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07/13/21 11:50:54  
+WV PURCHASING DIVISION

ALLAN L. MCVEY  
CABINET SECRETARY

STATE OF WEST VIRGINIA  
DEPARTMENT OF ADMINISTRATION  
PURCHASING DIVISION  
2019 WASHINGTON STREET, EAST  
CHARLESTON, WEST VIRGINIA 25305-0130

W. MICHAEL SHEETS  
DIRECTOR

March 27, 2020

Call Ditto, LLC  
PO Box 37  
Kenna, WV 25248-0037

Ms. Ditto:

This is to notify you that your Small, Women-, and Minority-Owned Businesses (SWAM) Certification Application has been approved on the basis of your representations that the vendor named above meets the definition of a Small, Women-, and Minority-Owned Businesses as set forth in the *West Virginia Code of State Rules* 148-22-1 et seq. This certification becomes effective:

3/27/2020

And shall automatically expire without notice two years after the effective date unless revoked by the Purchasing Director or upon expiration pursuant to the *West Virginia Code of State Rules* 148-22-8. The type(s) of Small, Women-, and Minority-Owned Businesses (SWAM) Certification approved for your entity:

Small Business Women Owned Business

To maintain certification without lapse, a certified business shall apply to renew its certification at least 60 days prior to the end of the two-year certification period. Complete renewal instructions, recertification forms, and a list of all SWAM Certified entities are available online at [www.state.wv.us/admin/purchase/VendorReg.html](http://www.state.wv.us/admin/purchase/VendorReg.html).

If you have questions, please contact the West Virginia Purchasing Division at 304-558-2306.

Sincerely,

Lu Anne Cottrill  
Assisting Registration Coordinator



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

State of West Virginia  
 Centralized Request for Proposals  
 Service - Prof

<b>Proc Folder:</b> 876247 <b>Doc Description:</b> Advertising/Marketing/PR <b>Proc Type:</b> Central Master Agreement			<b>Reason for Modification:</b> Addendum No. 1 - to provide responses to vendor questions and extend the bid opening.
<b>Date Issued</b>	<b>Solicitation Closes</b>	<b>Solicitation No</b>	<b>Version</b>
2021-07-01	2021-07-13 13:30	CRFP 1300 STO2100000002	2

**BID RECEIVING LOCATION**

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

**VENDOR**

Vendor Customer Code: *VS0000020287*  
 Vendor Name: *Call Ditto, LLC*  
 Address: *716*  
 Street: *Lee St. E*  
 City: *Charleston*  
 State: *WV* Country: *USA* Zip: *25301*  
 Principal Contact: *Amy Ditto*  
 Vendor Contact Phone: *304-300-7368* Extension:

**FOR INFORMATION CONTACT THE BUYER**  
 Melissa Pettrey  
 (304) 558-0094  
 melissa.k.pettrey@wv.gov

Vendor Signature X *Amy M. Ditto* FEIN# *82-2076142* DATE *7-13-21*

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

# SOLICITATION NUMBER: CRFP STO2100000002

## Addendum Number: 1

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The purpose of this addendum is to modify the solicitation identified as CRFP STO2100000002 ("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:

1. To provide responses to vendor questions. See Attachment A.
2. The bid opening date has moved from 07/08/2021 to 07/13/2021. The bid opening time remains at 1:30 pm.

**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.

- Q3: Regarding 4.2.1.2. Please offer a few examples of “program specific messages” and the intended “target appropriate audience”.
- A3: The STO administers various programs and services that may appeal to different demographics. “Program-specific messages” simply means marketing campaigns and messaging will be unique to each individual program. “Appropriate audiences” to be targeted will vary and are detailed in Specific examples of “program-specific” messaging and the respective “target audiences” may include: a holiday gifting campaign targeting grandparents age 50+ for SMART529 contributions; a SMART529 campaign for parents (ages 21-35) of newborns; a lost assets campaign for adults 50+ to visit the unclaimed property website and conduct a free search; etc.
- Q4: Please describe the dollar amounts spent by WVSTO on the type of services described in the RFP in fiscal years 2018, 2019, 2020.
- A4: The total dollar amounts spent annually by the STO for various services with the contracted vendor for advertising/marketing/public relations are as follows:
- |      |                                      |
|------|--------------------------------------|
| FY18 | \$355,769.66                         |
| FY19 | \$366,092.90                         |
| FY20 | \$384,331.61                         |
| FY21 | \$127,243.09 (July to December 2020) |
- Q5: Regarding 4.2.1.5. Please describe the types of video productions produced in fiscal years 2018, 2019, 2020 and the dollar amounts spent on these productions.
- A5: Video production services were not received in FY18 through FY20.
- Q6: Regarding 4.2.1.9. Please describe the dollar amounts spent on media buys in fiscal years 2018, 2019, 2020.
- A6: This breakdown is not immediately available, but the total dollar amounts spent annually by the STO on all billable services in these years is available in Answer 4 above.
- Q7: Is the bid opening date/time the same as the bid due date and time (7/8/21 at 1:30PM EST)?
- A7: The bid opening has been moved to 7/13/2021 at 1:30 pm.
- Q8: If the submitting firm can provide all service types in the cost sheet in-house, how will that comparison be made to firms who have to outsource/subcontract those services and may list \$0 as the cost in the service rate sheet?
- A8: Vendors may choose to list \$0 on any of the hourly rate sections or 0% on any of the percentage charged sections. If \$0 is listed on the cost sheet, it will be included in the cost evaluation and determination of the percentage necessary for cost evaluation. Information regarding the Evaluation process can be found in Section 6, titled Evaluation and Award, in the Request for Proposal documentation. In regards specifically to Cost Evaluation, each cost proposal will have points assigned using the formula found in Section 6. The lowest cost of all proposals is 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.

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: CRFP STO210000002**

**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 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.

Call Ditto, LLC  
Company

Ang M. Ditto  
Authorized Signature

7-13-21  
Date

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