4. COMPANY BACKGROUND AND REFERENCES

4.1 VENDOR INFORMATION

4.1.1 Vendors must provide a company profile in the table format below.

Question	Response
Company name:	*Fahlgren Mortine*
Ownership (sole proprietor, partnership, etc.):	*Corporation*
State of incorporation:	*West Virginia*
Date of incorporation:	*1962*
# of years in business:	*52*
List of top officers:	*Neil Mortine, President and Chief Executive Officer; Brent Holbert, Chief Financial Officer; Melissa Dykstra, Executive Vice President*
Location of company headquarters:	*Columbus, Ohio*
Location(s) of the company offices:	*Columbus, Cleveland, Dayton, Toledo and Cincinnati, Ohio; Parkersburg and Charleston, W. Va.; Ft. Lauderdale and Tallahassee, Fla.; Myrtle Beach and Greenville, S.C.; Boise, Idaho; Lexington, Ky.; Denver, Colo.; and New York City*
Location(s) of the office that will provide the services described in this RFP:	*Columbus, Ohio; Boise, Idaho; Denver, Colo.; Myrtle Beach, S.C.*
Number of employees locally with the expertise to support the requirements identified in this RFP:	*0*
Number of employees nationally with the expertise to support the requirements in this RFP:	*225*
Location(s) from which employees will be assigned for this project:	*Our proposed team includes members from the following offices, who will work seamlessly together: Columbus, Ohio; Denver, Colo.; Boise, Idaho; and Myrtle Beach, S.C.*

4.1.2 Please be advised, pursuant to NRS 80.010, a corporation organized pursuant to the laws of another state must register with the State of Nevada, Secretary of State's Office as a foreign corporation before a contract can be executed between the State of Nevada and the awarded vendor, unless specifically exempted by NRS 80.015.

Although all bidders were not required to register prior to selection, we have proactively registered with the state of Nevada to demonstrate our commitment to this opportunity. With this important step out of the way, there would be no delay in our ability to serve the state of Nevada account.

4.1.3 The selected vendor, prior to doing business in the State of Nevada, must be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://sos.state.nv.us.

Question	Response
Nevada Business License Number:	***20120219281-98***
Legal Entity Name:	***Fahlgren, Inc.***

4.1.4 Vendors are cautioned that some services may contain licensing requirement(s). Vendors shall be proactive in verification of these requirements prior to proposal submittal. Proposals that do not contain the requisite licensure may be deemed non-responsive.

As mentioned above, Fahlgren Mortine has proactively obtained our Nevada Business License. We are under the understanding that we do not need any further licenses to conduct the business as outlined in this RFP.

4.1.5 Has the vendor ever been engaged under contract by any State of Nevada agency?

Yes		**No**	***X***

If "Yes", complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	Response
Name of State agency:	***Not applicable***
State agency contact name:	
Dates when services were performed:	
Type of duties performed:	
Total dollar value of the contract:	

4.1.6 Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments or divisions?

Yes		No	*X*

If "Yes", please explain when the employee is planning to render services, while on annual leave, compensatory time or on their own time?

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such person will be performing or producing the services which you will be contracted to provide under this contract, you must disclose the identity of each such person in your response to this RFP, and specify the services that each person will be expected to perform.

Not applicable.

4.1.7 Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor's ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP must also be disclosed.
Does any of the above apply to your company?

Yes		No	*X*

If "Yes", please provide the following information. Table can be duplicated for each issue being identified.

Question	Response	
Date of alleged contract failure or breach:	*Not applicable*	
Parties involved:		
Description of the contract failure, contract breach, or litigation, including the products or services involved:		
Amount in controversy:		
Resolution or current status of the dispute:		
If the matter has resulted in a court case:	Court	Case Number
Status of the litigation:		

fahlgren mortine
NEVADA

4.1.8 Vendors must review the insurance requirements specified in *Attachment E, Insurance Schedule for RFP 2081.* Does your organization currently have or will your organization be able to provide the insurance requirements as specified in *Attachment E.*

Yes	*X*	No	

Any exceptions and/or assumptions to the insurance requirements must be identified on Attachment B, Technical Proposal Certification of Compliance with Terms and Conditions of RFP. Exceptions and/or assumptions will be taken into consideration as part of the evaluation process; however, vendors must be specific. If vendors do not specify any exceptions and/or assumptions at time of proposal submission, the State will not consider any additional exceptions and/or assumptions during negotiations.

