VIDEO PRODUCTIONS
a full service media company

Multi-Media Outreach Services
RFP -3510

Part IA – Technical Proposal

Vendor :
DP Video Productions, LLC
702-468-9901
emirestitt@dpvideo.com

Company Address :
1240 Olivia Pkwy
Henderson, Nevada 89011
Untied States
www.dpvideo.com

TITLE PAGE

PART 1 – TECHNICAL PROPOSAL FOR

MULTI-MEDIA OUTREACH SERVICES

Part 1 - Technical Proposal	
RFP Title:	Multi-Media Outreach Services
RFP:	3510
Vendor Name:	DP Video Productions, LLC Strategic Progress, LLC
Address:	1240 Olivia Pkwy, Henderson NV 89011
Proposal Opening Date:	February 13, 2018
Proposal Opening Time:	2:00 PM

VIDEO PRODUCTIONS
a full service media company

STRATEGIC PROGRESS, LLC.
Analyze. Innovate. Evolve.

TABLE OF CONTENTS

TAB III	**// Vendor Information Sheet**	*Page 1*
TAB IV	**// State Documents**	*Page 2*
TAB V	**// Scope of Work**	*Page 11*
TAB VI	**// Company Background and References**	*Page 30*
TAB VII	**// Attachment F – Proposed Staff Resume**	*Page 49*
TAB VIII	**// Other Informational Material**	*Page 61*

Tab III

VENDOR INFORMATION SHEET

VENDOR INFORMATION SHEET FOR RFP 3510

Vendor Shall:

A) Provide all requested information in the space provided next to each numbered question. The information provided in Sections V1 through V6 shall be used for development of the contract;

B) Type or print responses; and

C) Include this Vendor Information Sheet in Section III of the Technical Proposal.

V1	Company Name	DP Video Productions, LLC

V2	Street Address	1240 Olivia Pkwy

V3	City, State, ZIP	Henderson, NV 89011

V4	Telephone Number		
	Area Code: 702	Number: 303-8554	Extension: 1

V5	Facsimile Number		
	Area Code: 702	Number: 435-5199	Extension:

V6	Toll Free Number		
	Area Code:	Number: N/A	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: Emire Stitt
	Title: CEO
	Address: 1240 Olivia Pkwy Henderson, NV 89011
	Email Address: emirestitt@dpvideo.com

V8	Telephone Number for Contact Person		
	Area Code: 702	Number: 468-9901	Extension:

V9	Facsimile Number for Contact Person		
	Area Code: 702	Number: 435-5199	Extension:

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: Emire Stitt	Title: CEO of DP Video Productions, LLC

V11	Signature ***(Individual shall be legally authorized to bind the vendor per NRS 333.337)***	
	Signature:	Date: 02/12/2018

Tab IV

STATE DOCUMENTS

A. The signature page from all amendments signed by an individual authorized to bind the organization.

State of Nevada
Department Administration
Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

Brian Sandoval
Governor

Jeffrey Haag
Administrator

SUBJECT:	Amendment 1 to Request for Proposal 3510
RFP TITLE:	Multi-Media Outreach Services
DATE OF AMENDMENT:	January 30, 2018
DATE OF RFP RELEASE:	January 9, 2018
OPENING DATE:	February 13, 2018
OPENING TIME:	2:00 PM
CONTACT:	Teri Becker, Procurement Staff Member

The following shall be a part of RFP 3510. If a vendor has already returned a proposal and any of the information provided below changes that proposal, please submit the changes along with this amendment. You need not re-submit an entire proposal prior to the opening date and time.

1. Whether companies from Outside USA can apply for this?

   No.

2. Whether we need to come over there for meetings?

   There will be meetings held via internet, phone and in person in Nevada.

3. Can we perform the tasks (related to RFP) outside USA?

   Some tasks may be able to be performed elsewhere however, there will be some functions, such as filming, must be done in Nevada.

4. Can we submit the proposals via email?

   No. See submittal instructions in Section 8 of RFP 3510.

ALL ELSE REMAINS THE SAME FOR RFP 3510.

Vendor must sign and return this amendment with proposal submitted.

Tab IV

STATE DOCUMENTS

Vendor Name: DP Video Productions, LLC

Authorized Signature:

Title: CEO of DP Video Productions, LLC Date: 02/12/2018

This document must be submitted in the "State Documents" section of vendors' technical proposal.

