



STONEWALL GROUP

STRATEGIC MARKETING SERVICES | STONEWALLGROUP.COM

Request for Proposal

West Virginia Department of Commerce Advertising Services

CRFP 0307 DEV1900000001

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WV PURCHASING  
DIVISION

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Date: \_\_\_\_\_

*Leslie Crooks*  
4.25.19

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## **SECTION 4: PROJECT SPECIFICATIONS**

### **4.1. Background and Current Operating Environment**

Stonewall Group has read and understands the current operating environment of the West Virginia Department of Commerce, its nine agencies, and the management of marketing efforts through Commerce's Marketing and Communications unit that will serve as the conduit between Agencies and the Vendor. We recognize, if awarded the CRFP, that Advertising Services outside the Department of Commerce, may be required of the Vendor.

### **4.2. Project Goals and Mandatory Requirements (See response for section 4.2.1.1.)**

#### **4.2.1. Goals and Objectives (See response for section 4.2.1.1.)**

##### **4.2.1.1. Currently Known Projects:**

###### **(A). Division of Natural Resources Website Design**

Stonewall Group works with clients in an interactive manner to develop websites that are focused on goal conversion and measurement with a balanced intuitive user experience. While we know that every project is unique, we are flexible in changing the process to ideally meet a client's goals and objectives.

## **PROCESS**

### **DISCOVERY AND STRATEGY**

Our process starts with discovery as we learn about the challenges of your current site and the goals the website needs to achieve. Working in partnership with Commerce Communications and DNR staff, we dive into consumer insights, researching other DNR sites, reviewing Google Analytics, and determining if there is a need for research or usability testing. In addition, we will explore audience demographics, required data feeds, integration with third-party systems. The result of this phase is the creation of a roadmap based upon user experience and website KPI's that will guide the development of the website.

### **SITEMAP DEVELOPMENT**

After completing the discovery phase, focus is shifted to the user interface starting with a sitemap and the analyzation of how different demographic groups enter the navigation of the site. The goal is to make the site as intuitive as possible for each target audience guiding them to ideal points of conversion. Sitemap development also provides the foundation to start developing design, SEO strategy and site content.

### **DESIGN**

As the first step in design, Stonewall Group develops wireframes to illustrate where navigation, content, and design elements will be placed. Wireframes are reviewed and, once approved, Stonewall Group begins the design of site mock-ups. It is at this point that our creative team begins graphic design, including selection of site imagery.

### **SEO AND CONTENT DEVELOPMENT**

Search Engine Optimization and content development go hand-in-hand to draw visitors to the site.

SEO ensures your site is found online and content, properly strategized, helps connect with and convert the users on your site.

## **SEO STRATEGY**

A proper SEO strategy looks at all aspects of the website experience - both on-page and off-page elements, backend and front end, technical issues and user experience concerns.

We optimize on-page elements such as meta tags, image alt tags, anchor text, URL structure, navigational links in HTML, internal linking and more. But we also place great importance on the functionality of the site as it pertains to the user experience, including site speed, mobile-responsive design, navigation, etc.

Utilizing a number of tools, we evaluate the performance of your current keywords and research new keyword phrases to increase the visibility of the site. Results of the keyword research guide content development and help to optimize site visibility.

## **CONTENT PLAN**

The content plan is a result of the discovery initiated at the beginning of the process. Content must always be crafted based upon the target audience and their specific needs when navigating to your site. After developing buyer personas for various customer demographics, we develop content that will speak directly to the needs, efficiently answer questions, and communicate best for that particular audience. At times this may include visual elements such as infographics, photography, or video.

The content plan will answer the following questions:

What needs will this site be fulfilling?

What should the general tone of voice be for the site?

What messages must be communicated through the site?

What content elements will help support those messages?

How can design choices best optimize the usage and efficiency of content?

## **SITE CONVERSIONS**

A proper content strategy should always end with the final conversion point. Our content strategy in conjunction with our design choices seek to optimize the conversion point for each website user. We do this by providing a clearly marked path to their end goal and supporting the journey on that path with the appropriate content through each stage of the marketing funnel. The site will incorporate proven methods in both design and content to help increase sales and conversion.

As part of that goal, the site will fully support and integrate the state's hunting and fishing licensure platform currently utilized on the site.

The new DNR site will also include a conversion metric that leads site visitors to the standalone WV State Parks site found at [wvstateparks.com](http://wvstateparks.com). The goal will be to capture the right audience interested in state park information and funnel them to the WV State Parks site.

## **PROGRAMMING**

Stonewall Group developers build the pages specified on the approved sitemap and populate them with content. Pages are reviewed to confirm that content layout matches the approved design. Implementation of on-page SEO elements is closely monitored.

## **TESTING AND QUALITY ASSURANCE**

Stonewall group performs testing and quality assurance when programming is complete. This step includes navigation, database integrity, and design responsiveness. Content, internal and external links, forms and integrated applications are all reviewed and tested. Commerce Communication's and DNR staff are also provided the opportunity to review and test the site.

## **PRE-LAUNCH AND LAUNCH**

Stonewall Group works through a checklist to ensure the site is running smoothly prior to launch.

## **POST LAUNCH SUPPORT**

Once the site goes live, we propose meeting once per quarter to review the performance of the DNR website and progress toward established goals.

## **CONTENT MANAGEMENT SYSTEM**

Stonewall Group proposes building the West Virginia Division of Natural Resources site on the WordPress CMS. WordPress is a free open-source content management system based on PHP and MySQL. It is one of the world's most popular CMS offering thousands of plugins and a large community of users.

## **TIMELINE**

Stonewall Group will prepare a timeline of key deliverables to complete the West Virginia Department of Natural Resources website after the discovery session. We envision eight to ten weeks from start of discovery to "go live."

## **SAMPLE DESIGN COMPOSITIONS**

Stonewall Group is proud to submit the following sample design composition for a new website for the West Virginia Division of Natural Resources:

**See large print out in addendum.**

**The DNR homepage design can be viewed at <http://stonewallgroup.com/dnr-mockup/>**





## IN SEASON NOW

Turkey | Coyote | Skunk | Opossum  
Woodchuck | Weasel | English Sparrow  
European Starling | Pigeon

[DETAILS >>>](#)



**STATE PARKS**  
CAMPING | CONFERENCE PLANNER  
LAWS | INTERACTIVE MAP



**WILDLIFE**  
EDUCATION | WILDLIFE DAMAGE  
WILDLIFE CONTROL | LAWS



**LAW ENFORCEMENT**  
EDUCATION | EMPLOYMENT  
RECRUITMENT | KNOW YOUR LAWS



### NEWS STORY

## Leave young wildlife alone, WV DNR urges

FRENCH CREEK, W. Va. — West Virginia Division of Natural Resources (WVDNR) personnel urge people to leave young wildlife alone because doing anything else is illegal, unsafe, and often detrimental to the animal's health.

"The warden provides an excellent opportunity to observe the learn, play and other young wildlife that state has to offer," said Tyler Evans, a wildlife biologist at the West Virginia State Wildlife Center. "It is particularly important for the public to understand the need to avoid touching or disturbing these animals, as that may be counterproductive." [EXPAND >>>](#)

### MORE NEWS



First Day Hikes at West Virginia state parks in 2019 – Resolve to get outdoors  
Dec. 10, 2018



Big Band Bash at the Blennerhassett Museum debuts New Year's Eve  
Dec. 11, 2018



Bobcat trappers needed for home range study  
Dec. 10, 2018



Trappers and hunters must tag furbearers  
Dec. 10, 2018

### EVENTS

First Day Hikes at West Virginia state parks in 2019 – Resolve to get outdoors  
Dec. 10, 2018

Big Band Bash at the Blennerhassett Museum debuts New Year's Eve  
Dec. 11, 2018

Bobcat trappers needed for home range study  
Dec. 10, 2018

Trappers and hunters must tag furbearers  
Dec. 10, 2018



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<p><b>WILDLIFE DIVERSITY</b></p> <p><a href="#">EXPLORE</a></p> 	<p><b>DISABILITY SERVICES</b></p> <p><a href="#">LEARN MORE</a></p> 

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**CONTACT US**  
The West Virginia Division of Natural Resources  
324 Fourth Ave  
South Charleston, WV 25303  
(304) 558-2754  
DNR.Wildlife@wv.gov wvdnr.gov

Jim Justice, Governor  
Ed Gaunch, Secretary, WV Commerce  
Stephen S. McDaniel, Director



Participation in West Virginia Division of Forestry programs is open to all eligible applicants without regard to race, color, religion, national origin, age, sex, marital status or disability. To file a complaint of discrimination write: West Virginia Division of Forestry, 1900 Kanawha Blvd., East, Charleston, WV 25305-0180. The West Virginia Division of Forestry is an equal opportunity employer. Privacy Policy





## **(B). Promotion of West Virginia State Parks**

Stonewall Group has developed a design concept for a print collateral piece for West Virginia State Parks that will showcase the 45 parks and forests with an emphasis on revenue-producing facilities. The designs, submitted below, take into consideration the Tourism Office's Almost Heaven brand guidelines. Concepts were developed to reinforce and augment <https://wvstateparks.com/> and the West Virginia Vacation Guide.

Stonewall Group reviewed collateral pieces for many state parks throughout the U. S. This due diligence process revealed trends for many state parks including the utilization of content heavy, rack card size literature pieces segmented by lodging, recreation, amenities, etc. Stonewall Group envisions a single, inclusive, collateral piece that will feature the 45 parks and forests within West Virginia. Our rationale for this approach is based upon the opportunity to showcase the persona and value of West Virginia State Parks creating a deep connection with the target audiences by showcasing the core values and essence of the brand. We believe this approach will enhance the brand equity of West Virginia State Parks in the customer's mindset while enhancing revenue streams. Adherence to the West Virginia Tourism Office's brand standards will create important synergies that will ultimately position the new West Virginia State Parks brochure as a supplemental and standalone piece.

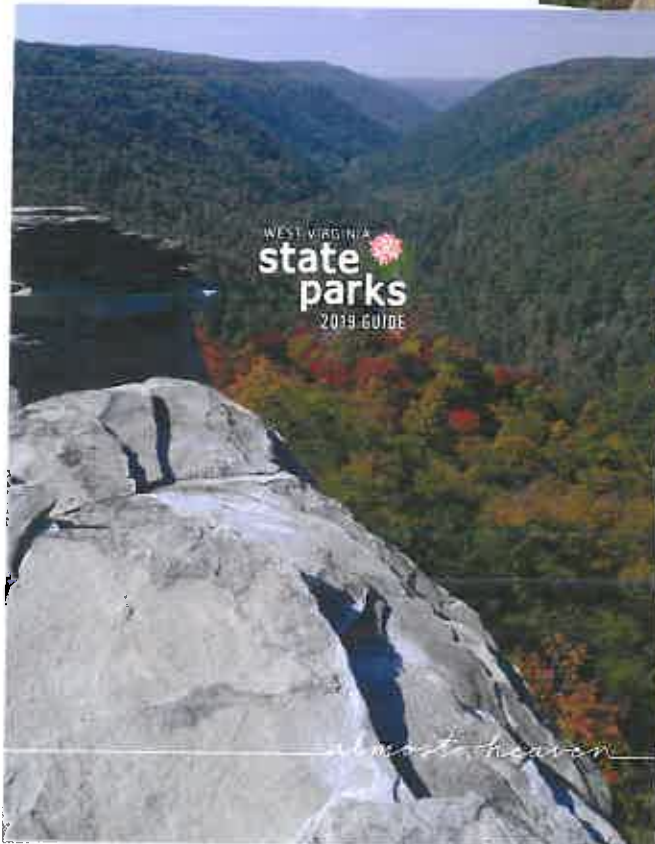
Development of a collateral piece that functions as a comprehensive brand selling tool, versus multiple brochures based upon activities or even individual state parks, will ensure that recipients of the brochure have access to the unique core characteristics and attributes that position West Virginia State Parks from alternative vacation options. The brochure will provide prospects with an emotional connection to West Virginia State Parks with focus on revenue producing facilities and will leverage the four stages of the customer buying cycle - Awareness - Consideration - Preference- Purchase.