Upon contract award, the successful vendor *must* provide the Certificate of Insurance identifying the coverages as specified in *Attachment E, Insurance Schedule for RFP 2081.*

4.1.9 Company background/history and why vendor is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

Fahlgren Mortine has grown to be one of the largest privately owned marketing and communications companies in the United States with more than 225 employees, 15 locations in eight states and 2013 revenue of approximately $28 million. The full-service agency serves more than 150 clients around the world; 10 of those clients are Fortune 500 companies.

Our agency-wide capabilities include:

- *Application development*
- *Audits*
- *Brand development*
- *Broadcast production*
- *Consumer and trade advertising*
- *Copywriting*
- *Corporate communications*
- *Ecommerce*
- *Email marketing*
- *Internal communications*
- *Investor relations*
- *Marketing collateral*
- *Marketing communications*
- *Media planning and buying*
- *Media relations*
- *Mobile*
- *Online advertising*
- *Point-of-purchase*
- *Primary research*
- *Promotional activities and fulfillment*
- *Public affairs*
- *Research (primary and secondary)*
- *Signage and packaging*
- *Social media*
- *Web design and development*

Fahlgren Mortine's Dedicated Tourism and Destination Marketing Practice Area

We are a generalist agency, but over the years, we have developed a particular expertise in tourism and economic development. In fact, our work with tourism clients puts us at number five on the O'Dwyer's ranking of tourism PR firms.

Our tourism team is focused on changes and trends in the industry, including sports and entertainment; restaurants; lodging/hospitality; parks and attractions; arts and culture; and many others. Our deep experience gives us great insight into how to increase "heads in beds," and create economic impact through the tourism industry. To be successful in this category, it's important to know how consumers are changing, where they get information, where technology fits in, who's driving household decisions, which trends are real and which are just fads, and how to make meaningful connections with key audiences.

We monitor trends and invest in professional development to keep our team on the cutting edge. There are many trends impacting travel and leisure behavior, and we believe it's our responsibility to understand these issues and their impact on marketing efforts. Some of these include:

- *The economy and its impact on leisure behavior and tourism (increased drive travel, continued quest for value and the "new normal")*
- *Emphasis on unique/authentic experiences and enrichment/fitness/eco travel*
- *Generational differences and the importance of understanding millennial-minded travelers*
- *The increasing time poverty and connectedness-to-work among travelers*
- *The expanding role of technology in travel planning and purchase decisions*
- *The impact of consumer-generated and social media*
- *The airlines' return to profitability and the resulting impact on consumers and business travelers*
- *The continued blurring of the lines between advertising, public relations and digital marketing*
- *The increasing importance of content creation and curation*
- *The evolving role DMOs play in influencing/inspiring potential travelers*
- *Increasing international arrivals and China's rise as a force in tourism*

It has been our team's privilege to work with some of the travel industry' most respected organizations, including VISIT FLORIDA; Appalachian Regional Commission; Myrtle Beach Area Chamber of Commerce/CVB; U.S. Department of the Interior, National Park Service; North Dakota National Parks; Panama City Beach; Gatlinburg CVB; Experience Columbus; and Hocking Hills (Ohio) Tourism Association, to name a few. At the same time, we have worked with individual attractions; small, independently owned businesses; local communities; festivals and events. Our experience is varied and unique, and as you can see, our services are flexible and scalable.

TourismOhio

EXPERIENCE COLUMBUS

visit MYRTLE BEACH SOUTH CAROLINA

GATLINBURG TENNESSEE

North Dakota LEGENDARY

COLUMBIA SC FAMOUSLY HOT

VISITFLORIDA

Boise CONVENTION & VISITORS BUREAU

Panama City Beach

4.1.10 Length of time vendor has been providing services described in this RFP to the public and/or private sector. Please provide a brief description.

Fahlgren Mortine has been providing the services described in this RFP for 52 years. The following is a brief description of the history of the agency, from its founding to present day.

Fahlgren Mortine opened its doors as Fahlgren, Inc., an advertising agency in Parkersburg, W.Va. in 1962. In the early days, the company focused on small regional accounts; as founder H. Smoot Fahlgren tells it: "a bank, a dairy, a bakery," before landing its first big breaks.

Throughout the 1970s and 1980s, Fahlgren acquired complementary businesses to grow its practice areas and build an ever-increasing collection of expertise. At a time when there were only a handful of power players who didn't operate out of New York, LA or Chicago, Fahlgren thrived as a nimble organization with Midwestern values and work ethic.

Meanwhile, the West Virginia office continued to grow with work from an increasing number of regional McDonald's restaurants, a client that, through the form of co-ops, has remained to this day one of Fahlgren Mortine's most long-standing agency of record relationships at 39 years.