STATE DOCUMENTS

B. Attachment A – Confidentiality and Certification of Indemnification signed by an individual authorized to bind the organization.

ATTACHMENT A – CONFIDENTIALITY AND CERTIFICATION OF INDEMNIFICATION

Submitted proposals, which are marked "confidential" in their entirety, or those in which a significant portion of the submitted proposal is marked "confidential" **shall not** be accepted by the State of Nevada. Pursuant to NRS 333.333, only specific parts of the proposal may be labeled a "trade secret" as defined in NRS 600A.030(5). All proposals are confidential until the contract is awarded; at which time, both successful and unsuccessful vendors' technical and cost proposals become public information.

In accordance with the submittal instructions of this RFP, vendors are requested to submit confidential information in separate files marked "**Part IB Confidential Technical**" and "**Part III Confidential Financial**".

The State shall not be responsible for any information contained within the proposal. If vendors do not comply with the labeling and packing requirements, proposals shall be released as submitted. In the event a governing board acts as the final authority, there may be public discussion regarding the submitted proposals that shall be in an open meeting format, the proposals shall remain confidential.

By signing below, I understand it is my responsibility as the vendor to act in protection of the labeled information and agree to defend and indemnify the State of Nevada for honoring such designation. I duly realize failure to so act shall constitute a complete waiver and all submitted information shall become public information; additionally, failure to label any information that is released by the State shall constitute a complete waiver of any and all claims for damages caused by the release of the information.

This proposal contains Confidential Information, Trade Secrets and/or Proprietary information.

Please initial the appropriate response in the boxes below and provide the justification for confidential status.

Part IB – Confidential Technical Information			
YES		NO	X
Justification for Confidential Status			

Part III – Confidential Financial Information			
YES		NO	X
Justification for Confidential Status			

DP Video Productions, LLC
Company Name

Signature

Emire Stitt
Print Name

02/12/2018
Date

This document shall be submitted in Section IV of vendor's technical proposal

STATE DOCUMENTS

C. Attachment B – Vendor Certifications signed by an individual authorized to bind the organization.

ATTACHMENT B – VENDOR CERTIFICATIONS

Vendor agrees and shall comply with the following:

(1) Any and all prices that may be charged under the terms of the contract do not and shall not violate any existing federal, State or municipal laws or regulations concerning discrimination and/or price fixing. The vendor agrees to indemnify, exonerate and hold the State harmless from liability for any such violation now and throughout the term of the contract.

(2) All proposed capabilities can be demonstrated by the vendor.

(3) The price(s) and amount of this proposal have been arrived at independently and without consultation, communication, agreement or disclosure with or to any other contractor, vendor or potential vendor.

(4) All proposal terms, including prices, shall remain in effect for a minimum of 180 days after the proposal due date. In the case of the awarded vendor, all proposal terms, including prices, shall remain in effect throughout the contract negotiation process.

(5) No attempt has been made at any time to induce any firm or person to refrain from proposing or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal. All proposals shall be made in good faith and without collusion.

(6) All conditions and provisions of this RFP are deemed to be accepted by the vendor and incorporated by reference in the proposal, except such conditions and provisions that the vendor expressly excludes in the proposal. Any exclusion shall be in writing and included in the proposal at the time of submission.

(7) Each vendor shall disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict shall be disclosed. By submitting a proposal in response to this RFP, vendors affirm that they have not given, nor intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant or any employee or representative of same, in connection with this procurement. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest shall automatically result in the disqualification of a vendor's proposal. An award shall not be made where a conflict of interest exists. The State shall determine whether a conflict of interest exists and whether it may reflect negatively on the State's selection of a vendor. The State reserves the right to disqualify any vendor on the grounds of actual or apparent conflict of interest.

(8) All employees assigned to the project are authorized to work in this country.

(9) The company has a written equal opportunity policy that does not discriminate in employment practices with regard to race, color, national origin, physical condition, creed, religion, age, sex, marital status, sexual orientation, developmental disability or handicap.

(10) The company has a written policy regarding compliance for maintaining a drug-free workplace.

(11) Vendor understands and acknowledges that the representations within their proposal are material and important, and shall be relied on by the State in evaluation of the proposal. Any vendor misrepresentations shall be treated as fraudulent concealment from the State of the true facts relating to the proposal.

(12) Vendor shall certify that any and all subcontractors comply with Sections 7, 8, 9, and 10, above.

(13) The proposal shall be signed by the individual(s) legally authorized to bind the vendor per NRS 333.337.