## **SAMPLE DESIGN COMPOSITIONS**

Stonewall Group is proud to submit the following sample design composition and pagination for a print collateral piece for the West Virginia State Parks.

**See mock-up in addendum.**

# State Parks Stonewall Designs



4800 Wallace Park Road, Harpers, WV 26044  
(800) 950-6027

## BEARTOWN STATE PARK

Beartown State Park is a 40-acre natural area located on the eastern shore of the Upper Kanawha in Boone County. This park is known for its natural beauty, including a large sandstone bluff, a swimming pool, and a picnic area. The park's main attraction is the sandstone bluff, which is a natural rock formation that has been eroded over time. The bluff is a popular spot for picnicking and swimming. The park also has a swimming pool and a picnic area. The park is a great place to enjoy the outdoors and the beauty of West Virginia.



115 Washington St., Berkeley Springs, WV 26031  
(304) 283-2711

## BERKELEY SPRINGS STATE PARK

Located in the center of historic Berkeley Springs, Berkeley Springs State Park is home to a mineral spa that has been a part of the town's history since the 18th century. The park is a beautiful natural area with a swimming pool, picnic area, and hiking trails. The mineral spa is a popular attraction, and the park is a great place to enjoy the outdoors and the beauty of West Virginia.

2000 Long Branch Rd., Beckersville, WV 26012  
(304) 833-2792

## BEECH FORK STATE PARK

Beech Fork State Park is a 1,000-acre park for a hiker's delight. Located in the heart of southwestern West Virginia, the park offers a variety of recreational activities, including hiking, fishing, and picnicking. The park is a beautiful natural area with a swimming pool, picnic area, and hiking trails. The park is a great place to enjoy the outdoors and the beauty of West Virginia.



364 West Main St., Logan, WV 26043  
(304) 232-3336

## BLACKWATER FALLS STATE PARK

Located in the Adirondack Park region of Tucker County, Blackwater Falls State Park is a beautiful natural area with a swimming pool, picnic area, and hiking trails. The park is a great place to enjoy the outdoors and the beauty of West Virginia.



## WELCOME TO WEST VIRGINIA STATE PARKS

We invite you to experience the natural beauty and wonder of West Virginia's State Parks and Forests. With over 164,000 acres of public lands, 40 resorts, more than 350 cabins and 1,500 campsites, natural beauty beyond compare, historic sites to take you back in time, and activities for the whole family, West Virginia truly is "the most beautiful place on earth." Recreate with family and friends. Relax, discover a dolomite limestone cave, or enjoy the scenic views of the state's natural beauty.

WEST VIRGINIA STATE PARKS 2019 GUIDE  
3000 Long Branch Rd.  
Beckersville, WV 26012  
800-950-6027

Jim Justice, Governor  
Steve Donahoe, Director, Division of Natural Resources  
Cynthia Miller, Executive Director, Office of Parks, Recreation and Historic Resources  
John England, Chief of WV State Parks

West Virginia State Parks and Forests are managed by the Division of Natural Resources, Department of Commerce, Advertising Services. The parks are a great place to enjoy the outdoors and the beauty of West Virginia.

## THINGS TO DO

West Virginia State Parks are true four-season travel destinations and very traveler's need. Whether you are looking for a quiet outdoor adventure, a family fun or a getaway for two, there is something for everyone at West Virginia State Parks.

### AERIAL TOURS

See the state and get a little closer to "Mount West" on a 70-minute tour through some of West Virginia's most scenic state parks. If you're an adventure seeker, you won't want to miss your chance to ride the Sky Tram. One of the most scenic, 200-foot towers in the world, the Sky Tram offers a unique view of the state's natural beauty. The Sky Tram is a great way to see the state's natural beauty from a different perspective.

### ATV RIDING

West Virginia is home to world-class ATV riding. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia.

### BOATING

Go the water for a relaxing day of boating. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia.

### CAMPING

West Virginia State Parks offers camping in some of the most scenic areas of the state. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia.

### FISHING

Did your family include no fishing by taking them to a West Virginia state park? The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia.

### GEOCACHING

Looking for some excitement? If you have a smartphone and a sense of adventure, you may want to try geocaching. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia.

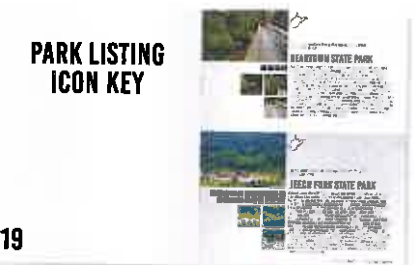
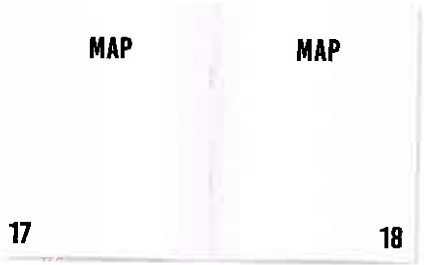
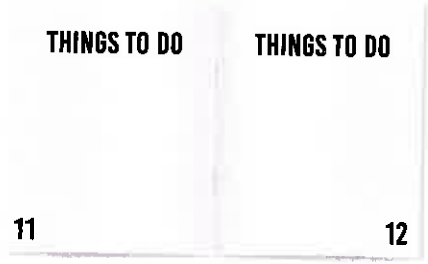
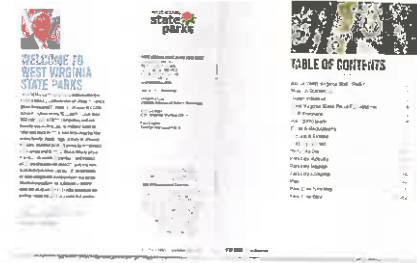
### GOLF COURSES

Doesn't matter if you're an amateur or a pro, the state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia. The state's natural beauty and scenic views make it a great place to enjoy the outdoors and the beauty of West Virginia.

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**State Parks  
Brochure Pagination**



**State Parks  
Brochure Pagination - cont.**



Stonewall Group has experience in designing and producing collateral pieces for the destination and tourism industries. Recent samples of travel guides designed and produced by Stonewall Group are attached and include Adventures On The Gorge, the Parkersburg Convention and Visitors Bureau, The Marietta Ohio Convention and Visitors Bureau, and the Guernsey County Ohio Convention and Visitors Bureau.

Stonewall Group's approach and methodology for designing and developing a collateral piece for West Virginia State Parks in coordination with the Tourism Office's Almost Heaven brand would include the following steps:

**STEP 1.** Determine, in as much detail as is available, the target audience for the piece including demographics, lifestyles, psychographics and past revenue cycles/facilities.

**STEP 2.** Determine and agree upon measurable metrics for the collateral piece such as compelling potential prospects to complete a specific action, i.e. visiting the website, signing up for the WV State Parks email newsletter, making reservations for lodging, etc.

**STEP 3.** Develop pagination for the collateral piece to determine the flow of content from the front to the back of the collateral piece representative of key touch points within the customer journey.

**STEP 4.** Collect and develop content for the piece including high resolution photographs and illustrations that support key messaging and are consistent with the West Virginia Tourism Office's Almost Heaven brand as well as the demographics of State Park visitors.

**STEP 5.** Begin design of the collateral piece. Stonewall Group would develop multiple design concepts for review and discussion of the merits of each along with size specifications.

**STEP 6.** Develop full layout/design based upon input/approvals received in steps 1 thru 5.

**STEP 7.** Determine paper stock, print quantities, and gather competitive pricing from print vendors. Stonewall Group submits a detailed estimates of time/costs.

**STEP 8.** Gain final approval of messaging/content/design along with print pricing and selection of vendor. Review literature distribution plan currently in place with the West Virginia Tourism Office and confirm market locations that match with visitor data. In addition, the new collateral piece should be heavily promoted to past visitors of West Virginia State Parks via Email blasts and newsletters providing direct links for download. In addition, Stonewall Group recommends an investment in digital contextual display advertising promoting West Virginia State Parks with direct links to the website. The addition of pixels on the site allow for measurement of clicks and conversions to reservations and for the downloading of the brochure. Brochure distribution will also be enhanced through social media channels.

**STEP 9.** Submit final version high resolution creative files to printer.

**STEP 10.** Review press proof, address any inconsistencies, approve for printing and confirm delivery timing and locations.



## 4.2.2. Mandatory Requirements

Stonewall Group has reviewed the mandatory requirements and addressed how we will comply in the following responses.

**4.2.2.1.** Stonewall Group has the professional capability to develop and maintain successful marketing campaigns. Leslie and Tom Crooks have worked with Fortune 500 companies including McDonald's Corporation, Cadillac, The Kroger Company, General Electric, Carrier Corporation, The Tampa Tribune, Waste Management, and Mine Safety Appliances, prior to starting Stonewall Group. This experience provides a foundation of knowledge and experience that we apply to marketing campaigns for all clients of Stonewall Group. Leslie and Tom will provide account management services on the business. They will be on call 24 hours a day, seven days a week with a response time to Agencies of a maximum of two hours.

**4.2.2.2.** Stonewall Group has been in business for over 20 years providing a broad range of professional marketing communication services including strategic planning, website design and development, media planning and placement (digital and traditional), creative services, video production, public relations, research planning and analysis, print production, event planning, and sales promotion. The staff of Stonewall Group have over 125 years combined experience in providing these services and in creating successful outcomes for client marketing campaigns. Our experience includes working with a number of Convention and Visitors Bureau's throughout West Virginia, Ohio and Virginia. In addition, Stonewall Group has a four year relationship with the West Virginia Department of Commerce's Marketing and Communication group and has past experience working with the West Virginia Division of Tourism.

