to the Agency its efforts in obtaining an in-state company to print the Travel Guide by providing at least three printing bid documents.
- 5.6. **MANDATORY SIX:** Any advertising space (up to six pages) used by the Agency will be provided at no cost to the Agency.
- 5.7. **MANDATORY SEVEN:** Producing and printing the Travel Guide and monthly e-newsletter will be at no cost to the Agency. Costs of producing and printing the Travel Guide and monthly e-newsletter should be offset by advertising sales done by the Vendor. At no time can the Vendor make the Agency liable for any part thereof if sales are not sufficient enough to cover the cost of the Travel Guide and monthly e-newsletter.
- 5.8. **MANDATORY EIGHT:** Distribution of the Travel Guide to advertisers will be the responsibility of the Vendor.
- 5.9. **MANDATORY NINE:** The Vendor will deliver 500,000 copies of the Travel Guide to the Agency, free of charge or at an amount up to but no more than 500,000 as determined by the Commissioner of the Division of Tourism. The Vendor shall contact the Agency to arrange shipment to an identified location. A final delivery schedule will be presented to the Agency

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by the Vendor at least 30 calendar days prior to shipment. The Agency must be contacted at least 48 hours prior to delivery for final instructions.

5.10. **MANDATORY TEN:** The Vendor shall provide an electronic version of the Travel Guide.

5.11 **MANDATORY ELEVEN:** The Vendor shall package the Guide as specified below for delivery of the order by no later than the required delivery dates established by the Commissioner of the Division of Tourism:

- The weight of the carton shall be no more than 30 pounds per carton (Guides per carton may not exceed 50, no bands or plastic wrap). Cartons must meet stress strength of 200 psi.
- Cartons must be packaged on skids no more than 80 cartons per skid and no more than 4 rows high.
- Each carton must have a top or side stamp of label that identifies the content (WVTG) and quantity per carton.
- The Travel Guide and any supplemental piece, i.e., map, must not exceed one pound (1 lb.) in weight.

6. **Oral Presentations (Agency Option):** The Agency has the option of requiring oral presentations of all Vendors participating in the RFP process. If this option is exercised, it would be listed in the Schedule of Events (Section 1.3) of this RFP. During oral presentations, Vendors may not alter or add to their submitted proposal, but only clarify information. *Qualifying Vendors will be required to participate in an oral presentation and demonstration of their proposal as stated on the Vendor Response Sheet.* The order by which vendors are assigned Oral Presentation and Demonstration dates, are to be determined through a random process. Each vendor will have a maximum of one hour to present and answer questions. The Vendor must provide an overview of their responses contained in Attachment A, Vendor Response Sheet. The Vendor's account representative, who will be working with the Agency, should be present.

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West Virginia Division of Tourism

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SECTION FIVE: VENDOR PROPOSAL

- 1 **Economy of Preparation:** Proposals should be prepared simply and economically providing a straightforward, concise description of the Vendor's abilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of the content.
- 2 **Incurring Cost:** Neither the State nor any of its employees or officers shall be held liable for any expenses incurred by any Vendor responding to this RFP, including but not limited to preparation, delivery, or travel.
- 3 **Proposal Format:** Vendors should provide responses in the format listed below:

Title Page: State the RFP subject, number, Vendor's name, business address, telephone number, fax number, name of contact person, e-mail address, and Vendor signature and date.

Table of Contents: Clearly identify the material by section and page number.

Attachment A: Within the attached response sheet (**Attachment A: Vendor Response Sheet**), provide the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.

Also, describe the approach and methodology proposed for this project. This should include how each of the goals and objectives listed is to be met.

Attachment B: Complete **Attachment B: Mandatory Specification Checklist**. By signing and dating this attachment, the Vendor acknowledges that they meet or exceed each of these specifications as outlined in 4.5 of Section Four: Project Specifications. The State reserves the right to require documentation detailing how each is met at its discretion.

Attachment C: Complete **Attachment C: Cost Sheet** included in this RFP and submit in a separate sealed envelope. Cost should be clearly marked.

Oral Presentations: If established by the Agency in the Schedule of Events (Section 1.3), all Vendors participating in this RFP will be required to provide an oral presentation, based on the criteria set in Section 4.6. During oral presentations, Vendors may not alter or add to their submitted proposal, but only to clarify information.

