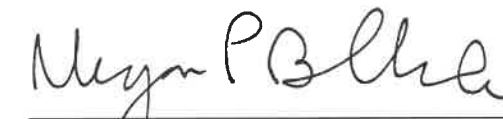




STATE THE RFP SUBJECT NUMBER	WV Department of Commerce Advertising Services CRFP 0307 DEV1900000001
VENDOR'S NAME	MESH Design and Development
TELEPHONE	305.405.6374
FAX	N/A
CONTACT PERSON	Megan Bullock
EMAIL	meganbullock@meshfresh.com

VENDOR SIGNATURE
AND DATE


04/26/2019

RECEIVED
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WV PURCHASING
DIVISION

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TECHNICAL PROPOSAL

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ATTACHMENTS

Bidder Authorization
Certification & Signature Page
Addendum Acknowledgement Forms
Disclosure of Interested Parties to Contracts
Purchasing Affidavit
Advertising Services RFP Signature Page
Addendum 1 Signature Page
Addendum 2 Signature Page
Certificate of Insurance
Staff Resumés

COST PROPOSAL

Attachment A: Cost Sheet



SECTION 4, SUBSECTION 2:

PROJECT GOALS AND MANDATORY REQUIREMENTS

Vendor should describe its approach and methodology to meeting the goals/objectives identified below. Vendor's response should include any information about how the proposed approach is superior or inferior to other possible approaches. Vendor's response should also include creative proposals as examples of a bidders' ability to provide the desired Advertising Services. The requested samples are not necessarily representative of the Advertising Services that will be performed under this RFP but will help to evaluate Vendor's proposal. By submitting sample creative proposals as set forth in section four of this CRFP, vendor acknowledges and agrees that any content, layouts, art work, and copy, including, but not limited to, advertising copy, photocopies, storyboards, or other tangible materials contained in the sample creative shall become the exclusive property of Agencies.

Dear WV Department of Commerce,

MESH Design and Development is a West Virginia-based agency, founded with the goal of telling our client's stories in multimedia to inspire, engage, and catalyze behavioral shifts in audiences. We believe in West Virginia's incredible point of difference amidst other East Coast states—the wild, beautiful land, the independent, mountaineering spirit, and the resourceful culture is unique to the only state fully encompassed by the Appalachian Region. MESH will leverage our team's experience and knowledge to build on West Virginia's core strengths to help promote and grow our state's economy and celebrate our natural resources. We can bring our world-class design, our in-depth understanding of industry-standard best practices in marketing, brand, and web to create meaningful, engaging, transformative marketing and advertising that will help you reach your goals as West Virginia Agencies.

MESH is a team of experienced professionals—designers, programmers, writers, and content strategists—who have worked together over the past ten years to positively frame the cultural narrative and perceptions of West Virginia to outside eyes and to build up the economy of West Virginia, and the flow of money back into the state, through digital media, design, technology, brand, and advertising. As a team of primarily West Virginian natives, we see not only the well-known assets of the state—such as one of the oldest rivers in the world (New River), the best white-water rafting on the East Coast (Gauley River), and the last remnants of glacial vegetation in North America (Dolly Sods)—but we also know so many of West Virginia's best kept secrets. We know how it feels to drive through the farms of Pocahontas County's quiet zone; to camp in the Tygart Valley; to kayak the Cheat River after CheatFest; to build a late-night fire in the log cabins of Watoga; to drink a just-distilled bourbon from Lewisburg's Smooth Ambler; and to top-rope the New River Gorge cliffs. We know how it feels to mingle with local craftspeople at a gallery opening in Thomas after a day on the Canaan slopes; to grab a fresh pepperoni roll in Fairmont; to train through historic coal mining towns on the Cardinal 51; to watch J. Q. Dickinson salt solar-harvesting from the water beneath the mountains; and to fly fish at dusk for native trout along the south branch of the Potomac. We also know what it means to grow up in the coal industry, and we deeply understand the need for retraining programs, for new jobs, and for new markets and new companies to open in our state to grow our economy.

Creating strong advertising starts with sharing a feeling, a story, a vision for the future. We will work with the West Virginia Department of Commerce to highlight all of West Virginia's core strengths and assets through visually compelling, emotionally engaging, multimedia advertising. Our work for you will reach multiple demographics, marrying our state's past, present, and future. It will provide up-to-date, easy-to-access information for your audiences. Based on our proven track record of creating emotionally engaging advertising with fiscal impact, both in West Virginia and across the nation, MESH is uniquely qualified to work with the West Virginia Department of Commerce and transform the way you meaningfully interact and engage with your audiences through your advertising, marketing, and your brands.

Sincerely,

Megan Bullock

Brand Strategist + Creative Director, Founder

GOALS AND OBJECTIVES 4.2.1: CURRENTLY KNOWN PROJECTS FOR WEST VIRGINIA COMMERCE

A. Division of Natural Resources Website Design: Vendor should submit a website proposal for the West Virginia Division of Natural Resources to replace the current WVDNR.gov website. The proposal should include a recommended publishing platform, sample design compositions, sample content plan, strategy for converting online sales, and search engine optimization strategy. It should also include a plan to integrate the hunting and fishing license platform found on wvhunt.com and wvfish.com and a strategy for complementing the standalone website for the parks section, wvstateparks.com.

DIVISION OF NATURAL RESOURCES WEBSITE DESIGN

APPROACH AND STRATEGY

For the West Virginia Department of Commerce, MESH aims to build a comprehensive online strategy that positions West Virginia’s Department of Natural Resources as one of the top destination online—as part of the ecosystem of WV Commerce websites—for resources, information, and news for outdoor enthusiasts, educators, conservationists, and others, whether they’re local West Virginia residents or tourists eager to explore all the state have to offer.

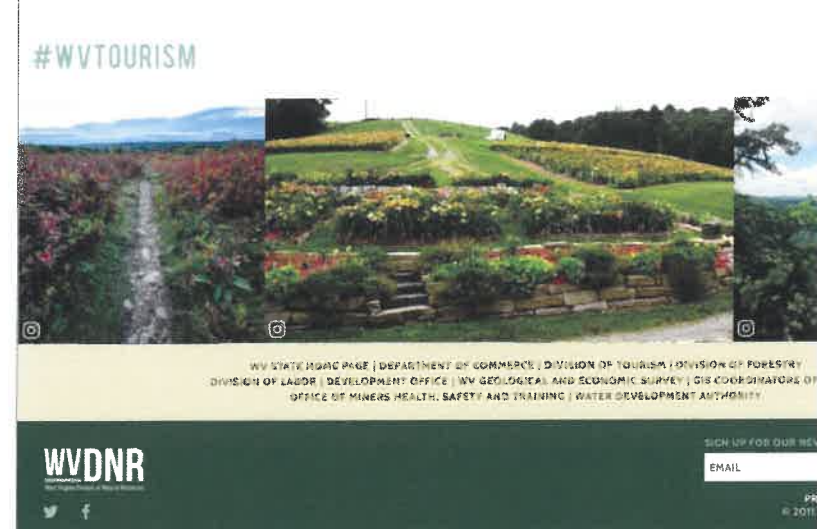
MESH understands the need to create a modern, user-friendly, responsive website for the Department of Natural Resources that feels smart and fresh to potential new audiences and shows off all of West Virginia’s greatest assets: our outdoor recreation opportunities—like hunting and fishing—and educational opportunities that take advantage of West Virginia’s robust natural resources, and our outdoor escapes and opportunities to reconnect with nature in West Virginia’s dazzlingly diverse state parks. We use the most current online technologies and offer long-term support services to ensure that your sites remain current with continually evolving online media.

MESH understands that your online presence is a key tool to accomplish both a financial return on investment, as well as a boost in the (perception-based) brand equity of West Virginia. While we understand the more immediate need for the Department of Natural Resources to become more modern and user-friendly, we plan to build a website and an integrated online and social media presence for West Virginia’s DNR that is nationally competitive. We understand the key role of storytelling and social media in online destination-based campaigns and plan to help you leverage these tools to strategically cultivate positive perceptions of West Virginia to potential travelers, both regionally and nationwide, and to serve local West Virginians with the best resource for connecting with the natural resources of their home state.

SAMPLE DESIGN COMPOSITIONS

Updating the design of the Department of Natural Resources’ website is key to our strategy. Our sample mockups of the homepage, navigation, the integration of the hunting and fishing licensing platforms, and the new shop page demonstrate how we believe the site could feel more cohesive and user-friendly. These sample designs integrate the brand of WV State Parks and WV Tourism, to help create communication between the three departments, while the typography will be rounder and larger to promote accessibility and friendliness. Large, bold photography featuring landscapes and wildlife will bring the richness and diversity of the state’s natural resources to life.

ROTATING, OPTIONAL PROMOTIONAL BANNER STRIP FOR SEASONAL HIGHLIGHTS, INCLUDING PROMOTIONAL CODES FOR YOUR SHOP TO PUSH SALES CONVERSION.



DYNAMIC SOCIAL MEDIA INTEGRATION, FEEDING IN FROM WVTourism, OR ANOTHER RELEVANT HASHTAG.

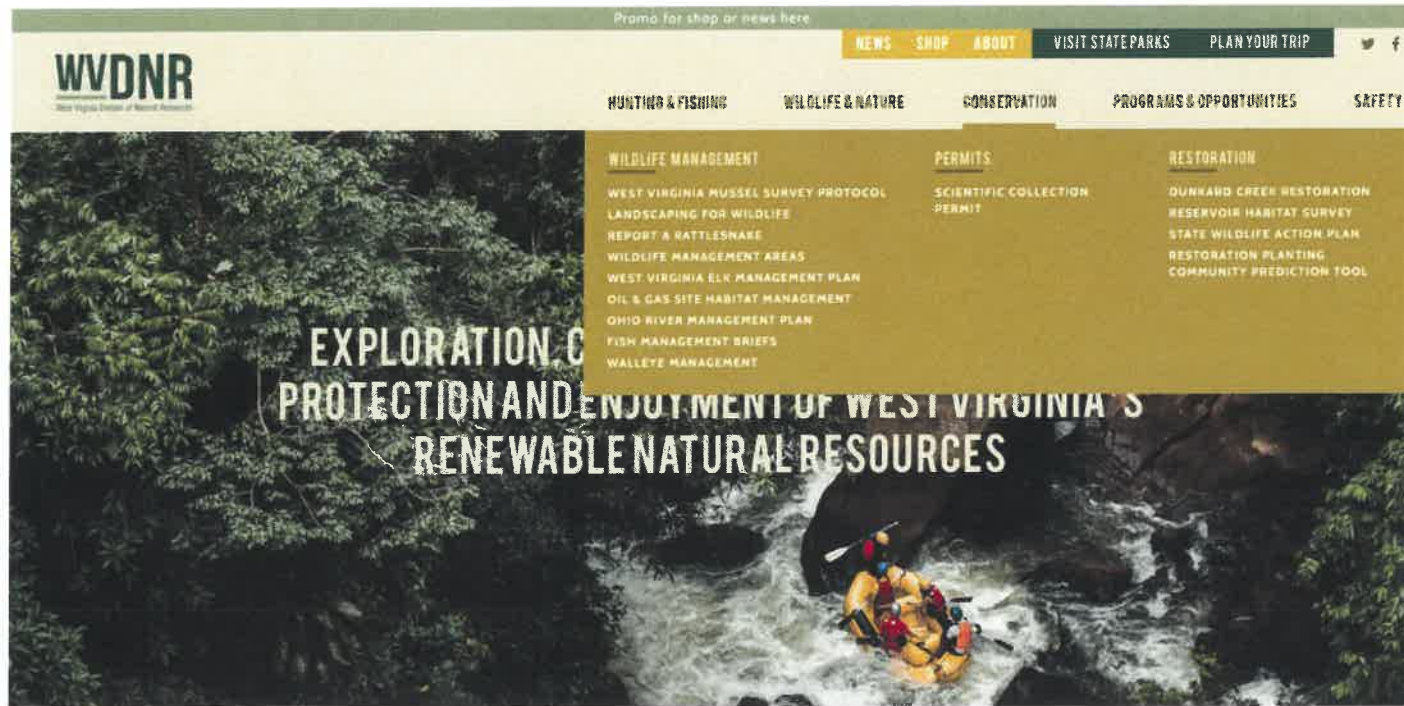
EVERGREEN CALL-OUTS FOR SHOPPING AND WVSTATEPARKS SIBLING WEBSITE.

PROPOSED VIDEO CONTENT 15 SECOND LOOP ON HOMEPAGE TO HIGHLIGHT ALL THE NATURAL RESOURCES OF WEST VIRGINIA

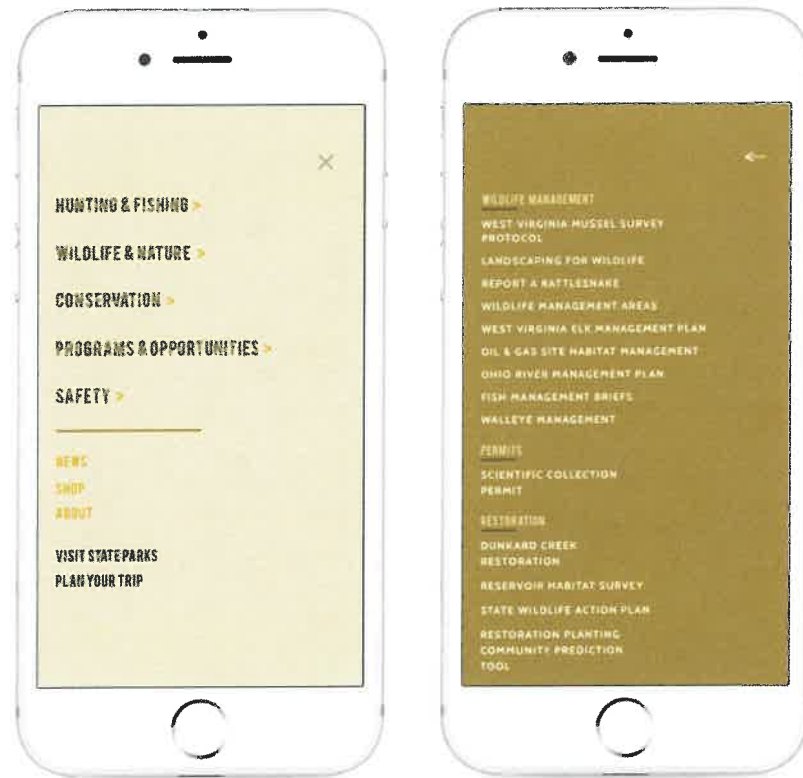
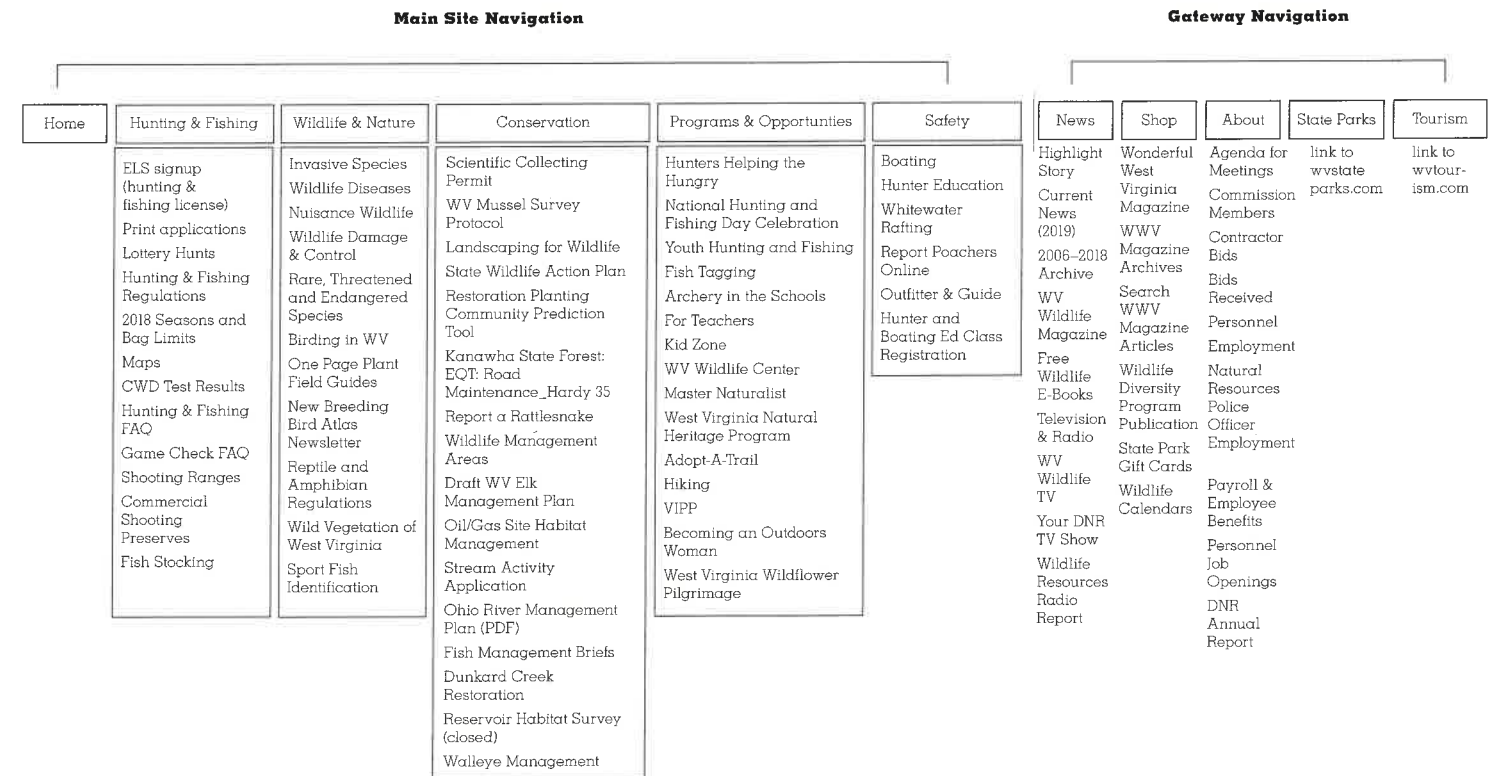
DYNAMIC CONTENT FEATURING ROTATING CALLS TO ACTION BASED AROUND TARGET AUDIENCE RESEARCH.



BASED ON RESEARCH AND CURRENT PLATFORM ANALYTICS, WE CAN DESIGN THROUGH A MOBILE-FIRST APPROACH.



West Virginia Department of Natural Resources Sample Content Plan

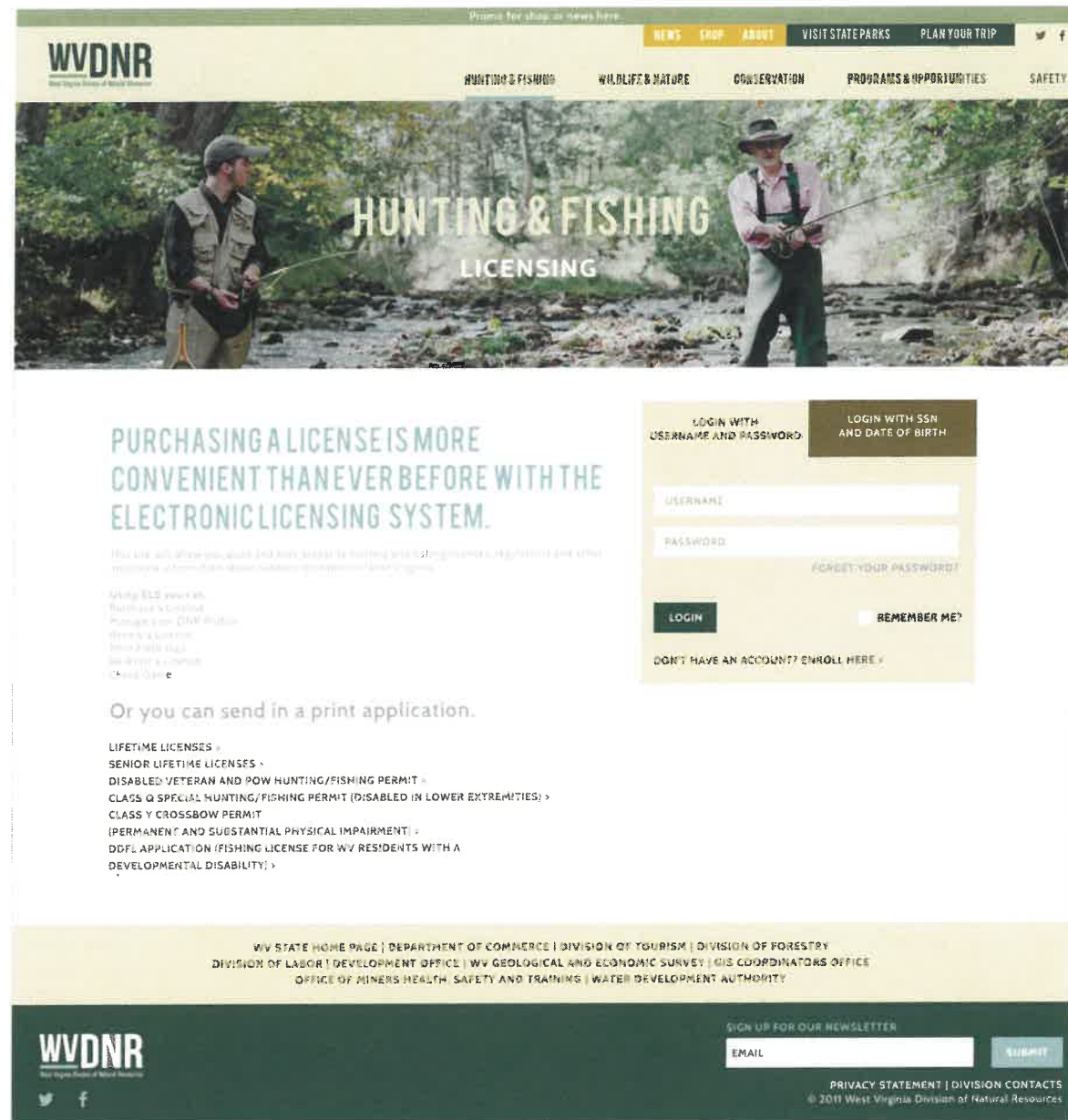


COMPLEMENTING STRATEGY FOR WVSTATEPARKS.COM

In the design and implementation, we'll be updating the WVDNR colors to reflect the natural, landscape tones used on wvparks.com; the shop page will integrate WVParks gift cards; and the site's navigation will link directly to the WV State Parks website for users to access the site at any time in a new window.

