



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

State of West Virginia  
**Delivery Order**

Order Date: 08-23-2024

CORRECT ORDER NUMBER MUST APPEAR  
 ON ALL PACKAGES, INVOICES, AND  
 SHIPPING PAPERS. QUESTIONS  
 CONCERNING THIS ORDER SHOULD BE  
 DIRECTED TO THE DEPARTMENT  
 CONTACT.

<b>Order Number:</b>	CDO 0506 2942 EPS2500000001 1	<b>Procurement Folder:</b>	1498412
<b>Document Name:</b>	OEPS Breathe Easy Campaign	<b>Reason for Modification:</b>	
<b>Document Description:</b>	OEPS Breathe Easy Campaign		
<b>Procurement Type:</b>	Central Delivery Order		
<b>Buyer Name:</b>	Crystal G Hustead		
<b>Telephone:</b>	(304) 558-2402		
<b>Email:</b>	crystal.g.hustead@wv.gov		
<b>Shipping Method:</b>	Best Way	<b>Master Agreement Number:</b>	CMA 0506 HHR2200000001 1
<b>Free on Board:</b>	FOB Dest, Freight Prepaid		

VENDOR		DEPARTMENT CONTACT		
<b>Vendor Customer Code:</b>	000000109305	<b>Requestor Name:</b>	Jodie F Miller	
THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400		<b>Requestor Phone:</b>	(304) 356-4057	
CHARLESTON WV 25301		<b>Requestor Email:</b>	jodie.f.miller@wv.gov	
US		<div style="font-size: 48px; font-weight: bold;">2025</div> <div style="font-weight: bold;">FILE LOCATION _____</div>		
<b>Vendor Contact Phone:</b>	999-999-9999			<b>Extension:</b>
<b>Discount Details:</b>				
	<b>Discount Allowed</b>	<b>Discount Percentage</b>	<b>Discount Days</b>	
#1	No	0.0000	0	
#2	No			
#3	No			
#4	No			

INVOICE TO	SHIP TO
PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - IMMUNIZATION PROGRAM 350 CAPITOL ST, RM 125 CHARLESTON WV 25301-3719 US	OEPS HEALTH AND HUMAN RESOURCES 500 SUMMERS STREET 2ND FLOOR CHARLESTON WV 25301 US

Purchasing Division's File Copy

<b>Total Order Amount:</b>	\$1,398,092.00
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CH 8/26/24  
 PURCHASING DIVISION AUTHORIZATION  
 DATE: 8/26/2024  
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION  
 DATE: 8-27-24  
 ELECTRONIC SIGNATURE ON FILE

**Extended Description:**

OEPS Breathe Easy Campaign 09/01/24-01/31/25

The Manahan Group LLC will work with marketing and communications to generate a statewide Fall Immunization campaign; Breathe Easy WV, to promote RSV, Flu and COVID vaccines during the months September through December 2024.

purchase request eps25-033

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	20.00000	HOUR	\$105.0000	\$2,100.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2024-09-01	2025-01-31				

**Commodity Line Description:** Contract Administration/Consultation

**Extended Description:**

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	800.00000	HOUR	\$105.0000	\$84,000.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2024-09-01	2025-01-31				

**Commodity Line Description:** Account Services

**Extended Description:**

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	500.00000	HOUR	\$105.0000	\$52,500.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2024-09-01	2025-01-31				

**Commodity Line Description:** Media Buys

**Extended Description:**

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	960.00000	HOUR	\$105.0000	\$100,800.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2024-09-01	2025-01-31				

**Commodity Line Description:** Design & Copy

**Extended Description:**

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	0.00000		\$0.0000	\$1,158,692.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-09-01	2025-01-31				

**Commodity Line Description:** Media Buying Add-On

**Extended Description:**

Percentage Add-On for Media Buying = 5%

Add on Multiplier: 1.05



## THE MANAHAN GROUP LLC

222 Capitol Street, Suite 500 • Charleston, WV 25301  
P: 304.343.2800 • F: 304.343.2788 • [manahangroup.com](http://manahangroup.com)

### Work Order

To: Robert Wines  
Director, Division of Immunization Services

From: Tammy Harper

RE: Work Order for Breathe Easy WV Campaign 2024

Date: June 12, 2024

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#### **Statement of Work to be Performed:**

The Manahan Group LLC will work with marketing and communications to generate a statewide Fall immunization campaign; Breathe Easy WV, to promote RSV, Flu and COVID vaccines during the months September through December. Campaign elements will include the development of a toolkit for all (47) Health Departments in WV to ensure consistent messaging across the board. Assets will include a website, television, radio, and print ads, social media content, flyers and brochures as well as billboard artwork and promo items.

Planning on this project has commenced and management will be finalized after the last invoice has been received from outside vendors and processed for payment.