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4 Proposal Submission: Proposals must be received in two distinct parts: technical and cost.

- **Technical proposals** must not contain any cost information relating to the project.
- **Cost proposal** shall be sealed in a separate envelope and will not be opened initially.

All proposals must be submitted to the Purchasing Division **prior** to the date and time stipulated in the RFP as the opening date. All bids will be dated and time stamped to verify official time and date of receipt. All submissions must be in accordance with the provisions listed below and in Section Two: Instructions to Bidders Submitting Bids above.

- 5 Technical Bid Opening:** The Purchasing Division will open and announce only the technical proposals received prior to the date and time specified in the Request for Proposal. The technical proposals shall then be provided to the Agency evaluation committee.
- 6 Cost Bid Opening:** The Purchasing Division shall schedule a date and time to publicly open and announce cost proposals when the Purchasing Division has approved the technical recommendation of the evaluation committee. All cost bids for qualifying proposals will be opened. Cost bids for non-qualifying proposals will also be opened but shall not be considered. A proposal may be deemed non-qualifying for a number of reasons including, but not limited to, the bidder's technical proposal failing to meet the minimum acceptable score and the bidder's technical proposal failing to meet a mandatory requirement of the contract. Certain information, such as technical scores and reasons for disqualification, will not be available until after the contract award, pursuant to **West Virginia Code §5A-3-11(h)** and **West Virginia Code of State Rules §148-1-6.2.5..**

REQUEST FOR PROPOSAL

West Virginia Division of Tourism

Travel/Visitor Guide & e-Newsletter - RFP

SECTION SIX: EVALUATION AND AWARD

- 1 **Evaluation Process:** Proposals will be evaluated by a committee of three (3) or more individuals against the established criteria with points deducted for deficiencies. The Vendor who demonstrates that they meet all of the mandatory specifications required; and has appropriately presented within their written response and/or during the oral demonstration (if applicable) their understanding in meeting the goals and objectives of the project; and attains the highest overall point score of all Vendors shall be awarded the contract. The selection of the successful Vendor will be made by a consensus of the evaluation committee.
- 2 **Evaluation Criteria:** All evaluation criteria is defined in the specifications section and based on a 100 point total score. Cost shall represent a minimum of 5 of the 100 total points.

The following are the evaluation factors and maximum points possible for technical point scores:

• Qualifications and experience	25 Points Possible
• Approach and methodology to the Goals and Objectives	60 Points Possible
• Oral	10 Points Possible
• Cost	<u>5 Points Possible</u>
Total	100 Points Possible

Each cost proposal cost will be scored by use of the following formula for all Vendors who attained the minimum acceptable score:

$$\frac{\text{Lowest price of all proposal}}{\text{Price of Proposal being evaluated}} \times 30 = \text{Price Score}$$

- 2.1 **Technical Evaluation:** The Agency evaluation committee will review the technical proposals, deduct points where appropriate, and make a final written recommendation to the Purchasing Division.
- 2.2 **Minimum Acceptable Score:** Vendors must score a minimum of 70% (49 points) of the total technical points possible. All Vendors not attaining the minimum acceptable score (MAS) shall be considered as non-qualifying. A proposal may be deemed non-qualifying for a number of reasons including, but not limited to, the bidder's technical proposal failing to meet the minimum acceptable score and the bidder's technical proposal failing to meet a mandatory requirement of the contract. Cost bids for non-qualifying proposals will also be opened but shall not be considered. Certain information, such as technical scores and reasons for disqualification, will not be available until after the contract award, pursuant to *West Virginia Code* §5A-3-11(h) and *West Virginia Code of State Rules* §148-1-6.2.5.
- 2.3 **Cost Evaluation:** The Agency evaluation committee will review the cost proposals, assign appropriate points, and make a final recommendation to the Purchasing Division.

REQUEST FOR PROPOSAL

West Virginia Division of Tourism Travel/Visitor Guide & e-Newsletter - RFP

Attachment A: Vendor Response Sheet

Section 4, Subsection 3, Qualifications and Experience

Vendor Response:

Provide a response regarding the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives where and how they were met.

Vendor should supply the following information:

- 3.1** Company description, history and years of experience related to destination marketing and producing and distributing tourism related guide. Vendor should have the capability to develop and sell sponsored content and advertising.

Vendors Response:

- 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.