**4.2.2.3.** Stonewall Group has experience in areas related to business and tourism marketing. Experience includes:

West Virginia Division of Tourism*	The Wilds*
West Virginia Department of Commerce	The Greenbrier Resort*
Canaan/Tucker County Tourism*	Oglebay Resort*
Greater Parkersburg CVB*	Marietta, Ohio CVB*
Jefferson County CVB*	Guernsey County Ohio VCB*
Adventures on The Gorge*	American International Motorcycle Expo*
Lexington/Rockbridge Virginia Tourism*	River Riders, Harpers Ferry, WV*
Historic Henderson Hall, WV*	Greenbrier County CVB*
Wood County Parks & Recreation*	Loudoun County, Virginia CVB*
Peoples Bank	USA Millwork
Shale Crescent USA	Ohio Oil & Gas Association
West Virginia Polymer Alliance Zone	Southeast Medical Center
FedComp	MAGNAM Innovation Park
Simonton Windows	MOV Regional Airport

*\*Destination and Tourism Clients*

**4.2.2.4.** Stonewall Group has provided marketing and/or promotional services substantially similar to the Advertising Services as described in the CRFP with an estimated budget of \$1 million or more for the following clients: Adventures on The Gorge, American International Motorcycle EXPO, West Virginia Commerce Communications, Shale Crescent USA. Services provided have included a range of integrated marketing strategies and tactics including market research and analysis, website development and design, video production, a full range of creative services including large format collateral pieces, media planning and placement including digital online and traditional media, social media planning and implementation, public relations, event planning and sales promotion. Past clients with annual budgets of \$1 million or more include the West Virginia Division of Tourism, Oglebay Resort, Loudon County CVB and Simonton Windows and Doors.

**4.2.2.5.** Stonewall Group has created websites and provided ongoing maintenance of sites for the following companies and organizations utilizing a variety of CMS to meet unique client needs while ensuring the highest standards of security and performance standards. Stonewall Group has developed and maintained a number of websites for the Commerce Communications unit. All website design, develop, maintenance and upgrades are performed in house. In addition, Stonewall Group provides hosting and updates for many client websites. Website design and development work performed by Stonewall Group over the past three years includes:

**Shale Crescent USA Economic Development Initiative serving WV, OH and PA**

<https://shalecrescentusa.com/>

**Blackwater Falls Canaan Valley Tucker County, West Virginia**

<https://www.canaanvalley.org/>

**West Virginia Department of Commerce**

<http://westvirginia.gov/>

**FedComp Credit Union Data Processing Systems, Fairfax, Virginia**

<http://www.fedcomp.com/>

**West Virginia Department of Education - Advanced Career Center**

<https://wvde.us/governors-economic-initiatives/ace/>

**USA Millwork, Manassas, Virginia**

<http://usa-millwork.com/>

**Workforce West Virginia**

<https://workforcewv.org/>

**Wood County, West Virginia**

<https://woodcountywv.com/>

**West Virginia Broadband Enhancement Council**

<https://broadband.wv.gov/>

**Guernsey County VCB, Ohio**

<https://visitguernseycounty.com/>

**West Virginia Drug Testing Laboratory**

<https://wvdrugtesting.com/>

**Ohio Oil and Gas Association, Columbus**

<https://www.ooga.org/>

**West Virginia Community and Development Office**

<https://wvcad.org/>

**Henderson Hall Plantation**

<http://hendersonhallwv.com/>

**Riverview Credit Union**

<https://riverviewcu.com/>

*Stonewall Group is currently developing websites for the West Virginia Development Office and the West Virginia Division of Forestry*

Homepage Designs developed by Stonewall group.



Get Tucker'd

At Stonewall Group, we're proud to be a part of the community. We're committed to providing the best possible experience for our customers. We're committed to providing the best possible experience for our customers. We're committed to providing the best possible experience for our customers.



Try It Now



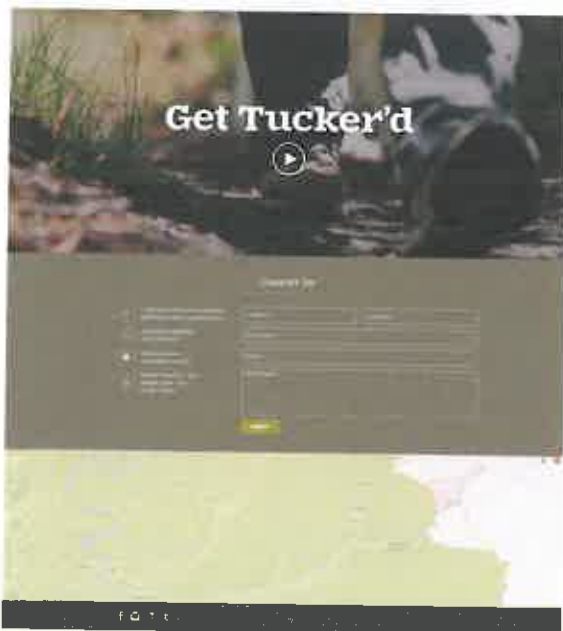
Learn more about us



Learn more about us



Learn more about us



Get Tucker'd



Birth Certificates

Request a birth certificate

Marriage Licenses

Apply for a marriage license

Voter Information

Find your polling location

Reservations / Meeting Rooms / Park Shelters

Make a reservation

Digital Mapping

View digital maps

Building Permits

Apply for a building permit

Probate

File for probate

Court Information

Find court information



Wood County Courthouse

1000 Main Street, WV 26101

W-DRUG

Accurate. Affordable. Confidential.

Our mission is to provide comprehensive services with the highest quality customer care at a reasonable price that are accurate, timely, and confidential.



Why Drug Screen

Learn more about drug screening



How to Evaluate Test Results

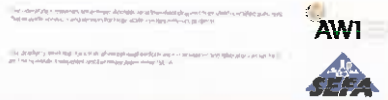
Learn more about evaluating test results





USA Millwork is the first choice for the most premium millwork and environmental conscious solutions. We have the ability to produce custom millwork in a wide range of materials and finishes. Our commitment to quality and customer service is second to none.

GROUP PORTFOLIO OF EXCEPTIONAL BONDS





**4.2.2.6.** Stonewall Group will comply with time schedules that are satisfactory and meet the requirements of Agencies in which the Advertising Services occur. Establishing and meeting deadlines is an important component in exceeding client expectations that we take seriously. We work with clients to establish marketing communications timelines and document responsibilities through several project management software systems.

Stonewall Group acknowledges total expenditures for Advertising Services performed under the terms of the Contract shall not exceed the amount set by Agencies unless change is mutually agreed upon by the Vendor and Agencies.

**4.2.2.7.** Stonewall Group has the capability, resources and contacts to perform Advertising Services outside of the United States. If Advertising Services outside of the United States are needed to achieve client goals, Stonewall Group agrees to act in good faith with Agencies to establish an acceptable rate schedule.

**4.2.2.8.** Stonewall Group acknowledges that all content, layouts, sketches, artwork, and copies, including but not limited to advertising copy, film, typesetting, photocopies, story boards, and computer data storage devices used in the advertisements or other materials developed or placed for Agencies during the term of this CRFP shall become the exclusive property of Agencies during the term of this CRFP.

**4.2.2.9.** Stonewall Group acknowledges that it can incorporate intellectual property currently owned and/or maintained by Agencies, including but not limited to, any previous marketing or promotional campaign, audio, video, still images, or any other materials developed by Agencies to promote and market the state of West Virginia ("Agencies IP"). Stonewall Group shall obtain written permission from Agencies prior to using Agencies IP. At the termination of this contract, Stonewall Group shall return such Agencies IP to Agencies without demand.

**4.2.2.10.** Stonewall Group shall process all payments necessary to perform the Advertising Services described in this CRFP. Stonewall Group shall maintain appropriate accounting and record keeping activities to document and substantiate all media placed under the CRFP. Stonewall Group shall submit to Agencies invoices accompanied by proof of payment, screen shot and/or tear sheets. Tear sheets shall be signed certifying the run dates, publication and site of the ad.

**4.2.2.11.** During the term of this Contract, Stonewall Group shall allow Commerce, Tourism, and other Agencies to perform Advertising Services in-house with state employees or through Commerce's Marketing and Communications unit independent of the Advertising Services described in this Contract. Stonewall Group understands the Tourism Office may also continue to use its existing Advertising Services Contract.

**4.2.2.12.** Stonewall Group will travel at the request of the Agencies, to and from the Agencies' offices, and understands that travel-related expenses incurred are the responsibility of Stonewall Group and not reimbursable.

**4.2.2.13.** Stonewall Group will provide the Agencies with cost estimates to include personal hours and costs, outsourced services, materials and any other related expenses prior to work on any project. The cost will be in accordance with the cost estimates set forth in the CRFP.



**4.2.2.14.** Stonewall Group will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets upon the contract expiration. Assets will include but not limited to: equipment, materials, data, video, photos, etc., owned by the Agencies to a successor, successor being either the Agencies or another Vendor.

**4.2.2.15.** Stonewall Group will be permitted, upon request of Agencies to make subcontract(s) with other entities for furnishing any of the Advertising Services (as defined in this CRFP) for the Agencies. Stonewall group understands that Agencies may request subcontract for Advertising Services in the event Vendor is unable to provide the Advertising Services in question, or if Agencies believe, in their sole discretion that the subcontracting is in the best interest of the State. Stonewall Group's fee for providing such assistance shall not exceed 3% of the subcontracted price. All subcontracting must be approved by the requesting Commerce Agency in advance.

**4.2.2.16.** Stonewall Group's media buy markup will not exceed 3% of the price paid for the media buy.

### **4.3. Qualifications and Experience**

#### **4.3.1. Qualification and Experience Information**

Stonewall Group's proposal on how we plan to meet and exceed desirable qualification and experience requirements follows.

##### **4.3.1.1. Professional Experience and Financial Stability**

###### **(A). Financial Stability**

**(i).** Stonewall Group has the ability to pledge and place commitments of advertising media under this Contract, for up to and exceeding as much as \$1 million at any one time prior to reimbursement. Stonewall Group has been in business for the past 20 years servicing several large clients, including the West Virginia Division of Tourism, the West Virginia Department of Commerce, AIM Expo, and Simonton Windows, with media budgets in a similar range. Dunn & Bradstreet rates Stonewall Group "Low Risk" on Financial Stress Class, Financial Stress Score, Delinquency Predictor Class, and Delinquency Predictor Score.

