

REQUEST FOR PROPOSAL

CRFP HHR2200000001 - Advertising Services

| Service | Estimated Hours | All-Inclusive Hourly Rate | Total Cost |
|---|-----------------|---------------------------|---------------------|
| Contract Administration, Consultation, Planning | 110 | \$105.00 | \$11,550.00 |
| Account Services | 2200 | \$105.00 | \$231,000.00 |
| Video Production | 50 | \$20.00 | \$1,000.00 |
| Radio, TV, Cable Platform | 110 | \$20.00 | \$2,200.00 |
| Outdoor Advertising | 40 | \$20.00 | \$800.00 |
| Media Buys | 700 | \$105.00 | \$75,500.00 |
| Print Media | 500 | \$20.00 | \$10,000.00 |
| Research, Survey, Analysis, Evaluation | 75 | \$20.00 | \$1,500.00 |
| Design and Copy | 1200 | \$105.00 | \$126,000.00 |
| Website Design | 65 | \$75.00 | \$4,875.00 |
| Data Acceptance and Transfer | 10 | \$0.00 | \$0.00 |
| Advertising Services/Hourly Rates Subtotal | | | \$462,425.00 |

A. Advertising Services/Hourly Rates

B. Media Buys Add-On:

All vendors responding to this RFP must provide a percentage of add-on or "markup" for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

ADD-ON FOR MEDIA BUYS PERCENTAGE 5.0%

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making the multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

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1.05 x \$2,750,000.00 \$2,887,500.00 Media Buys Add-on Subtotal.

Advertising Services/Hourly Rates Subtotal (A): \$ 462,425.00

Media Buys Add-Ons Subtotal (B): \$ 2,887,500.00

Overall Total Cost: \$ 3,349,925.00

***(Advertising Services/Hourly Rates
Subtotal plus Media Buy Add-on Subtotal)***

Note: The estimated hours and media buys noted on the Pricing Page for service categories are estimates for evaluation purposes only; actual hours may be more or less at the discretion of DHHR.

The Manahan Group LLC
Vendor

By: George B. Manahan

Title: CEO

Date: 10/7/2021

Address:

222 Capitol Street STE 400

Charleston, WV 25301

Business Phone Number: 304-343-2800

Email: gmanahan@manahangroup.com

Authorized Signature:  10/7/2021

In accordance with WV Code Section 5A-3-37, The Manahan Group LLC requests preference for our residency status. The Vendor Preference Certificate is attached to both this note with the Cost Sheet and appears in Addendum A of the Technical Proposal. We are requesting 5% vendor preference having satisfied both Part 1 Section 1 and Part 2.

We request that our bid of \$3,349,925.00 be reduced by 5% for calculation purposes to compete with out of state vendor bids.

$\$3,349,925.00 \times 5\% = \$167,496.25$

In State Vendor Preference

$\$3,349,925.00 - \$167,496.25 = \underline{\$3,182,428.75}$

Calculated Bid with Preference



Signed

October 7, 2021

Dated

George Manahan

The Manahan Group LLC

CRFP HHR2200000001

Advertising Services

222 Capitol Street, STE 400

Charleston, WV 25301

304-343-2800 / fax 304.343.2788

gmanahan@manahangroup.com

State of West Virginia
VENDOR PREFERENCE CERTIFICATE

Certification and application is hereby made for Preference in accordance with **West Virginia Code**, §5A-3-37. (Does not apply to construction contracts). **West Virginia Code**, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Vendor Preference, if applicable.

1. Application is made for 2.5% vendor preference for the reason checked:

- Bidder is an individual resident vendor and has resided continuously in West Virginia, or bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia, for four (4) years immediately preceding the date of this certification; **or**,
- Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; **or**,
- Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or**,

2. Application is made for 2.5% vendor preference for the reason checked:

- Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,

3. Application is made for 2.5% vendor preference for the reason checked:

- Bidder is a nonresident vendor that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's bid; **or**,

4. Application is made for 5% vendor preference for the reason checked:

- Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or**,

5. Application is made for 3.5% vendor preference who is a veteran for the reason checked:

- Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,

6. Application is made for 3.5% vendor preference who is a veteran for the reason checked:

- Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

7. Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.

- Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

8. Application is made for reciprocal preference.

- Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) rescind the contract or purchase order; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: THE MANAHAN GROUP LLC

Signed: 

Date: 10/7/2021

Title: CEO

*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.