Vendors Response:

- 3.3** Subcontractor company information and references. Provide a potential list of all related sub-contracted services that may be needed for work associated with this RFP.

Vendors Response:

- 3.4** A list of annual gross billings for the previous 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. The Vendor should have sufficient financial stability. The Vendor should be recognized throughout the industry as a Vendor with a solid financial foundation to meet its commitments on behalf of itself and its clients.

Vendors Response:

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

Vendors Response:

- 3.6** The Vendor should be knowledgeable about best practices in email communication and be capable of providing detailed reporting of email or deliverability, link tracking and consumer / profile tracking.

REQUEST FOR PROPOSAL

West Virginia Division of Tourism

Travel/Visitor Guide & e-Newsletter - RFP

Vendors Response:

3.7 The Vendor should provide some hard copies of other publications they have worked on or are working on with similar specifications within this RFP.

Vendors Response:

List project goals and objectives contained in Section 4, Subsection 4:

Section 4, Subsection 4.1: *To design, create and develop the layout of a Travel Guide which will include various tourist attractions, destinations, events, etc.*

The Vendor should outline a plan to include but is not limited to, the following: information about each of the states nine travel regions and West Virginia's four seasons of tourist attractions; feature stories, regional stories, and the usage and placement of photos; a timeline for production, distribution, and completion of the Travel Guide and its estimated date for delivery to the Agency; Provide sample cover pages, and text pages that demonstrate quality, type and style; Specify the recommended number of pages and the page size of the Travel Guide; and specify any additional special sections.

Vendor Response:

Section 4, Subsection 4.2: *To develop and publish a Travel Guide and monthly e-newsletter that utilizes various marketing tools and research.*

The Vendor should develop a plan to utilize and incorporate these various marketing tools, research analysis and data to support the overall marketing campaign of the creation of the Travel Guide and e-newsletter.

Vendor Response:

Section 4, Subsection 4.3: *To collaborate with the Agency and Tourism Industry partners on the design, development and production of the Travel Guide and monthly e-newsletter.*

The Vendor should develop an outline and timeline of the details to communicate with the Agency and the Tourism Industry partners on the development and production from start to finish for the Travel Guide and the monthly e-newsletter. Detail a plan to be well-versed in the Division of Tourism programs, Tourism Commission programs and statewide tourism related development and information.

Vendor Response:

REQUEST FOR PROPOSAL
West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter - RFP

Section 4, Subsection 4.4: *To collaborate with various media outlets for editorial stories within the Travel Guide.*

The Vendor should provide a strategic plan to engage and network with members of the news and travel media to write and air editorial stories about West Virginia's tourism industry.

Vendor Response:

Section 4, Subsection 4.5: *To sell ad space to travel and tourism partners.*

The Vendor should provide detailed information on the plan to sell ad space to travel agents, tour operators, and other travel and tourism industry businesses and organizations.

Vendor Response:

Section 4, Subsection 4.6: *To create, design, administer and publish a monthly e-newsletter.*

The Vendor should provide a plan to create, design, administer and publish a monthly e-newsletter program to communicate information about West Virginia to targeted consumers.

Vendor Response:

Section 4, Subsection 4.7: *To utilize business listings for leads.*

The Vendor should create a strategic plan to collaborate, organize and collect business listings within the state and the mechanism in which the Vendor plans to share this information with the Agency. Provide detail on the mechanisms to track such listings and keep listings up to date. Describe the means of communication to be used to allow the business industry to communicate with the Vendor. Describe the plan for a business reply option or a mechanism to track responses in order for advertisers to measure effectiveness of advertising and return on investment.

Vendor Response:

REQUEST FOR PROPOSAL
West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter - RFP

Section 4, Subsection 4.8: *Collect enough revenue to offset the cost of production, printing and distribution of the Travel Guide and monthly e-newsletter.*

The Vendor should provide revenue generating ideas the Vendor plans on utilizing, to offset the cost of production and distribution of the Travel Guide and monthly e-newsletter. Vendor should estimate the realistic value of their proposal. What revenue generating ideas are planned to help offset the cost of production and distribution. The Vendor should describe how they plan to handle overruns of the Travel Guide which are over and above what is given to the Agency. Indicate the cost-per-book and a cost in quantity for the Agency to purchase additional copies of the Travel Guide over and above the mandatory 500,000. Indicate any additional merchandising and other special features or promotions to be provided by the Vendor, Agency or advertisers.