DP Video Productions, LLC

Vendor Company Name

Vendor Signature

Emire Stitt

Print Name

02/12/2018

Date

This document shall be submitted in Section IV of vendor's technical proposal

STATE DOCUMENTS

D. Attachment H – Certification Regarding Lobbying signed by an individual authorized to bind the organization.

ATTACHMENT H – CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or shall be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federally appropriated funds have been paid or shall be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub awards at all tiers (including subcontracts, sub grants, and contracts under grants, loans, and cooperative agreements) and that all sub recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

By _____ 02/12/2018
Signature of Official Authorized to Sign Application — Date

For: DP Video Productions, LLC
Vendor Name

RFP 3510 Multi-Media Outreach Services
Project Title

This document shall be submitted in Section IV of vendor's technical proposal

Tab IV

STATE DOCUMENTS

E. Copies of any vendor licensing agreements and/or hardware and software maintenance agreements.

Not applicable

Tab IV

STATE DOCUMENTS

F. Copies of applicable certifications and/or licenses.

BUSINESS LICENSE

CITY OF HENDERSON, NEVADA

EXPIRATION DATE:	June 30, 2018
Scope:	MISCELLANEOUS
License Class/No.:	GROSS REVENUE/2004305596
Business Name:	DP VIDEO PRODUCTIONS, LLC
Business Location:	1240 OLIVIA PKWY HENDERSON, NV 89011

BUSINESS LICENSE SUPERVISOR

Tab IV

STATE DOCUMENTS

F. Copies of applicable certifications and/or licenses.

SECRETARY OF STATE

STATE OF NEVADA

NEVADA STATE BUSINESS LICENSE

DP VIDEO PRODUCTIONS, LLC
Nevada Business Identification # NV20041136819

Expiration Date: June 30, 2018

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on April 3, 2017

Barbara K. Cegavske

BARBARA K. CEGAVSKE
Secretary of State

You may verify this license at www.nvsos.gov under the Nevada Business Search.

License must be cancelled on or before its expiration date if business activity ceases. Failure to do so will result in late fees or penalties which by law cannot be waived.

Tab IV

STATE DOCUMENTS

F. Copies of applicable certifications and/or licenses.

Nevada Governor's Office of
ECONOMIC DEVELOPMENT
Empowering Success

HEREBY GRANTS

State of Nevada Local Emerging Small Business Certification

TO

DP VIDEO PRODUCTIONS, LLC

WHO HAS SUCCESSFULLY MET THE STATE OF NEVADA'S STANDARDS AS A TIER 1 LOCAL EMERGING SMALL BUSINESS.

CERTIFIED DATE: MARCH 10, 2016
EXPIRATION DATE: MARCH 31, 2018

O. Lynne Taylor-Bullock 3/10/2016

O. LYNNE TAYLOR-BULLOCK
ESB PROGRAM COORDINATOR
NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

DATE

Tab IV

STATE DOCUMENTS

F. Copies of applicable certifications and/or licenses.

NEVADA DOT
775 888-7497

Reno-Tahoe Airport Authority
775 328-6400

CLARK COUNTY • LAS VEGAS • McCARRAN INTERNATIONAL AIRPORT • NEVADA
702 261-3443

Nevada Unified Certification Program

This is to Certify that:

DP VIDEO PRODUCTIONS

Is registered as a Disadvantaged Business Enterprise in the Nevada Unified Certification Program

Under the Provisions of 49 CFR Part 26

And is Therefore Recognized This 25th Day of June, 2013

And supersedes any certification or listing previously issued

Certificate No. NV01419UCPN

REGIONAL TRANSPORTATION COMMISSION OF SOUTHERN NEVADA
RTC
702 676-1500

Carson Area Metropolitan Planning Organization
CAMPO
702 887-2355

RTC
775 348-0400

© GOES 342
All Rights Reserved

Litho. in U.S.A.

Tab V

SCOPE OF WORK

1. OVERVIEW OF PROJECT

The State of Nevada Purchasing Division, together with the Department of Employment Training and Rehabilitation's (DETR) Bureau of Vocational Rehabilitation (VR), invite all qualified multi-media agencies, to submit proposals to build and expand the current multi-media outreach platform to promote the Nevada VR Program to Nevadans with disabilities while promoting the workforce resources available to existing, new and potential businesses and to educate businesses, of all sizes, about the benefits of hiring Nevadans with disabilities.