SAMPLE CONTENT PLAN: INFORMATION ARCHITECTURE

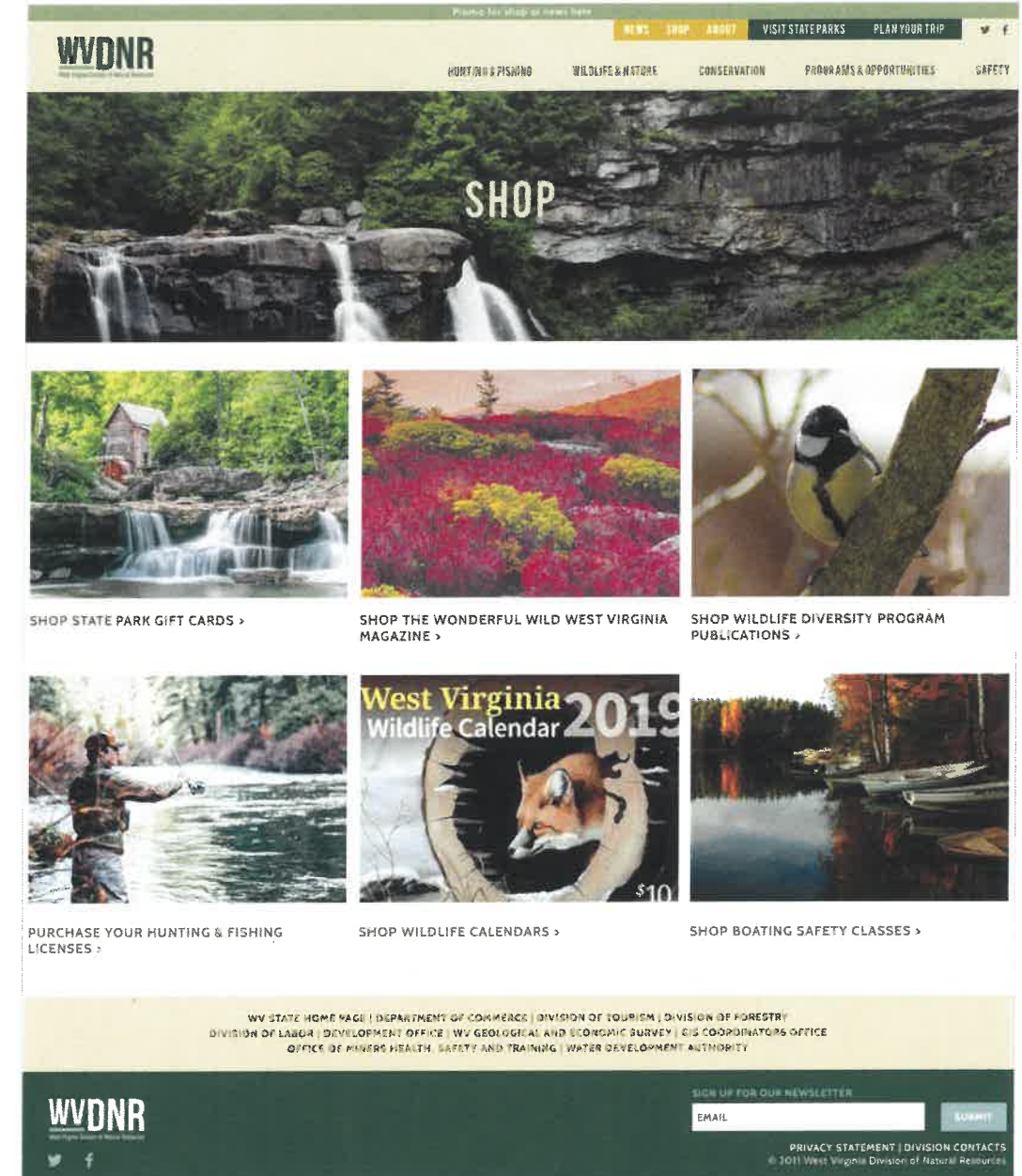
We've also extensively audited the content of the current DNR website to find opportunities to improve the quality of user experience through elevated content. Our strategy will be to aggregate content and restructure the site map and navigation. Our sample content plan groups content into five main categories and three specific, supplementary categories-with a maximum of three levels of content, an industry-standard best practice so content is always accessible to users within three clicks.



INTEGRATION PLAN FOR HUNTING AND FISHING LICENSE PLATFORM (WVHUNT.COM + WVFISH.COM)

To integrate the wvhunt.com and wvfish.com sites, the Electronic Licensing System (ELS) login can be pulled onto a specific page for hunting and fishing licenses. We recommend revamping the sign-up and login pages to make the process easy, intuitive, and welcoming. According to Designmodo, signing up for an online service can feel "artificial it's not self-explanatory. We ask people to provide data in a format that we find convenient or safe and pretty often we don't explain

the reason behind it." An explanation of the benefit will encourage users who may have otherwise exited the page to continue with the sign-up process, driving enrolment in the ELS system. We also recommend making sign-up and login the obvious, central purpose of a single page. UX Planet says, "If logging in is required action for work with a site or an app then it should very much be the primary feature of the page. Users shouldn't take any extra steps to figure out how to login."

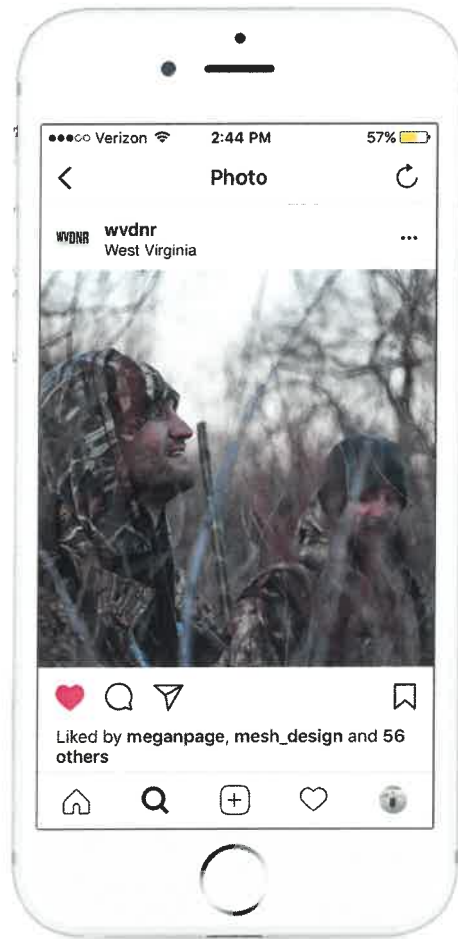


PUBLISHING PLATFORM

MESH recommends WordPress for the new website's publishing platform, a top-tier content management system (CMS). WordPress is an open-source, customizable CMS that allows for revision; version control and site backups; page creation and removal; collaboration between multiple users remotely; search engine optimization; and security. This will allow the DNR to keep the new website up-to-date daily and seasonally. See the section on Website Development for an in-detail review of our strategic choice of WordPress. We recommend the ecommerce portion of your website be woocommerce or shopify for seamless sales experience.

ONLINE SALES CONVERSION STRATEGY

A dedicated shop page, created through a Shopify integration, will allow users to easily browse any purchasable items, such as wildlife calendars; state park gift cards; Wonderful Wild West Virginia magazine; and the West Virginia wildlife diversity publications. MESH recommends integrating an online sales platform to process orders. An online system, to replace mailed-in forms, brings the website into modern commerce. See the section on Website Development for an in-detail review of our strategic choice of a Shopify integration.



SAMPLE CONTENT STRATEGY: DYNAMIC CONTENT

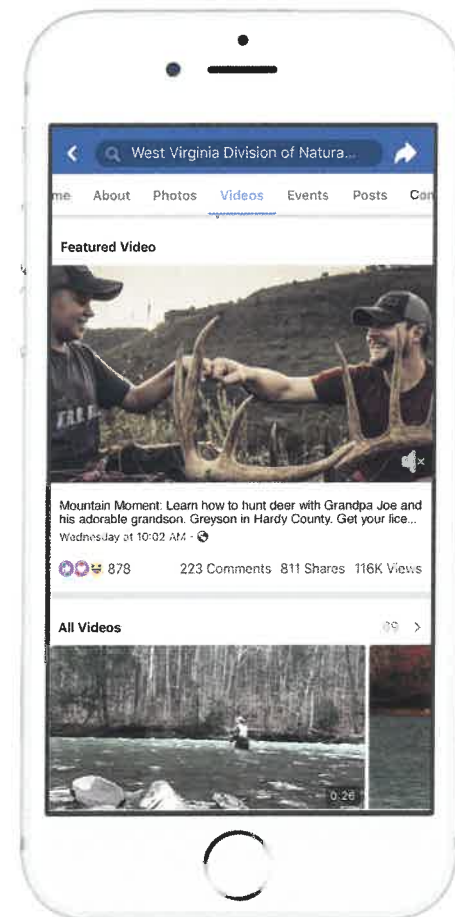
MESH can develop value-add content to share online, as suggested in the Media Buying section of this proposal. With value-add content you transform a traditional outbound marketing strategy (reaching out to your audiences) into an inbound market strategy (people come to you for new content). Ideally, in a successful inbound marketing strategy, you have positioned yourself as the expert or go-to source for information, so people come to your site regularly (repeat visitors), and recommend your site to others.

We can art direct and produce photography for the website, or utilize stock from companies like Unsplash, which is use in these mockups. We can also direct and produce video content, in which we've shared a concept on the following page. Both photography and video content made for the website can also be used in a social media campaign to build engagement and push traffic to the ecosystem of websites.

SEO AND ANALYTICS STRATEGY

Search Engine Optimization, or SEO, can be accomplished through well-organized structure and coding. Our strategy for re-structuring and revitalizing the website's content, including research into and application of appropriate keywords, will boost SEO, MESH ensures that your website maximizes these important features, putting it on the fast track for findability and higher search engine rankings. We'll have the flexibility to assign descriptions and SEO settings to each page with the installation of a top-tier SEO-control plugin, such as YOASt or MOZ, to push WVDNR.org to be one of the top pages on search engines.

MESH will track success of SEO through regularly audits of your analytics tracking, gleanng insights on user behavior, page traffic, and conversions to regularly adapt and improve content.



THE WEST VIRGINIA DEPARTMENT OF NATURAL RESOURCES "MISSION STATEMENT" VIDEO

This video will be comprised of footage focusing on people enjoying the beautiful outdoors and wildlife that our state has to offer accompanied by a scripted message about the mission of the Department of Natural Resources.

With video as our medium, we'll be able to paint both a visual picture and tell an oral story simultaneously. Beautiful visuals of wildlife, outdoor activities, and the people who enjoy them will be paired with a well-crafted audio story that brings the mission of the DNR to life. This video will paint with broad strokes—fishing, hunting, boating, and other recreational outdoor activities that are influenced by the DNR will all be included.

The goal is to shape a new brand for the DNR through video. Often, what the DNR does goes unnoticed. It's time to tell a new story—a story about state parks, wildlife management, conservation, and creating a better outdoor experience for everyone in the state. This video will also be made available in web banner format.



#MOUNTAINMOMENTS VIDEO SERIES (3 VIDEOS)

This documentary short film series will be a spinoff of the mission statement video and is meant to serve as a blueprint for potential other stories that can be told in the future.

The series will also help shape the new brand for the DNR, making it more approachable and relatable. The hashtag associated with the title is a fun way of branding the series, and potentially even encouraging other people to start sharing their #mountainmoments as well.

Often, when telling an outdoor story, video will focus only on pretty scenery. We see an opportunity to tap into the human side of the DNR. What does that mean? It's about telling the story of a DNR program passing on years of wisdom to the next generation of hunters and anglers. It's the story of how conservation efforts are bringing back elk to West Virginia, of anglers on the hunt for native fish. These things are made possible by the DNR, and it's time to tell those stories to highlight one of the biggest strengths of the WV DNR: its hard-working people.

These initial three documentary short films will be stories focused on Hunting, Fishing, and Camping/Hiking.

All of the projects above can be edited into shorter deliverables for use on social media.



GOALS AND OBJECTIVES 4.2.1: CURRENTLY KNOWN PROJECTS FOR WEST VIRGINIA COMMERCE

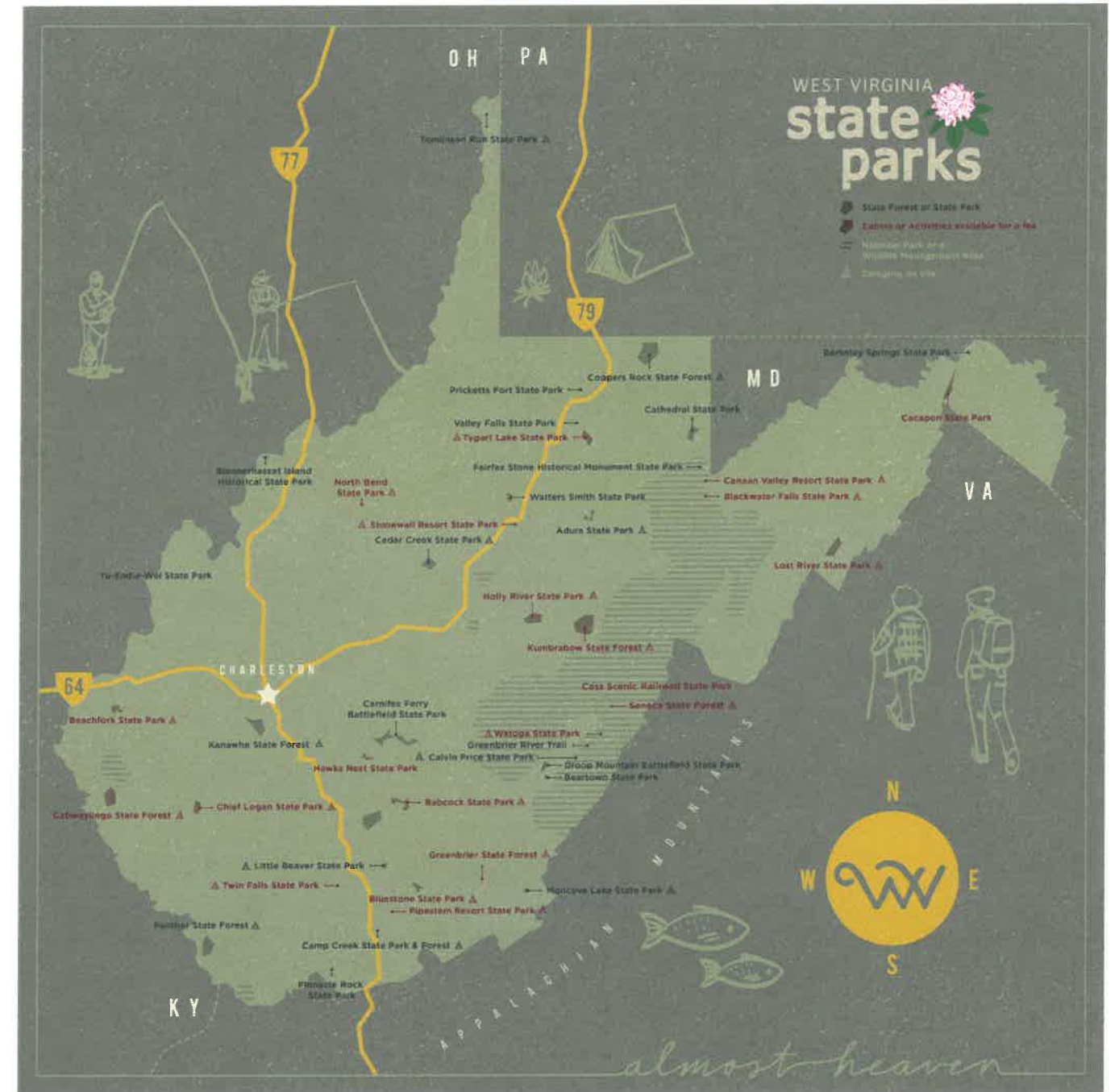
B. Promotion of West Virginia State Parks: Vendor should propose a print collateral piece for West Virginia State Parks in coordination with the Tourism Office's Almost Heaven brand that showcases all 45 parks and forests in the system with an emphasis on revenue-producing facilities. This piece should complement the Tourism Office's Vacation Guide but also work as a standalone piece. The plan should include a recommended content strategy, as well as spec design, size and plan for distribution.

WEST VIRGINIA STATE PARKS

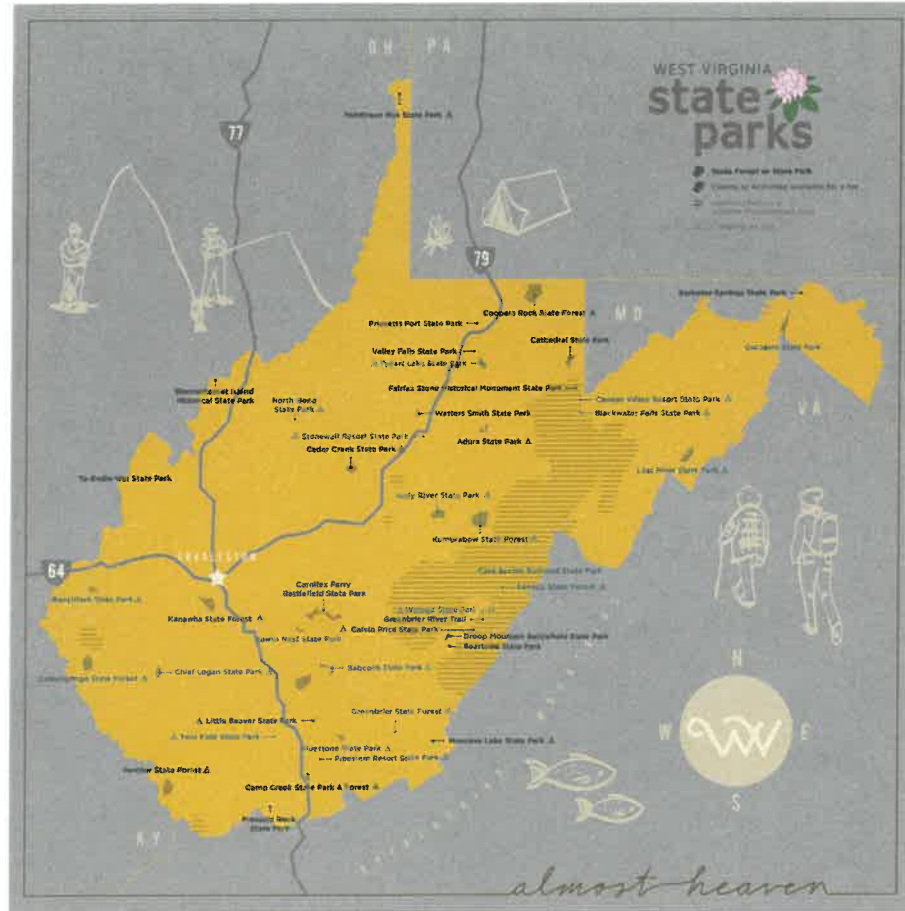
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SAMPLE DESIGN COMPOSITIONS

The goal of the map is to help visitors easily identify great places to visit statewide. Using the existing brand colors and typography, we created a map that clearly identifies parks and forests, and emphasizes the revenue-producing facilities. Illustrations depict the array of activities available across the state. These illustrations also double as icons that can be used in digital formats, as well as on social media or printed on promotional collectibles like tote bags, mugs, and tea towels.