Vendor Response:

Section 4, Subsection 4.9: *To have a designated person to the Agency and a sales force dedicated to the West Virginia travel guide advertisers.*

The Vendor should detail plans to foster a positive and constructive relationship with 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 the Vendor in addition to having a sales force dedicated to the advertisers. Vendor should provide name and qualifications for the account executive and the method and timeframe in which the account executive will respond to the Agency.

Vendor Response:

REQUEST FOR PROPOSAL
West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter - RFP

Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: The Agency will have final approval on all editorial copy, photography, listings, captions, advertising, and layout.

Vendor Response:

Section 4, Subsection 5.2: The Vendor will work with the Agency throughout the production and distribution of the Travel Guide to ensure all information and materials regarding the Travel Guide are vetted and approved.

Vendor Response:

Section 4, Subsection 5.3: The Travel Guide will be published at a time during the year as determined by the Agency.

Vendor Response:

Section 4, Subsection 5.4: The Agency shall have full right to reproduce and / or use any products derived from the Vendor's work under the contract without payment of any royalties, fees, etc. The Agency shall retain all ownership rights to the Travel Guide.

Vendor Response:

Section 4, Subsection 5.5: The Vendor will demonstrate to the Agency its efforts in obtaining an in-state company to print the Travel Guide by providing at least three printing bid documents.

Vendor Response:

Section 4, Subsection 5.6: Any advertising space (up to six pages) used by the Agency will be provided at no cost to the Agency.

Vendor Response:

Section 4, Subsection 5.7: Producing and printing the Travel Guide and monthly e-newsletter will be at no cost to the Agency. Costs of producing and printing the Travel Guide and monthly e-newsletter should be offset by advertising sales done by the Vendor. At no time can the Vendor make the Agency liable for any part thereof if sales are not sufficient enough to cover the cost of the Travel Guide and monthly e-newsletter.

Vendor Response:

Section 4, Subsection 5.8: Distribution of the Travel Guide to advertisers will be the responsibility of the Vendor.

Vendor Response:

Revised 6/8/2012

REQUEST FOR PROPOSAL
West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter - RFP

Section 4, Subsection 5.9: The Vendor will deliver 500,000 copies of the Travel Guide to the Agency, free of charge or at an amount up to but no more than 500,000 as determined by the Commissioner of the Division of Tourism. The Vendor shall contact the Agency to arrange shipment to an identified location. A final delivery schedule will be presented to the Agency by the Vendor at least 30 calendar days prior to shipment. The Agency must be contacted at least 48 hours prior to delivery for final instructions.

Vendor Response:

Section 4, Subsection 5.10: The Vendor shall provide an electronic version of the Travel Guide

Vendor Response:

Section 4, Subsection 5.11: The Vendor shall package the Guide as specified below for delivery of the order by no later than the required delivery dates established by the Commissioner of the Division of Tourism:

- The weight of the carton shall be no more than 30 pounds per carton (Guides per carton may not exceed 50, no bands or plastic wrap). Cartons must meet stress strength of 200 psi.
- Cartons must be packaged on skids no more than 80 cartons per skid and no more than 4 rows high.
- Each carton must have a top or side stamp of label that identifies the content (WVTG) and quantity per carton.
- The Travel Guide and any supplemental piece, i.e., map, must not exceed one pound (1 lb.) in weight.

Vendor Response:

REQUEST FOR PROPOSAL
West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter - RFP

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.

(Company)

(Representative Name, Title)

(Contact Phone/Fax Number)

(Date)

REQUEST FOR PROPOSAL**West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter - RFP**

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

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 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, 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: _____

Signed: _____

Date: _____

Title: _____

REQUEST FOR PROPOSAL
West Virginia Division of Tourism
Travel/Visitor Guide & e-Newsletter - RFP

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.

There will have to be some type of cost scenario developed to evaluate vendors. I have no idea what this should look like.

**WVOASIS VENDOR SELF SERVICE (VSS)
ELECTRONIC COST PROPOSAL SUBMISSION
INSTRUCTION**

Vendors who wish to respond to a Centralized Request for Proposal (CRFP) online may submit information through the State's WVOASIS Vendor Self Service (VSS). Vendors should download **ATTACHMENT C: COST SHEET** that is attached separately to the CRFP and published to VSS. Vendors must complete this form with their cost information and include it as an attachment to their online response with an Attachment Type of "Pricing". These Cost attachments (Pricing) are then held in the VSS lock box until the separate cost opening date is determined.