**(ii).** Omitted from the RFP per Addendum Number 01 Vendor Questions and Agency Answers.

###### **4.3.1.1. (B). Professional Experience**

**(i).** Company description, history, and experience

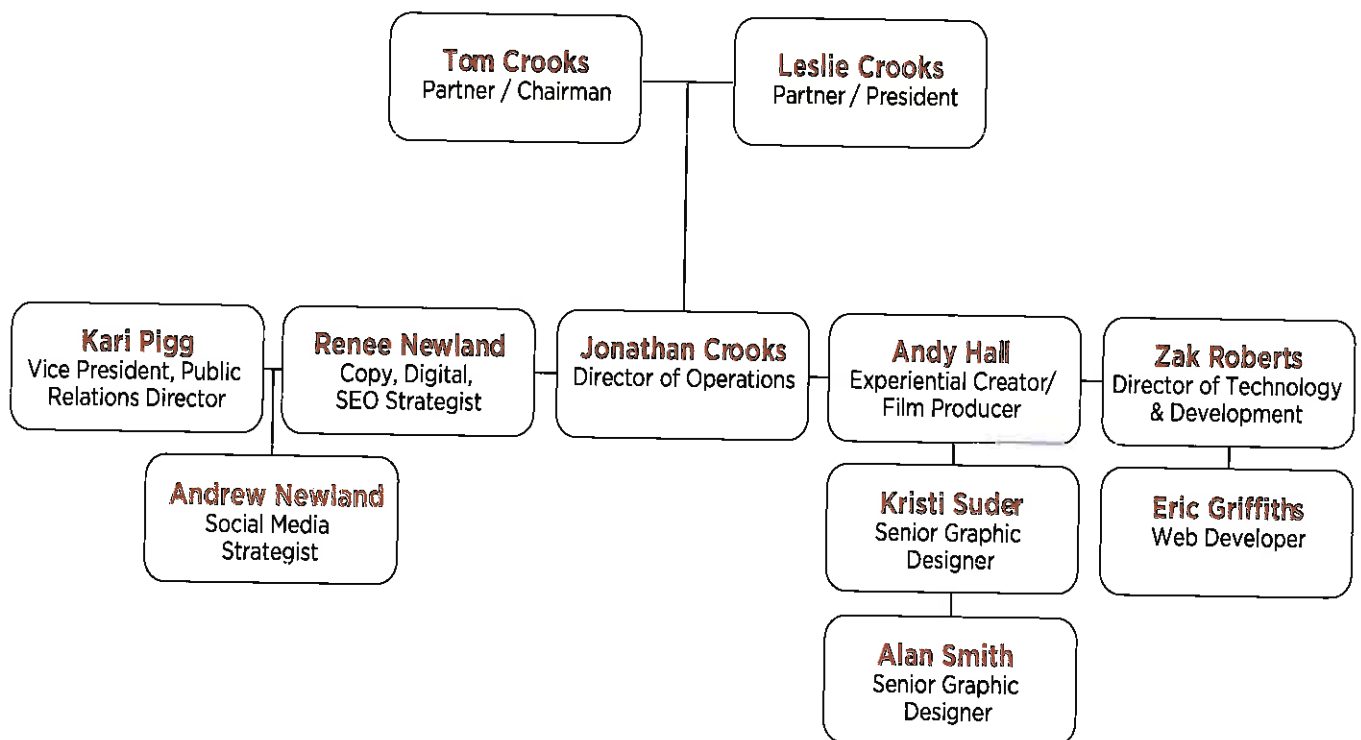
Stonewall Group is a full-service marketing/communications company, founded in September 2000. The company is a non-resident small, women owned business, in accordance with West Virginia Code 5A-3-37 (a) (7) and W.Va. CSR 148-22-9. Stonewall Group has been approved by the Purchasing Division as a certified small, women-owned business. The company is incorporated in the State of Ohio as a Sub-Chapter S corporation. The company is owned by Leslie A. Crooks (majority) and Thomas J. Crooks (minority).

A hallmark of Stonewall Group is Fortune 500 branding experience combined with small agency intimacy and agility. We are committed to perform for our clients and we keep our efforts on strategy, simple and focused. Stonewall Group, in partnership with our clients, works diligently to exceed expectations through the development of strategically integrated programs, all within a quick and efficient timeframe.

Stonewall Group has been recognized by Entrepreneur as one of the Hot 500 Top Growth Businesses in the U.S.A. Stonewall Group is a member of the West Virginia Hospitality and Travel Association, the Public Relations Society of America, and a number of economic development organizations. The firm has received over 250 awards for creative excellence.

Our lines of business include strategic planning, public relations, research and analysis, strategic branding, digital marketing, interactive/website design, traditional advertising, media planning and buying (digital and traditional), direct marketing, sales promotion, video production, event management, collateral design, graphic design, copywriting and social media. The company has seven full time and 6 part-time employees.

The following individuals will be working directly with the Commerce Marketing Communications unit, the West Virginia State Parks contact, and other Commerce Agencies who require work under this CRFP.



**Leslie A. Crooks - Partner, President - Account Manager**

*lcrooks@stonewallgroup.com*

Leslie will serve as the primary account management contact/media planning and buying leader on the business. Born and raised in West Virginia, Leslie has experience working with a number of regional companies including United National Bank (West Virginia and northern Virginia), Peoples Bank, The Kroger Co. (Mid-Atlantic KMA, headquartered in Roanoke, Virginia), McDonald's Restaurants, the West Virginia Lottery, the West Virginia Department of Commerce, and Cadillac, to name a few. Leslie is a founding partner of Stonewall Group and serves as President. She is a graduate of Parkersburg Catholic High School and holds a bachelor's degree in marketing from Marshall University and served on the Marshall University School of Business Board.

**Thomas J. Crooks - Partner, Chairman - Planning, Market Research and Public Relations**

*tcrooks@stonewallgroup.com*

Tom Crooks will oversee market research projects. Tom has spent most of his career focused on building brands for a number of recognized corporations and businesses including Cadillac, General Electric Plastics, The Kroger Co., McDonalds Restaurants, Waste Management, The Tampa Tribune, Shale Crescent USA, and Carrier Corporation. Tom served as President and Chief Operating Officer of Fahlgren Advertising before starting Stonewall Group in 2000. Prior to his time with Fahlgren, Tom worked with Ketchum Public Relations in Pittsburgh, Pennsylvania. Tom is a founder and Partner of The Stonewall Group. He is a graduate of Parkersburg High School and the University of Richmond.

**Andy Hall - Experiential Creator/Film Producer/Designer**

*ahall@stonewallgroup.com*

Andy will serve as video producer, web designer and graphic designer on the business. Andy has designed a number of award winning websites and video for clients including Shale Crescent USA, Tucker County WV Tourism, Feed to Achieve, WorkForce WV, West Virginia State Parks TV Spots, the WV Development Office, Greater Parkersburg CVB, Oglebay Resort, Jefferson County CVB, and Peoples Bank, to name a few. Andy is a graduate of Parkersburg South High School and Salem International University with a bachelor's degree in Religion and a Philosophy minor

**Kristi Suder - Senior Graphic Designer**

*ksuder@stonewallgroup.com*

Kristi is Stonewall Group's senior graphic designer. She has over 12 years of experience working on a variety of clients and projects across multiple industries. Her talent has helped Stonewall garner many awards. Kristi specializes in collateral and digital design. Prior to joining Stonewall Group, Kristi worked in the graphics department at the Bureau of Public debt in Parkersburg, WV. Kristi was born and raised in West Virginia and is graduate of Marshall University with a bachelor's degree in graphic design.

**Alan Smith - Senior Graphic Designer**

*asmith@stonewallgroup.com*

Alan is an experienced, thoughtful and meticulous senior designer with over 25 years of experience. Web design, layout, logo design, photo retouching, typography, social media graphics, packaging, photo shoot direction, press checks and proof reading are strong suits of Alans.

**Renee Newland - Copy, SEO Specialist**

*rnewland@stonewallgroup.com*

Our resident wordsmith, Renee's expertise in copy writing has been utilized across a variety of mediums and platforms. She has produced written material for highly technical companies such as University of Penn State Dental, Reliant, AirScience, USA Silos, Peoples Bank and more. Renee develops SEO campaigns, SEO site audits, effective digital strategies, website content development, comprehensive content strategies and in-depth keyword research. Renee previously worked for Farotech SEO Solutions in Philadelphia, PA and graduated Magna Cum Laude with an English and Speech degree from Northland International University.

**Jonathan Crooks - Director of Operations, Traffic**

*jcrooks@stonewallgroup.com*

Jonathan has been with Stonewall Group for the past 10 years serving in account management, website project management, and as traffic manager. Jonathan is responsible for the timely flow of all jobs through the agency to meet client deadlines. He has an in-depth understanding of online marketing, social media platforms, website design and development, and project management workflows.

**Zachary Roberts - Director, Web Development**

*zroberts@stonewallgroup.com*

A native West Virginian, Zachary has been with Stonewall since 2012, helping build and facilitate the development of countless websites and web applications. He has two associates' degrees from Washington State College, in Web Programming and Computer Support Technology, and is currently working towards his Bachelor's degree in Applied Technology in Software Engineering at West Virginia University.

**Eric Griffiths - Web Developer**

*egriffiths@stonewallgroup.com*

In his 17 years of experience in website development, Eric has worked on a multitude of projects and has experience in nearly every technology related to the Internet. From custom invoicing systems, employee management portals to mobile-ready websites, Eric follows the industry closely and implements online solutions geared for tomorrow's technologies.

**4.3.1.1. (B). Professional Experience**

(ii). Staffing levels devoted to this Contract

Stonewall Group has the staff in place to devote to this Contract and does not intend to hire additional staff to meet the contractual obligations. We do not envision hiring additional staff at this time. Additional staff would be hired if workload requirements dictate under this CRFP.

**4.3.1.1. (B). Professional Experience**

(iii). List of Memberships

Stonewall Group is a member of a number of organizations including the American Advertising Federation, the Public Relations Society of America, West Virginia Hospitality and Travel Association, The Ohio Travel Association, and a number of economic development associations related to clients including the West Virginia Polymer Alliance Zone, Southeast Ohio Oil and Gas Association, and Wood County Economic Development.

**4.3.1.1. (B).Professional Experience**

(iv). Contact Names of two additional clients who may be contacted as references, for which similar services have been provided.

**Jerry James, President Artex Oil  
Co-Founder Shale Crescent USA**

jjames@artexoil.com

2337 State Route 821 Marietta, OH 45750 Tel: 740.373.3313

**Keith Burdette, President and CEO  
West Virginia Polymer Alliance Zone**

keith.burdette@pazwv.org

1 Polymer Way Davisville, WV 26142 Tel: 304.428.1622

**4.3.1.1. (B).Professional Experience**

(v). Subcontractor Information and References. The list below represents a potential list of sub-contracted services that may be needed for work associated with this contract.

**Rex Repass**

**President**

**Research America**

Rexr@researchamericainc.com

4555 Lake Forest Drive Suite 194

Cincinnati, OH 45242

513.772.1600

**Lisa Foster**

**Sales Representative**

**RR Donnelly**

Lisa.Foster@rrd.com

218 N Braddock Ave

Pittsburgh, PA 15208

412.241.8200

**Steve Duncan**

**DCI (DEVELOPMENT COUNSELLORS INTERNATIONAL)**

steve.duncan@aboutdci.com

2420 17th Street, Suite 200

Denver, CO 80202

303.455.9464

**Robin Tilley**

**Director, Energy & Natural Resources**

**FTI Consulting**

robin.tilley@fticonsulting.com

555 12th Street NW | Suite 700

Washington, DC 20004

202.346.8864



### **4.3.1.2. Media Buying**

#### **(A). In-House Media Purchasing Capabilities**

Stonewall Group plans and purchases all media in-house. Leslie Crooks, Partner and President, plans and buys media for a number of our clients ranging from local media to state-wide media, regional and national media outlets. We believe in maintaining close relationships with media professionals on behalf of our clients and utilize a variety of tools to enhance program performance and value including Claritas PRIZM, and Scarborough Research. Stonewall Group approaches media planning from an integrated standpoint utilizing segmentation to determine the best target audiences. The goal is to create reach and frequency across multiple channels resulting in awareness, consideration, preference and decision.