MAP EXAMPLES IN VARIOUS COLOR WAYS



EXPLANATION OF HOW IT COMPLEMENTS THE TO VACATION GUIDE

The designed map fits into the Tourism Office's Vacation Guide in both aesthetic and use. Visitors will be able to use the map to easily locate parks and forests, identify which parks offer campsites or lodgings, and navigate alongside the content inside the Vacation Guide. Its aesthetic pulls from the existing brand guidelines to further establish a strong and cohesive look and feel.



SAMPLE CONTENT STRATEGY

Maps are more than just wayfinders—they're storytellers, too. We propose tapping into another of West Virginia's natural resources: the people who visit and enjoy the state's parks and forests. We will ask visitors to share their stories, hidden tips, and the special trips for the parks. Focusing on a few key parks, we'll generate quick trip guides and must-sees in that area to help visitors understand what they can do in a one-hour or three-hour visit, showing the flexibility of a trip to a West Virginia park or forest. We'll feature two to three special stories from visitors about a great memory that happened in the park to communicate that visiting a state park or forest, even just for a day, has the impact of a lifetime.



VISITORS GUIDE AND SAMPLE MAP COVER OPTIONS



ARTIST SUBMITTED DESIGN AS PART OF PROPOSED COMPETITION TO RE-DESIGN A COLLECTORS EDITION OF THE STATE PARKS MAP.



To keep the map up-to-date and establish a level of individuality, we propose holding a competition for artists and designers to create a unique map for the state parks and forests each year. This map will be limited edition and available as a collectors item. This map will be printed as a poster, as well as printed on other collectors' items: bandanas for hikers, totes to carry your supplies, and more. We propose selling these collectibles online and in visitor centers, plus offering social media giveaways and distributing items to influencers. As people and influencers use their West Virginia park map collectibles, the message that West Virginia state parks offer something special to experience will organically reach other potential visitors.



COLLECTORS EDITION HIKERS BANDANA



SPEC DESIGN

The map has been designed at 18x18 inches square, folding down to a standard 4x9 inch rack card size brochure. The map is full color which will allow for full use of the brand colors and variation in information.

SIZE

18x18 inches square, unfolded. 4x9 inches, folded.

COLLECTORS TEA TOWELS



PLAN FOR DISTRIBUTION

The map will be available across the state at park kiosks, information desks, and official tourism sites so that visitors from the state, and from beyond, have access. The map will also be available online for visitors to request a mailed copy direct to their homes. Special, limited edition maps, and other map printed materials such as totes, bandanas, and tea towels, will

be available to purchase from an online store. These can also be available for purchase through partner sites. The goal is to make the map easy to access, and to present keepsake items as a way to support the special place West Virginia state parks and forests occupy, further funding tourism in the state.

MANDATORY REQUIREMENTS 4.2.2

(Section 4.2.2) The following mandatory requirements relate to the goals and objectives and must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it will comply with the mandatory requirements and include any areas where its proposed solution exceeds the mandatory requirement. Failure to comply with mandatory requirements will lead to disqualification, but the approach/methodology that the vendor uses to comply, and areas where the mandatory requirements are exceeded, will be included in technical scores where appropriate. The mandatory project requirements are listed below.

GOALS & OBJECTIVES 4.2.1

4.2.2.1 The Vendor must have the professional capability to develop and maintain successful marketing campaigns, including a minimum of at least one full-time employee to serve as an account representative, on call 24 hours a day, seven days a week with a response time to agencies of a maximum of four hours.

MESH has designed, developed, and maintained marketing campaigns for clients for the past decade. MESH will assign one dedicated full-time employee to serve as account representative, on call 24 hours a day, seven days a week with a maximum four hour response time.

4.2.2.2 The Vendor must have a minimum of three years' experience in marketing and strategic analysis, media planning, media placement, creative services, production, public relations, research analysis, and sales promotions.

MESH has designed, developed, and maintained strategically planned marketing campaigns for clients for the past decade, with experience in marketing, strategic analytics, media planning, media placement.

4.2.2.3 The Vendor must have experience in areas related to business and tourism marketing.

MESH has experience working in business and tourism marketing, with clients like Hardy County CVB, Monarch Hotels and Discover Charleston, Wheeling Heritage, Adventures on the Gorge, J. Q. Dickinson Salt-Works, and Smooth Ambler Distillery, among others. Please see the Qualification and Experience section for more information.

4.2.2.4 The Vendor must have provided marketing and/or promotional services substantially similar to the Advertising Services as described in this CRFP with an annual budget of \$1 million or more for at least one client. Vendor should provide a list of clients for whom the Vendor has provided Advertising Services with a budget exceeding \$1 million.

MESH has worked with Every Mother Counts, a global maternal health organization, on branding, marketing, strategic communication planning, creative services, web design and development, digital distribution strategy, and campaign design and public education campaigns for the past three years, with an estimated annual budget of \$1 million spent on media creation for brand, marketing, digital and social, print education, events, product partnerships, video and film creation, and other media.

4.2.2.5 The Vendor must have the ability to maintain existing websites and create new websites, as needed. The website's security and performance standards must equal or exceed those of the current sites and must meet performance and security standards established by the state's Office of Technology. Website development, design, upgrades, hosting, and maintenance may be subcontracted to a qualified firm upon approval from agencies, if said requested services are not available in-house.

MESH has extensive in-house experience in regards to regular website maintenance and hosting for several clients. For security purposes, MESH uses iThemes security plugins and Securi which prevent internal and external hack attempts. We use Backup Buddy to ensure databases are regularly saved and kept safe.

4.2.2.6 The Vendor must comply with a time schedule satisfactory to Agencies in which the Advertising Services occur. Total expenditures for Advertising Services performed under the terms of this Contract shall not exceed the amount set by Agencies unless such change is mutually agreed upon by the Vendor and Agencies

MESH agrees to comply with a time schedule satisfactory to Agencies in which the Advertising Services occur.

4.2.2.7 Vendor must have the capability to perform Advertising Services outside of the United States either in house or through subcontractors. If Agencies desire Advertising Services outside of the United States, the Vendor shall act in good faith with Agencies to establish an acceptable rate schedule. Any rates established for advertising outside of the United States must be processed as a change order to this Contract prior to beginning performance.

Client work in Australia, India, Colombia, Ecuador, China and Europe with international clients like the University of Sydney, Huairou Commission, People Building Better Cities traveling exhibit (shown in over 12 countries), and UNU . We have the capability to perform AS outside of the United States and have many relationships internationally, as needed by the client.

4.2.2.8 All content, layouts, sketches, artwork, and copies, including but not limited to advertising copy, film, typesetting, photocopies, storyboards, and computer data storage devices used in the advertisements or other materials developed or placed by the Vendor for Agencies during the term of this CRFP shall become the exclusive property of Agencies.

MESH understands and agrees.

4.2.2.9 The Vendor may 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"). However, the Vendor shall obtain written permission from Agencies prior to using Agencies IP. At the termination of this contract, the Vendor shall return such Agencies IP to Agencies without demand.

MESH understands and agrees.

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

MESH understands and agrees. MESH's Account Manager will be responsible for accounting and record keeping.

4.2.2.11 During the term of this Contract, the Vendor 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. The Tourism Office may also continue to use its existing Advertising Services Contract.

MESH understands and agrees.

GOALS & OBJECTIVES 4.2.1, CONTINUED ON NEXT PAGE >

GOALS & OBJECTIVES 4.2.1, CONTINUED

4.2.2.12 *At the request of the agencies, the Vendor will travel to and from the Agencies' offices, and travel-related expenses incurred, are the responsibility of the Vendor and not reimbursable.*

MESH understands and agrees.

4.2.2.13 *Prior to the commencement of work on any project, the Vendor will provide the Agencies with cost estimate to include personnel hours and costs, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in the cost proposal.*

MESH understands and agrees.

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

MESH understands and agrees.

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

MESH is very comfortable subcontracting to always maintain the best interest of our clients.

4.2.2.16 *Vendor's media buy markup fee must not exceed 3% of the price paid for the media buy.*

MESH understands and agrees.

SECTION 4, SUBSECTION 3:

**QUALIFICATIONS
AND EXPERIENCE INFORMATION**

Vendor should provide information and documentation regarding its qualifications and experience in providing services or solving problems similar to those requested in this RFP. Information and documentation should include, but is not limited to, copies of any staff certifications or degrees applicable to this project, proposed staffing plans, descriptions of past projects completed (descriptions should include the location of the project, project manager name and contact information, type of project, and what the project goals and objectives where and how they were met.), references for prior projects, and any other information that vendor deems relevant to the items identified as desirable or mandatory below..



WORKING WITH A PHOTOGRAPHER
ON THE PHOTOSHOOT FOR THE
J.Q. DICKINSON SALT-WORKS WEBSITE



PROFESSIONAL EXPERIENCE AND FINANCIAL STABILITY (Section 4.3.1.1)

Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

FINANCIAL STABILITY

FINANCIAL STABILITY

Vendor should have the ability to pledge and place commitments of advertising media under this Contract, up to as much as \$1 million at any one time prior to reimbursement. Vendor should describe its current financial status and ability to comply with this item in its response. Agencies reserve the right to review Vendor's audited financial statements for the past three (3) years and to cancel this Contract should Agencies deem, in its sole discretion, that the Vendor's financial stability is in question.

MESH can pledge and place commitments of advertising media under this contract, up to as much as \$1 million at any one time prior to reimbursement. We are always cash positive, and have access to capital through a line of credit at Chase Bank. We also have access to capital through a line of credit at Premier Bank, a local West Virginia bank, through our banker, Tim Paxton. Whenever possible, we believe in keeping our spending local and in West Virginia, and believe banking with Premier for WV Department of Commerce media spend dollars will keep dollars in the West Virginia economy.



April 23, 2019

To West Virginia Dept. of Commerce
Bldg. 3, Suite 600
State Capitol Complex
1900 Kanawha Blvd East
Charleston, West Virginia 25305

Re: Mesh Design & Development
Megan Bullock, Founder

Mesh Design & Development and Founder Megan Bullock have been valued customers of Premier Bank (Successor by merger with First Bank of Charleston). Premier Bank is a growing West Virginia based community banking organization.

We would be happy to assist Megan and Mesh in help and support on any business she may be fortunate to have with the West Virginia Department of Commerce.

Please feel free to call me at 304-340-3002 with any questions or comments.

Sincerely,

Tim Paxton
SVP Charleston Market President
Premier Bank
201 Penn. Ave.
Charleston, WV 25302
(304)340-3002

PROFESSIONAL EXPERIENCE AND FINANCIAL STABILITY (Section 4.3.1.1)

Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

PROFESSIONAL EXPERIENCE

I. Vendor should provide a company description, history and experience related to Advertising Services for the post 5 years, an organizational chart, listing names, title and number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this contract.

FIRM OVERVIEW

MESH | Design and Development is an award-winning West Virginia-based full-service brand and marketing firm, that has been building informative, inspiring brands and marketing campaigns with fiscal impact for companies and initiatives across the country for a decade. Our brands, websites, marketing campaigns, and advertising work are research-backed and founded on strong narrative development, creating work for our clients that target audiences can believe in, be inspired by, and ultimately, can transform consumer behaviors.

Our work experience has a proven track record of creating emotionally engaging and educational brands and campaigns with fiscal impact. We offer the unique, dual perspective of a firm working both inside and outside the state. Our ten years experience working closely with West Virginia organizations, agencies, and small businesses has positioned us to understand the core assets of West Virginia and the value and priorities of West Virginians. MESH is uniquely qualified to work with West Virginia Department of Commerce and transform the way you meaningfully interact and engage with audiences.

Our process is based on research, an in-depth understanding of target audiences, and a focus on brand assets and vision. We craft engaging brand experiences that convey the strengths of a company, organization, or campaign to their targeted audiences. We approach our work through inbound marketing strategies and content marketing tactics, developing strong owned, earned, and paid media that generate customer engagement, trust, and loyalty. We design brands that engage all senses and consider a customer's experience with every touchpoint they encounter, creating living, breathing brand campaigns and informing purchase power decisions.

FIRM HISTORY

Founded by Brand Strategist & Creative Director Megan Bullock in 2009, we partner with professional leaders across the country to bring client vision to life through multimedia brands, campaigns, websites, and other communication tools. Our team works collaboratively out of two offices, with our homebase in Charleston, West Virginia and a satellite office in New York City.



RECOGNITION AND ACCOLADES

West Virginia Tourism Gold Star: Best Website

(2016 Best Website: J.Q.D. Salt-Works);

West Virginia Tourism Gold Star Award: Digital Campaign

(2016 Digital Campaign "The Wild Ones" for Adventures on the Gorge);

Print Magazine Regional Design Annual : NY

(J. Q. Dickinson Salt-Works 2015 Best of the New York);

Print Magazine Regional Design Annual: South

(J. Q. Dickinson Salt-Works 2014 Best of the South);

UN World Urban Forum Exhibitor

(People Building Better Cities traveling exhibition);

World Urban Campaign partner

(People Building Better Cities traveling exhibition);

Design Ignites Change Sylvia Harris Citizen Design

Award Top 15 Finalist (with American Foundation for the Blind Campaign)

SAPPI Ideas That Matter Grant Recipient (2013);

AIGA Pittsburgh juried award;

HOW Design Magazine, published;

Focus Magazine, published

Hermes Creative Awards, Platinum Award (Walls Down Digital Magazine for America's Essential Hospitals)

Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

PROFESSIONAL EXPERIENCE

THE MESH PROCESS in five phases:

1. DISCOVERY: STRATEGY & RESEARCH
2. DESIGN
3. PRODUCTION & DEVELOPMENT
4. ENGAGEMENT: LAUNCH & DISTRIBUTION
5. ONGOING ASSESSMENT, MANAGEMENT, MEASUREMENT, ADAPTATION.

THE MESH APPROACH

DEFINE PROJECT GOALS: Who are we trying to reach? What information is most important for your audiences? What are some positive outcomes (SMART Goals) we can work toward? How might we develop a theory of change, and how can communication tools be a catalyst for consumer engagement and consumer behavior shifts in the community or industry we are working in?

EXAMINE AND EXPLORE CURRENT DATA AND ASSETS: How can we build off of your research and knowledge?

ASSESS TARGET AUDIENCES: Who are we trying to reach (age, gender, demographic, geography, socio-economic status, interests, physical and social platform engagement, perceptions, goals and challenges) and what do they care about?

BRAINSTORM NARRATIVE AND QUALITATIVE STORYTELLING to support messaging through empathy mapping process: Are there narrative stories that can contextualize and humanize the brand? How can we use storytelling to make the brand relatable and engaging, and serve as a catalyst for behavioral and systemic change?

FACILITATE CO-DESIGN ENGAGEMENT & FOCUS GROUPS: How can targeted audiences have input into the design process, and potentially co-author the messaging? How can competitions, call-to-actions, events, and workshops engage target audiences in the creation of user-generated peer-to-peer content? How can target audiences serve as influencers and ambassadors of the brand messaging to amplify?

IDENTIFY MOST EFFECTIVE MEDIUMS: What mediums (digital, social, print, outdoor, event, exhibit, competition, publications, radio, video) can best help us accomplish our goals and share information with our diverse target audiences? How can the medium reinforce the campaign story?

FIRM EXPERIENCE

Over the past decade, we've worked with clients nationally and internationally, but our heart is in promoting the beauty and culture of West Virginia. We've worked in tourism and natural resource conservation, from work with Hardy County CVB to the City of Thurmond to the City of Charleston's Public Art Guide Book.



FRIENDS OF THE CHEAT



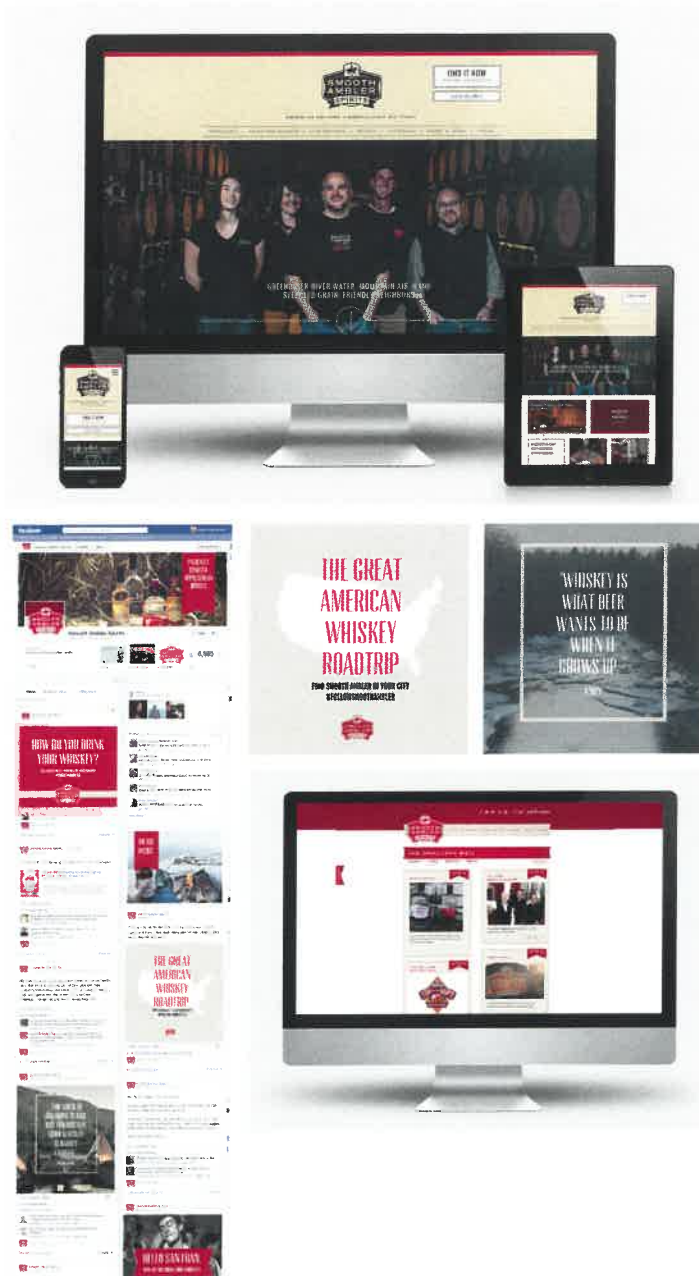
PUBLIC ART GUIDE: CITY OF CHARLESTON



HARDY COUNTY CVB



DISCOVER CHARLESTON



SMOOTH AMBLER DIGITAL CAMPAIGN



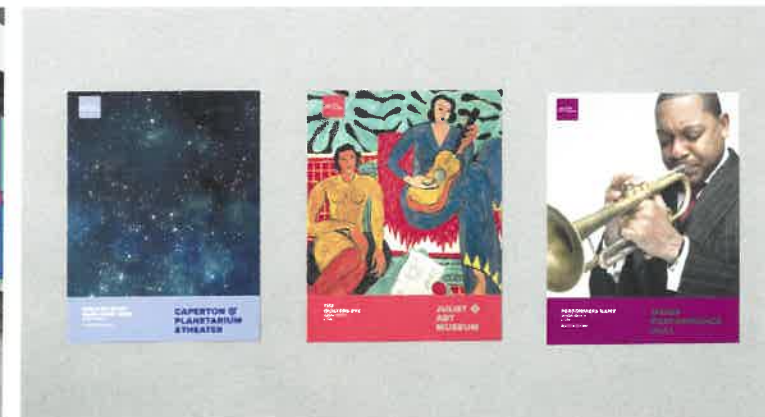
WEST VIRGINIA COMMUNITY & TECHNICAL COLLEGE SYSTEM

FIRM EXPERIENCE

We've run social and digital campaigns and user engagement competitions—like the Great American Whiskey Roadtrip—for Smooth Ambler Distillery in their early years, tripling their online and social following, and outdoor campaigns for the Fayette County Urban Renewal Authority's Wolf Creek Park. We've run rebranding campaigns for The Clay Center of Arts and Sciences, developing a comprehensive system for their performer arts center, art museum, and their children's museum, complete with coloring books and temporary tattoos for youth engagement. We've worked with the West Virginia Community and Technical College System on retraining campaigns centered around jobs, and many other job stimulus projects throughout West Virginia.