The successful vendor will implement a multi-media outreach platform that builds and expands the current outreach efforts to further help raise awareness with the Vocational Rehabilitation Program's two (2) main customer groups: businesses and Nevadans with disabilities. The intent is to enhance the Nevada VR Program's media outreach strategies, content, and provide analyses to increase audience engagement and deliver reputable and usable resource information that reaches the two main customer groups.

DETR will administer the contract resulting from this RFP. The resulting contract will be for a contract term of four (4) years anticipated to begin July 1, 2018, subject to Board of Examiners approval, and will end June 30, 2022.

The Department of Employment Training and Rehabilitation (DETR) Bureau of Vocational Rehabilitation (VR) is in need of expert practitioners to develop and carry out a comprehensive multimedia campaign to promote VR's services to Nevadans with disabilities, and to educate businesses of all sizes about the benefits of hiring individuals with disabilities.

DP Video Productions and partner Strategic Progress, LLC, will combine award winning approaches in helping VR Nevada accomplish its marketing and advertising goals. Our collaborative team has a proven track record over the past eight years with the Nevada Department of Health and Human Services and over the past four years with the Department of Employment, Training and Rehabilitation. DP Video Productions has conducted over forty media campaigns during this time involving traditional and on-line marketing with measurable results.

Our involvement with VR over the past few years has given us an even closer look at and better understanding of the employment needs of people with disabilities, the benefits for businesses hiring people with disabilities, and the economic and social impact of employing people with disabilities.

Considering the dynamic nature of social media, our team periodically evaluates and adjusts its approach to ensure continuous success of all of its campaigns, using precise and verifiable metrics to inform our outreach. Our team is actively involved in addressing the concerns of businesses employing people with disabilities, and in creating educational and meaningful job opportunities for people with disabilities.

Our experienced team will use effective communications plans grounded in targeted Nevada-based and national research with outcome measurements built into the planning process.

Tab VI

SCOPE OF WORK

Overview

DP Video Productions, in collaboration with Strategic Progress, LLC, will provide the State of Nevada with the background, knowledge, skills, and experience to help the Bureau of Vocational Rehabilitation expand its multimedia presence to promote the Nevada VR Program to Nevadans with disabilities and community stakeholders while emphasizing the workforce resources available to existing, new and potential businesses and educating businesses of all sizes about the benefits of hiring Nevadans with disabilities.

Through our work with Nevada State government entities and more specifically the Bureau of Vocational Rehabilitation (VR Nevada) and Nevada Department of Health and Human Services (NDHHS), our team has demonstrated our ability to conduct advertising and public awareness campaigns leading to positive changes in the behavior of Nevada residents and businesses. We understand that the Bureau is interested in expanding its reach to Nevada businesses and people with disabilities, as well as achieving documented results that emphasize the Bureau's accountability and return on investment to taxpayers and the public.

For the past eight years our team has been working with the Nevada Department of Health and Human Services to design, implement and evaluate public education and advertising campaigns on a wide range of topics, utilizing a variety of marketing approaches. We have also worked over the past four years with the Nevada Department of Employment Training and Rehabilitation to design, implement and produce a variety of media elements including:

- an orientation video for VR Nevada's potential clients
- the Student Transitional Services video
- TV Commercials
- over 30 success stories reflecting VR Nevada's effectiveness in helping businesses find qualified employees and reaffirming that people with disabilities are excellent employees
- updated VR Nevada branding based on our research with Nevada businesses and stakeholders
- a VR Nevada logo and tagline, and a new mobile-responsive website that presents VR's services in a modern design and an easy-to-navigate layout
- a notable social media presence for VR Nevada and a loyal follower base on Facebook, Twitter, Instagram and LinkedIn comprising both Nevada businesses and people with disabilities. These campaigns have been conducted successfully, with measurable results, on time, and within budget

In addition to marketing and community projects, we have conducted detailed research on how to encourage businesses to hire more people with disabilities. We conducted surveys and face-to-face interviews with business leaders in the Nevada community to better understand potential barriers and opportunities for hiring people with disabilities and tailored our marketing approach to these findings.

Tab V

SCOPE OF WORK

Our team has extensive experience working directly with people with disabilities and with the disability and employment community. Strategic Progress has worked as a strategy and fundraising consultant to Easter Seals Southern Nevada for over five years, working to advance their ability to position persons with disabilities in the marketplace and improve their health, education, and employment outcomes. Strategic Progress has also worked with Workforce Connections since 2010 developing large federal projects and writing federal grant proposals that were built around people with special needs, at risk populations, and the under-served.