### **4.3.1.2. Media Buying**

#### **(B). Local and Regional Buying Experience**

Stonewall Group has experience planning and buying media for the following clients over the past 3 years:

American International Motorcycle Expo, Las Vegas, NV  
Shale Crescent USA, OH/WV/PA  
West Virginia Development Office  
West Virginia State Parks  
Greater Parkersburg CVB  
WV Feed to Achieve  
Mid-Ohio Valley Regional Airport  
Canaan Valley, Tucker County, WV  
Jefferson County CVB  
Jefferson Savings Bank  
Lexington, Virginia Tourism. VA  
River Riders, Harpers Ferry, WV  
The Wilds, Cumberland, OH  
Adventures on the Gorge, Lansing, WV  
Marietta Convention and Visitors Bureau, Marietta, OH  
Ohio Oil and Gas Association

### **4.3.1.2. Media Buying**

#### **(C). Details of a successful media buy completed in past 3 years**

Stonewall Group planned and placed a media buy for Shale Crescent USA, a multi-state economic development initiative. The goal was to drive segmented C-level prospects to a custom landing page to download a new and timely Executive Summary of market data from IHS Markit, a leading global consulting firm, supporting the benefits of high energy intensive industries doing business in the tristate area including WV, OH and PA. The primary KPI was to generate leads by driving traffic to the landing page to complete a form to download regarding the cost advantages of the Shale Crescent USA.

The primary audience were Chairman/CEO's, Presidents, COO's, VP's of Corporate Real Estate, CFO's, VP's of Strategic Planning, VP's of Manufacturing, and Site Selection Consultant. The campaign was targeted to geographic states identified as having the largest number of plastic and polymer industries by company and workforce. The campaign generated nearly 7,000,000 impressions and generated thousands of click thru's to the custom landing page, far exceeding expectations. Most importantly, the campaign generated qualified leads that were shared with the West Virginia Development Office and JobsOhio.

Look-a-like targeting, behavioral targeting, endemic targeting, audience targeting, contextual targeting and brand safe remarketing were all utilized using patented AI technology. The campaign has been deemed successful based upon impressions delivered, leads generated, google analytics, and an Audience Insights and Analytics Report.

#### **4.3.1.3. Research**

##### **(A). Describe research capabilities including staff**

Stonewall Group manages and coordinates research projects for many of our clients providing strategic guidance, interpretation of findings and recommendations for future direction. For large projects we use subcontracted service providers that offer specialized industry experience. Stonewall Group has partnered with Repass & Associates and Persuadable Research Corporation for the planning and implementation of quantitative and qualitative research for clients. For smaller clients, with smaller budgets, Stonewall Group has conducted online quantitative research and focus groups.

#### **4.3.1.3. Research**

##### **(B). Example of research used to develop a recent marketing campaign**

Project Manager: Tom Crooks

Contact: Tcrooks@stonewallgroup.com or 740.373.2334

Type of Project: Development of Strategically Integrated Marketing Campaign Utilizing Market Research

Project Goal: Increase Market Share

Adventures on the Gorge (AOTG) is an all-inclusive family adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. The strategic shift from consolidation of the premier white-water rafting companies on the New and Gauley River to being a single world class outdoor adventure resort was driven, in part, as a result of declining rafting numbers for all West Virginia outfitters over the past 10 years. To offset the lost revenue, the management at AOTG had the vision to consolidate rafting companies while expanding into new adventure activities such as zip lines, expanded camp grounds, cabins, amenities, and more. The primary goal of these investments has been to increase daily revenue per person.

##### **Market Research:**

Over the past ten years AOTG has repositioned and rebranded itself as an all-inclusive world premier outdoor adventure resort. As a part of a strategic branding initiative to position AOTG as an all-inclusive outdoor adventure resort, Stonewall Group worked with the client to plan and implement qualitative (focus groups) and quantitative research (online survey of past customers and prospects) to gain important insights to attracting new customers and engaging past customers to return. A series of mini-focus groups were conducted to provide an understanding of the consumer perspective of family outdoor adventure vacations. Insights were used in the development of the online quantitative research questionnaire allowing the team to uncover underlying, unrecognized opportunities and concerns.

The online study was conducted to expand on the learning from the qualitative research and provide conclusive and actionable results to the management team of AOTG. Information to inform strategy, prioritize audiences and markets, and set the tone for positioning the resort as "American's Premier Outdoor Adventure Resort." At the same time the market research was being conducted, AOTG invested in a Nielsen/Prizm market audience segmentation analysis to determine customer/prospect profiles in terms of demographics, lifestyles, and psychographics and market opportunities for growth. In addition, Scarborough Media Services was incorporated to match up with the Nielsen

Segmentation study results to pinpoint media most frequently relied upon by the audience segments.  
Findings:

- Focus group results supported AOTG's branding strategy of product/service expansion indicating that consumers considering an outdoor/adventure trip place great value on the ability to relax, unwind, and get away from the stresses of life while participating in a number of experiences and activities...experiencing something new and different.
- Quantitative research confirmed much of the focus group conclusions including the favorable consideration for outdoor/nature-based getaways. From a messaging standpoint, it was determined that importance needed to be placed upon the many new amenities, activities and offerings at AOTG, including less adventurous options while communicating the emotive reasons for choosing an outdoor getaway over a traditional beach vacation.
- Travelers cherish their traditional week-long beach vacations. Outdoor adventure trips are considered alternatives over shorter getaways throughout the summer. Unique communications and offerings were provided to target audiences throughout AOTG's primary markets with a greater emphasis on leisure and social activities. Targeted efforts were also developed for various market segments to attract families, couples getaways and adventure enthusiasts.
- Quantitative and qualitative research were important in providing market trends and messaging while Nielsen/Prizm provided greater definition of audience segments, markets and the most efficient media options for reaching targeted audiences. An integrated media approach was implemented including television, radio, outdoor advertising, social media, direct mail, digital display and public relations.
- Impact: AOTG captured market share from the competition while increasing white water rafting trips for the first time in many years.





#### 4.3.1.4. Website Development

##### (A). Describe web development capabilities including specialists and credentials

Stonewall Group has developed custom websites for a number of clients utilizing a variety of CMS's that best suit the needs for the client and the key performance indicators for the website. Zac Roberts, Director of Technology and Development along with Eric Griffiths, Web Developer, have experience in WordPress and Craft CMS that allow for fully custom content modeling, complete control over HTML, intuitive control panel, robust support and SLA's, are built for integrations, and eCommerce. Stonewall Group provides all design and development services using our personnel and do not envision subcontracting services.

#### 4.3.1.4. Website Development

##### (B). Provide one example of a recently developed commercial website with an online sales component.



Stonewall Group designed and developed the website for Caron Products (<https://www.caronproducts.com/>), a manufacturer of controlled-environmental chambers for life science, materials testing, and forensics. Products include test chambers, growth chambers, incubators and baths/circulators for applications including in-vitro cell culture, plant growth, insect rearing, materials and component stress testing, and forensic fingerprint development. The site provides for the ordering of spare parts and Preventative Maintenance Kits by model, spare part/accessory categories or key word search on Spare Part/Accessory number or name.

Website functionality includes Shopping Cart for E-commerce, Form mail that gets emailed to customers, Database Form that deposits data in an online database, user login, user registration, shipping calculation, and tax collection. Website platforms utilized on the Caron site include Joomla (an open-source content management system written in PHP), the native E-commerce solution HikaShop, and Avalara sales tax calculator based on geolocation. Hosting specifications for the Caron site include Ubuntu 18.04, PHP 7.2.0, MySQL 5.7, and NGINX. The sales conversion strategy is confidential to the client.

#### **4.3.1.5. Digital Marketing and Advertising**

##### **(A). Describe Digital Marketing Capabilities**

Stonewall Group has in-house capabilities for Search Engine Optimization, Email Marketing, Social Media Marketing, Content Marketing, Responsive Web Design, and Video Production.

Advances in digital technology are reshaping the world of marketing and sales. Stonewall Group recognizes that the potential for real-time connectivity with customers, in particular, through social networks, is creating new possibilities for products, services and communication. Integrating digital tactics into the overall marketing strategy, including traditional media planning, is vital in impacting the customer decision journey from brand touch points, brand loyalty, to active evaluation, and purchase.

Stonewall Group outsources some digital activities that others can do better, faster, or at a lower cost such as contextual digital display media, digital payment systems, and clickstream tracking. We believe this is important because our clients have diverse and specialized needs. This approach also provides for a “test and learn” approach to using outsourced vendors. Stonewall Group serves as the central point of contact providing strategic direction, coordinating relationships, establishing Key Performance Indicators, and measurement of digital performance throughout the campaign. Examples include digital display advertising, search-engine marketing, social media and customer service. We believe that activities such as developing the digital strategy, defining brand-equity guidelines, and conducting negotiations should remain centralized with the agency-of-record, serving the interests of the client.

Renee Newland is an expert in the development of social media campaigns, search engine optimization and digital marketing. Renee works out of Stonewall Group’s office in Marietta and is experienced in developing SEO campaigns, SEO site audits, collaborating with team members for effective digital marketing strategies, implementing organic site optimization and content development. Renee worked for Farotech SEO Solutions, a comprehensive, growth-driven digital marketing firm based out of Philadelphia, and graduated Magna Cum Laude from Northland International University.

Stonewall Group works closely with a number of digital technology companies on behalf of our clients including inuvo, a market leader in AI-driven E-Commerce solutions; Centro, a digital technology firm based out of Chicago; Viamedia; MediaOne out of Atlanta, and others.

### 4.3.1.5. Digital Marketing and Advertising

#### (B). Provide one example of recently executed digital campaign and its results.

Project Manager: Tom Crooks

Contact: Tcrooks@stonewallgroup.com or 740.373.2334

Type of Project: Creation of Brand and Development of Strategically Integrated Marketing Campaign

Project Goal: Build Brand Awareness and Generate Qualified Leads



**Shale Crescent USA is now the most profitable region to build a Petrochemical Plant.**

**Shale Crescent USA**

Over the past four years, Shale Crescent USA has become a recognized, respected, and important geographic brand. Companies, including Royal Dutch Shell are already investing in our region to capture these advantages. Shale Crescent USA has an incredible story to tell to high energy intensive executives about how to improve their competitive advantage. At the same time, we remain committed to our Vision of enhancing the quality of life and standard of living for the people of Ohio, West Virginia and Pennsylvania who live in the Ohio River Valley. We will accomplish this by attracting companies who operate in high-energy demand sectors. These companies will create higher wages/benefits for our workforce, an excellent environment for schools and infrastructure, and retention of our young people as they enter the workforce.

Our region has a tremendous opportunity... perhaps a once in a lifetime opportunity. To learn more, visit [ShaleCrescentUSA.com](http://ShaleCrescentUSA.com)

**Shale Crescent USA is now the most profitable region to build a Petrochemical Plant.**

**Shale Crescent USA**

[LEARN MORE](#)

**Shale Crescent USA**

**INVESTMENT & LOGISTICAL ADVANTAGES**

**GREATER PROFITABILITY**

**GREATER SAVINGS**

**GREATER ACCESS**

**Report finds that a new ethylene-polyethylene project in the Shale Crescent USA would generate four times higher Net Present Value than a comparable investment on the U.S. Gulf Coast.**

**OHIO**  
**PENNSYLVANIA**  
**WEST VIRGINIA**

Shale Crescent USA commissioned an independent report by IHS Markit, to evaluate and compare the financial return and risk of a major petrochemical and plastics investment with an identical investment in the US Gulf Coast. The findings conclude there will be a significant financial advantage for an ethylene polyethylene investment in the Shale Crescent USA region compared to a similar investment on the US Gulf Coast. An ethylene project in the Shale Crescent USA has a comparative advantage because of its access to ample supplies of locally produced low-cost ethane, which leads to a very competitive manufacturing cost of ethylene and subsequently polyethylene. This advantage is augmented because the Shale Crescent USA region is in close proximity to over two-thirds of US polyethylene consumption.