CLAY CENTER



FIRM EXPERIENCE

We've design and developed entire rebrands and multimedia campaigns for Green Bank Observatory, centered around tourism and education, and worked with Wheeling Heritage to celebrate all the wonderful assets Wheeling offers it's residents and visitors.

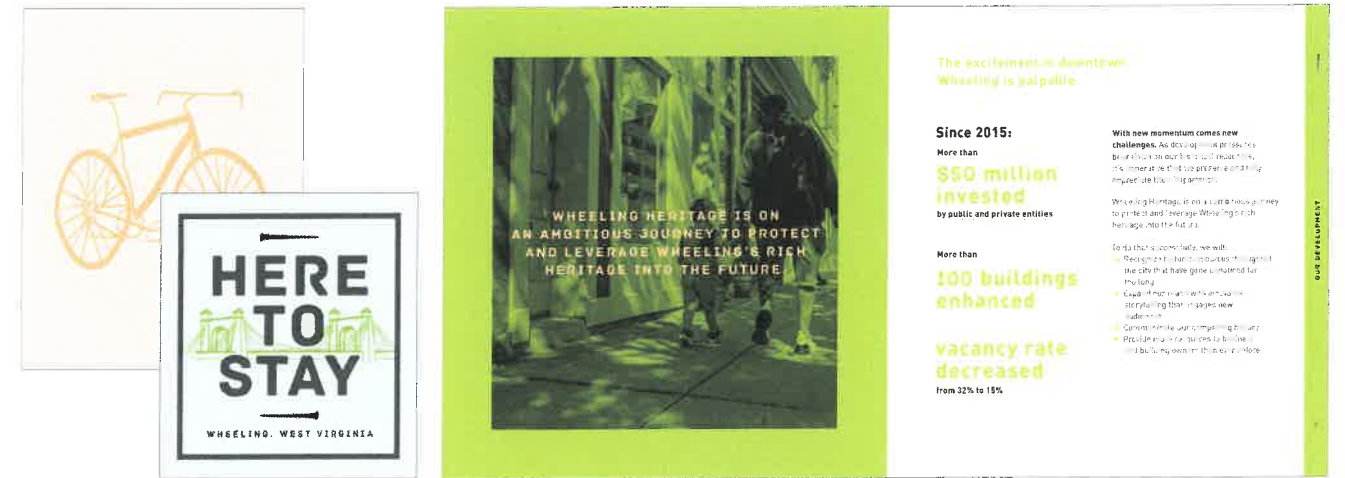
We've designed campaigns for the Oregon Farmer's Market Association in collaboration with Travel Oregon, and designed statewide maps for travel center rackcard booths to boost agritourism. We've designed campaigns throughout New York City as well, like the Skin Spa Love Your Skin campaign designed to launch their new skincare product line, also designed by our firm.



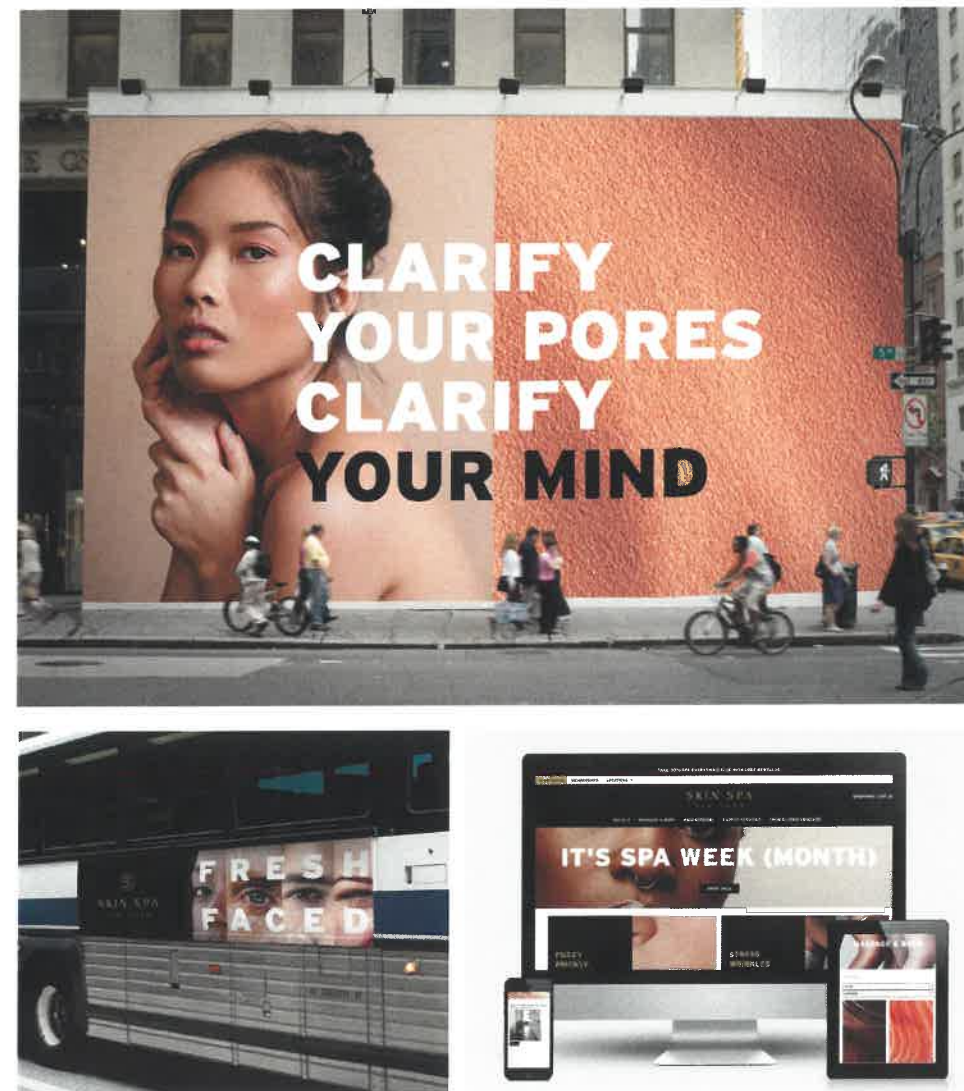
GREEN BANK OBSERVATORY



OREGON FARMERS MARKETS ASSOCIATION



WHEELING HERITAGE



SKIN SPA NEW YORK



PROFESSIONAL EXPERIENCE AND FINANCIAL STABILITY (Section 4.3.1.1)

Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

PROFESSIONAL EXPERIENCE: STAFF



MEGAN BULLOCK
Brand Strategist + Creative
Director, Founder

Megan will lead strategy, planning, and creative on all West Virginia Department of Commerce work.

Megan will provide account supervision and keep the course for project goals and objectives of the Agencies.

Megan Bullock, West Virginia native, brings over a decade of brand and marketing strategy, creative experience, and award-winning successes for clients as local as Malden, West Virginia and as international as Edinburgh, UK. She seamlessly works between digital, print, environmental, and new media. Megan prioritizes building long-lasting relationships with clients, ingraining herself in their companies and organizations to catalyze true marketing campaign success. When Megan is not working with clients, you'll find her public speaking and teaching on brand and design storytelling at events like the UN Habitat World Urban Forum, ArtPlace America's Annual Summit, and the Farmer's Gatherings of Appalachia. Originally from a coal family, she is deeply invested in West Virginia and its future—promoting economic revitalization through her renovation work on the West Side of Charleston, and tirelessly working for her West Virginia clients.

Megan's work has been recognized by forums like Print Magazine, AIGA, and Focus Magazine. Through MESH, she is a SAPPI Ideas That Matter 2013 grant recipient in partnership with Columbia University. Megan has served as a mentor for UPENN's Center for Social Impact, an advisor on the Tamarack Foundation's Marketing Committee in Appalachia, and a National Arts Strategies Fellow. She has a BFA with honors from the Rhode Island School of Design.



ELIZABETH TURNER
Account Manager

Elizabeth will be Account Manager for the West Virginia Department of Commerce, assuring all communication is

seamless and all work reaches target goals, deadlines, and budgets.

Elizabeth is dedicated, passionate, and reliable—bringing the highest standard of care to client accounts and keeping work timely, efficient, on schedule, and tracked. She manages client communication to maintain expectations, transparency, decision-making, and success. Elizabeth manages media buying at MESH, and collaborates with trusted consultants to assist in media placement, timing, and execution. Her experience ranges from web and campaign management, media buying management and coordination, social media management, to public relations, press releases and event promotion. She has worked to refine her organizational and management skills through her wide range of experience in design, marketing and business. Elizabeth is a graduate of Moore College of Art and Design in Philadelphia.



KATHRYN DREIER
Multimedia
Designer

Kathryn will be the lead designer for the West Virginia Department of Commerce Agencies.

Kathryn brings a decade of experience to client work—designing multimedia distribution methods to help clients most effectively visually communicate and amplify their message. She has designed nationally award-winning communication media in digital, print and exhibit design. Her work has been recognized by the Interactive Media Awards over multiple years (for the PEN America website and the International Festival of Arts & Ideas website), as well as by the Creativity Annual Awards for Prattonia. Kathryn is an experienced Visual Designer and former Communications Design Instructor at Pratt Institute, where she received her Bachelor of Fine Arts and graduated with honors. Before MESH, Kathryn worked at a variety of studios throughout New York, London, and Montreal.



TAMEIKA PITTMAN
Digital
Designer +
Engagement
Strategist

Tameika will lead all web interface design, user experience design, and digital integrated strategy for the West Virginia Department of Commerce.

At MESH, Tameika produces clean, effective digital design for web and social media, with a focus on user interfaces and user experience. She is an expert in creating designs that work in digital environments first and foremost, translating to beautiful and usable websites and content. Her work for MESH can be seen on high-profile websites and social media accounts, for clients like Every Mother Counts, WV FREE, and more. Originally from Colorado, Tameika made the trek to Arizona State University where she graduated summa cum laude with a BSD in Visual Communication Design. While working towards her degree, she gained experience in digital design working with nonprofits such as Equality AZ and The Arizona Humane Society. Tameika is a mentor and keeps office hours for the first Girls Who Code Club in WV.



SHAUN DOVER
Interactive
Web Developer

Shaun will lead all web development and manage ongoing maintenance and updates for the West Virginia Department of Commerce.

Shaun Dover, MESH's primary web developer, graduated with distinction in creativity from the University of North Carolina at Asheville with a Bachelor of Science in New Media with a concentration in Interactive Design. He is experienced in web design, animation, video, and web development, including HTML(5), CSS(3), and Javascript. Previously, Shaun was a web developer in higher education, responsible for designing, developing, and maintaining large-scale web systems and brand presence. He enjoys combining design and development to create immersive experiences that engage users.

PROFESSIONAL EXPERIENCE AND FINANCIAL STABILITY (Section 4.3.1.1)

Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

PROFESSIONAL EXPERIENCE: STAFF



MICHELLE ROTHROCK
Project Coordinator +
Media Manager

Michelle will manage assets and assist with coordinating all project video and writing media for the

West Virginia Department of Commerce, providing support to all team members as needed.

As Administrative Assistant, Michelle helps keep MESH running smoothly. She currently coordinates a social media campaign for ArtPlace America based on user-generated video content, and has assembled all press kits for the campaign. She also produced and coordinated video work for the Wharton Social Impact Initiative. Michelle copywrites and copyedits on campaigns like Every Mother Counts Mother's Day campaign and Skin Spa product launch campaign. In a previous role as Creative Coordinator, she managed internal video and creative initiatives for an events and advertising agency, producing video work from spec to finished product, and worked on the internal social media team. Her work portfolio includes copywriting for social media management company QNY. Michelle holds a B.A. in Psychology from Arizona State University.



DANIELLE MAZZEO
Brand Writer + Editor (part-time)

Daneille will be lead copywriter and will oversee all brand writing for the West Virginia Department of Commerce.

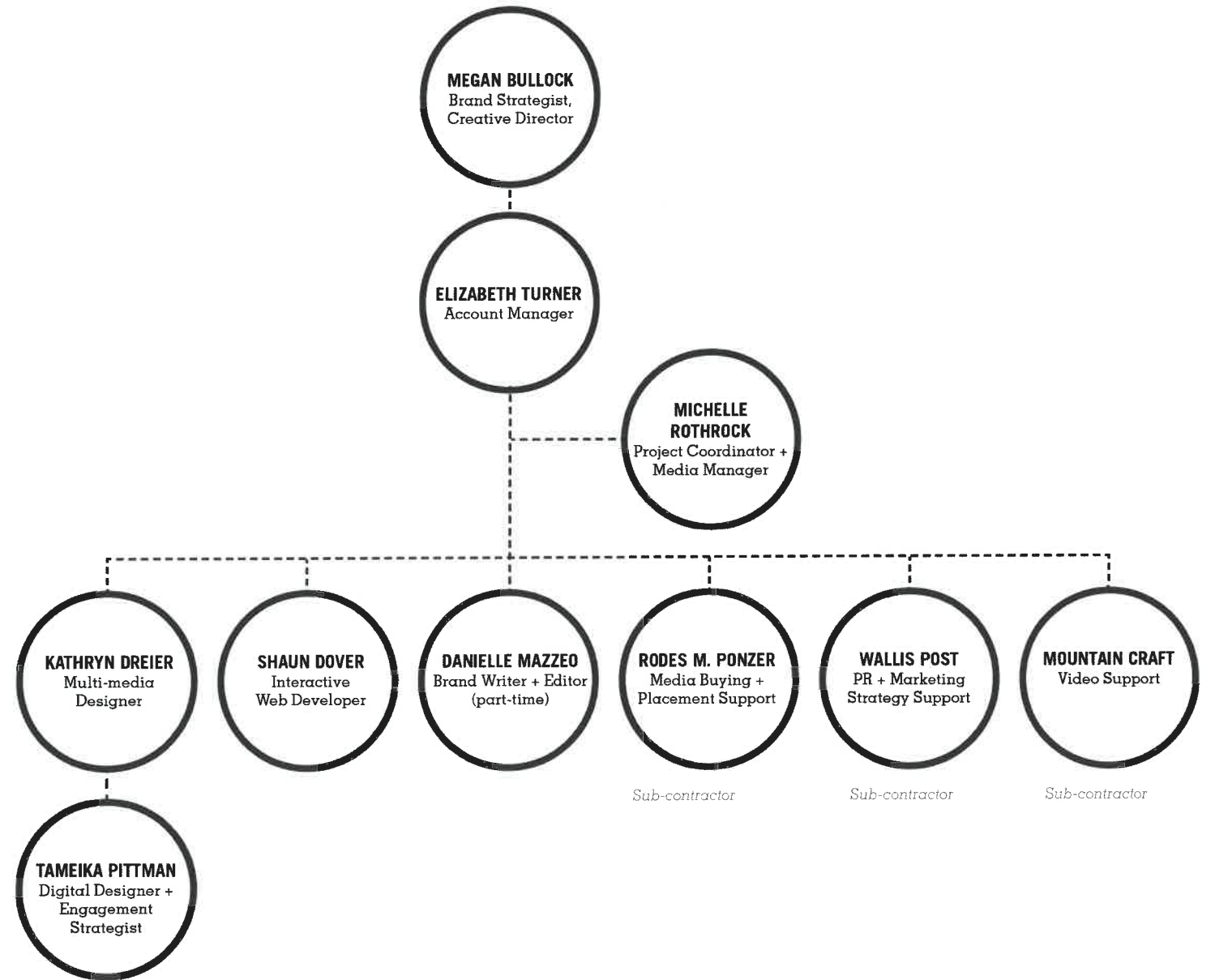
Danielle is a writer and copy editor with extensive experience writing brand and campaign copy, print and digital marketing materials, annual reports, company strategy documents, proposals, and grants. She has worked extensively with the MESH team over the past eight years on a variety of client copywriting work, and has written for clients as diverse as global and domestic nonprofit organizations, and as local as West Virginia's Green Bank Observatory and the West Virginia Community and Technical College System campaigns. Danielle earned her BA in Anthropology from Brown University, graduating magna cum laude.

II. Vendor should discuss staffing levels it can devote to this Contract and whether Vendor intends to hire additional staff to meet its contractual obligations.

All MESH staff will work on the West Virginia Department of Commerce account, allocating a portion of their work time depending on the work requested.

If awarded this account, our writer would come into a full-time position, and one of our media consultants may be hired to work in-house at MESH.

MESH | DESIGN AND DEVELOPMENT
WV Department of Commerce Advertising Services Team



PROFESSIONAL EXPERIENCE AND FINANCIAL STABILITY (Section 4.3.1.1)

Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

REFERENCES

II. Vendor should provide a list of memberships in any local, noational, or international advertising, marketing or public relations associations.

IV. Vendor should provide contact names, telephone, and email addresses of two additional clients, who may be contacted by Commerce as references, for which similar services have been provided.

Member of AIGA

CLIENT PROJECT	Oregon Farmers Market Association, in partnership with Travel Oregon: Tourism focused-rebrand campaign with state-wide map (with online research components)
REFERENCE	Kelly Crane, Exec. Director OFMA (former Executive Director, WVFMA)
TELEPHONE	304.542.3331
EMAIL	kelly@oregonfarmersmarkets.org
RELATIONSHIP	Over 8 years, current client
LOCATION	Portland, Oregon

“The Oregon Farmers Market Association partnered with MESH to advertise and promote agritourism through a Travel Oregon grant.

Having previously worked with MESH on an agritourism-related project for the West Virginia Farmers Market Association, I had high expectations, but MESH definitely surpassed them. Since 2015, Travel Oregon has been expanding and growing Oregon’s agritourism offerings. The work we’ve done with MESH supports Travel Oregon’s agritourism initiatives.

With over 100 member markets, OFMA is positioned to make a unique contribution to the tourism industry in our state. MESH’s research and insightful work in updating the story that OFMA tells will be a game-changer for Oregon agritourism.

MESH really took the time to discover OFMA’s needs, including research our audiences and industry—from the evolving landscape of Oregon tourism to the impact and importance of Oregon farming and farmers markets—and an in-depth survey involving our board and member markets.

In addition to creating a new brand campaign and logo system that speaks to all of OFMA’s potential audiences, MESH worked with us to create an update Market Finder brochure, which will be available in Travel Oregon card racks across the state, and to re-brand our online Market Finder tool. We expect these updated, information-first tools will drive more people to our member markets, both tourists and locals alike. The branding also works along with Travel Oregon’s, allowing our tools and Travel Oregon’s initiatives like the Oregon Food Trails, to work together seamlessly.

I can’t express to you enough how much we appreciate the quality of work you have produced, the professionalism of your team and the ease and enjoyment of our experience.”

—Kelly Crane, Executive Director of Oregon Farmers Market Association

PROFESSIONAL EXPERIENCE AND FINANCIAL STABILITY (Section 4.3.1.1)

Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

REFERENCES

CLIENT PROJECT J. Q. Dickinson Salt-Works
comprehensive ongoing brand, packaging and marketing campaigns

REFERENCE Nancy Bruns, CEO/Co-Founder
J. Q. Dickinson Salt-Works

TELEPHONE 304.925.7918

EMAIL nancy@jqdsalt.com

RELATIONSHIP Over 7 years, still working together

LOCATION Malden, West Virginia

“It’s hard to know where to begin to express our gratefulness for the work you did for us. We are not getting turned down for sales requests. We basically have a 100% record. Unheard of! This is because of you all and the fine work you did, and pushed us to invest in. (the salt does taste good too) Thank you, thank you!!”

CLIENT PROJECT Monarch Family of Hotels
Marketing Campaigns

REFERENCE Georgette George, CEO Monarch

TELEPHONE 304.545.9130

EMAIL Georgette@georgette.com

RELATIONSHIP Over five years, still working together

LOCATION Charleston, West Virginia

“MESH has been Monarch Hotels brand strategy partner over the past five years, and is now building a comprehensive online strategy for Monarch Hotels and our local events and tourism calendar, Discover Charleston to launch this summer. They understand us and the people we want to attract. They are flexible to our needs, are willing to create tools for us to implement their recommended strategies in-house, and are great at working collaboratively with all our partner consultants. They believe in the West Virginia we believe in and work diligently, creatively, and through non-traditional online media to promote our state to new visitors.”