Strategic Progress has worked extensively with the Governor's Green Zone Initiative to build relationships across the state with employers to improve the integration of veterans returning from Iraq to the civilian workplace.

We successfully promoted our clients as talented people who had different abilities, rather than "dis" abilities. We emphasize a worker's capability, their choice to work and be productive, and what support it will take to make them successful in the workplace. Strategic Progress has worked with DP Video Productions for the past four years as part of our commitment to VR Nevada to reach out to Nevada Businesses using social media and video. Cyndy Ortiz Gustasfon, CEO of Strategic Progress, is a Commissioner on the Nevada Commission on Services for Persons with Disabilities, a member of the Washoe County School District Special Education Advisory Panel, the mother of a child with disabilities, and a disability advocate across the state.

The disability workforce is an incredible resource to businesses as people who have a disability make valuable contributions to the workforce. We have also witnessed that, with the help of VR Nevada, many people who otherwise might not have had a chance to find meaningful employment, have found a new life and opportunities through quality employment or by acquiring the skills and tools they need to continue to advance in their careers. Through the lens of our cameras we have witnessed a blind VR Nevada client attend law school and a person who is an amputee become a world champion in the Paralympic games. By interviewing and communicating with VR Nevada's clients we have seen the indispensable value of the services that VR Nevada offers to people with disabilities. We understand how important it is for people with disabilities to know that there are services available to them to succeed in life and be an integral part of the Nevada's work force.

We are passionate about making our community a better place to live. The following sections describe how our team will meet the scope of work outlined in the request for proposal. We have provided details on our technical approach to each individual activity called for in the RFP subsections, and have listed highlights of our relevant experience in each area.

In addition to our government agency experience, we have also produced award-winning advertising and marketing programs for private-sector businesses around the United States and in the Bahamas.

Our team received a commendation letter from Senator Harry Reid and a Pinnacle Award of Excellence for our prenatal care campaign "babyURmine," and numerous positive community responses for our Breastfeeding and Water Fluoridation campaigns.

Tab V

SCOPE OF WORK

1.1 GOALS AND OBJECTIVES

A key challenge facing VR is effectively engaging key audiences in ways that positively impact the lives of individuals and families with disabilities across the State. Our goal for this proposal is to demonstrate that we understand the DETR needs in this area, and are prepared to successfully implement an effective campaign by doing the following:

- Helping the Department build awareness of the role of VR in helping people with disabilities become employed and assisting those already employed in performing more successfully through training, education, counseling, assistive technology, and other support methods.

- Tailoring campaign messages to be in compliance with ADA through video captioning, creating additional descriptive text and narration as needed.

- Assisting VR in communicating to Nevada clients with disabilities about the extensive opportunities provided by VR, such as assistance in obtaining and/or maintaining employment, having the opportunity to work one-on-one with highly trained and educated VR counselors, and obtaining training, job assistance, local education, and additional resources provided by the state.

- Demonstrating the importance and value of VR's services to Nevada businesses which assist in recruiting, training, and retaining a skilled workforce in the current climate of ever-increasing budget scrutiny. The good news is that there is an increasing trend across the country of employers being willing to hire people with disabilities and to recognize their significance in the workplace. These workers strengthen employers' corporate social responsibility image, their commitment to diversity and their role as invested community members. We will incorporate all of these themes into our overall messaging and our conversations with employers as part of the campaign.

- Communicating effectively to businesses in Nevada the significant positive impacts that hiring individuals with disabilities can have for their organizations, explaining in detail the benefits of hiring people with disabilities: quality employees, social responsibility, workplace diversity, innovation incentives, and financial incentives. We plan to show businesses how to make reasonable accommodations for employees and customers with disabilities and how VR can assist with those accommodations.

- Promoting the availability of VR services through focused marketing and community awareness campaigns tailored to specific demographics. Creating key messages for specific audiences and using channels and materials that will reach and be understood by each.

- Using our experience in community building and development to assist VR in addressing the concerns of businesses considering employing people with disabilities and the questions posed by communities in urban and rural areas.

- Leveraging the resources of entities throughout the state that have similar missions to positively impact the widest possible number of people.