In October of 1988, Fahlgren was sold to Interpublic, at the time, the largest communications company in the country. Although this proved to be a great opportunity, a conflict emerged when Interpublic acquired another agency that worked with Burger King, a direct competitor of Fahlgren's McDonald's business. This presented the chance for Fahlgren to buy itself back from Interpublic in December of 1994, again becoming a privately held company.

In 2003, Fahlgren acquired Neil Mortine's Worthington, Ohio-based Lord, Sullivan and Yoder, the foundation for what is now Fahlgren Mortine's public relations group, an O'Dwyer's Top 25 firm and winner of more than 30 national Silver and Bronze Anvil awards, as well as other best-in-category honors.

In 2010, Fahlgren grew its public relations team by acquiring Edward Howard Public Relations of Cleveland and expanded its digital capabilities with the purchase of GRIP Technology of Columbus, the basis for the current digital group. Late in 2010, Fahlgren continued a year of tremendous growth with the acquisition of certain assets of marketing communications firm Sabatino/Day, based in Dayton, Ohio.

In early 2011, Fahlgren announced the alignment of all of its brands into one collaborative company under the name Fahlgren Mortine, which honors the founders of both its advertising and public relations practices.

In more recent history, in early 2014, Fahlgren Mortine announced the acquisition of its first wholly owned subsidiary, Turner PR. With offices in Denver and New York City, Turner PR is a boutique travel, tourism, and active lifestyle public relations firm. The deep experience of its 28 employees only adds to our expertise in the travel and tourism space.

Throughout its history, the agency has developed focused specialties in four areas: Healthcare, Education, Technology/B2B and Travel, Tourism and Economic Development. Fahlgren Mortine has remained true to its early values as a regional agency serving national clients while expanding its number of clients and employees through trusted, open relationships and award-winning work.

Today, with headquarters in Columbus, Ohio and offices in Cleveland, Cincinnati, Dayton and Toledo, Ohio; Parkersburg and Charleston, W.Va.; Ft. Lauderdale and Tallahassee, Fla.; Myrtle Beach and Greenville, S.C.; Boise, Idaho; Lexington, Ky.; Denver, Colo. and New York City, Fahlgren Mortine offers integrated results-oriented marketing and communications. The company has grown to be one of the largest privately owned communications companies in the United States with more than 225 employees, 15 locations in eight states, and 2013 revenue of approximately $28 million.

4.1.11 Financial information and documentation to be included in *Part III, Confidential Financial Information* of vendor's response in accordance with *Section 9.5, Part III – Confidential Financial Information.*

4.1.11.1 Dun and Bradstreet Number
4.1.11.2 Federal Tax Identification Number
4.1.11.3 The last two (2) years and current year interim:
A. Profit and Loss Statement
B. Balance Statement

Please find all requested financial information and documentation in Part III, Confidential Financial Information.

4.2 SUBCONTRACTOR INFORMATION

4.2.1 Does this proposal include the use of subcontractors?

Yes	*X*	No	

If "Yes", vendor must:

4.2.1.1 Identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor will perform services.

Fahlgren Mortine has partnered with The Abbi Agency to fulfill the requirements of this RFP. Specifically, The Abbi Agency will handle public affairs, feeder market media relations, in-state media relations, earned and owned social media, some blogger relations and will lead the effort to coordinate the Governor's Conference on Tourism. In addition, a member of The Abbi Agency team will serve as the day-to-day, on-the-ground account manager.

4.2.1.2 If any tasks are to be completed by subcontractor(s), vendors must:

A. Describe the relevant contractual arrangements;

If awarded the business related to this RFP, Fahlgren Mortine will enter into a contractual agreement with The Abbi Agency to subcontract the services identified at set budget amounts per month, in line with the overall budgets outlined in this RFP and further defined in the contract awarded by the State of Nevada.

B. Describe how the work of any subcontractor(s) will be supervised, channels of communication will be maintained and compliance with contract terms assured; and

Fahlgren Mortine and The Abbi Agency will work together as one team. We will have one status report, participate on status calls together and combine for client calls when it is appropriate. Marty McDonald, who has been identified as Lead Account Supervisor for the entire account, will have a line of sight to all work going on across the account. Our teams will collaborate on media pitch efforts, blogger relations, and the integration of paid, earned and owned social media.

C. Describe your previous experience with subcontractor(s).

Fahlgren Mortine and The Abbi Agency have not previously worked together, but share mutual respect and admiration. We also share a passion for telling the story of the State of Nevada.