#### **Timeframe:**

September 1, 2024 – January 31, 2025 *(The Manahan Group LLC will honor the terms, conditions, and pricing past the expiration date of the master agreement for this work order.)*

#### **Estimated Labor and Cost**

The Manahan Group LLC will need a total of 2280 labor hours to help create, plan, coordinate and execute elements for this project. The breakdown of hours is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	20	\$105.00	\$2,100.00
Account Service	800	\$105.00	\$84,000.00
Design & Copy	960	\$105.00	\$100,800.00
Media Buys	500	\$105.00	\$52,500.00

*Total Labor: \$239,400.00*

**Estimated Outside Costs:**

The Manahan Group LLC will work with subcontractors on production costs associated with this project including but not limited to website hosting & programming, photography, research, printing, promotional items, radio and video production, translation services, event costs, consultant fees, etc.

Commodity Line Description	Outside Cost	Total
Media Buying Add-On	TV, Radio, Print, promo items productions, etc.	\$528,692.00
Media Buying Add-On	Media Placements	\$600,000.00
Media Buying Add-On	5% Mark-Up	\$ 30,000.00

*Total Outside Costs: \$1,158,692.00*

**Total Work Order Not to Exceed: \$1,398,092.00**

**Submitted by:**

*Tammy Harper*

**Tammy Harper**

**The Manahan Group LLC**

*Robert Wines*  
*Robert Wines*  
*3/22/24*

Agreed

*Heather White*



STATE OF WEST VIRGINIA  
DEPARTMENT OF HEALTH  
BUREAU FOR PUBLIC HEALTH  
Commissioner's Office

Sherri A. Young, DO, MBA, FAAFP  
Cabinet Secretary

Justin J. Davis  
Interim Commissioner

**MEMORANDUM**

**DATE:** July 25, 2024

**TO:** Sherri A. Young, DO, MBA, FAAFP *SAY*  
Cabinet Secretary

**THROUGH:** Justin Davis *J. Davis*  
Interim Commissioner

**THROUGH:** Shannon McBee, MPH, CHES *SM*  
State Epidemiologist

**FROM:** Kathy Cummons, MSW, LICSW *KC*  
Office Director, OEPS

**RE:** Justification for the Manahan Group LLC Breathe Easy WV Campaign

The Division of Immunization Services is requesting services from the Manahan Group LLC. In which they will work with OSC communications to generate a statewide Fall immunization campaign; Breathe Easy WV, to promote RSV, Flu and COVID vaccines during the months September through December. Assets will include a website, television, radio, and print ads, social media content, flyers, and brochures as well as billboard artwork and promo items. The contract timeframe will be from September 1, 2024 – January 31, 2025.

Thank you for your consideration.



e.g. 123456789, Smith Corp

"THE MANAHAN GROUP LLC" ×

Classification ▾

Excluded Individual ▾

Excluded Entity ▾

Federal Organizations ▾

Exclusion Type ▾

Exclusion Program ▾

Location ▾

Dates ▾

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## West Virginia Secretary of State — Online Data Services

### Business and Licensing

Online Data Services Help

### Business Organization Detail

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#### THE MANAHAN GROUP LLC

Organization Information								
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason
LLC   Limited Liability Company	9/4/2003		9/4/2003	Domestic	Profit		9/4/2103	

Organization Information			
<b>Business Purpose</b>	5418 - Professional, Scientific and Technical Servies - Professional, Scientific and Technical Servies - Advertising, Public Relations and Related Services (media, outdoor, direct mail, material distribution)		
<b>Charter County</b>	Kanawha	<b>Control Number</b>	59437
<b>Charter State</b>	WV	<b>Excess Acres</b>	
<b>At Will Term</b>	T	<b>Member Managed</b>	MGR
<b>At Will Term Years</b>	100	<b>Par Value</b>	
<b>Authorized Shares</b>		<b>Young Entrepreneur</b>	Not Specified

Addresses	
Type	Address



<b>Designated Office Address</b>	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
<b>Mailing Address</b>	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301 USA
<b>Notice of Process Address</b>	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
<b>Principal Office Address</b>	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301 USA
<b>Type</b>	<b>Address</b>

<b>Officers</b>	
<b>Type</b>	<b>Name/Address</b>
<b>Manager</b>	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
<b>Member</b>	GEORGE B. MANAHAN
<b>Organizer</b>	BRENT PAULEY SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
<b>Organizer</b>	GEORGE MANAHAN SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
<b>Type</b>	<b>Name/Address</b>

<b>DBA</b>			
<b>DBA Name</b>	<b>Description</b>	<b>Effective Date</b>	<b>Termination Date</b>
BRIDGEWORKS COMMUNICATIONS, LLC	TRADENAME	3/22/2005	
CHARLESTON MAGAZINE	TRADENAME	5/30/2006	
THE MANAHAN GROUP	TRADENAME	11/18/2010	
THE MANAHAN GROUP	TRADENAME	9/4/2003	6/14/2005
<b>DBA Name</b>	<b>Description</b>	<b>Effective Date</b>	<b>Termination Date</b>

<b>Name Changes</b>

Date	Old Name
6/14/2005	MANAHAN & PAULEY LLC
Date	Old Name

Date	Amendment
5/14/2008	DISSOCIATION FILED REMOVING R. ROBERT SAMPLES
6/14/2005	NAME CHANGE: FROM MANAHAN & PAULEY LLC
Date	Amendment

Annual Reports	
Filed For	
2024	
2023	
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For more information, please contact the Secretary of State's Office at 304-558-8000.

Thursday, August 22, 2024 — 3:03 PM

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