If unable to respond online please see **SECTION FIVE: VENDOR PROPOSAL** of the Centralized Request for Proposal document.

REQUEST FOR PROPOSAL Division of Tourism, Travel/Visitor Guide & e-Newsletter, Cost Sheet

Total cost billed to Agency to produce and publish a four (4) color printed Travel Guide and a monthly electronic newsletter. (\$0.00 cost or a NO Cost is an acceptable answer.

Total Cost

RFQ No. _____

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: _____

Authorized Signature: _____ Date: _____

State of _____

County of _____, to-wit:

Taken, subscribed, and sworn to before me this ____ day of _____, 20__.

My Commission expires _____, 20__.

AFFIX SEAL HERE

NOTARY PUBLIC _____

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 type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input 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.

 Company

 Authorized Signature

 Date

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

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.

(Company)

(Authorized Signature) (Representative Name, Title)

(Phone Number) (Fax Number) (Date)



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

State of West Virginia
Request for Proposal
30 — Printing

Proc Folder: 73228

Doc Description: CRFP Travel/Visitor Guide and monthly enewsletter at no cost

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-01-30	2015-03-12 13:30:00	CRFP 0304 TOR1500000003	1

BID RECEIVING LOCATION

BID CLERK

DEPARTMENT OF ADMINISTRATION

PURCHASING DIVISION

2019 WASHINGTON ST E

CHARLESTON

WV 25305

US

VENDOR

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
(304) 558-2596
guy.l.nisbet@wv.gov

Signature X

FEIN #

DATE

All offers subject to all terms and conditions contained in this solicitation

TOR1500000003	Document Phase Final	Document Description CRFP Travel/Visitor Guide and monthly newsletter at no cost	Page 2 of 2
---------------	--------------------------------	---	-----------------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions



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

State of West Virginia
Request for Proposal
30 - Printing

Proc Folder: 73228

Doc Description: Addendum No.01 Travel/Visitor Guide and monthly eNewsletter.

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-02-19	2015-03-12 13:30:00	CRFP 0304 TOR1500000003	2

BID RECEIVING LOCATION

BID CLERK
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION
2019 WASHINGTON ST E
CHARLESTON WV 25305
US

VENDOR

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
(304) 558-2596
guy.f.nisbet@wv.gov

Signature X

FEIN #

DATE

All offers subject to all terms and conditions contained in this solicitation

TOR1500000003	Document Phase Draft	Document Description Addendum No.01 Travel/Visitor Guide and monthly eNewsletter.	Page 2 of 2
---------------	--------------------------------	---	-----------------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

SOLICITATION NUMBER: CRFP TOR1500000003**Addendum Number: No.01**

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☐ Modify bid opening date and time
- ☐ Modify specifications of product or service being sought
- ☐ Attachment of vendor questions and responses
- ☒ Attachment of pre-bid sign-in sheet
- ☐ Correction of error
- ☐ Other

Description of Modification to Solicitation:

Addendum issued to publish and distribute the Pre-bid sign in sheet from the Mandatory Pre-bid meeting held: 02/18/2015.

No other changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

**PRE-BID CONFERENCE
SIGN IN SHEET**

Request for Proposal Number:

CRFP TOR1500000003

Date:

2/18/2015

Project Description:

RFP for Travel/Visitor Guide and e-newsletter at no cost to Agency

PLEASE PRINT LEGIBLY. THIS INFORMATION IS ESSENTIAL TO CONTACT THE ATTENDEES IN A TIMELY MANNER. FAILURE TO DO SO MAY RESULT IN DELAYS IN YOUR COMPANY GETTING IMPORTANT BID INFORMATION.