4.2.1.3 Vendors must describe the methodology, processes and tools utilized for:

A. Selecting and qualifying appropriate subcontractors for the project/contract;

Fahlgren Mortine selected The Abbi Agency based upon three key factors:

1. *Proven results and award-winning work in social media, media relations and public affairs.*
2. *An incredible passion for and knowledge of the state of Nevada.*
3. *A shared culture and a shared approach to strategic communications, allowing the two firms to come together seamlessly to provide the best possible solutions to tell the story of Nevada.*

B. Ensuring subcontractor compliance with the overall performance objectives for the project;

Fahlgren Mortine uses weekly team status meetings and reports to discuss ongoing projects and determine our progress toward stated objectives. As a part of our team, The Abbi Agency will participate in those weekly discussions and will carry the same commitment to performance and results. The team will also regularly meet with the client to discuss project and overall program status, any changes in direction, measurement, and progress toward goals and objectives.

C. Ensuring that subcontractor deliverables meet the quality objectives of the project/contract; and

Fahlgren Mortine's Lead Account Supervisor will be accountable and responsible for the quality and delivery of all aspects of the contract, including work performed by the subcontractor. This quality control will be met by combined team meetings, review of work before it goes to the client and continued conversations among the entire team about objectives and deliverables.

D. Providing proof of payment to any subcontractor(s) used for this project/contract, if requested by the State. Proposal should include a plan by which, at the State's request, the State will be notified of such payments.

Fahlgren Mortine agrees to provide the client with proof that payment has been made to Subcontractor(s) within industry customary terms, as evidenced by copies of cancelled check(s), within seven days of Client's request.

4.2.1.4 Provide the same information for any proposed subcontractors as requested in *Section 4.1, Vendor Information.*

Question	Response
Company name:	*The Abbi Agency*
Ownership (sole proprietor, partnership, etc.):	*Partnership*
State of incorporation:	*Nevada*
Date of incorporation:	*2008*
# of years in business:	*6 years*
List of top officers:	*Patrick Ty Whitaker* *Abbi Jayne Whitaker*
Location of company headquarters:	*Reno, Nevada*
Location(s) of the company offices:	*Reno and Las Vegas, Nev. and Tahoma, Calif.*
Location(s) of the office that will provide the services described in this RFP:	*Reno and Las Vegas, Nev.*
Number of employees locally with the expertise to support the requirements identified in this RFP:	*14*
Number of employees nationally with the expertise to support the requirements in this RFP:	*16*
Location(s) from which employees will be assigned for this project:	*Reno, Nev.*

4.2.1.5 Business references as specified in *Section 4.3, Business References* must be provided for any proposed subcontractors.

Please find business references for the Abbi Agency in our response to Section 4.3.

4.2.1.6 Vendor shall not allow any subcontractor to commence work until all insurance required of the subcontractor is provided to the vendor.

We understand your requirement of obtaining proof of insurance prior to the commencement of work.

4.2.1.7 Vendor must notify the using agency of the intended use of any subcontractors not identified within their original proposal and provide the information originally requested in the RFP in *Section 4.2, Subcontractor Information*. The vendor must receive agency approval prior to subcontractor commencing work.

Should the need for additional subcontractors arise, we understand we must secure agency approval prior to the subcontractor commencing work.

4.3 BUSINESS REFERENCES

4.3.1 Vendors should provide a minimum of three (3) for current clients and a minimum for three (3) for former clients business references from similar projects performed for private, state, and/or large local government clients within the last six (6) years. References should be for clients with the tourism or consumer brand arenas.

Please find information about our three current client references and three former client references on the following pages.

4.3.2. Vendors must provide the following information for every business reference provided by the vendor and/or subcontractor:

The "Company Name" must be the name of the proposing vendor or the vendor's proposed subcontractor.

Reference #:	*1*		
Company Name:	*Fahlgren Mortine*		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	*2081 Integrated Marketing Agency of Record*		
Primary Contact Information			
Name:	*Tamara Brown, Public Relations Manager, TourismOhio*		
Street Address:	*77 S. High St. 29th Floor*		
City, State, Zip:	*Columbus, Ohio 43215*		
Phone, including area code:	*614-466-8591*		
Facsimile, including area code:	*Not available*		
Email address:	*Tamara.brown@development.ohio.gov*		
Alternate Contact Information			
Name:	*Not available*		
Street Address:	*Not available*		
City, State, Zip:	*Not available*		
Phone, including area code:	*Not available*		
Facsimile, including area code:	*Not available*		
Email address:	*Not available*		