CLIENT PROJECT Tamarack Foundation For the Arts
strategic planning, content strategy, branding, website and print design and development

REFERENCE Emma Pepper, Director of Strategic Network Communications at The HUB, (former Program Director)
Tamarack Foundation For the Arts

TELEPHONE 304-533-1077

EMAIL e.pepper@wvhub.org

RELATIONSHIP Over 4 years, still working together at The Hub

LOCATION Charleston, West Virginia

“Working with our marketing team at MESH & 84 has given us the platform and expertise to over double our engaged audience reach since the launch of our new brand in March 2016, in only 6 months. The increased level of professionalism, authority, and credibility communicated through our new brand and marketing tools has opened many doors for us. The efficacy of our programming and marketing efforts has increased exponentially, leading not only to greater audience growth, but a greater interest from our constituents in the work we are doing, more frequent publicity opportunities, and also an increased ability to fundraise. The most valuable tool we received was a new website that incorporated modern best practices in marketing and website design. The website also leveraged our brand in clever ways that reinforce the ideas we were prioritizing in our communications. Using the tools provided to us, we were able to raise \$100,000 toward a capital campaign in 8 months - a timeline that would have been near to impossible for us working with the marketing resources we had previously. The investments we have made working with MESH & 84 have paid off in far greater value than just having superior aesthetics or a more refined communications strategy. We are now in a better position to deliver to West Virginians on the mission of our organization.”

CLIENT PROJECT Huairou Commission
Comprehensive rebrand campaign in multi-media

REFERENCE Nicole Bohrer, Current communications team at 100 Resilient Cities (former Communications Manager Huairou Commission NYC)

TELEPHONE 646-642-8487

EMAIL nicolebohrer@gmail.com

RELATIONSHIP Over three years

LOCATION New York City, NY

“The MESH team have been an absolute pleasure to work with! They helped us define and prioritize our communications needs and put an integrated plan into action. In less than 6 months - and with minimal headaches - we rebranded the organization, redesigned our e-newsletters and promotional materials, amped up our social media game, AND launched a new website. MESH is so flexible and did so much to deliver an array of amazing products.”

PROFESSIONAL EXPERIENCE AND FINANCIAL STABILITY (Section 4.3.1.1)

Vendor should describe in its proposal how it meets the desirable qualifications and experience requirements listed below.

SUBCONTRACTORS

.V. Vendor should list subcontractor company information and references. Provide a potential list of all related sub-contracted services that may be needed for work associated with this contract.

MESH works through a business model focused on strategic partnerships with a network of close consultant relationships based around client needs. For the West Virginia Department of Commerce, we would bring two consultants to help execute on market strategy and media buying outside of West Virginia, and work with a West Virginia-based video team for larger video production.



WALLIS POST

Wallis will support the West Virginia Department of Commerce account with her extensive experience in marketing strategy, PR, and media relationships for earned media placements.

Wallis Post is a communications and marketing executive with over fifteen years of experience in the development, implementation, and management of results-driven PR, digital and integrated marketing programs, strategic partnerships, and high-profile events. She has a proven track-record of developing comprehensive communications programs, mobilizing audiences and driving engagement to promote brand objectives.

Wallis led communications and marketing at Every Mother Counts, a maternal healthcare non-profit organization founded by Christy Turlington in 2010. In her role she oversaw all PR and digital marketing, developed all donor materials, orchestrated fundraising and cultivation events and managed all aspects of the founder's speaking engagements.

In a leadership role at Crane Stationery, Wallis developed and directed integrated communications and marketing initiatives. Her successes include establishing best practices and multi-channel communications campaigns for the company; leading a cross-functional team to launch the first ever online B2B portal, from design through market roll-out; and directing communication strategy during the acquisition of their largest competitor, achieving acquisition integration success. Wallis spent almost a decade working at DKC News, a leading media relations and integrated marketing agency. While there, she managed Delta Air Lines, transforming the brand to appeal to high-income business travelers, and launching Delta's Force for Global Good to raise awareness of corporate social responsibility initiatives through media coverage and digital media campaigns. Wallis holds a BA from Hamilton College.



RODES M. PONZER

Rodes will support the West Virginia Department of Commerce account with his extensive experience in media placement, buying, and negotiating in target locations along the east coast.

With 17 years of experience in marketing and advertising, Rodes' work has led to multi-billion-dollar revenue and profit generation for multiple brands. Focused on achieving business-building results for his clients, he continues to help transform brands across a diverse set of categories.

Throughout his career, Rodes has been driven by the joy of developing collaborative teams that build strong brands and healthy businesses for his clients through a vast set of skills including strategic marketing plan development, public relations, creative development, creative production, branded entertainment, influencer, and planning and buying multi-million-dollar media campaigns across TV, outdoor, print, digital display, content partnerships and social. Most recently Rodes independently planned and executed the owned, earned and paid media plan of more than \$1.25 million for the relaunch of MoviePass.

Rodes was formerly a Global Brand Leader for TBWA\Chiat\Day New York, known as the Disruption® Company. From 2005 to 2015, Mr. Ponzer held a wide variety of senior executive positions at Saatchi & Saatchi. In these positions, he was responsible for overseeing General Mills' cereal and soup brands and P&G's baby care division. Select projects include leading the successful transformation of the Cheerios brand culminating in one of the most popular Super Bowl spots in recent memory, and spearheading Pampers-UNICEF: P&G's strongest cause-marketing effort.

Rodes is also currently a Guest Lecturer of Marketing at Columbia Business School and NYU Stern as well as an Adjunct Professor for Internal Management at CCNY in their Branding and Integrated Communications Masters Program.

MOUNTAIN CRAFT

Mountain Craft Productions will create all video content for the West Virginia Department of Commerce, with extensive experience crafting creative and production for video in West Virginia.

Mountain Craft Productions is a West Virginia-based company that takes pride in creating polished and effective short films and advertising. Mountain Craft Productions offers top-of-the-line hardware and software to take care of the process from extensive pre-production to an expertly executed shoot and polished post-production. All video is provided at a future-proofed resolution of 4K or higher, and Mountain Craft Productions has carefully selected an archiving system to ensure the longevity of their work.

Mountain Craft Productions' core team consists of **Ben Berry** (Creative Director, Director, Editor), **Justin Litton** (Creative Producer, Cinematographer, Colorist), and **Mikey D'Amico** (Creative Producer, Cinematographer, Editor). This core team is supplemented by a trusted network of freelancers as needed.

To list just a few of Mountain Craft Productions' many local credits, they've created work for: 2019 WV Lottery proceeds spots, three 2019 television spots; the Food and Farm Coalition, 2018 "Farm Fresh WV" campaign; the Mountain Health Network, a series of 2019 Super Bowl spots; the WV Supreme Court of Appeals, a 2019 Domestic Violence film; and dozens more.

Mountain Craft Productions have won numerous American Advertising Federation Awards for their work with Contemporary Galleries of Charleston and the recent #ChooseWV campaign. Additionally, they are active board members of the WV-AAF, and key participants in projects receiving the WVFF Impact Award, a WV Tourism "Stars of the Industry" Award, an Agritourism Marketing Award, as well as film festival titles.

View Mountain Craft Productions' 2019 showreel, or view Mountain Craft's full resume in the attachments for more.

MEDIA BUYING

(Section 4.2.1.2) The Vendor should have a record of success with media planning and buying to be able to assist Agencies with its media buying.

MEDIA BUYING

A. Describe its in-house media purchasing capabilities, and designate (by name, title and credentials) the employees who will be responsible for media planning and buying for agencies.

MESH places emphasis on strategizing strong owned and earned media in order to yield the highest ROI in paid media for our clients. We approach paid media strategically, responsibly managing spending dollars for highest impact results. We'll manage your media placement through a seamless, integrated strategy of digital, print, outdoor, television, radio placements, content partnerships, and social media, and will be sure to match the content and creative with strategic media placements to maximize impact.

In digital, we have extensive experience in paid media on social platforms like Instagram and Facebook. We use targeted media purchasing to amplify our client's message to reach the intended audience. Our team uses tools like Sprout Social and BrandWatch for data aggregation and Google Analytics and social media-native analytics to measure and assess response, interaction, and engagement in digital, and respond and adapt in real-time to continually improve paid media content.

We approach our work through inbound marketing strategies and content marketing tactics, meaning we develop brands to earn consumers attention and loyalty for our clients, rather than buying it. As Hubspot describes it, "Inbound marketing focuses on creating quality content that pulls people toward your company and product, where they naturally want to be." We work to align the content you publish, that reinforces your brand and works toward your goals, with your consumer's interests and needs.

We develop brands to be distributed in multimedia channels through value-add content. This may include web-based platforms like campaign microsites, social media, online video content, blogs, and e-newsletters; educational online content like ebooks and webinars; traditional print channels like promotional booklets, give-aways and potential mailers, targeted print advertising; and environmental graphics and event planning, like pop-up booths and shops, fundraising events, workshops and conferences.

MESH believes the balance between digital media and traditional media can be transformative touchpoints when they work together to build brand and campaigns from all angles. All must provide valuable content to your consumer to make them feel welcome, informed, and as if they are a part of the brand or the campaign.

Elizabeth Turner, our Account Manager, manages our media buying for clients. She works with specialists like Rodes Ponzer and Wallis Post, both marketing and media specialists, who bring a combined 30+ years of experience to media planning, strategy, and buying. This team would manage all media buying for Agencies.

B. Describe its local and regional media buying experience and capabilities.

MESH has media buying experience in digital, outdoor, radio, magazine, and partner content in West Virginia and regionally. We have media and press relationships along the East Coast, and will be able to strategically place your content and creative in placements that will yield the highest ROI and the highest engagement reach. Locally, we've managed media buying for clients like WVFREE and CentralApp. Nationally, Rodes Ponzer, our media buyer, independently planned and executed the owned, earned and paid media plan of more than \$1.25 million for the relaunch of MoviePass.

C. Provide details of a successful media buying done in the past three years. Provide details on the buy and effectiveness of the campaign.

CAMPAIGNS CLIENT	Ride Local with Liberty Yellow of Buffalo and The Transportation Alliance, formerly Taxi, Limousine & Paratransit Association
LOCATION OF PROJECT	Buffalo, New York
PROJECT MANAGER	Elizabeth Turner
TYPE OF PROJECT	Transportation campaign
PROJECT GOALS + OBJECTIVES	To pilot the national Ride Local campaign created for the TLPA, by customizing a Ride Local campaign for Liberty Yellow cab company in Buffalo, NY
TARGET AUDIENCE	Citizens of Buffalo NY, Niagara Falls NY, Erie County, Niagara county and Western New York



**WE GET THIS TOWN.
WE GOT YOU.**

LOCAL TRANSPORTATION FOR ALL.
RIDELOCAL.INFO

The Campaign Should be Visible All Day

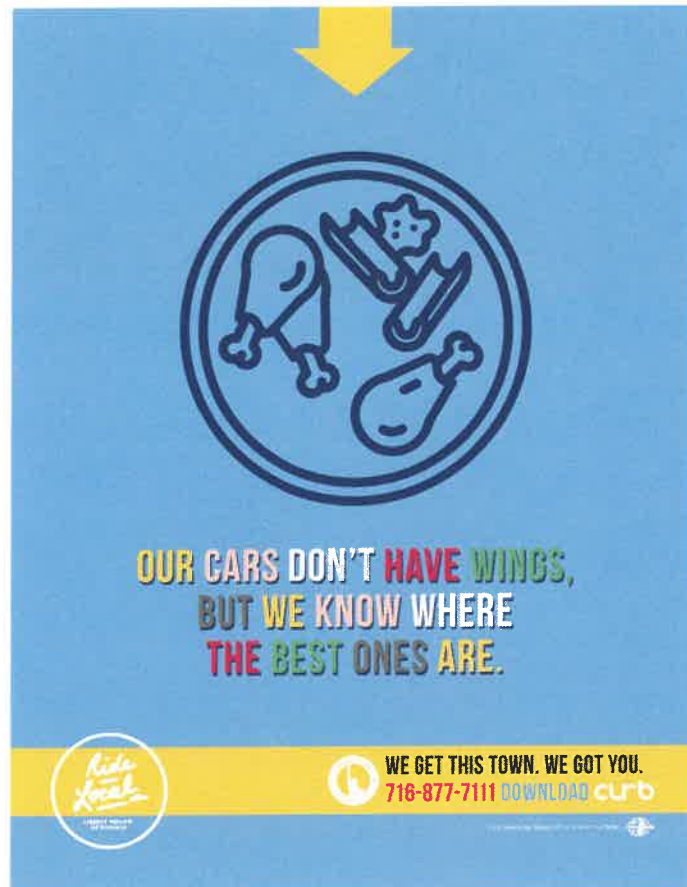


T-SHIRT

POSTER



TAXI TOPPER AD



POSTER

MESH APPROACH

MESH created the national Ride Local campaign for The Transportation Alliance and piloted it in Buffalo, NY for Liberty Yellow Cab. Liberty Yellow Cab has been serving the Buffalo NY, Niagara Falls NY, Erie County, Niagara county and Western New York for almost five decades. MESH understood the goals of increasing rides by having users take the following actions: download the Curb App, call the dispatch, and Post positive feedback around Ride Local online (positive engagement). Through the creation, production, and advisement of advertising materials, MESH led Liberty Yellow to a successful ongoing campaign.



DOUBLE STREET POST BANNERS



BUTTONS



TOTE-BAGS

MEDIA-BUYING STRATEGY

MESH created and produced custom Ride Local materials, provided creative direction, content writing, print management and distribution advisement. We managed the PR for TV and radio including: creating talking points, press releases, radio and TV commercial script writing, a Dyngus Day TV Spot: TV optimized graphics, commercial graphics & art direction. We also worked in digital media for their website and social media creating digital ads and social media graphics, as well as advisement on media spending and placement. We created print collateral including: T-Shirts, placemats, car decals, rate decals, car toppers, Liberty Yellow Gift Card/ Prepay Card, a step repeat banner (photo backdrop), an event tent, a pop-up banner, posters, postcards, coasters, and table tent toppers. MESH worked to create and order print ads in, the Tonawanda Visitor's Guide, the Buffalo's Gay & Lesbian

Yellow Pages, and the Buffalo News: Discover Summer Magazine (Western New York tourism magazine). MESH worked directly with TV and radio producers to develop and use scripts and graphics. MESH coordinated all print management and shipping of Ride Local merchandise and worked directly with all vendors.

IMPACT

The paid media campaign amplified to reach thousands of Buffalo area residents, and earned additional media spots on tmobile small business America campaign, and many other local news and media outlets. After a successful launch in Buffalo in 2017, the campaign was opened up to Transportation Alliance membership, and 26 member companies are rolling out the Ride Local campaign in 26 different cities in 2018-2019, driving membership engagement for the association.



CUSTOM COASTERS



CAB DECAL AND TOPPER AD

RESEARCH

(Section 4.2.1.3) The Vendor should have the ability to identify a need for market research, how to apply such research, and how to use it to the client's benefit.

RESEARCH

A. Describe its research capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

MESH begins every project with in-depth research and analysis into a client's industry, target audience analysis and segmenting, competitor mapping, and growth potential assessment through our own version of a SWOT (Strengths, Weaknesses, Opportunities, and Threats). Depending on the project, we use many different tools—both digital and analog—to gather and aggregate audience and stakeholder input, gain insights into our consumer base, and deeply understand industry contexts.

We use SurveyMonkey, an online surveying tool, to gather insights from email lists from large-scale, targeted audience segments for many clients. We've aggregated major quantitative and qualitative insights through digital surveying for larger clients working to gain insight from large, diverse audiences, like those of America's Essential Hospitals, Oregon Farmer's Market Association in collaboration with Travel Oregon, and the Taxicab, Limousine, and Paratransit Association. Our team is expert in SurveyMonkey analytics and insights, as well as open source analytics: we use a customized Google Analytic platform to generate reporting and data visualization to measure online traffic, engagement, and glean insights into customer/user behavior and experience.

We also run focus groups, group charrettes, group design-thinking interviews, and one-on-one insight interviews—for clients like Wharton School of Business at UPENN, Every Mother Counts, and Tamarack Foundation for the Arts—to get insight into specific niche audiences.

With every client brand or campaign, we do a SWOT analysis, competitor mapping, and target audience assessment, mapping who you want to connect with, what they care about, and how they overlap with your goals. MESH will identify all audience tiers, create audience personas, and prioritize them into audience segments.

While MESH staff are trained in focus group and interviews facilitation, for our more data-driven research we turn to digital tools like the online census and other research databases. In special occasions, depending on the need of our clients, we partner with national market research groups, like Urbane Development. We've worked with Urbane Development over the past eight years, using their research to inform creative and strategy on projects like The Economic Analysis of Detroit's Food System Report, the Flatbush Caton Market Carribean Market launch in partnership with NYC, and the NYC Department of Consumer Affairs Financial Health of Neighborhoods project.

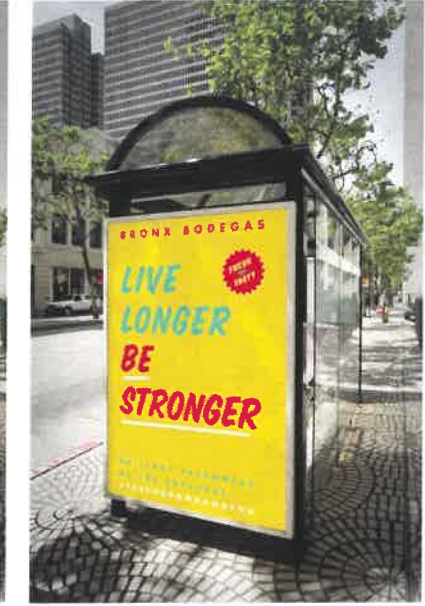
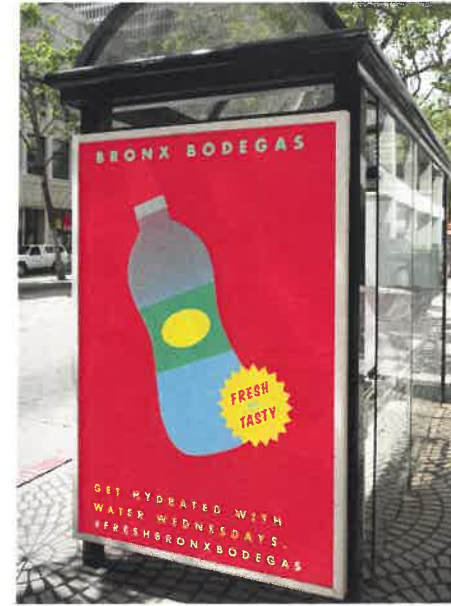


B. Provide one example of research used to develop or evaluate a recent comprehensive marketing and paid media advertising campaign.

CAMPAIGN	Don't Stress, Eat Fresh! #Bronx Bodegas campaign for :	LOCATION OF PROJECT	The Bronx, New York City
CLIENT	The Institute for Family Health Bronx Health REACH Coalition, Montefiore Office of Community & Population Health, BronxWorks, Bronx Community Health Network, the Bodega Association of the United States, the Hispanic Information and Telecommunications Network, Inc., the American Dairy Association North East, WellCare Health Plans Inc, Urban Health Plan, City Harvest, the NYC Department of Health – Bronx Neighborhood Health Action Center, and BronxCare Health System. The Bronx Bodega Partners Workgroup together works with 54 stores.	PROJECT MANAGER	Elizabeth Turner
		TYPE OF PROJECT	Marketing Campaign
		PROJECT GOALS + OBJECTIVES	Create a healthy food promotional campaign in the Bronx To promote the 54 Bronx Bodega locations new healthy food provider Bodega Program
		TARGET AUDIENCE	8-18 year old Hispanic and Black youth and teens residing in the Bronx



WHEAT-PASTE POSTERS



BUS SHELTER



STICKERS



WEBSITE DEVELOPMENT

(Section 4.2.1.4) The Vendor should have experience in the design and development of large-scale commercial websites.

WEBSITE DEVELOPMENT

A. Describe its web development capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

We've designed and developed tourism marketing websites for clients like Hardy County CVB and Adventures of the Gorge; large commercial e-commerce websites for clients like White Horse Wines Skin, Spa New York, and University Girls Apparel; large web ecosystems and families of websites, for clients like America's Essential Hospitals; and integrated marketing and ecommerce websites for clients like J. Q. Dickinson Salt-Works. Our web services are comprehensive, encompassing content strategy and creation, information architecture design, user persona and user experience research, interface design and development to launch, analytic assessment and ongoing support and management. We view the websites we design and build as interactive, living entities.

In all our web work, we recommend developing strong, diverse content, including photography, video, and web writing. MESH is equipped to help develop this content through photo and video art direction, as well as to develop written content. We also guarantee fast-loading multimedia content and will make recommendations to ensure a seamless user experience.