Firm Name: Wild, Wm. & Co. LLC
Firm Address: PO McCabell & Co

Representative Attending: Amy Gordon
Phone Number: 304-558-2200
Fax Number: _____
Email Address: Amy.S.Gordon@WV.gov

Firm Name: _____
Firm Address: WV Division of Tourism
Loonie Butcher
90 MacGillivray Ave. SW
South Charleston WV 25303
Representative Attending: _____
Phone Number: _____
Fax Number: _____
Email Address: _____

Firm Name: Miles
Firm Address: local 2014 Northwood Road
Charleston WV 25314
main 6751 Professional Plaza W. Suite 200
Gaithersburg, FL 20840
Representative Attending: Steven Keith
Phone Number: 304-340-6096
Fax Number: 941-242-2359
Email Address: Steven.Keith@milespartnership.com

Firm Name: _____
Firm Address: _____

Representative Attending: _____
Phone Number: _____
Fax Number: _____
Email Address: _____

Firm Name: Leisure Media 360
Firm Address: 3424 Brambleton Ave SW
Roanoke VA 24014

Representative Attending: Steve Beyer
Phone Number: 540-989-1638
Fax Number: _____
Email Address: sbeyer@leisuremedia360.com

Firm Name: _____
Firm Address: _____

Representative Attending: _____
Phone Number: _____
Fax Number: _____
Email Address: _____

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 type="checkbox"/> Addendum No. 1	<input type="checkbox"/> Addendum No. 6
<input 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.

Company

Authorized Signature

Date

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

Revised 6/8/2012



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

State of West Virginia
Request for Proposal
30 — Printing

Proc Folder: 73228

Doc Description: Addendum No.01 Travel/Visitor Guide and monthly eNewsletter.

Proc Type: Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
2015-02-19	2015-03-12 13:30:00	CRFP 0304 TOR1500000003	2

BID RECEIVING LOCATION

BID CLERK

DEPARTMENT OF ADMINISTRATION

PURCHASING DIVISION

2019 WASHINGTON ST E

CHARLESTON

WV 25305

US

VENDOR

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
(304) 558-2596
guy.l.nisbet@wv.gov

Signature X

FEIN #

DATE

All offers subject to all terms and conditions contained in this solicitation

TOR1500000003	Document Phase Final	Document Description Addendum No.01 Travel/Visitor Guide and monthly eNewsletter.	Page 2 of 2
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions



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

State of West Virginia
Request for Proposal
30 – Printing

Proc Folder: 73228

Doc Description: Addendum No.02 Travel/Visitor Guide and monthly eNewsletter.

Proc Type: Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
2015-02-27	2015-03-12 13:30:00	CRFP 0304 TOR1500000003	3

BID RECEIVING LOCATION

BID CLERK

DEPARTMENT OF ADMINISTRATION

PURCHASING DIVISION

2019 WASHINGTON ST E

CHARLESTON

WV 25305

US

VENDOR

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet

(304) 558-2596

guy.l.nisbet@wv.gov

Signature X

FEIN #

DATE

All offers subject to all terms and conditions contained in this solicitation

TOR1500000003	Document Phase Final	Document Description Addendum No.02 Travel/Visitor Guide and monthly eNewsletter.	Page 2 of 2
---------------	--------------------------------	--	------------------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions



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

State of West Virginia
Request for Proposal
30 - Printing

Proc Folder: 73228

Doc Description: Addendum No.02 Travel/Visitor Guide and monthly eNewsletter.

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-02-27	2015-03-12 13:30:00	CRFP 0304 TOR15C0000003	3

BID CLERK

DEPARTMENT OF ADMINISTRATION

PURCHASING DIVISION

2019 WASHINGTON ST E

CHARLESTON

WV 25305

US

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet

(304) 558-2566

guy.j.nisbet@wv.gov

Signature: _____

FEIN # _____

DATE _____

All offers subject to all terms and conditions contained in this solicitation

TOR1250000003	Document Phase Draft	Document Description Addendum No.02 Travel/Visitor Guide and monthly eNewsletter.	Page 2
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

SOLICITATION NUMBER: CRFP TOR1500000003

Addendum Number: No.02

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☐] Modify bid opening date and time
- ☐] Modify specifications of product or service being sought
- ☒] Attachment of vendor questions and responses
- ☐] Attachment of pre-bid sign-in sheet
- ☐] Correction of error
- ☐] Other

Description of Modification to Solicitation:

Addendum issued to publish Vendor submitted questions and Agency responses to those questions.
No other changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

SOLICITATION NUMBER: CRFP TOR1500000003

Addendum Number: No.02

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☐ Modify bid opening date and time
- ☐ Modify specifications of product or service being sought
- ☒ Attachment of vendor questions and responses
- ☐ Attachment of pre-bid sign-in sheet
- ☐ Correction of error
- ☐ Other

Description of Modification to Solicitation:

Addendum issued to publish Vendor submitted questions and Agency responses to those questions.