- **Creating a multidimensional approach to VR services promotion that combines "traditional" marketing and communications methods (print, television, radio, etc.) with interactive, mobile and online media. Incorporating the latest social media marketing techniques into a new on-line marketing plan.**

- **Assisting VR in developing and implementing systems for measuring the impact of awareness campaigns and presenting data reflecting reach of and interaction with target audiences.**

2. SCOPE OF WORK

2.1 SERVICE REQUIREMENTS

Vendors are required to respond in detail on how services will be provided to the State.

The successful vendor must:

2.1.1 Build and expand upon the current multi-media outreach platform and incorporate existing VR branded messaging and imaging. The multi-media outreach platform shall be designed to reach people with disabilities, advocate for placing people with disabilities in the workplace and educate businesses on the benefits of hiring people with disabilities; with a statewide message that is consistent and cohesive.

APPROACH: Our team will develop and implement a comprehensive multimedia and advertising campaign plan designed to educate, inspire, and motivate stakeholders to take action.

Our marketing and outreach plan will focus on changing attitudes of employers, coworkers, service providers, and workforce development professionals toward job seekers with disabilities.

We will be reaching out to persons with disabilities and educating them about how the services provided by VR Nevada can benefit them in finding employment, obtaining education, and receiving assistive technology to build a solid foundation for VR's modified multimedia and advertising strategies by:

- **Underlining DETR's and VR's current marketing goals and objectives**
- **Assessing and improving existing media presence to include the new goals**
- **Utilizing the appreciative inquiry approach in listening to job seekers, family, employer concerns**
- **Analyzing VR's desired outcomes and/or changes of behavior to create a new multimedia plan which involves**
  - **creating detailed objectives for each vocational rehabilitation issue/opportunity**
  - **creating lists of audiences and stakeholders the Department desires to educate and inform**
  - **developing key messages for each audience**

SCOPE OF WORK

- identifying specific tactics for communicating with each audience
- developing a timeline for implementation
- creating performance indicators
- developing a methodology for evaluating the plan's effectiveness
- making recommendations for continuous improvement

- Ensuring that DETR and VR staff agrees with the marketing plan and related multimedia campaign and includes messaging in all aspects of training, job coaching, employer recruiting, and assessments.

TEAM EXPERIENCE: We have extensive experience writing, executing, and evaluating marketing campaigns for government, corporate, and nonprofit organizations. Our experience in working with State of Nevada agencies, and more specifically with VR Nevada, gives us a deep understanding of the issues at stake. We also have experience strategically positioning large scale policy initiatives, and building coalitions around specific policy goals and issues. Our broad range of experience and expertise allows us to integrate VR messaging with the overall goals of the Department of Employment, Training and Rehabilitation, and to leverage our breadth and depth of existing relationships across the state.

Name	Areas of Expertise	Years of Experience
Cyndy Ortiz Gustafson	Research and stakeholder communications	19
Julie Irish	Project management, editor	14
Nicholas Merk	Production and Post Production	15
Dianne Star	Web programing and design	23
Emire Stitt	Social media strategy and content	20
Dottie Korkosz	Media buying	35

Our multimedia campaign experience includes:

- Developing strategic multimedia plans and campaigns that include all aspects of traditional media and social media for DETR VR.
- Developing strategic multimedia plans and campaigns that include all aspects of traditional media and social media for Nevada Department of Health and Human Services (DHHS).
- Creating a series of videos for the Department of Tourism and Nevada Arts Council.
- Building a website and conducting social media campaigns for Boulder City Hospital.
- Conducting social media campaigns for Easter Seals Nevada.

Tab V

SCOPE OF WORK

- Teaching Social Media for Social Change at the graduate program of Urban Development at UNLV.
- Developing on-line content for people with disabilities and understanding web content accessibility guidelines.
- Developing marketing content for the private sector including Boyd Gaming, Caesars Entertainment, Planet Hollywood International, The Venetian, General Mills, Allegiant Air, Ark Restaurants, BASE Entertainment, Foxwoods Resort and Casino, and Konami Gaming.
- Creating detailed reports on market research, client needs and sentiment, and campaign results and reach. We have developed and written reports analyzing campaign impact, message reach, public policy and programmatic impact and return on investment for a wide range of state clients, including DETR VR, Easter Seals, Division of Child and Family Services, Clark County Social Services, Clark County Juvenile Justice, Clark County Department of Family Services, the Nevada Office of the Attorney General and the Nevada Department of Veterans Services.