HOSTING & SECURITY

MESH has partnered with Media Temple (mediatemple.net), a nationally recognized hosting leader, for the last five years and recommends hosting with their facilities. Media Temple offers 24-hour customer service, 365 days a year. Their Software License Agreement promises hardware, network, and infrastructure uptime of 99.999%, as well as automated backups and proactive security monitoring. Once you choose your domain name, MESH will help you setup your web hosting.

MESH runs Securi Security Scanner and Watchdog Scanner on a daily basis on our server to ensure highest security. To maintain the integrity and security of all our client websites, we use iThemes Security & Securi plugins, Backupbuddy software to manage all website backups, and Zendesk (<https://www.zendesk.com>) ticketing for real-time responses to tickets and bugs.

Website Front-End Implementation and Features
MESH produces clean, cross-browser HTML and CSS websites that function well and look great on all devices, mobile and desktop. We will make sure that your website is accessible by all users by following Web Accessibility Initiative standards and ADA requirements. This also ensures that all search engines can effectively index the site, which, in turn, has a positive effect on Search Engine Ranking. MESH will deliver a website that performs as efficiently as possible by optimizing all web images and videos, compressing stylesheets and script files, as well as implementing the most up-to-date web technologies.

CONTENT MANAGEMENT SYSTEM IMPLEMENTATION

WordPress

Based on our previous experience and the technical requirements listed in the RFP, MESH recommends implementing the WordPress Content Management System (CMS) platform to fulfill your content management needs. WordPress is a well-documented, open-source Content Management System, utilized for many high-profile websites across the nation. WordPress software is freely available and released under the GPLv2 license from the Free Software Foundation. Using a popular, open-source CMS ensures the longevity of support for the system, rather than using a proprietary system that relies on one company for support.

MESH has extensive experience in customizing the WordPress platform to meet specific goals for each client. We will use the user-friendly CMS as a starting platform, then transform it into a custom designed website that meets all defined functionality requirements. The CMS includes an intuitive interface that will be customized to your website's content, architecture, and functionality needs, such as adding custom forms to capture user information. The system will allow users to quickly and easily update website content and has the ability to implement custom, flexible content publishing processes.

Shopify

We recommend Shopify as the top industry ecommerce sales platform for management and conversion. Unlike some other ecommerce platforms, Shopify is focused solely on online retail experiences, boasting higher conversion rates than competitors (up to 8%—though 1.75% is a good benchmark for the Shopify platform). Shopify offers tools to boost conversion rates and improve the online experience, with industry-leading analytics and customizable customer groups. The Shopify platform's reliability, unlimited bandwidth, security features, integrated point-of-sale system, and its management software also make it a top choice for ecommerce. We have had 100% satisfaction from clients on the Shopify platform, and those not on it initially have now transferred over.

TECHNICAL FEATURE: SEARCH ENGINE OPTIMIZATION CONSIDERATIONS

Search Engine Optimization, or SEO, can be accomplished through well-organized structure and coding. Search engines try to determine what the "keywords" are on a given site; therefore, well-written content benefits your target audience and helps define your site in terms of search options. MESH ensures that your website maximizes these important features, putting it on the fast track for findability and higher search engine rankings.

Every site that MESH designs is developed with semantic SEO-friendly code and is appropriately organized for search engines to interpret accurately. From the beginning of the web design process, every decision is made with SEO in mind.

POST-LAUNCH: TECHNICAL MANAGEMENT AND UPDATES

Once the site is launched, MESH offers support for ongoing website communication, maintenance, and management services. We provide regular maintenance and make the necessary hardware and software updates to ensure that your websites are secure and usable and efficient for all visitors.

We will keep your website's software up to date in order to prevent any security vulnerabilities and ensure efficiency. We will also fix any "bugs" that pop up, provide backups, and provide guidance on WordPress usage. MESH can save you time by updating site content, upon request, and handle any hosting issues that may occur with your third party hosting provider.

OPTIONAL MONTHLY OR QUARTERLY WEB AUDITS

On a monthly or quarterly basis, MESH will conduct full site audits. The monthly audits will include: a website performance audit that will identify any barriers that are having a negative effect on your website load times; a content audit to ensure all content follows the proposed content strategy and SEO guidelines; and a design audit to ensure the integrity of the website style guide. This full support package covers everything you need to keep your site relevant, secure, and running as smoothly as possible.

B. Provide one example of a recently developed commercial website with an online sales component. Describe functionality, platform and hosting specifications and sales conversion strategy.

PROJECT CLIENT J. Q. Dickinson Salt-Works website
LOCATION OF PROJECT J. Q. Dickinson Salt-Works
PROJECT MANAGER Maiden, West Virginia
PROJECT MANAGER Megan Bullock
TYPE OF PROJECT Website design and development
PROJECT GOALS + OBJECTIVES To design and develop a website with sales/ecommerce capability, created on WordPress with a Shopify ecommerce integration, to bring a salt product to market and sell throughout West Virginia
TARGET AUDIENCE Mid-twenties home experimenters (18 - 30 year olds), purchases to treat self and for novelty, experimentation
Head of family cooks (30 - 60 year olds), building a family food culture through everyday meals
Seasoned home chefs (40 - 60 year olds), focused on food as a hobby and pleasure
Chefs/heads of kitchens, looking for local sources for quality, specialty products



MESH APPROACH

MESH developed the entire J. Q. Dickinson Salt-Works brand from name, concept, value-proposition, art direction, product launch, and package design, to build a strong lifestyle brand steeped in story and history to connect with their target audiences identified by MESH. This lifestyle brand and value-driven strategy took center stage on their website, launching their product direct to consumer.

Every part of the online experience was designed to be a personal experience for the audience. The entire project was inspired by West Virginia history and the founders' 200 year old family farm, both in storytelling and in design. We conceptualized and art directed a photoshoot at the family farm to introduce the salt to the family over a locally cooked fall dinner outside of the barn. The photography from this event helps visitors feel like they were a part of the intimate dinner and get a sense of the West Virginia landscape. The website is a fully immersive brand experience that features recipes from the family dinner, and photography from both the dinner and around the farm.

FUNCTIONALITY, PLATFORM, AND HOSTING SPECIFICATIONS

http://jqdsalt.com
Platform: Wordpress
Host: Media Temple (<https://mediatemple.net>)
PHP version: 7.1.28
Server: Apache
Server Info:
 *CPU: Intel(R) Xeon(R) CPU L5630 @ 2.13GHz (16 core(s))
 *OS: CentOS 6.10 (Final)
 *System Uptime (as of 4/23): 271 days

https://shop.jqdsalt.com
Platform: Shopify
Security: Level 1 PCI Compliance
Server: Apache and Kafka
Language: Ruby on Rails & Liquid

J.Q. DICKINSON

SALT-WORKS



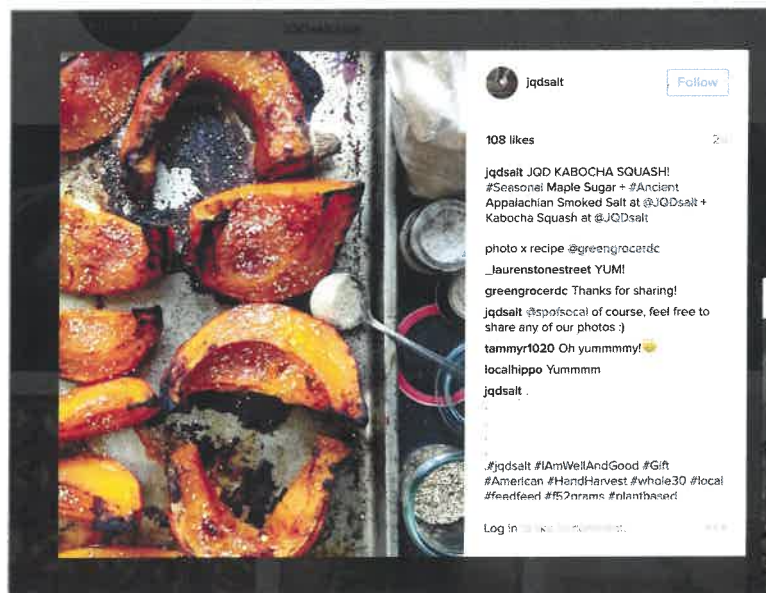
WEBSITE



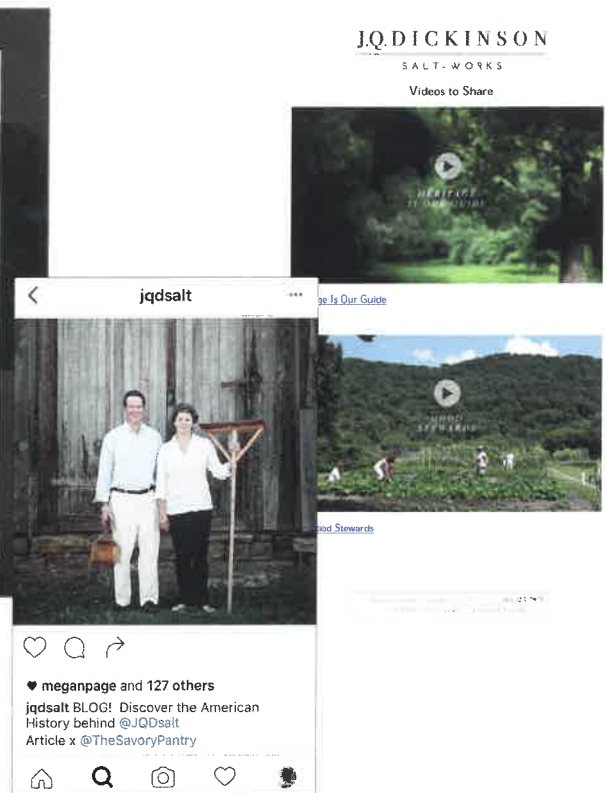
SOCIAL MEDIA PLATFORMS

“It’s hard to know where to begin to express our gratefulness for the work you did for us. We are not getting turned down for sales requests. We basically have a 100% record. Unheard of! This is because of you all and the fine work you did, and pushed us to invest in. (the salt does taste good too) Thank you, thank you!!”

NANCY BRUNS Co-Founder J.Q. Dickinson Salt-Works



SOCIAL MEDIA, INSTAGRAM



SALES CONVERSION STRATEGY

The sale conversion strategy was founded on a strong online shopping experience, with quick click shopping, easy-to-use shopping cart, evergreen buttons that allow shopping to be only one click away, and seamless checkout process that minimizes friction and cart abandonment. This clear, usable shopping experience was complimented by strong brand story ingrained throughout the website, strong package design, and a social media strategy all pushing to product conversion.

By using industry best practices in ecommerce conversion and strong content and story design, J. Q. Dickinson Salt-Works sold out of their entire inventory within three weeks of their online launch. In their first year, they quadrupled their production, and their product was distributed throughout West Virginia and in fifteen additional states—originally a three-to-five year goal. Five years later, their products are sold in all fifty states and internationally online. They have a 10.5% conversion rate (three to four times the national average of 2 – 3%).

IMPACT

J. Q. Dickinson Salt-Works has been featured in The Atlantic, Wall Street Journal, Food and Wine, Zagat, CNN, Modern Farmer, Martha Stewart, Bon Appetite, Garden & Gun, Foodie TV, Heritage Radio, Chef’s Collaborative, Esquire Magazine, and many West Virginia publications.

We continue to work with J. Q. Dickinson Salt-works on an ongoing basis for new product development, growth strategy, and online marketing and brand expansion.



FOOD & WINE MAGAZINE, PRINT AND DIGITAL FEATURE



MARTHA STEWART WEDDINGS, PRINT FEATURE

AWARDS

- West Virginia Tourism Gold Star** (2016 Best Website: J.Q.D. Salt-Works);
- Print Magazine Regional Design Annual** (J. Q. Dickinson Salt-Works 2015 Best of the New York);
- Print Magazine Regional Design Annual** (J. Q. Dickinson Salt-Works 2014 Best of the South);

(Section 4.2.1.5) The Vendor should have experience in digital marketing and advertising.

DIGITAL MARKETING AND ADVERTISING

A. Describe its digital marketing capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

MESH has built digital campaigns for the past decade. We create comprehensive digital marketing strategies, craft and direct content, select distribution channels for maximum impact, and employ analytics tools to continually improve our campaigns. Our staff has extensive past experience in creating digital marketing campaigns. For Adventures on the Gorge, we created an email capture campaign, including design for a video-heavy microsite and specialized online content. Our social media campaign for Smooth Ambler resulted in a tripling of engagement and led to the brand expanding distribution to dozens of new outlets. And we're currently engaged with ArtPlace America, spearheading a social media campaign to drive user-generated content that will be featured at the ArtPlace Summit, in a traveling exhibition on creative placemaking, and through ArtPlace's social media and partner outlets.

MESH's best practices for creating a successful digital campaign starts with careful background research, including audience research: we employ techniques like empathy interviews and group charettes to ensure our marketing strategy builds an authentic connection between brand and consumer. We establish campaign goals and identify the content and channels that will enable us to reach and surpass those goals, whether that's through a user-generated video hashtag contest, well-placed, informative partner content, or ad campaigns that catch eyes and spark conversations. As expert content creators, MESH is able to see these strategies through from concept to execution. And once the campaign is deployed, we monitor its success through industry-standard analytics tools like Sprout Social, Brand Watch, and UnMetric.

B. Provide one example of a recently executed digital marketing campaign and its results.

CAMPAIGN	Adventures on the Gorge Wild Ones Campaign
CLIENT	Adventures on the Gorge
PARTNERS	Thelonious Step Videography
LOCATION OF PROJECT	Fayetteville, West Virginia
PROJECT MANAGER	Megan Bullock
TYPE OF PROJECT	Marketing campaign
PROJECT GOALS + OBJECTIVES	Email acquisition drive 3 week campaign
TARGET AUDIENCE	<ul style="list-style-type: none"> • 54% Female, 46% Male • Tie between 25-34, 35-44, and 45-54 age brackets • 17% WV, 17% OH, 9% VA, 7% PA • 55% Mobile-users, 37% Desktop-users

MESH APPROACH

MESH designed an email capture campaign on a contemporary, editorial-style microsite that felt fresh and modern and celebrated the wandering spirit of The Wild Ones concept. We developed a look a feel inspired by curiosity and adventure of past and present, of the stories captured in video, of the drive behind each viewer.

For this project, MESH created a modern, user-friendly, responsive website that felt smart and fresh to new audiences, but was still approachable and accessible. It reinforced the feel of The Wild Ones videos and helped the company open up to new marketplaces within its region.

According to Logan Bockrath, through this website, MESH created an email capture campaign that was Adventures on the Gorge's most successful to date.

“The Wild Ones is the most successful campaign Adventures On The Gorge has created to date.”

LOGAN BOCKRATH, Thelonious Step



WEBSITE

IMPACT

Over the three week period of the campaign:
9,445 website sessions
12,521 website page views
403,265 video views
8,071 social media reactions, comments & shares
110% growth in Facebook Followers
 (YTD comparison of April 2015 vs April 2016)

3,820 email entries
\$348,521 projected ROI (calculated based on conversion rate and average revenue per customer)

AWARDS

West Virginia Tourism Gold Star Award
 (2016 Digital Campaign "The Wild Ones" for Adventures on the Gorge)

FULL MARKETING CAMPAIGNS

(Section 4.2.1.6) The Vendor should identify one recent and successfully completed, comprehensive marketing project (within the three years preceding the date of the proposal) including, but not limited to, media-related advertising and the subsequent buy, promotional items, websites, public relations endeavors and other pertinent materials, and the individual staff members involved in the three projects. Campaigns or projects that did not use aired or published, paid media shall not be considered as eligible for the purpose of responding to this proposal. Each bidder should also include the name and phone number of a contact person at the client's place of business to serve as a reference for any project submitted. Identical information must also be provided for any principal in a joint venture or subcontractor situation.

FULL MARKETING CAMPAIGNS

PROJECT	Full Rebrand Marketing Campaign
CLIENT	Every Mother Counts
LOCATION OF PROJECT	International, based in New York
PROJECT MANAGER	Megan Bullock
TYPE OF PROJECT	Marketing campaign
PROJECT GOALS + OBJECTIVES	Redesign an entire comms campaign with year-long rollouts, to increase meaningful engagement, donations, and earned media
TARGET AUDIENCE	Mothers and supporters of mothers globally <ul style="list-style-type: none">• Donors, focused women/mothers ages 22-50 in New York and San Francisco/LA• Partners and Stakeholders• Lawmakers• International Grantees• International Funders (inquire in interview for more information)
REFERENCE CONTACT CONTACT NUMBER	Wallis Post, former Marketing Director 917.658.8617

MARKETING CAMPAIGN OVERVIEW

MESH developed a comprehensive rebrand campaign for Christy Turlington Burns' Every Mother Counts, a global maternal advocacy organization, that rolled out throughout 2018. The campaign culminated in major touchpoints throughout the year: Mothers Day and the Orange Rose Collection product launch, Giving Birth in America video series launch, and the new brand and website launch.

THE MOTHER'S DAY CAMPAIGN, A MULTI-DISTRIBUTION STRATEGY

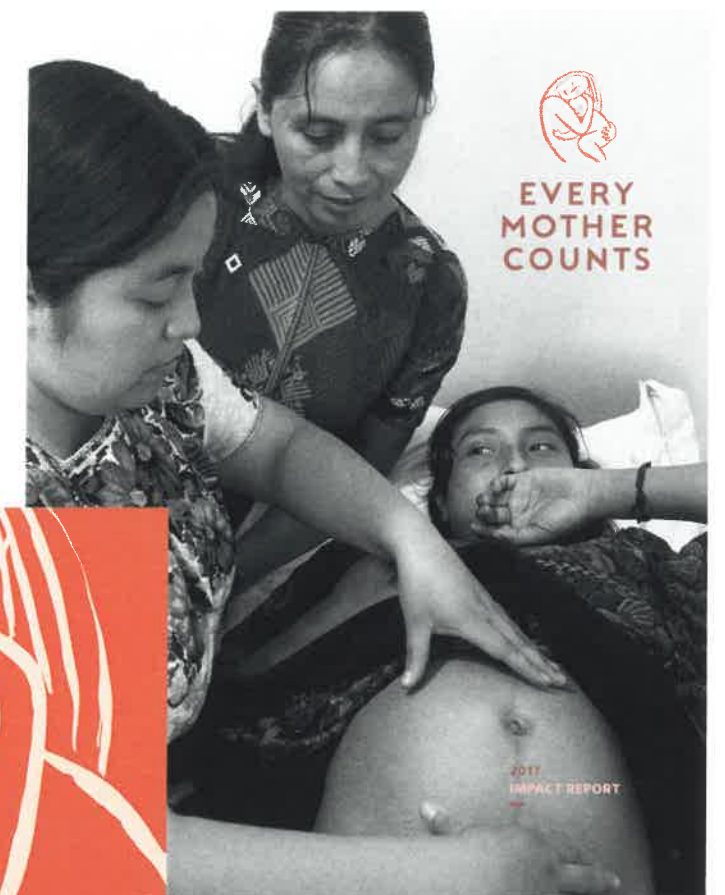
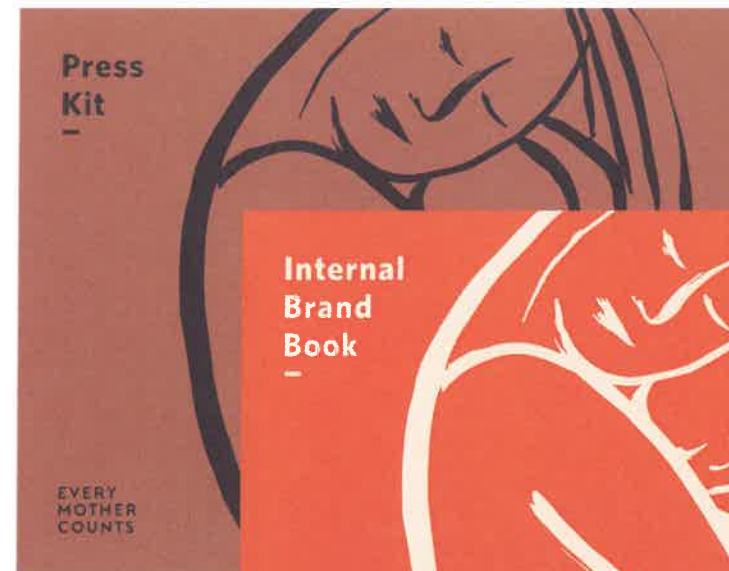
The Mother's Day Campaign in 2018 consisted of a homepage takeover donation driver, an email series, print mailer series, social media series and influencer partnership strategy, a video PSA, a product merchandise launch, and an annual MPower event. All media featured a simplified donation call to action—all digital media pointing to the homepage and all print and environmental media asking for mailed in donations. The campaign ran from April 13-May 27 and yielded over half a million dollars in donations.