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	***Fahlgren Mortine has served as public relations agency of record for the Office of TourismOhio for more than 14 years, and, as a result, has developed extensive experience working with travel partners, CVBs, attractions, lodging partners, tour operators, travel agents, entertainment venues and trade associations.***
Original Project/Contract Start Date:	***1999***
Original Project/Contract End Date:	***2001***
Original Project/Contract Value:	***$228,000***
Final Project/Contract Date:	***Work is ongoing***
Was project/contract completed in time originally allotted, and if not, why not?	***The work completed as part of Fahlgren Mortine's agency of record relationship with the Office of TourismOhio has consistently been delivered on time and to the client's satisfaction.***
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***Yes, Fahlgren Mortine consistently tracks and reports on project retainer budgets, providing monthly allocations and reports.***

Reference #:	*2*		
Company Name:	*Fahlgren Mortine*		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		*SUBCONTRACTOR*
Project Name:	***2081 Integrated Marketing Agency of Record***		

Primary Contact Information	
Name:	*Brad Dean, President and CEO, Myrtle Beach Area Chamber of Commerce/CVB*
Street Address:	*1200 N. Oak Street*
City, State, Zip:	*Myrtle Beach, S.C. 29577*
Phone, including area code:	*843-916-7241*
Facsimile, including area code:	*843-448-3007*
Email address:	*brad.dean@visitmyrtlebeach.com*
Alternate Contact Information	
Name:	*Kathy Richardson, Executive Assistant to the CEO, Myrtle Beach Area Chamber of Commerce/CVB*
Street Address:	*1200 N. Oak Street, PO Box 2115*
City, State, Zip:	*Myrtle Beach, S.C. 29577*
Phone, including area code:	*843-916-7219*
Facsimile, including area code:	*843-448-3007*
Email address:	*kathy.richardson@visitmyrtlebeach.com*

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*Fahlgren Mortine is Myrtle Beach's public relations agency of record, tasked with promoting out-of-state tourism for the popular South Carolina region.*
Original Project/Contract Start Date:	*2011*
Original Project/Contract End Date:	*2013*
Original Project/Contract Value:	*$500,000*
Final Project/Contract Date:	*Work is ongoing*
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of Fahlgren Mortine's agency of record relationship with the Chamber/CVB has consistently been delivered on time and to the client's satisfaction.*
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes, Fahlgren Mortine consistently tracks and reports on project retainer budgets, providing monthly allocations and reports.*

Reference #:	*3*		
Company Name:	*Fahlgren Mortine*		
Identify role company will have for this RFP project (Check appropriate role below):			
X	*VENDOR*		*SUBCONTRACTOR*
Project Name:	*2081 Integrated Marketing Agency of Record*		
Primary Contact Information			
Name:	*Vicki Simms, Executive Director, Gatlinburg CVB*		
Street Address:	*811 East Parkway*		
City, State, Zip:	*Gatlinburg, Tenn. 37738*		
Phone, including area code:	*865-436-0502*		
Facsimile, including area code:	*Not available*		
Email address:	*vickis@gatlinburg.com*		
Alternate Contact Information			
Name:	*Chad Netherland, Director of Marketing and Public Relations, Gatlinburg CVB*		
Street Address:	*811 East Parkway*		
City, State, Zip:	*Gatlinburg, Tenn. 37738*		
Phone, including area code:	*865-436-0525*		
Facsimile, including area code:	*Not available*		
Email address:	*vickis@gatlinburg.com*		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*Fahlgren Mortine is Gatlinburg Convention and Visitor's Bureau's advertising agency of record, tasked with promoting tourism for the scenic Smoky Mountains destination.*		
Original Project/Contract Start Date:	*2010*		
Original Project/Contract End Date:	*2011*		
Original Project/Contract Value:	*$180,000*		
Final Project/Contract Date:	*Work is ongoing*		
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of Fahlgren Mortine's relationship with the Gatlinburg CVB is consistently delivered on time and to the client's satisfaction.*		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes, Fahlgren Mortine consistently tracks and reports on project retainer budgets, providing monthly allocations and reports.*		

Reference #:	*4*		
Company Name:	*Fahlgren Mortine*		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	*2081 Integrated Marketing Agency of Record*		
Primary Contact Information			
Name:	*Amir Eylon, Vice President, Partner Engagement for Brand USA (formerly State Tourism Director for Ohio Tourism)*		
Street Address:	*1725 Eye Street, NW, Suite 800*		
City, State, Zip:	*Washington, DC 20006*		
Phone, including area code:	*202-787-5944*		
Facsimile, including area code:	*Not available*		
Email address:	*aeylon@thebrandusa.com*		
Alternate Contact Information			
Name:	*Not available*		
Street Address:	*Not available*		
City, State, Zip:	*Not available*		
Phone, including area code:	*614-570-1234 (Amir's cell phone number)*		
Facsimile, including area code:	*Not available*		
Email address:	*Not available*		

