



04/14/23 13:50:05
WV Purchasing Division

RFP: WEST VIRGINIA DEPARTMENT OF COMMERCE

RFP #: CRFP 0327 COM230000001 COST PROPOSAL

SUBMITTED BY:

CRA Communications, LLC DBA Charles Ryan Associates
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CONTACT:

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April 18, 2023

ATTACHMENT C: Cost Sheet

Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

BID SCHEDULE

Vendors are to use this form and type in prices and percentages as applicable. All blanks must be completed. Failure to complete all sections may result in disqualification. (If you are not charging hourly rate or percentage markup insert "N/C").

A.

Specific Activities Estimated	Estimated Hours Per Year	Rate Per Hour	Annual Estimated Cost
Account/Client Services/Strategic			
Planning/Research Analysis	1,200	100.00 x 1,200 =	\$120,000
Web Development	900	100.00 x 900 =	90,000
Media Planning and Buying	150	100.00 x 150 =	15,000
Art and Creative Direction	2,000	100.00 x 2,000 =	200,000
Broadcast Production	900	100.00 x 900 =	90,000
Public Relations	100	100.00 x 100 =	10,000
Copy Writing	150	100.00 x 150 =	15,000
Software/Database Programming and Development	900	100.00 x 900 =	90,000
Total	6,300	100.00 x 6,300 =	\$630,000

NOTE: No Markup

All vendors responding to this RFP must provide an hourly rate for each of the specific activities listed above. Rates are applicable for both traditional media and online applications.

5,400 hours, the RFP's estimated number of hours per year, is multiplied by the percentage of time per year for each service to determine an estimated hours per year for each service. Vendors hourly rates are then multiplied by the respective hours to arrive at an estimated cost and a total cost.

B.

Add-on for Sub-Contracted Purchases:

All Vendors responding to this RFP must provide a percentage of add-on for purchases from sub-contractors. This percentage will be multiplied by \$1,000,000.

Bidder's add-on percentage for Sub-Contracted Purchases is x \$1,000,000.00

C.

Media Buying Add-on:

All Vendors responding to this RFP must provide a percentage of add-on media buying activities (not to exceed 3%) if the Vendor plans to charge an add-on. Any vendor bidding more than 3% will be disqualified. This add on percentage will be multiplied by \$300,000.

Bidder's Add-on percentage for Media Buying is x \$300,000.00

D.

Total Cost of Proposal (See Note B):

\$630,000

Note B: Cost from A, B, and C are to be added together to determine the total cost of the proposal.

SHIPPING CHARGES WILL BE REIMBURSED AT COST WITH PROPER DOCUMENTATION.

ALL TRAVEL IS TO BE INCLUDED IN THE QUOTED HOURLY RATES. NO ADDITIONAL COMPENSATION FOR TRAVEL EXPENSES WILL BE MADE TO THE SUCCESSFUL VENDOR.

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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 – $1 \times 30 =$ 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 – $0.909091 \times 30 =$ 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.

CRA Communications, LLC

(Company)

Susan Lavenski

(Representative Name, Title) Susan Lavenski, Chief Executive Officer

304-545-8006/304-342-1941

(Contact Phone/Fax Number)

April 18, 2023

(Date)