Utilizing an influencer-and-partnership-heavy strategy targeted on social, sixty-three influencers posted on behalf of EMC over the course of the campaign, with follower counts ranging from 10k to over 500k. An Instagram influencer post can be valued at an estimated \$100 per 10,000 followers, according to Adweek. On average, this translates into around \$190k of investment from the sixty-three influencers.



EVERY MOTHER COUNTS

BRAND BOOKS

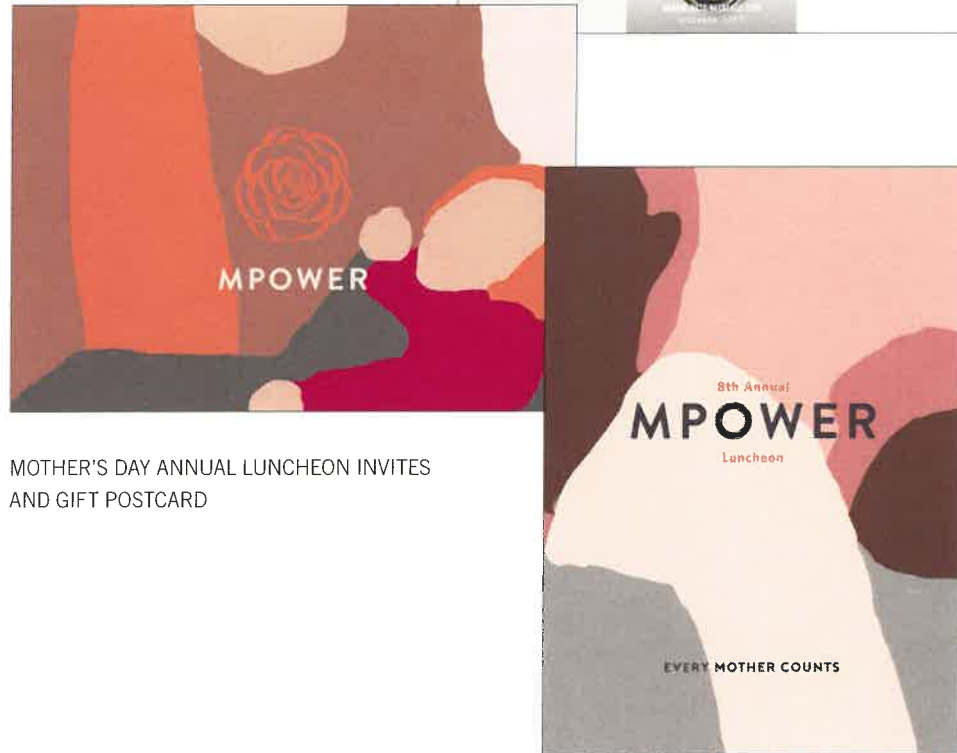
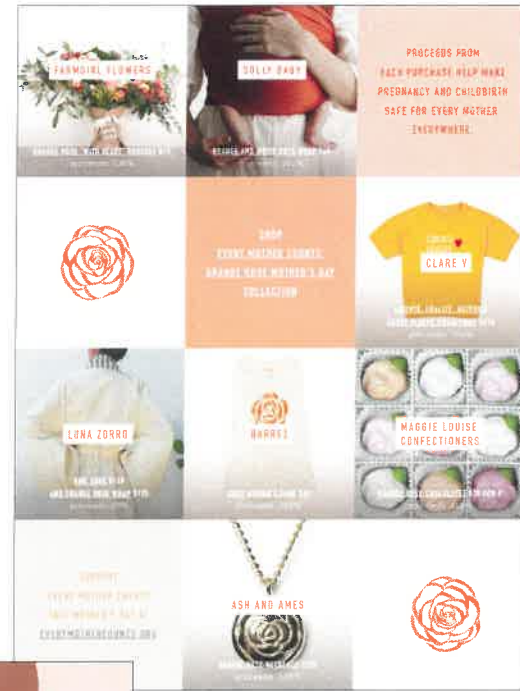


THE MOTHER'S DAY CAMPAIGN: IMPACT

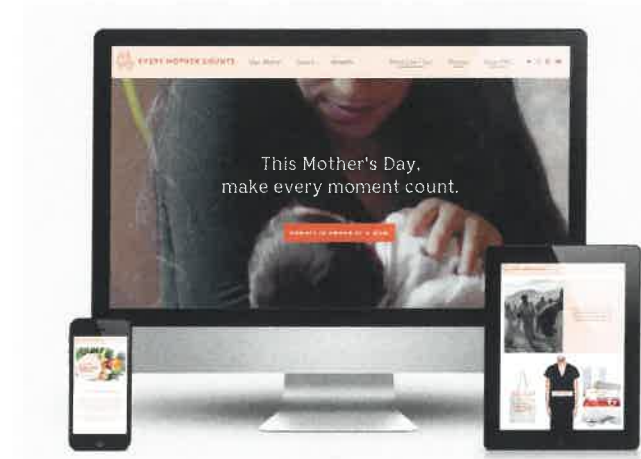
The partners who posted and shared the Mother's Day campaign have an aggregate social reach of nearly 38M. Traffic to the EMC website from social was 3.2k (driving directly to the campaign landing page from Instagram, Facebook, Instagram stories, Twitter, YouTube, Pinterest).

The custom click tracking analytics set up on the homepage takeover, generating a 107% increase in revenue from 2017 to 2018 online donations, and a 102% increase in number of donations from 2017 to 2018. 83% of donors were first-time donors to Every Mother Counts. The website traffic had 46,000 visits during the campaign, 39% growth from 2017, and over 300,000 video views.

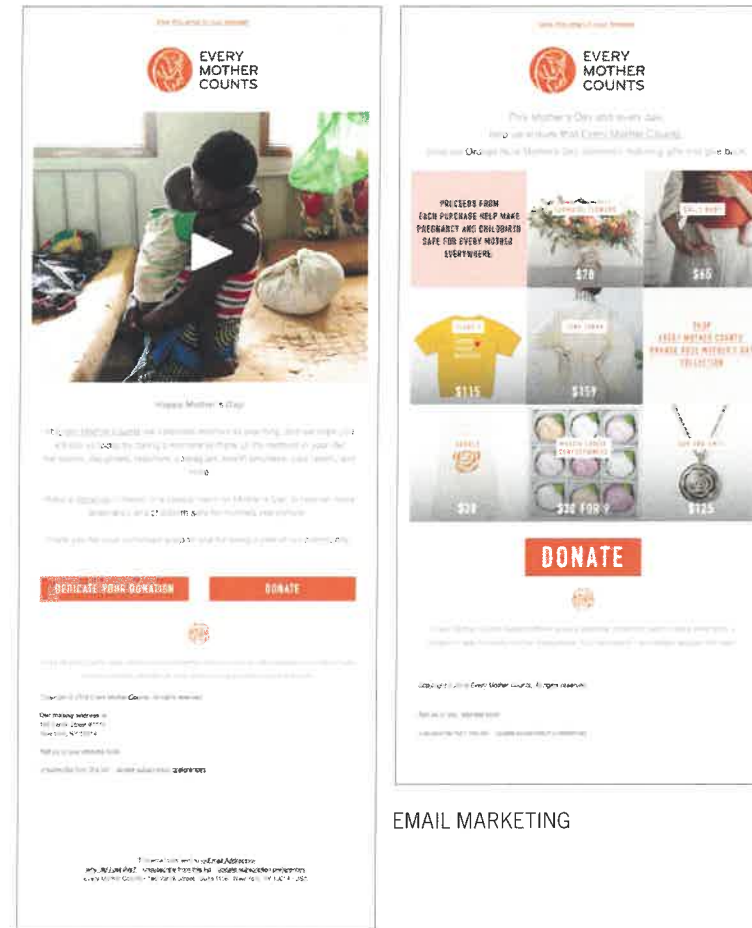
Twitter: + 14,943 Views on influencer posts
 Facebook: + 1.3k Views on influencer posts
 Instagram: + 224,594 Views on influencer posts



MOTHER'S DAY ANNUAL LUNCHEON INVITES AND GIFT POSTCARD



HOMEPAGE AND SHOP PAGE TAKEOVER



EMAIL MARKETING





MOTHER'S DAY GIFTS WITH NEW BRANDING



ORANGE ROSE REDRAW



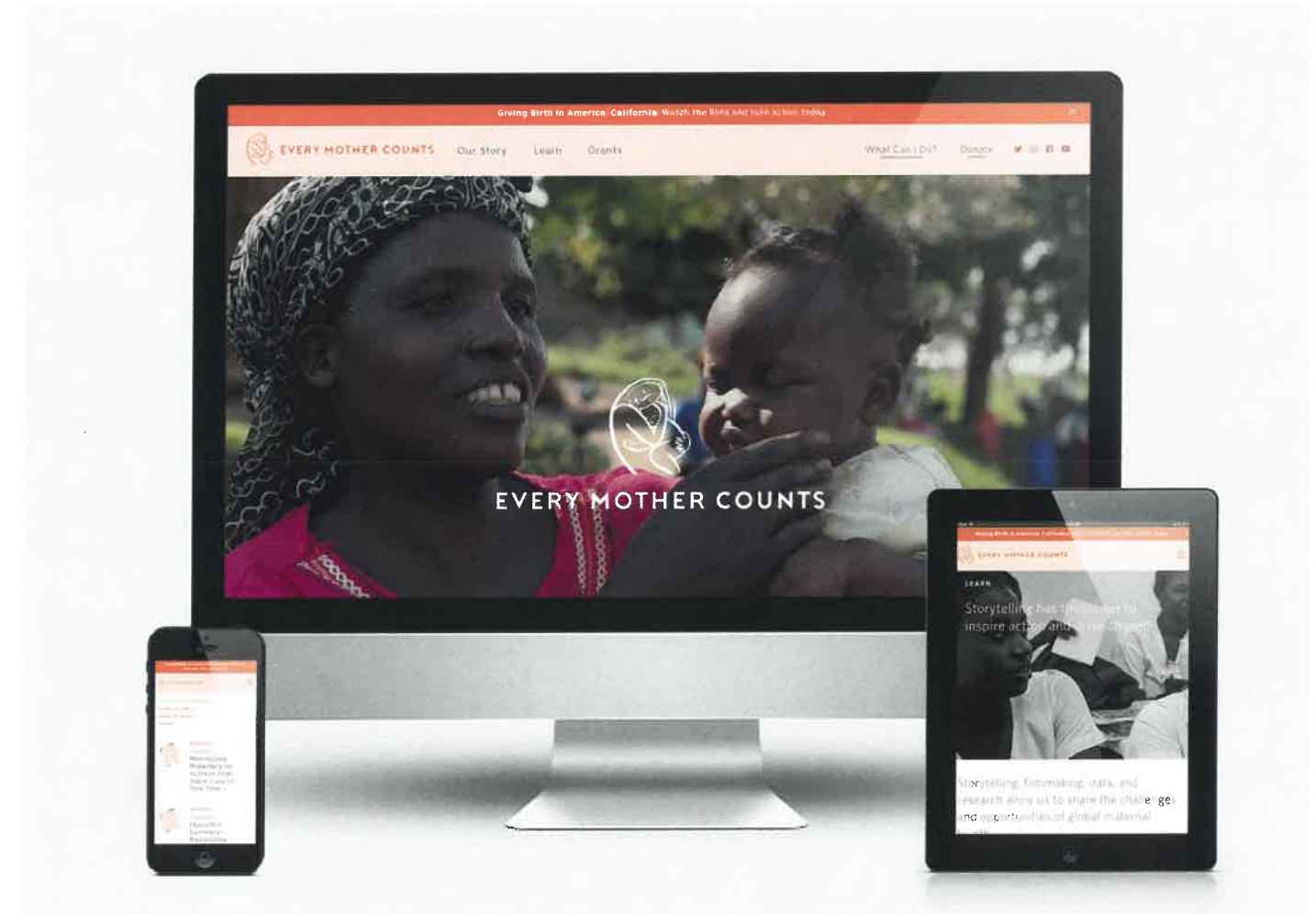
In October 2018, we officially launched the new branding, through a new website launch, digital campaign, Love EMC event, and the annual Giving Birth in America video series in partnership with CNN and PR campaign complete with downloadable press kits. The fall releases were followed by a very successful year end annual appeal.

BRAND AND WEB FALL LAUNCH AND IMPACT

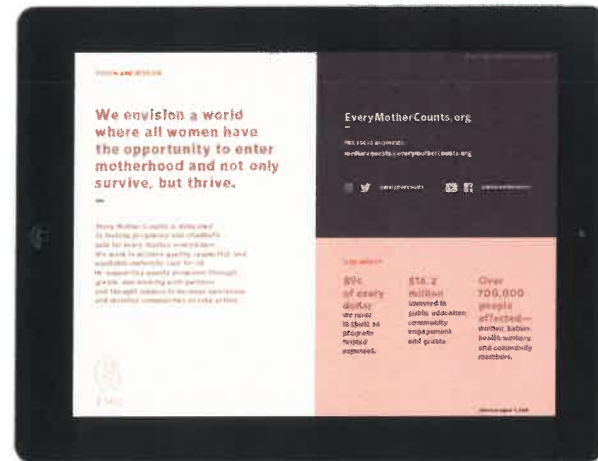
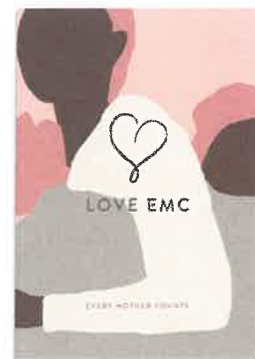
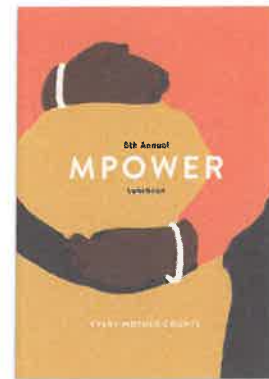
The impact of the new brand campaign was immediately evident through web traffic increases. The updated design, re-organized site content, and integrated third party conversion platforms, informed by extensive audience and user research, created measurable change in visitor engagement. The launch took place in Q4 of 2018; MESH compared analytics with the previous quarter of 2018.

The new website generated an increase in traffic, both in unique visitors and overall visits. Unique visitors to the website increased more than 30% overall. Individual page views rose more than 40% compared with Q3—so each visitor saw more website content per visit. Re-organized site content brought a new category of information to the front. “What Can I Do”, an aggregation of actionable items for site visitors, was added to the navigation, and received 2,000 more pageviews in Q4 2018 compared to those same pages in Q3.

Average pageviews per visit increased by 6% in Q4—meaning users clicked through to more pages. And a 31% increase in new users in Q4, coupled with a 33% increase in sessions per user, showed that visitors returned to the new website significantly more often.



WEBSITE



PRINT COLLATERAL



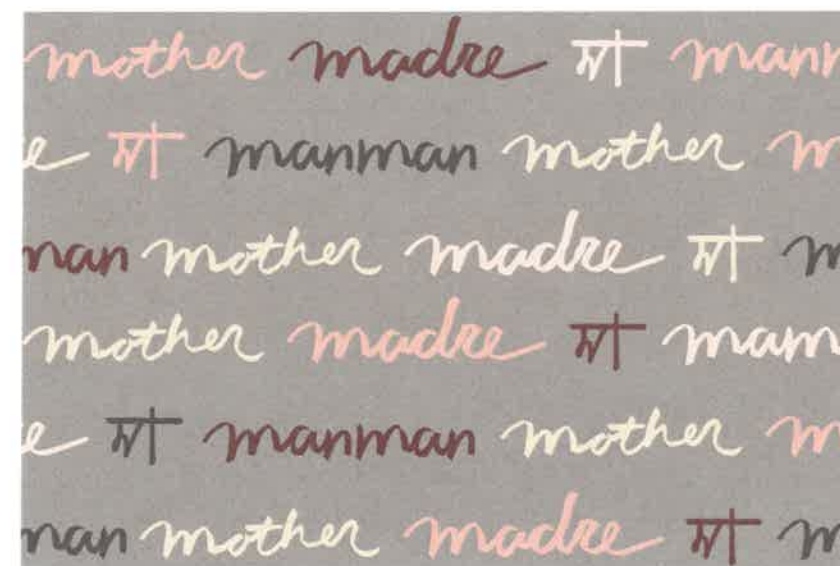
TOTE BAG



LETTERHEAD



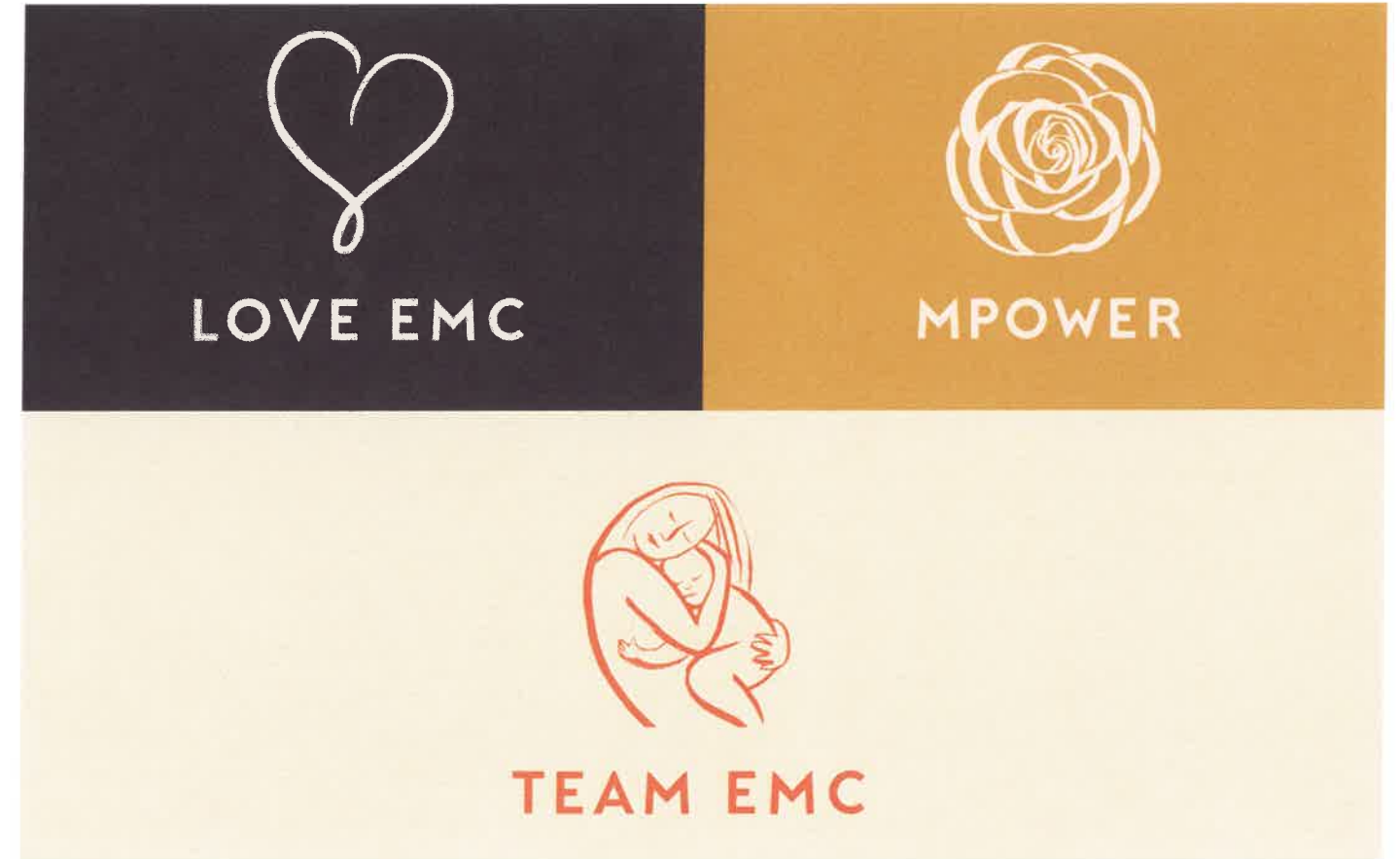
INFOGRAPHIC



HANDWRITTEN MOTHER PATTERN



ILLUSTRATIONS



SUB-BRANDS

GIVING BIRTH IN AMERICA: CALIFORNIA FILM RELEASE

Giving Birth in America campaign was launched through an education web platform, a film launch through CNN, and a traveling series of events with Giving Birth in America film screenings and panel talks with Christy Turlington Burns around the country. The campaign had a legislative call to action, which was instrumental in passing the Preventing Maternal Deaths Act of 2017. The film and press releases were wildly successful and it continues to travel and screen throughout the country, even showing at SXSW 2019. <https://www.cnn.com/specials/every-mother-counts>

ANNUAL APPEAL

The Annual Appeal, launched as a print mailer campaign and six-part email marketing campaign through Mailchimp, grew 28% from 2017 to 2018. Number of donations grew over 150%. Online donations increased by almost 180%.