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*Fahlgren Mortine has served as public relations agency of record for the Office of TourismOhio for more than 14 years, and, as a result, has developed extensive experience working with travel partners, CVBs, attractions, lodging partners, tour operators, travel agents, entertainment venues and trade associations. Amir interacted with Fahlgren Mortine on the TourismOhio account from 1999 – 2005 (as an integrated account from 2003 – 2004) and from 2007 - 2012.*
Original Project/Contract Start Date:	*1999*
Original Project/Contract End Date:	*2001*
Original Project/Contract Value:	*$228,000*
Final Project/Contract Date:	*2012 (Amir left organization in 2012, work with TourismOhio is still ongoing)*
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of Fahlgren Mortine's agency of record relationship with the TourismOhio has consistently been delivered on time and to the client's satisfaction.*
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes, Fahlgren Mortine consistently tracks and reports on project retainer budgets, providing monthly allocations and reports.*

Reference #:	*5*		
Company Name:	*Fahlgren Mortine*		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	*2081 Integrated Marketing Agency of Record*		
Primary Contact Information			
Name:	*Susan Estler, Executive Director for the Lackawanna County CVB (formerly Vice President of Marketing for the Panama City Beach CVB)*		
Street Address:	*99 Glenmaura National Boulevard*		
City, State, Zip:	*Moosic, Pa. 18507*		
Phone, including area code:	*570-496-1701*		
Facsimile, including area code:	*570-963-6369*		
Email address:	*sestler@visitnepa.org*		
Alternate Contact Information			
Name:	*Not available*		
Street Address:	*Not available*		
City, State, Zip:	*Not available*		
Phone, including area code:	*Not available*		
Facsimile, including area code:	*Not available*		
Email address:	*Not available*		

Project Information	
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	***Fahlgren Mortine has served as advertising agency of record for the Panama City Beach CVB for five years, and has managed various seasonal campaigns in addition to opportunistic campaigns supporting additional flight routes and events.***
Original Project/Contract Start Date:	***2009***
Original Project/Contract End Date:	***2011***
Original Project/Contract Value:	***$270,000***
Final Project/Contract Date:	***2014 (Susan left organization in 2014, work with Panama City Beach CVB is still ongoing)***
Was project/contract completed in time originally allotted, and if not, why not?	***The work completed as part of Fahlgren Mortine's agency of record relationship with the Panama City Beach CVB has consistently been delivered on time and to the client's satisfaction.***
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	***Fahlgren Mortine consistently tracks and reports on project retainer budgets, providing monthly allocations and reports.***

Reference #:	*6*		
Company Name:	*Fahlgren Mortine*		
Identify role company will have for this RFP project (Check appropriate role below):			
X	***VENDOR***		***SUBCONTRACTOR***
Project Name:	*2081 Integrated Marketing Agency of Record*		
Primary Contact Information			
Name:	*Scott Dring, Executive Director at Dublin CVB*		
Street Address:	*9 S. High Street*		
City, State, Zip:	*Dublin, Ohio*		
Phone, including area code:	*(800) 245-8387*		
Facsimile, including area code:	Not available		
Email address:	*sdring@irishisanattitude.com*		
Alternate Contact Information			
Name:	*Not available*		
Street Address:	*Not available*		
City, State, Zip:	*Not available*		
Phone, including area code:	*Not available*		
Facsimile, including area code:	*Not available*		
Email address:	*Not available*		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*Fahlgren Mortine was brought on board to identify creative and engaging marketing opportunities to capitalize on the spotlight brought to the Columbus, Ohio, suburb when the 2013 Presidents Cup was hosted there in fall 2013.*		
Original Project/Contract Start Date:	*2013*		
Original Project/Contract End Date:	*2013*		
Original Project/Contract Value:	*$22,400*		
Final Project/Contract Date:	*2013*		
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of Fahlgren Mortine's project relationship with the Dublin CVB was consistently delivered on time and to the client's satisfaction.*		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Fahlgren Mortine consistently tracked and reported on project retainer budgets, providing monthly allocations and reports.*		

Reference #:	*7*		
Company Name:	*The Abbi Agency*		
Identify role company will have for this RFP project (Check appropriate role below):			
	VENDOR	***X***	***SUBCONTRACTOR***
Project Name:	*Peppermill Public Relations Campaign*		
Primary Contact Information			
Name:	*Aaron Robyns*		
Street Address:	*380 Brinkby Avenue*		
City, State, Zip:	*Reno, Nevada 89509*		
Phone, including area code:	*775-689-7007*		
Facsimile, including area code:	*Not available*		
Email address:	*arobyns@PeppermillReno.com*		
Alternate Contact Information			
Name:	*Billy Paganetti*		
Street Address:	*380 Brinkby Avenue*		
City, State, Zip:	*Reno, Nevada, 89509*		
Phone, including area code:	*775-826-2121*		
Facsimile, including area code:	*Not available*		
Email address:	*billy.paganetti@peppermillreno.com*		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*The Abbi Agency provides local, national and industry media relations, community affairs, event production and social media strategy.*		
Original Project/Contract Start Date:	*2011*		
Original Project/Contract End Date:	*Ongoing*		
Original Project/Contract Value:	*$78,000 annually*		
Final Project/Contract Date:	*Ongoing*		
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of the Abbi Agency's relationship with Peppermill was consistently delivered on time and to the client's satisfaction.*		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes.*		