No other changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

CRFP TOR150000003
Travel Visitor Guide & e-Newsletter
Vendor Submitted Questions and Agency Responses
02/27/15

Q.1. Please provide the print quantity for the past 3 years.

A.1. 500,000 for 2013; 375,000 for 2014; 375,000 for 2015

Q.2. Please provide the past 3 years total travel guide revenues generated each year. Ditto with e-newsletter revenues.

A.2. Total revenue for each program is shown in the chart below.

	2012	2013	2014
Guide Advertising Revenue	685,000	520,000	509,000
Email Advertising Revenue	55,000	44,000	44,000

Q.3. Was any portion of those revenues trade dollars? If so, how much?

A.3. No.

Q.4. Please provide current ad rates. When did rates last change?

A.4. Current ad rates for both programs are included in the charts below. Rates have remained unchanged for the past three years.

TRAVEL GUIDE AD RATES

Two-page spread:	\$14,629
Full page:	\$8,199
Two-thirds (v):	\$6,269
Half-page (h):	\$4,799
Third-page (s):	\$3,299
Sixth-page (v):	\$1,749
Twelfth-page (v):	\$799
Back cover:	\$12,799
Inside front cover:	\$10,799
Inside back cover:	\$9,429
Directory listing:	\$195
Event listing:	\$125
Featured event:	\$150
Photo event:	\$200

NEWSLETTER AD RATES

Featured content:	\$1,995
Photo slideshow:	\$995
Featured video:	\$995
Featured deal:	\$895
Featured event:	\$695
Social link:	\$395

Q.5. Describe current WV grant program as it relates to travel guide or newsletter advertisers. Are there anticipated changes to the grant program?

A.5 The grant program has been utilized by the tourism industry as a matching advertising partnership program for industry projects. Historically, the Tourism Commission has awarded grants to the tourism industry for ads placed in these publications. Funding is legislatively appropriated in the Budget Bill for this program. It could change from year to year.

Q.6. Distribution. Was 2014 edition fully distributed? Provide some overview of channels. How many were mailed? How many were used at visitor centers? Other distribution?

A.6. Yes. We distributed 375,000. We sent 102,000 to our welcome centers, thousands are distributed to Visitor's Centers, Convention Visitor's Bureau, etc.

Q.7. RFP states that vendor will deliver 500,000 copies of WVTG. In 2015 the print quantity was 375,000. Do you anticipate a need for quantity increase due to expanded distribution/increased demand?

A.7. Based upon the terms of this RFP, the Agency reserves the right to order up to 500,000 a year.

Q.8. Any additional information on delivery of completed guides? Assuming delivery to one location (warehouse) for storage and distribution by agency? If the distribution scheme was multi-point in past years, we need a copy of 2015 distribution list.

A.8. It is the responsibility of the Vendor to distribute the Travel Guides to the West Virginia Division of Tourism office building at 90 MacCorkle Avenue SE, South Charleston, WV 25303. Per the terms of this RFP, it is the responsibility of the Vendor to distribute a copy of the Travel Guide to the advertisers within the guide.

Q.9. (From RFP 5.11) If the WVTG is not mailed as a standalone piece, what are the weights of other pieces that are packaged with guide for mailing? Map? Envelope or polybag? We want to assure guides and any other pieces you are mailing won't exceed 1 lb. in weight.

A.9. The 1lb is more of an issue when we mail items internationally. The items historically included in the individual fulfillment requests would be the Travel Guide, map and a few brochures.

Q.10. Is vendor responsible for sending the enewsletter to recipients? And if so what is current subscriber count?

A.10. Yes, the vendor is responsible for building, proofing, testing, deploying, reporting and managing all aspects of our email program. The current subscriber count is 238,202.

Q.11. How many reader service cards were received for the 2014 book?

A.11. There were 3,516 cards received in 2014.

Q.12. What is the date of delivery?

A.12. Section 4, Subsection 5.3 states the Travel Guide will be published at a time during the year as determined by the Agency. Historically, the date of the delivery has always fallen in December or January.

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 type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input 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.

Company

Authorized Signature

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.
 Revised 6/8/2012