Together, we can make pregnancy and childbirth safe for every mother, everywhere.

\$90 \$349 \$6,800
 \$150 \$1,000 \$_____

CARD NUMBER EXP. DATE SEC. CODE

SIGNATURE (required for credit card)

NAME

ADDRESS

APT. CITY ZIP

EMAIL PHONE

Donations by check are also accepted. Please make checks payable to **Every Mother Counts**. To pay by bank wire, stock, or more, please contact: donate@everymothercounts.org

We are a certified 501(c)(3) organization. Our Tax ID/EIN # is **45-4102644**.

180 Varick Street, Suite 1118, New York, NY 10014 • 646-918-6809

EVERY MOTHER COUNTS
Celebrating A Year in Action



2018 was a ground-breaking year for maternal health in the United States!

You can help make pregnancy and childbirth safe for every mother, everywhere.

Highlights:
After seven years, the **Preventing Maternal Deaths Act** passed the House of Representatives yesterday! Our longstanding advocacy, in partnership with supporters like you, helped get this legislation across the finish line. The act will help states review pregnancy-related deaths and complications to save lives in the future.

The **Improving Access to Maternity Care Act** passed the Senate last week! We collaborated with the American College of Nurse-Midwives (ACNM), American College of Obstetricians and Gynecologists (ACOG) and the National Rural Health Association (NRHA) to hold a congressional briefing to support this legislation. This no-cost, bipartisan bill will require the government to identify areas that face shortages of maternity care providers so that midwives and obstetricians can fill the gaps in these communities. Once signed by the President this will go into law.

We launched **"Maximizing Midwifery to Achieve High Value Care in New York"** which documented the experiences of hundreds of women. The report highlights the alarming outcomes and poor value of care in the current maternity care system. It explains how midwifery improves outcomes, increases engagement and satisfaction in care, and reduces spending.


We were instrumental in raising awareness of important maternal health and safety issues by participating in **New Jersey's Inaugural Maternal Health Awareness Day** and working with Governor Cuomo's office to establish the first-ever **New York Maternal Mortality Awareness Week**.

Change takes time, but with your sustained support progress is possible.

GIVE NOW > **TAKE ACTION >**

Copyright © 2018 Every Mother Counts. All rights reserved.

EVERY MOTHER COUNTS
Last day to make an impact in 2018



We are 90% to our fundraising goal.

Today is the last day to make a 2018 tax-deductible gift to Every Mother Counts. Please consider making a meaningful year-end contribution to help us improve access to quality and respectful maternity care.

We envision a world where every woman has the opportunity to enter motherhood and not only survive but thrive.

Your support will help us achieve our mission to make pregnancy and childbirth safe for every mother, everywhere.

GIVE NOW >

Copyright © 2018 Every Mother Counts. All rights reserved.

Thanks for the opportunity.



meshfresh.com

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: Lowest Cost of All Proposals / Cost of Proposal Being Evaluated = Cost Score Percentage

Step 2: Cost Score Percentage X Points Allocated to Cost Proposal = 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 = Cost Score Percentage of 1 (100%)

Step 2 – 1 X 30 = Total Cost Score of 30

Proposal 2: Step 1 – \$1,000,000 / \$1,100,000 = Cost Score Percentage of 0.909091 (90.9091%)

Step 2 – 0.909091 X 30 = 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.

MESH Design and Development

(Company)



Megan Bullock, Creative Director + Founder

(Representative Name, Title)

304-405-6374

(Contact Phone/Fax Number)

REQUEST FOR PROPOSAL

WV Dept. of Commerce Advertising Services

04/23/19

(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.

Megan Bullock, Creative Director + Founder
(Name, Title)
Megan Bullock, Creative Director + Founder
(Printed Name and Title)
609 Tennessee Ave. Charleston, WV 25302
(Address)
304-405-6374
(Phone Number) / (Fax Number)
meganbullock@meshfresh.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.

MESH Design and Development
(Company)
Megan Bullock, Creative Director + Founder
(Authorized Signature) (Representative Name, Title)
Megan Bullock, Creative Director + Founder
(Printed Name and Title of Authorized Representative)
04/23/19
(Date)
304-405-6374
(Phone Number) (Fax Number)

ADDENDUM ACKNOWLEDGEMENT FORM

SOLICITATION NO.: CRFP 0307 DEV19 00000001

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

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

Addendum Numbers Received:

(Check the box next to each addendum received)

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

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

MESH Design and Development

Company

Authorized Signature

04/23/19

Date

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

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; website: www.ethics.wv.gov.

West Virginia Ethics Commission
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: MESH Design and Development Address: 609 Tennessee Ave. Charleston, WV 25302

Name of Authorized Agent: Dusta Tanner Address: 303 Washington St. W Charleston, WV 25302

Contract Number: CRFP 0307 DEV1900000001 Contract Description: Advertising Services

Governmental agency awarding contract: WV Department of Commerce

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.

Ben Berry, Rhodes Ponzer, Wallis Post

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: *[Handwritten Signature]*

Date Signed: 4/23/19

Notary Verification

State of West Virginia, County of Kanawha

I, Dusta Tanner, 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 23 day of April, 2019.

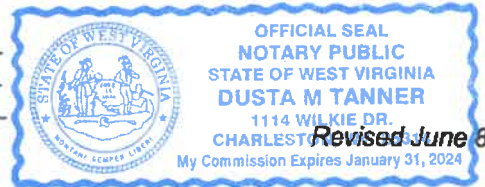
[Handwritten Signature]
Notary Public's Signature

To be completed by State Agency:

Date Received by State Agency: _____

Date submitted to Ethics Commission: _____

Governmental agency submitting Disclosure: _____



Revised June 8, 2018

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: MESH Design and Development

Authorized Signature: *[Signature]* Date: 04/23/19

State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 23 day of April, 2019.

My Commission expires January 31, 2024



NOTARY PUBLIC *[Signature]*



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: 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:

MESH Design and Development
 609 Tennessee Ave.
 Charleston, WV 25302
 304-405-6374

FOR INFORMATION CONTACT THE BUYER

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

Signature X 

FEIN # 27-0745271

DATE 04/23/19

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

ADDITIONAL 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".)

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

DEV1900000001	Document Phase Final	Document Description WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES	Page 3 of 3
----------------------	--------------------------------	--	------------------------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions



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

State of West Virginia
 Request for Proposal
 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:

MESH Design and Development
 609 Tennessee Ave.
 Charleston, WV 25302
 304-405-6374

FOR INFORMATION CONTACT THE BUYER

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

Signature X

FEIN # 27-0745271

DATE 04/23/19

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

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:

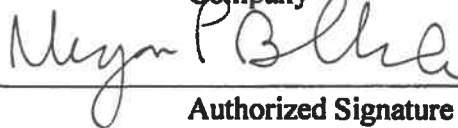
(Check the box next to each addendum received)

- | | |
|--|--|
| <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 |

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MESH Design and Development

Company



Authorized Signature

04/23/19

Date

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



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

State of West Virginia
 Request for Proposal
 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:

MESH Design and Development
 609 Tennessee Ave.
 Charleston, WV 25302
 304-405-6374

FOR INFORMATION CONTACT THE BUYER

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

Signature X

FEIN # 27-0745271

DATE 04/23/19

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

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: DEV1900000001

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| <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 |

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MESH Design and Development

Company



Authorized Signature

04/23/19

Date

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

Revised 6/8/2012



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
02/07/2019

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 have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER The Mazzeo Agency, Inc. 1 Bethany Rd. Suite 50 Hazlet NJ 07730-1667		CONTACT NAME: Valerie A. Zuppa PHONE (A/C, No, Ext): (732) 344-5154 E-MAIL ADDRESS: Valerie@mazzeoagency.com FAX (A/C, No): (732) 344-5155
INSURED		INSURER(S) AFFORDING COVERAGE
Mesh Design and Development, LLC 609 Tennessee Avenue Charleston WV 25302		INSURER A: TRAVELERS CAS INS CO OF AMER INSURER B: CHARTER OAK FIRE INS CO INSURER C: INSURER D: INSURER E: INSURER F:
		NAIC # 19046 25615

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

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

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		680-7G780677-19-42	01/26/2019	01/26/2020	EACH OCCURRENCE \$ 1,000,000
						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000
						MED EXP (Any one person) \$ 5,000
						PERSONAL & ADV INJURY \$ 1,000,000
						GENERAL AGGREGATE \$ 2,000,000
						PRODUCTS - COMP/OP AGG \$ 2,000,000
						\$
	AUTOMOBILE LIABILITY					COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY					BODILY INJURY (Per person) \$
						BODILY INJURY (Per accident) \$
						PROPERTY DAMAGE (Per accident) \$
						\$
	UMBRELLA LIAB					EACH OCCURRENCE \$
	EXCESS LIAB					AGGREGATE \$
	DED RETENTION \$					\$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input checked="" type="checkbox"/> N	UB-7K336146-18-42	03/06/2018	03/06/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER
		N/A				E.L. EACH ACCIDENT \$ 500,000
						E.L. DISEASE - EA EMPLOYEE \$ 500,000
						E.L. DISEASE - POLICY LIMIT \$ 500,000

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

CERTIFICATE HOLDER	CANCELLATION
For Information Purposes Only	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 <i>Valerie A. Zuppa</i>

WORK

MESH | Design and Development
Founder + Design Director
2009-Present— Brooklyn NY + Charleston WV: full service communication design and tech studio: designing brands, digital experiences and communication tools for creative and social impact entrepreneurs and nonprofit organizations for clients like ACLU, Artplace America, WVFree, Global Dignity, UPENN, Every Mother Counts, NYC Department of Consumer Affairs, United Nations University

The Linn Building
Owner, Developer + Interior Architect
2014-Present— Charleston WV: the creative placemaking rebuild of a 4,000 square foot dilapidated building into artist live/work space; over 30 contributing artists, makers, and tradecrafts-people

One O'Clock Gun Design Consultants
Design Apprentice
2008— Edinburgh UK: concept designs + re-designs for small and large companies

PUBLIC SERVICE

MAKESHOP at MESH
Founder and Learning Experience Designer
2014— Appalachian Incubator hosting events, workshops, and community gatherings around creative entrepreneurship, community development, + a transitioning economy

UPENN CSIS Social Impact House
Entrepreneurship Mentor
2014— Philadelphia PA

Global Studio by University of Sydney
Graphic + Community Engagement Designer
2012— Bhopal India

People Building Better Cities by Global Studio
Co-creator + Exhibition Designer
2013-16— exhibited at AIA Center for Architecture New York, UN WUF: Medellin, University of Sydney, Johannesburg Diepsloot Youth Center, Studio-X Rio and Studio-X Mumbai, Union of International Architects Congress: South Africa

Parikrma Humanity Foundation
K-8 Teacher + Campaign Designer
2008-09— Bangalore India: designed + executed art, literacy, + health education programs

EDUCATION

Rhode Island School of Design
08 BFA Graphic Design
Brown University
courses in environmental science, psychology, english, economics

HONORS

National Endowment for the Arts
Grant Panelist Reviewer 2018
National Arts Strategies: Creative
Community Fellowship 2017
CURA grant recipient 2016
Focus Magazine: West Virginia
WonderWoman 2015
PRINT Magazine RDA recipient:
Best of New York 2014
Best of the South 2013
HOW Design Magazine 2013
SAPPI Ideas that Matter grant
recipient 2013
AIGA Juried Design Exhibition 2011
FestivALL selected public artist 2011
RISD Honors + Independent Studies
selected student, Argentina +
Uruguay 2007-08
Harvard Book Award for English +
Writing 2004
University of Charleston Juried
Gallery Exhibit, 1st 2004
Second Degree Black Belt,
Tae Kwon Doe 2001
WV Tourism Gold Star Awards: Best in
Web Award, Best Digital Campaign

PUBLIC SPEAKING + DESIGN TEACHING

Cooper Hewitt Smithsonian Design
Museum, UN Habitat World Urban
Forum, Creative Placemaking
Summit: Appalachia, New Story
Conference, Women in Tech:
TechConnect, University of
Hartford Impact Ripple, TLPA
Leadership Conference, Farmers
Roundtable, Tamarack Foundation
for the Arts, North Central Farm
Gathering, MAKESHOP at MESH

WORK HISTORY

- Operations Manager | MESH Design & Development | 2016 - Present
- Gallery Co-Director | Apartment Earth Gallery | 2012 - Present
- Marketing Manager | Fund For The Arts | 2015 - 2017
- Insurance Agent | Maddox, Garlow, & Assoc. Ins. Agency | 2011 - 2014
- Retail Manager | New York & Company | 2007 - 2011
- Art Collection Archivist & Librarian Assistant | Moore College of Art & Design | 2005 - 2006

EDUCATION

- BFA Textile Design, Moore College of Art & Design | Philadelphia PA | 2003-2006
- Graphic Design studies, Shepherd University | Shepherdstown WV | 1999-2003

PROFESSIONAL DEVELOPMENT + SKILLS

- Create and manage internal company processes; Support Owner/Creative Director on coordination of client projects and administrative tasks, and on a day-to-day basis as needed
- Oversee administrative tasks including: company insurance policies, assist with tax paperwork, business paperwork, processing vendor + contractor invoicing, staff onboarding, PTO, VTO, and reimbursements
- Finance + Operations including: invoice management, client hourly invoicing, ongoing client invoicing / client questions, deposits, accounts receivable, accounts payable, expense tracking
- Internal project management includes: weekly hour updates, update roadmaps, project planning/quarterly goals, and time reports/project tracking, facilitating weekly team meetings
- Responsible for new work proposals and contracts, new client set up: invoicing/PM tools, ongoing clients requests, and working with the project lead to handle scope creep, client management for assigned projects
- Studio management including: decisions for studio upkeep and purchases, errands, handling mail, and maintaining a cleaning service
- Develop, coordinate, and administer cultural arts programs for Fund for the Arts; Plan and execute strategic directions, initiatives, goals and objectives from the Director & FFA Board; Facilitate artist socials that include scheduling professional artists for lectures & workshops; Manage social media, newsletters, and the Live In Charleston calendar app
- Social Media Management – responsible for updating and promoting businesses & events; Understanding business objectives and audience on a multitude of social media platforms; creating & implementing content calendars

Tameika Pittman.

Designer Curious and imaginative design skilled in many print and web related areas.

Education **Bachelor of Science in Visual Communication**
Arizona State University, Tempe, AZ 85281
08.2012–05.2016

Experience **MESH Design and Development**
67 West St Suite 403, Brooklyn, NY 11222
Junior Graphic Designer
I offer design support for website and branding projects for small-business and non-profit clients.
08.2016–Current

Highway Twenty
1114 Grand Ave, Phoenix, AZ 85002
Design and Web Development Intern
I designed and helped develop various websites and social media campaigns for non-profits.
08.2015–01.2016

MM Brand Agency
1017 N Central Ave, Phoenix, AZ 85002
Graphic Design Intern
I helped design logos and deliverables for new clients.
05.2015–08.2015

Organizations **Graphic Design Senior Show Association**
Web Committee Lead
2015–2016

Graphic Design Student Association
Student Representative
2014–2015

Recognitions **Dean's List**
Arizona State University
Requirements: 3.5 GPA or higher, 12+ credit hours per semester

Provost Award
Arizona State University
Requirements: 3.8 GPA or higher, 30+ credit hours per year

Skills I am highly experienced with Adobe Creative Suite CC products, including Illustrator, Photoshop and InDesign. I am well-versed with Apple Mac and Windows PC operating systems. I design websites through Sketch, and build websites in HTML, CSS, jQuery and Javascript with any text editor or Coda 2. In addition, I am knowledgeable about typography and print design.

graphic & web designer

creative coordinator

INVNT, New York NY

04/2016 - 08/2017

Creative and administrative support for the creative team, plus executive assistant, at a brand communications and events agency.

- Coordinated creative projects, from asset management to client communication
- Provided admin support for CCO and Creative Directors
- Created external marketing materials (case studies, social media)
- Directed, shot and edited a series of bi-monthly newsletter videos
- Supported creative direction for client-facing projects and led creative direction on internal projects and events, contributing ideas, writing, research to proposals for live events
- Coordinated calendars, travel, expenses, team outings, etc.

finance (various roles)

INVNT, New York NY

01/2014 - 04/2016

AR, AP, expense management, and training for the finance team.

- Implemented a new expense management software and transitioned the company over to its use, creating a series of training videos
- Communicated with INVNT vendors and clients
- Maintained accurate databases and provided reports

archiving intern

White Box, New York NY

09/2013 - 12/2013

An archiving project for a non-profit art gallery, cataloging and preserving materials from past exhibitions. Done while working on an MLIS with a focus on Archives and Record Management.

artist assistant and registrar

Treehouse Gallery and Studio, Phoenix AZ

01/2011 - 02/2012

Day-to-day management and assistance at an art gallery.

- Organized and produced gallery openings and events, including event promotion, talent management, bartending, budgeting
- Managed marketing materials and PR, including promotional writing for local publications
- Assisted with art fabrication

Creative assistant with experience in admin, copywriting, finance, and more. I make clients, coworkers, and supervisors happy—both by working to make their work easier and by adding fun, creative touches wherever possible.

currently freelance at QNY Creative, NYC, & occasional PA for film

skills

Copywriting & copyediting
Research
Creative ideation & direction
Admin assistance
AR/AP
Expense management
Video production & editing
Record management

education BA in Psychology
awarded from Arizona State University,
2010

software stuff

Premiere Pro, Photoshop, InDesign
G-Suite
Microsoft Excel
Keynote
Project management tools (various!)
Concur
Quickbooks & Sage

1403-D Drake Avenue
Avenue, Texas
78704 USA

CALL 717.521.9248
EMAIL dreier.kathryn@gmail.com

Experience

Multi-Media Designer
MESH

Professor; Design Procedures
PRATT

Designer
FLYLEAF CREATIVE

Designer and Strategist
BOW & ARROW

STRESSLIMITDESIGN

Extra Curricular

PIDGIN

Education

BFA in Communications Design
PRATT

Skills

Awards

References



shaundover

New Media Artist/Web Developer/Designer

shaundover.com | ✉ shaun.dover@gmail.com | ☎ 828.275.0637

WHAT I CAN do

- > Adobe Creative Suite
- > Wordpress
- > Percussion CMS
- > Mac/Windows OS
- > Maya
- > MS Office
- > Final Cut Pro
- > CSS/CSS3
- > HTML[5]/XHTML
- > PHP
- > Javascript
- > jQuery
- > mySql
- > Actionsript
- > Web Design/Development
- > Responsive design
- > Maintaining large-scale websites
- > Support brand guidelines
- > Problem solving
- > Accessibility

EDUCATION

2008-2013

B.A. in New Media Arts - Interactive Design

University of North Carolina at Asheville

1999-2003

A.A.S in Accounting

Asheville-Buncombe Technical Community College

EMPLOYMENT

Gardner-Webb University

Oct 2013-Current

Senior Web Developer/Designer

- > Hired in Oct. 2013 as Web Developer, promoted to Senior Web Designer/Developer in Aug. 2014.
- > Work in conjunction with all departments to create time-sensitive marketing materials for online marketing campaigns
- > Develop website content according to needs of various campus departments
- > Responsible for managing brand identity for web presence
- > Maintain web server (Tomcat/Apache HTTPD)
- > Implemented full site re-design, October 2014.

Asheville Buncombe Technical Community College

2012-2013

Computer Lab Aide

- > Assisted, trained, and resolved issues for patrons in the use of lab equipment & software

Davidson Homes, Inc.

2006-2012

Accounts Receivable Manager

- > Continually reviewed billing process to manage workflow
- > Met bi-weekly deadlines for submitting billing for over 100 clients to multiple state/federal agencies.
- > Maintained working relationships with payment coordinators at each state/federal agency
- > Developed systems as needed to track loss of revenue and process issues
- > Part of a group of team leaders that coordinated the daily operations of the company
- > Developed creative goals to increase profitability of various segments of the company as needed