Reference #:	*8*		
Company Name:	The Abbi Agency		
Identify role company will have for this RFP project (Check appropriate role below):			
	VENDOR	*X*	***SUBCONTRACTOR***
Project Name:	EDAWN Public Affairs Campaign for the Economic Development Authority of Western Nevada		
Primary Contact Information			
Name:	*Mike Kazmierski*		
Street Address:	*5190 Neil Road, Suite 110*		
City, State, Zip:	*Reno, Nevada 89502*		
Phone, including area code:	*775-829-3711*		
Facsimile, including area code:	*Not available*		
Email address:	*kazmierski@edawn.org*		
Alternate Contact Information			
Name:	*Doug Erwin*		
Street Address:	*5190 Neil Road, Suite 110*		
City, State, Zip:	*Reno, Nevada, 89502*		
Phone, including area code:	*775-829-3705*		
Facsimile, including area code:	*Not available*		
Email address:	*erwin@edawn.org*		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*The Abbi Agency provides infographic creation, collateral and B2B public relations.*		
Original Project/Contract Start Date:	*2013*		
Original Project/Contract End Date:	*Ongoing*		
Original Project/Contract Value:	*$20,000 annually*		
Final Project/Contract Date:	*Ongoing*		
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of the Abbi Agency's relationship with EDAWN was consistently delivered on time and to the client's satisfaction.*		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes.*		

Reference #:	*9*		
Company Name:	*The Abbi Agency*		
Identify role company will have for this RFP project (Check appropriate role below):			
	VENDOR	*X*	*SUBCONTRACTOR*
Project Name:	*North Lake Tahoe Resort Association Public Relations Campaign*		
Primary Contact Information			
Name:	*Bill Hoffman*		
Street Address:	*969 Tahoe Blvd*		
City, State, Zip:	*Incline Village, Nevada 89451*		
Phone, including area code:	*775-287-0155*		
Facsimile, including area code:	*Not available*		
Email address:	*BillH@gotahoe.com*		
Alternate Contact Information			
Name:	*Andy Chapman*		
Street Address:	*969 Tahoe Blvd*		
City, State, Zip:	*Incline Village, Nevada 89451*		
Phone, including area code:	*775-832-1606*		
Facsimile, including area code:	*Not available*		
Email address:	andy@gotahoenorth.com		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*The Abbi Agency provides national travel and tourism focused public relations, social media strategy implementation and measurement in addition to multi-tiered content marketing campaigns including video, infographics and ebooks. The Abbi Agency has also supported the North Lake Tahoe Resort Association with national deskside visits, trade representation and editorial outreach.*		
Original Project/Contract Start Date:	*2013*		
Original Project/Contract End Date:	*2015*		
Original Project/Contract Value:	*$120,000 annually*		
Final Project/Contract Date:	*2015*		
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of the Abbi Agency's relationship with the North Lake Tahoe Resort Association was consistently delivered on time and to the client's satisfaction.*		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes*		

Reference #:	*10*		
Company Name:	*The Abbi Agency*		
Identify role company will have for this RFP project (Check appropriate role below):			
	VENDOR	***X***	***SUBCONTRACTOR***
Project Name:	*Renown Health*		
Primary Contact Information			
Name:	*Nicole Shearer*		
Street Address:	*1664 North Virginia Street, Jones Center/108*		
City, State, Zip:	*Reno, Nevada 89557*		
Phone, including area code:	*775-784-1169*		
Facsimile, including area code:	*Not available*		
Email address:	*nshearer@unr.edu*		
Alternate Contact Information			
Name:	*Stacy Kendall*		
Street Address:	*1316 Capital Blvd, Suite 101*		
City, State, Zip:	*Reno, Nevada 89502*		
Phone, including area code:	*775-982-4023*		
Facsimile, including area code:	*Not available*		
Email address:	*SKendall@renown.org*		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*The Abbi Agency worked with local "mom" influencers to create a content campaign geared at increasing their blog subscribers through partnerships with local mommy blogs.*		
Original Project/Contract Start Date:	*2012*		
Original Project/Contract End Date:	*2012*		
Original Project/Contract Value:	*$10,000*		
Final Project/Contract Date:	*2012*		
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of the Abbi Agency's relationship with Renown Health was consistently delivered on time and to the client's satisfaction.*		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes.*		