The most profitable place to build a petrochemical plant just has changed. If you were thinking the Gulf Coast, you should think again. Think Shale Crescent USA. Learn more by visiting [ShaleCrescentUSA.com](http://ShaleCrescentUSA.com) or call 1.888.529.1650.

**JobsOhio**  
JobsOhio.com  
614.300.1370

**DTE Energy**  
DTE Energy  
734.474.7233

**JACOBS**  
jacobs.com  
852.851.7056

**APEG**  
apeg.com  
740.383.5359

\*Under the assumptions in the 2008 IHS Markit study a 1.00 million barrel per day ethylene project in the Shale Crescent USA region will produce a net present value NPV of \$25.0 billion over the life of the project, compared to a NPV of \$6.1 billion for a similar project on the US Gulf Coast.



Shale Crescent USA is a non-profit, economic development organization whose mission is to encourage business growth along the Ohio River Valley of West Virginia, Ohio and Pennsylvania based upon low natural gas prices that allow manufacturers to operate more efficiently while producing products more economically with access to water, half the population of the United States and Canada, and 70% of US. Polyethylene demand. The foundation for success of Shale Crescent USA is centered on the goal to deliver targeted messaging to high energy intensive industry decision makers of repeatable and validated technical analysis which demonstrate significant Shale Crescent USA economic and strategic advantages for their businesses. Embedded in the success formula is the goal to advance synergies with local, regional, and state economic development organizations.

Branding the region is an ongoing primary goal to define the area geographically and to create a reason to believe. Shale Crescent USA will continue to build a strong, highly recognizable brand persona for the region resulting in increased awareness, understanding, consideration and intent for high-energy intensive manufacturing industries to expand or locate to our region. The organization will continue to focus resources on identifying and influencing high energy demand industry specific businesses to build manufacturing facilities in the Shale Crescent USA. Shale Crescent USA will continue to build a strong, highly recognizable brand persona for the region resulting in increased awareness, understanding, consideration and intent for high-energy intensive manufacturing industries to expand or locate to our region. The organization will continue to focus resources on identifying and influencing high energy demand industry specific businesses to build manufacturing facilities in the Shale Crescent USA. So, just as people automatically think of New York as the Big Apple and the high-tech region of northern California as the Silicon Valley, the goal is for high-energy demand industries to think of the Ohio Valley River region of Appalachia as Shale Crescent USA.

### **The Challenge**

The majority of petrochemical companies are not building on top of the new natural gas supply or within the historical demand center. Over the past decade, there has been roughly \$200 billion dollars of new chemical projects announced as a result of increased U.S. natural gas production. Eighty five percent of the increased natural gas production has come from Shale Crescent USA. However, nearly all the new chemical investments have occurred on the Gulf Coast where there has been very little increase in natural gas supply.

Ohio, West Virginia, and Pennsylvania were the originators of the Oil and Gas and Petrochemical Industries. Therefore, these states are and always have been the center of the majority of the demand for petrochemicals in the U.S. For instance 70% of polyethylene and 77% of polypropylene demand are within a day's drive of the Ohio River Valley. Nowhere else in the world, can a company build directly on top of the feedstock and in the center of consumer demand. This creates a world class opportunity for petrochemical profitability. To further confirm this, Shale Crescent USA commissioned an independent report by IHS Markit, a leading global consulting firm, to evaluate and compare the financial returns and risks of a major petrochemical and plastics investment with an identical investment in the US Gulf Coast. The findings concluded a significant financial advantage for an ethylene/polyethylene investment in the Shale Crescent USA region compared to a similar investment on the US Gulf Coast. The study concluded that between 2020 and 2040, a petrochemical project in the Shale Crescent USA region would generate an \$11.5-billion pre-tax cash flow, as well as an NPV15 of \$713 million—that's four times higher than that of the Gulf Coast.

## **The Marketing Campaign**

Over the past 3 years, the Shale Crescent USA brand has garnered nearly 270 million impressions throughout the U.S.A. and globally. As a market driven organization, establishing awareness is the first step in a process that ultimately leads to understanding, preference and intent. It is far more than showcasing a name and a logo. Branding ultimately establishes an organization's persona and communicates the characteristics, tenets and unique selling proposition that can make or break whether prospects desire to engage Shale Crescent USA in the site selection process.

The IHS Markit study findings were introduced to the petrochemical industry on the mainstage at the 2018 and 2019 World Petrochemical Conference held in Texas. It was the perfect location, with the right audience, at the right time to release the results. National and global media picked up on the story and the Shale Crescent USA brand gained exposure, frequency, and credibility. Earned media coverage has exceeded \$1,250,000 (paid equivalent exposure) and generated more than a quarter of a billion impressions for Shale Crescent USA in recognized media outlets including The Wall Street Journal, Forbes, Bloomberg Television, NEWSMAX, The Economist, Yahoo Finance, World Oil, Global Trade Magazine, Daily News New York, The Hill, The Washington Examiner, S&P Global, and The Houston Chronicle. In total, Shale Crescent USA has been mentioned in nearly 250 print articles and over 115 radio and television stations.

Digital efforts included Search Engine Optimization, Key Word Audit Analysis, development of a custom landing page for downloading the Executive Summary of the IHS Report requiring completion of a form for lead generation, planning and placement of a digital display advertising campaign (utilizing look-a-like targeting, behavioral targeting, endemic targeting, audience targeting, contextual targeting, and brand safe remarketing), and aggressive social media planning and implementation (Twitter, Facebook and LinkedIn). As a result, Shale Crescent USA website metrics reveal an average session time of 3+ minutes with over 600 conversions. The digital campaign has driven in excess of over 10,000 visitors to the Shale Crescent USA website and landing page.

As Shale Crescent USA looks to the future, Stonewall Group will continue to enhance the brand message through innovative and original market research. We are planning a new website for launch in 2019, updated literature, a new marketing video, attendance at shows and conferences, speaking engagements, and public relations selectively targeted to trade organizations, C-level executives, government officials and high-energy intensive industries. Bloggers, social media users, trade publications, national and cable business news venues, and local and regional media outlets will be selectively targeted. Messaging will be focused on core attributes and will be consistent across all marketing channels.

### **4.3.1.6. Full Marketing Campaigns**

Project Manager: Tom Crooks

Contact: [Tcrooks@stonewallgroup.com](mailto:Tcrooks@stonewallgroup.com) or 740.373.2334

Type of Project: Creation of brand and development of Strategically Integrated Marketing Campaign Utilizing Digital Media

Project Goal: Increase Brand Awareness and Generate Qualified Leads

Client Contact: Mark Schwendeman, Chairman of Shale Crescent USA

Client Contact Information: 740.373.6793

Shale Crescent USA is a multi-stakeholder initiative aimed at promoting the unparalleled business advantages in the "Shale Crescent" region of Ohio, West Virginia and Pennsylvania along the Ohio River Valley. The region offers world-class business advantages and opportunities including abundant, low-cost natural gas; access to water; proximity to over 50% of the U.S. population and 70% of U.S. Polyethylene demand.

According to U.S. Energy Information Administration (EIA) data, Shale Crescent USA is one of the leading natural gas producers in the U.S. By October of 2018, Shale Crescent USA's average daily production of natural gas was 30.3 Billion Cubic Feet per day (BCF/D) while Texas's average daily production was 22.5 BCF/D in October 2018. If Ohio, West Virginia, and Pennsylvania were a country, it would be the world's third-largest natural gas-producing nation.

The Shale Crescent USA region sits atop the Marcellus and Utica Shale formations, two of the most prolific shale plays in the world. In 2010 what is now branded Shale Crescent USA produced 3% of the nation's natural gas. By October of 2018, Shale Crescent USA accounted for over 30% of total U.S. natural gas production and is projected to account for more than 37% of the nation's production by 2040. To put that into perspective, Shale Crescent USA is projected by 2040 to produce almost as much natural gas as the entire United States produced in 2005. In addition to natural gas, the EIA projects Shale Crescent USA will be producing almost one-third of all the natural gas liquids (NGLs) in the entire United States by 2040.

Stonewall Group has been the marketing firm of record for Shale Crescent USA since its inception. We developed the Shale Crescent USA Brand from the name to the logo and are responsible for all aspects of marketing. Over the past three years Stonewall Group has developed and produced the following for Shale Crescent USA:

- Developed the brand name and mark
- Multiple video's promoting the brand
- Staged two large events to introduce the brand in Ohio and West Virginia (over 1,500 business leaders in attendance)
- Designed and developed the website [www.shalecrescentusa.com](http://www.shalecrescentusa.com) and have provided ongoing site updates and maintenance
- Created a new custom landing page to generate qualified leads
- Designed and produced all collateral sales materials
- Conducted market research
- Created integrated graphics for PowerPoint presentations
- Developed and Implemented email marketing
- Designed and created display for conferences and shows
- Managed and developed metrics for digital display contextual campaign
- Designed and created digital advertising
- Planned, developed and coordinated earned media campaign
- Plan and implement social media efforts
- Developed promotional items including branded letterhead, business cards, pens, lapel pins, fidgets, shirts, note pads, etc.



A ONCE IN A LIFETIME ECONOMIC DEVELOPMENT OPPORTUNITY IS HERE TODAY.

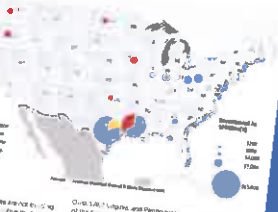


OUR MISSION... Shale Crescent USA is committed to being a strong, highly-regarded brand name for the region...

KEYS TO SUCCESS... Highly-regarded brand name for the region... Shale Crescent USA is committed to being a strong, highly-regarded brand name...

DRIVE TO DEMAND... Shale Crescent USA is committed to being a strong, highly-regarded brand name for the region...

CHEMICAL INVESTMENTS AND ANNOUNCEMENTS BY STATE 2002 TO 2010



THE CHALLENGE

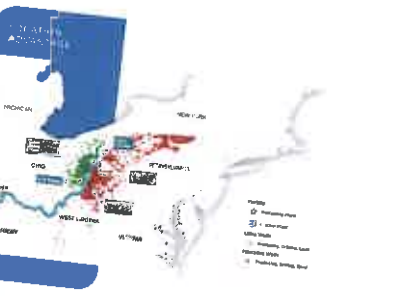
Over the past 10 years, the chemical industry has seen a significant decline in investment...

AN UNPARALLELED OPPORTUNITY

Shale Crescent USA offers an unparalleled opportunity for chemical manufacturers...

SHALE CRESCENT USA METRICS

- Chemical industry addresses the needs of the region... Shale Crescent USA offers an unparalleled opportunity...



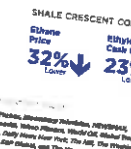
NET PRESENT VALUE IN 2020: SHALE CRESCENT USA VS GULF COAST



DRIVE TO DEMAND

Shale Crescent USA is committed to being a strong, highly-regarded brand name for the region...