Our team will use its substantial experience developing collateral materials for clients to support and reinforce its marketing and educational activities. Working with the VR staff, we will identify needs for new and refreshed collateral, whether it is individual pieces or a complete set of materials.

It is important that VR maintain its brand identity and present consistent messaging in its outreach and communications programs, and we will carry that philosophy through to all marketing materials.

We will write copy for social media, relevant website copy, TV scripts, brochures that align with all marketing and advertising campaigns developed by our team, and create on-line live video releases when deemed appropriate for topics that lend themselves to visual explanation (such as the diversity of disabilities). To further the VR efforts in educating people with disabilities about VR services and educating the public and Nevada businesses of all the benefits of employing people with disabilities, we will develop social media messaging that informs audiences about activities, accomplishments, and new developments. To ensure content is aligned with approved marketing strategies, we will write and publish social media posts as approved by VR.

With regard to advertising, our team will provide media buying services to support marketing and outreach campaigns. We have extensive experience working with broadcast outlets, print media, billboards, bus wraps, and social media services in purchasing and placing advertisements. We will apply the same strategic approach researching relevant media and broadcast outlets, and create a media placement plan with associated budgets and timelines.

With award-winning, experienced professionals on our team, we are able to produce a wide variety of communications in a very short time, allowing us to help VR produce timely and accurate information quickly and efficiently. We have years of experience creating content for all formats, from print copy to web content and social media content, to radio and television news and advertising, and video/film.

SCOPE OF WORK

2.1.1.1 All multi-media strategies, concepts, budgets, ad copy and scripts must be submitted for review and approval by DETR.

The DP Video Productions collaborative team will coordinate a series of regularly scheduled meetings with VR to ensure our efforts are aligned and on target. We will submit all campaign strategies, advertising concepts, budgets, on-air talent, ad copy, and scripts for review and approval by DETR.

2.1.1.2 DETR reserves final editing and approval rights for any concept, spots and/or copy.

We understand DETR reserves final editing and approval rights for any concept, spots and/or copy.

2.1.2 Build and expand upon the current multi-media outreach platform around the existing VR mission (as explained in Section 1.1, Goals and Objectives), and logo (see Attachment K, VR Marketing Logo Artwork and Media Campaign Links); encompassing an effective and efficient mix of media and social media content; and further develop strategies to continue the positive exposure necessary to build VR program recognition with potential VR clients and in the workforce and economic development arena.

The DP Video Productions team of marketing, advertising, creative design, branding, research, video production, and social media professionals will collectively develop and implement a marketing plan and strategies that are critical to building program recognition and effectively positioning the Vocational Rehabilitation as a critical component for workforce and economic development.

We understand the VR mission is to help people with disabilities become employed, and to help those already employed perform more successfully through training, counseling and other support methods. We also understand that it is crucial to communicate to employers and co-workers that the employment and retention of people with disabilities is profitable and safe for their businesses. The series of success stories our team has developed for VR Nevada has had a measurable impact and has reached wide audiences including people with disabilities and their potential employers. We will continue developing success stories that reflect the perspectives of both employers and employees with disabilities.

2.1.2.1 Expand social media presence including at a minimum Twitter, Facebook and YouTube and encourage heightened audience engagement; and cultivate a system for evaluating and optimizing cross-platform social media engagement activities.

DP Video intends to continue expanding the current follower base on all current social media channels. The 2017 reports still rank Facebook, Instagram, Twitter and YouTube as the most popular social media platforms. In lieu of the January 11th Facebook announcement and the constantly changing nature of social media, our team will continuously monitor and adjust the type of posting and presence on the different social media channels.

We will incorporate a wide variety of useful articles for people with disabilities and emphasize all the services that VR Nevada offers. Using live video posts of events will increase the impact and reach on social media. Currently we use Hootsuite for managing content on all social media channels. We will implement a new detailed analytics report that was just incorporated in the Hootsuite platform, based

SCOPE OF WORK

on which we will review and adjust our posting strategies weekly. We will cross-promote all VR Nevada social media channels and the VR Nevada website.

2.1.2.2 Examine and analyze popular broadcast media (i.e., day-time TV, radio) and other platforms, such as digital, adaptive text messaging, Boost ads; develop and enhance additional interactive opportunities such as periodic digital events; and increase audience engagement and interactions to publicize VR's programs, activities, and services.