Reference #:	*11*		
Company Name:	*The Abbi Agency*		
Identify role company will have for this RFP project (Check appropriate role below):			
	VENDOR	*X*	**SUBCONTRACTOR**
Project Name:	*Q&D Construction*		
Primary Contact Information			
Name:	*Lance Semenko*		
Street Address:	*1050 S. 21st St.*		
City, State, Zip:	*Spark, Nevada 89431*		
Phone, including area code:	*775-302-6420*		
Facsimile, including area code:	*Not available*		
Email address:	*lsemenko@qdconstruction.com*		
Alternate Contact Information			
Name:	*Norm Dianda*		
Street Address:	*1050 S. 21st St.*		
City, State, Zip:	*Spark, Nevada 89431*		
Phone, including area code:	*775-353-7023*		
Facsimile, including area code:	*Not available*		
Email address:	*ndianda@qdconstruction.com*		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*The Abbi Agency managed the public relations outreach and event coordination for the 50th anniversary of Q&D – the largest construction company in Northern Nevada.*		
Original Project/Contract Start Date:	*2014*		
Original Project/Contract End Date:	*2014*		
Original Project/Contract Value:	*$350,000*		
Final Project/Contract Date:	*2014*		
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of the Abbi Agency's relationship with Q&D Construction was consistently delivered on time and to the client's satisfaction.*		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes.*		

Reference #:	*12*		
Company Name:	*The Abbi Agency*		
Identify role company will have for this RFP project (Check appropriate role below):			
	VENDOR	*X*	**SUBCONTRACTOR**
Project Name:	*Nevada Institute for Renewable Energy Commercialization*		
Primary Contact Information			
Name:	*Brian McArdle*		
Street Address:	*5190 Neil Road, Suite 110*		
City, State, Zip:	*Reno, Nevada 89502*		
Phone, including area code:	*775-829-3711*		
Facsimile, including area code:	*Not available*		
Email address:	*mcardle@edawn.org*		
Alternate Contact Information			
Name:	*Dan Herr*		
Street Address:	*937 Tahoe Blvd., Suite 100*		
City, State, Zip:	*Incline Village, NV 89451*		
Phone, including area code:	*415-625-6816*		
Facsimile, including area code:	*Not available*		
Email address:	*herr@castlecrow.com*		
Project Information			
Brief description of the project/contract and description of services performed, including technical environment (i.e., software applications, data communications, etc.) if applicable:	*The Abbi Agency managed public affairs, public relations and social media for the statewide business canvas competition.*		
Original Project/Contract Start Date:	*2012*		
Original Project/Contract End Date:	*2013*		
Original Project/Contract Value:	*$20,000*		
Final Project/Contract Date:	*2013*		
Was project/contract completed in time originally allotted, and if not, why not?	*The work completed as part of the Abbi Agency's relationship with Nevada Institute for Renewable Energy Commercialization was consistently delivered on time and to the client's satisfaction.*		
Was project/contract completed within or under the original budget/ cost proposal, and if not, why not?	*Yes.*		

4.3.3 Vendors must also submit *Attachment F, Reference Questionnaire* to the business references that are identified in *Section 4.3.2*.

Fahlgren Mortine requested the business references included in 4.3.2 to submit Attachment F, Reference Questionnaire to Nevada Purchasing Division.

4.3.4 The company identified as the business reference must submit the Reference Questionnaire directly to the Purchasing Division.

Fahlgren Mortine understands this request and asked business references to follow Nevada Purchasing Division's specific directions.

4.3.5 It is the vendor's responsibility to ensure that completed forms are received by the Purchasing Division on or before the deadline as specified in *Section 8, RFP Timeline* for inclusion in the evaluation process. Reference Questionnaires not received, or not complete, may adversely affect the vendor's score in the evaluation process.

Fahlgren Mortine understands the deadlines in place for the Reference Questionnaires.

4.3.6 The State reserves the right to contract and verify any and all references listed regarding the quality and degree of satisfaction for such performance.

Fahlgren Mortine understands the State's right to contact and verify all references.

4.4 VENDOR STAFF RESUMES

A resume must be completed for each proposed key personnel responsible for performance under any contract resulting from this RFP per *Attachment G, Proposed Staff Resume.*

Please reference Tab VIII for completed resumes of your proposed team members and Tab IX for full bios.