SHALE CRESCENT COST ADVANTAGE VERSUS U.S. GULF COAST



THE POWER OF THE SHALE CRESCENT USA BRAND

"The best way to predict the future is to create it." - Peter Drucker

Shale Crescent USA has generated over 260,000,000 earned media impressions...

SHALE CRESCENT USA BRAND AWARENESS RESULTS

Brand awareness results showing high recognition and recall among business leaders...

SHALE CRESCENT USA BRAND AWARENESS RESULTS

Brand awareness results showing high recognition and recall among business leaders...

Brand Awareness Results: The strategically integrated efforts have generated over 260,000,000 earned media impressions including articles in The Wall Street Journal, Forbes, Bloomberg Television, NEWSMAX, The Economist, Yahoo Finance, World Oil, Global Trade Magazine, Daily News New York, The Hill, The Washington Examiner, S&P Global, and The Houston Chronicle. In total, Shale Crescent USA has been mentioned in nearly 250 print articles and over 115 radio and television stations. The digital media campaign generated over 7,000,000 impressions with an average session time of 3+ minutes with over 6,000 conversions. The digital campaign has driven in excess of over 10,000 visitors to the Shale Crescent USA website and a custom landing page. Market research showed that awareness in local markets of the mission, purpose and goals of Shale Crescent USA topped 70% among business leaders and key stakeholders.



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

State of West Virginia  
 Request for Proposal  
 10 - Consulting

Proc Folder: 558537

Doc Description: WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2019-03-14	2019-04-26 13:30:00	CRFP 0307 DEV1900000001	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**

Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

Signature X

*Jessie A Crocker*

FEIN #

31-1734499

DATE

4.24.19

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

**ADDRESS INFORMATION:**

Request for Proposal

The West Virginia Department of Administration, Purchasing Division (hereinafter referred to as the "Purchasing Division") is issuing this solicitation as a request for proposal ("RFP"), as authorized by W. VA. Code §5A-3-10b for the West Virginia Department of Commerce (hereinafter referred to as "Commerce") to provide an advertising services contract for multiple agency use that will be administered by the West Virginia Commerce and the West Virginia Tourism Office (Commerce and the Tourism Office will be collectively referred to as "the Agencies".)

SHIP TO	SHIP TO
PROCUREMENT OFFICER WV DEVELOPMENT OFFICE ADMINISTRATION 1900 KANAWHA BLVD E BLDG 3 SUITE 800 CHARLESTON WV25305-0311 US	WV DEVELOPMENT OFFICE ADMINISTRATION 11900 KANAWHA BLVD E BLDG 3 SUITE 800 CHARLESTON WV 25305-0311 US

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Advertising agency services				

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Advertising agency services





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
4/18/2019

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).

<b>PRODUCER</b> Reagle & Padden, Inc. 200 Star Avenue, Suite 210 Parkersburg WV 26101		<b>CONTACT NAME:</b> Heather Frum <b>PHONE (A/C No, Ext):</b> (304) 422-8476 <b>E-MAIL ADDRESS:</b> Heather@reagle-padden.com		<b>FAX (A/C, No):</b> (304) 428-7374	
<b>INSURED</b> STONEWALL RETAIL MARKETING INC 154 1/2 FRONT ST MARIETTA OH 45750		<b>INSURER(S) AFFORDING COVERAGE</b> INSURER A: Sentinel Insurance Co, LTD INSURER B: CSU Producer Resources, Inc INSURER C: INSURER D: INSURER E: INSURER F:		<b>NAIC #</b> 11000	

**COVERAGES**

CERTIFICATE NUMBER: 2019-20

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 INSR	SUBR 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			408BAIW2278	3/19/2019	3/19/2020	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ See Below GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000	
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC							
	A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS			408BAIW2278	3/19/2019	3/19/2020	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		<input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS						\$
		UMBRELLA LIAB EXCESS LIAB						EACH OCCURRENCE \$ AGGREGATE \$
		<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE						\$
	A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory In NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	408BAIW2278 Ohio Employers Liability	3/19/2019	3/19/2020	<input type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
	B	E&O & Professional Liab Fidelity Bond			CSU0056881 CSU0056881	4/9/2019 4/9/2019	4/9/2020 4/9/2020	Incl Personal & Adv Injury 1,000,000 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

## CERTIFICATE HOLDER

WV Development Office Administration  
11900 Kanawha Blvd East  
Building 3, Suite 800  
Charleston, WV 25305-0311

## 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

Heather Frum/HS

# REQUEST FOR PROPOSAL

## WV Dept. of Commerce Advertising Services

divided by the cost of the proposal being evaluated to generate a cost score percentage. That percentage is then multiplied by the points attributable to the cost proposal to determine the number of points allocated to the cost proposal being evaluated.

**Step 1:**  $\text{Lowest Cost of All Proposals} / \text{Cost of Proposal Being Evaluated} = \text{Cost Score Percentage}$

**Step 2:**  $\text{Cost Score Percentage} \times \text{Points Allocated to Cost Proposal} = \text{Total Cost Score}$

Example:

Proposal 1 Cost is \$1,000,000  
Proposal 2 Cost is \$1,100,000  
Points Allocated to Cost Proposal is 30

Proposal 1: Step 1 –  $\$1,000,000 / \$1,000,000 = \text{Cost Score Percentage of } 1 \text{ (100\%)}$   
Step 2 –  $1 \times 30 = \text{Total Cost Score of } 30$

Proposal 2: Step 1 –  $\$1,000,000 / \$1,100,000 = \text{Cost Score Percentage of } 0.909091 \text{ (90.9091\%)}$   
Step 2 –  $0.909091 \times 30 = \text{Total Cost Score of } 27.27273$

- 6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

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.

Sonewall Retail Marketing, Inc  
(Company)

Jessie A Crooks  
(Representative Name, Title)

T- 740.373.2334 F- 740.373.3105  
(Contact Phone/Fax Number)

# REQUEST FOR PROPOSAL

WV Dept. of Commerce Advertising Services

4.24.19

\_\_\_\_\_  
(Date)

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Leslie A Crooks - President  
(Name, Title)  
Leslie A Crooks - President  
(Printed Name and Title)  
154 1/2 FRONT ST. MARIETTA, OH 45750  
(Address)  
T- 740.373.2334 F- 740.373.3105  
(Phone Number) / (Fax Number)  
LCROOKS@STONEWALLGROUP.COM  
(email address)

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated 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.

Stonewall Retail Marketing, Inc  
(Company)  
Leslie A Crooks - President  
(Authorized Signature) (Representative Name, Title)  
Leslie A. Crooks - President  
(Printed Name and Title of Authorized Representative)  
4.24.19  
(Date)  
T- 740.373.2334 F- 740.373.3105  
(Phone Number) (Fax Number)

## WV Oasis

Transaction Number: 20190418112971

Status: CompletedOk

Amount: \$125.00

Company Name: Stonewall Retail Marketing, Inc.

Name: Leslie Crooks

Address: 154 1/2 Front Street

Marietta OH 45750

Phone: 7403732334

e-Mail: lcrooks@stonewallgroup.com

Card Holder: Leslie Crooks

Card Type: American Express

Card: xxxxxxxxxxxx2014

**\*Your bank statement will show WV Treasury for this transaction**

**Account Information**

Vendor Code : 000000174364  
Legal Business Name : STONEWALL RETAIL MARKETING INC  
Vendor Status : Active  
1099 Reportable : No

---

▼ **Registration Fee Details**

[Click here to renew vendor registration fees](#)

**Registration Application Date : 04/18/2019**

**Registration Effective Date : 05/14/2019**

**Registration Expiration Date : 05/13/2020**



**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: DEV1900000001**

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

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

**Addendum Numbers Received:**

(Check the box next to each addendum received)

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

Stonewall Retail Marketing, Inc  
\_\_\_\_\_  
Company  
Jennie A. Crook  
\_\_\_\_\_  
Authorized Signature  
4.24.19  
\_\_\_\_\_  
Date

**NOTE:** This addendum acknowledgement 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  
 10 -- Consulting

Proc Folder: 559537

Doc Description: ADDENDUM 1- WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2019-04-08	2019-04-26 13:30:00	CRFP 0307 DEV1900000001	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**  
 Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

Signature X *Justin Crocker* FEIN # 31-1737497 DATE 4.24.19

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

**ADDITIONAL INFORMATION:**

Addendum

Addendum 1 issued for the following:

- To publish the vendors questions and agency answers.
- To attach Brand Gridlines as Attachment B

End of Addendum

\*\*\*\*\*

**Request for Proposal**

The West Virginia Department of Administration, Purchasing Division (hereinafter referred to as the "Purchasing Division") is issuing this solicitation as a request for proposal ("RFP"), as authorized by W. VA. Code §5A-3-10b for the West Virginia Department of Commerce (hereinafter referred to as "Commerce") to provide an advertising services contract for multiple agency use that will be administered by the West Virginia Commerce and the West Virginia Tourism Office (Commerce and the Tourism Office will be collectively referred to as "the Agencies".)

PRDCE TO		SNP TO	
PROCUREMENT OFFICER WV DEVELOPMENT OFFICE ADMINISTRATION 1900 KANAWHA BLVD E BLDG 3 SUITE 800 CHARLESTON WV25305-0311 US		WV DEVELOPMENT OFFICE ADMINISTRATION 11900 KANAWHA BLVD E BLDG 3 SUITE 800 CHARLESTON WV 25305-0311 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Advertising agency services				

Comm Code	Manufacturer	Specification	Model #
2101800			

**Extended Description :**

Advertising agency services

DEV1900000001	<b>Document Phase</b> Final	<b>Document Description</b> ADDENDUM 1- WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES	<b>Page 3</b> of 3
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**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

**SOLICITATION NUMBER: CRFP DEV1900000001**  
**Addendum Number: 01**

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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:**

This addendum is issued to modify the solicitation per the attached documentation and the following:

- 1) To publish the vendors questions and agency answers.
- 2) To attach Brand Gridlines as Attachment B

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.

**CRFP DEV190000001**  
**Advertising Services**  
**Vendor Questions and Agency Answers**

**Q1) For Section 4.2.1., the RFP requests that we design and develop a couple projects. One includes the integration of Tourism's Almost Heaven brand. Can you forward us the brand standards manual/guide and any approved identity files for us in the proposal?**

**A1) The brand gridlines document has been added and attached as Attachment B.**

**Q2) Section 4, 4.2.1.1. (B) Will the promotional piece for WV State Parks include advertisements? What funds will be dedicated to this project? Is there a budget for the piece?**

**A2) The State Parks collateral piece should not include advertisements. The State cannot release their budgeted amount for the project.**

**Q3) Section 4, 4.2.1.1. (A) Is there a budget in mind for the WVDNR website?**

**A3) No.**

**Q4) Section 4, 4.2.1.1. (A) Can we get access to current WVDNR website analytics or a heat map?**

**A4) The winning bidder will have access to these resources once the contract is awarded.**

**Q5) Section 4, 4.2.1.1. (A) Will all the content currently on the WVDNR site need incorporated into the new site architecture?**

**A5) The current site contains a significant amount of content. We are looking for a vendor who can help organize, pare back, and improve the site content. Not all content needs to be moved over and much of it will need to be updated. Once the contract is awarded, we will can work with agency staff on reviewing content to ensure accuracy.**

**Q6) Section 4, 4.2.1.1. (A) For the WVDNR website, what level of ADA compliance (Level A, AA, or AAA) do you require, if any?**

**A6) While we don't need specifics in the proposal, we will rely on the winning bidder to ensure the new site is ADA compliant.**

**Q7) Section 4.2.1.1. (A) - *'It should also include a plan to integrate the hunting and fishing license platform found on [wvhunt.com](http://wvhunt.com) and [wvfish.com](http://wvfish.com) and a strategy for complementing the standalone website for the parks section'***

- Will these websites continue to be hosted and maintained by their current provider?
- Do other outside services and resources exist that the website will need to integrate with?
- What else is sold on the DNR website(s) besides hunting and fishing licenses?



**A7) The websites wvhunt.com and wvfish.com are maintained by the current licensing vendor, and these sites or something comparable will be maintained. No other outside resources exist at this time, but others may be proposed.**

**Q8) Section 4, 4.3, 4.3.1.1. A (i) What specific documentation or records do you want to see as part of this response to indicate financial status and stability?**

**A8) Bidders may submit any documentation they feel demonstrates their ability to pledge up to \$1 million on behalf of the Agencies at one time prior to reimbursement. The winning bidder will be asked to provide audited financial statements from the past three years prior to contract award.**

**Q9) Section 4, 4.3, 4.3.1.1. A (ii) - 'Vendor should provide a list of annual gross billings for the last two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost' - Is it possible for this information to be marked as confidential or redacted from the public version of this submission? Most agencies would consider this confidential information.**

**A9) Upon review, this item has been omitted from the Request for Proposal. Any information submitted with a bid would become public record, and the Agencies do not want to deter bidders with this request.**

**Q10) Section 4.2.2.7 - Can you describe the types of services that might need to be performed outside of the United States? Are there any examples that can be shared?**

**A10) Services outside the United States may include assistance for very limited international advertising and trade show support for the international division of the West Virginia Development Office.**

**Q11) Cost Sheet - In other RFPs and RFQs, we have seen bidders insert a \$0 rate for certain services that they don't provide in-house or plan to outsource. How are you ensuring that the comparison is apples to apples for agencies that do provide all services in house and therefore would list a rate?**

**A11) We expect the winning bidder to have the ability to provide all listed services in-house, and each bidder's technical response should describe how the firm would provide each of those services. Technical bids will be scored prior to cost sheet scoring, so any bidder that cannot provide one or more of the required services in-house would be scored as such during the technical review period. Our intent is to hire a firm that can perform all of the services listed. Per the terms of the RFP, any subcontracting would have to be approved by the agency on a case-by-case basis.**

**Q12) The 'West Virginia Tourism Office will be party to this contract and will be an independent contract user separate from Commerce.' Can you explain how this arrangement will work for the winning bidder? Will the winning bidder have a point of contact at the WVTO and at Commerce and/or Commerce Communications?**

**A12) The winning bidder will have a point of contact at each Commerce Communications and the West Virginia Tourism Office.**

Q13) Is there an in-state preference?

**A13) Per the Instructions to Vendors Submitting Bids Section of the solicitation, vendor preference is stated as follows:**

**15. PREFERENCE:** Vendor Preference may be requested in purchases of motor vehicles or construction and maintenance equipment and machinery used in highway and other infrastructure projects. Any request for preference must be submitted in writing with the bid, must specifically identify the preference requested with reference to the applicable subsection of West Virginia Code § 5A-3-37, and should include with the bid any information necessary to evaluate and confirm the applicability of the requested preference. A request form to help facilitate the request can be found at:

<http://www.state.wv.us/admin/purchase/vrc/Venpref.pdf>.

**15A. RECIPROCAL PREFERENCE:** The State of West Virginia applies a reciprocal preference to all solicitations for commodities and printing in accordance with W. Va. Code § 5A-3-37(b). In effect, non-resident vendors receiving a preference in their home states, will see that same preference granted to West Virginia resident vendors bidding against them in West Virginia. A request form to help facilitate the request can be found at:

<http://www.state.wv.us/admin/purchase/vrc/Venpref.pdf>.

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: DEV1900000001**

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

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

*Stonewall Retail Marketing, Inc*

Company

*Jessie A. Crooks*

Authorized Signature

*4.24.19*

Date

**NOTE:** This addendum acknowledgement 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  
 10 - Consulting

Proc Folder: 559537

Doc Description: ADDENDUM 2- WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2019-04-18	2019-04-26 13:30:00	CRFP 0307 DEV1900000001	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**

Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

Signature X

FEIN #

31-1739497

DATE

4.24.19

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

**ADDITIONAL INFORMATION**

Addendum

Addendum 1 issued to modify the answer for Question 8 from Addendum 1 as attached.

End of Addendum

\*\*\*\*\*

**Request for Proposal**

The West Virginia Department of Administration, Purchasing Division (hereinafter referred to as the "Purchasing Division") is issuing this solicitation as a request for proposal ("RFP"), as authorized by W. VA. Code 5A-3-10b for the West Virginia Department of Commerce (hereinafter referred to as "Commerce") to provide an advertising services contract for multiple agency use that will be administered by the West Virginia Commerce and the West Virginia Tourism Office (Commerce and the Tourism Office will be collectively referred to as "the Agencies".)

INVOICE TO	SHIP TO
PROCUREMENT OFFICER WV DEVELOPMENT OFFICE ADMINISTRATION 1900 KANAWHA BLVD E BLDG 3 SUITE 800 CHARLESTON WV25305-0311 US	WV DEVELOPMENT OFFICE ADMINISTRATION 11900 KANAWHA BLVD E BLDG 3 SUITE 800 CHARLESTON WV 25305-0311 US

Line	Comm Ln Desc	Qty	Unit issue	Unit Price	Total Price
1	Advertising agency services				

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :  
Advertising agency services

**SOLICITATION NUMBER: CRFP DEV1900000001**

**Addendum Number: 02**

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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:**

This addendum is issued to modify the solicitation per the attached documentation and the following:

1. To modify the answer for Question 8 from Addendum 1 as attached.

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

**Addendum 2**  
**CRFP DEV1900000001**  
**WV Department of Commerce Advertising Services**

**Q8) Section 4, 4.3, 4.3.1.1. A (i) What specific documentation or records do you want to see as part of this response to indicate financial status and stability?**

**A8) Bidders may submit any documentation they feel demonstrates their ability to pledge up to \$1 million on behalf of the Agencies at one time prior to reimbursement. The winning bidder may be asked to provide audited financial statements from the past three years prior to contract award.**

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)

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

Stonewall Retail Marketing, Inc  
Company

Jessie A. Croody  
Authorized Signature

4.24.19  
Date

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

STATE OF WEST VIRGINIA  
Purchasing Division

**PURCHASING AFFIDAVIT**

**CONSTRUCTION CONTRACTS:** Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

**ALL CONTRACTS:** 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: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, 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: Stonewall Retail Marketing, Inc

Authorized Signature: [Signature] Date: 4.24.19

State of Ohio

County of Washington, to-wit:

Taken, subscribed, and sworn to before me this 24 day of April, 2019.

My Commission expires October 1, 2023.

AFFIX SEAL HERE



NOTARY PUBLIC

Austin C Forshey, Notary Public  
In and For The State of Ohio  
Washington County  
My Commission Expires  
October 01, 2023

[Signature]

Purchasing Affidavit (Revised 01/19/2018)

## West Virginia Ethics Commission



### Disclosure of Interested Parties to Contracts

Pursuant to *W. Va. Code* § 6D-1-2, a state agency may not enter into a contract, or a series of related contracts, that has/have an actual or estimated value of \$1 million or more until the business entity submits to the contracting state agency a Disclosure of Interested Parties to the applicable contract. In addition, the business entity awarded a contract is obligated to submit a supplemental Disclosure of Interested Parties reflecting any new or differing interested parties to the contract within 30 days following the completion or termination of the applicable contract.

For purposes of complying with these requirements, the following definitions apply:

*"Business entity"* means any entity recognized by law through which business is conducted, including a sole proprietorship, partnership or corporation, but does not include publicly traded companies listed on a national or international stock exchange.

*"Interested party" or "Interested parties"* means:

- (1) A business entity performing work or service pursuant to, or in furtherance of, the applicable contract, including specifically sub-contractors;
- (2) the person(s) who have an ownership interest equal to or greater than 25% in the business entity performing work or service pursuant to, or in furtherance of, the applicable contract. (This subdivision does not apply to a publicly traded company); and
- (3) the person or business entity, if any, that served as a compensated broker or intermediary to actively facilitate the applicable contract or negotiated the terms of the applicable contract with the state agency. (This subdivision does not apply to persons or business entities performing legal services related to the negotiation or drafting of the applicable contract.)

*"State agency"* means a board, commission, office, department or other agency in the executive, judicial or legislative branch of state government, including publicly funded institutions of higher education: Provided, that for purposes of *W. Va. Code* § 6D-1-2, the West Virginia Investment Management Board shall not be deemed a state agency nor subject to the requirements of that provision.

The contracting business entity must complete this form and submit it to the contracting state agency prior to contract award and to complete another form within 30 days of contract completion or termination.

*This form was created by the State of West Virginia Ethics Commission, 210 Brooks Street, Suite 300, Charleston, WV 25301-1804. Telephone: (304)558-0664; fax: (304)558-2169; e-mail: [ethics@wv.gov](mailto:ethics@wv.gov); website: [www.ethics.wv.gov](http://www.ethics.wv.gov).*

Does NOT Apply to Stonewall Retail Marketing, Inc.

West Virginia Ethics Commission  
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: \_\_\_\_\_ Address: \_\_\_\_\_

Name of Authorized Agent: \_\_\_\_\_ Address: \_\_\_\_\_

Contract Number: \_\_\_\_\_ Contract Description: \_\_\_\_\_

Governmental agency awarding contract: \_\_\_\_\_

Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

1. Subcontractors or other entities performing work or service under the Contract

Check here if none, otherwise list entity/individual names below.

Unaware at this point

2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)

Check here if none, otherwise list entity/individual names below.

3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)

Check here if none, otherwise list entity/individual names below.

Signature: Janice A. Croucher

Date Signed: 4.24.19

Notary Verification

State of Ohio, County of Washington

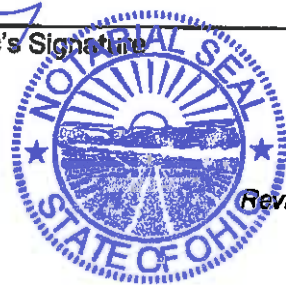
I, Janice A. Croucher, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 24<sup>th</sup> day of April, 2019.

[Signature]  
Notary Public's Signature

To be completed by State Agency:

Date Received by State Agency: \_\_\_\_\_  
Date submitted to Ethics Commission: \_\_\_\_\_  
Governmental agency submitting Disclosure: \_\_\_\_\_



Austin C Forshey, Notary Public  
In and For The State of Ohio  
Washington County  
My Commission Expires  
June 30, 2023  
Revised June 13, 2018