DP Video Productions will develop a media plan encompassing wide variety of media outlets. We will develop a buy plan and schedule for purchasing boost ads on Facebook, Twitter and Google, and online ads to communicate VR's key messages in a creative and attention-grabbing manner. As an additional cost effective measure, we will utilize the already successful existing VR Nevada TV ads directed at employers to purchase airtime on local TV channels and in movie theaters. We will also produce TV ads that promote VR Nevada's services to people with disabilities. DP Video will include the design billboard ads to promote VR's services to people with disabilities. All plans will be presented to VR's staff for approval. Our goal is to achieve the broadest reach to target audiences with the highest frequency possible at the most efficient cost.

We will create short "movie trailer" style videos with captions of current existing success stories and sponsor on YouTube to drive additional traffic to the VR YouTube channel that already has over 40 stories and almost 8,000 video views.

Since several demographics of the VR audience are very active online, the added value we may seek would include online exposure through Google ads. We will create and promote event posts and pages associated with VR Nevada's services to reach people with disabilities.

Our team will develop a comprehensive strategic advertising plan for online media that takes advantage of, and leverages, the dramatic change in information distribution channels and related technologies, including adaptive services and technology for persons with disabilities. Our online media presence will be cohesive and well-coordinated to work as a single powerful message. Our web team will utilize responsive design technology to ensure all online content is scaled properly on mobile phones, tablets, and computer screens. We will use a variety of online media including the most popular and effective form, video, and the most innovative, mobile phone advertising. LinkedIn, as part of the business social media world, would be a very effective way to communicate with Nevada businesses the importance of VR as a source for a qualified work force. We are able to design and develop digital events to engage clients and key stakeholders and to deepen their relationship with VR, and increase their awareness of VR services, supports and benefits.

Television remains the leading and most effective form of advertisement. More than 40 percent of the total advertising budget in the US market is spent on TV, which makes it the leading advertising medium. Television combines video and audio into a powerful marketing and educational tool that has proven to influence the way people think. This makes it an attractive medium for getting vocational rehabilitation and employer messages to Nevadans and employers. Americans watch an average of four hours of television per day, which also ensures a high level of return on investment since TV ads reach such wide audiences. Selected added value does vary by the available budget and the audience we are trying to reach. Our media buyer has more than 35 years of experience in the marketing and advertising industry.

SCOPE OF WORK

Radio advertisements can be highly effective as a part of public relations and advertising programs for three reasons. First, radio reaches large numbers of people (approximately 90 percent of Americans over the age of 12 listen to the radio each week). Second, different stations appeal to different demographic groups, making it easy to target an informational campaign to specific audiences. Finally, radio ads are relatively inexpensive and easy to produce.

2.1.2.3 Help VR better understand how to partner with individuals to improve outcomes that matter for its two (2) main customer groups; and how to measure changes in behavior and how to expand the reach of media beyond traditional platforms that are not used evenly across different demographic groups.

As long time Nevadans who have been involved in the business community for two decades, we understand the different channels to reach the key stakeholders. We will use online questionnaires and e-mail based surveys to measure change in perception and behavior on the part of business owners. Though it is true that traditional and social media can carry different demographics, there are established metrics for who uses what platform, and in the case of social media we have the tools to select exactly which demographic we're looking for. Social media also carries the advantages of precise reporting on audience reach and engagement, though traditional media is still an effective and ubiquitous tool.

2.1.2.4 The current VR multi-media outreach plan was developed based on data and research collected and presented in a VR Nevada Marketing and Advertising Campaign - Final Report 06-29-15. It should be noted, the 2015 plan focused solely on businesses, while this RFP includes disabled clients/customers and businesses. (Refer to Attachment J, Marketing and Advertising Campaign Final Report).

We have worked with VR Nevada for the past 4 years and understand the VR audience. We also manage and create the social media content for Easter Seals in Nevada, which gives us an additional point of view on working with people with disabilities.

2.1.2.5 Additional resources available at United States Department of Labor, Office of Disability Employment Policy (ODEP) https://www.dol.gov/odep/

We have familiarized ourselves with the statistics, news and resources available from ODEP.

2.1.2.6 The multi-media outreach plan must include the following:

A. Goals and Objectives

We have detailed our goals and objectives for the overall campaign in the chart below under Letter C.

B. Clear strategies, methods and tasks necessary to achieve the goals and objectives to include reaching:

1) Potential new VR clients with disabilities; and

SCOPE OF WORK

2) Businesses to build awareness of the Nevada VR Program and its services and hiring people with disabilities.

We have included clear strategies, methods, and tasks necessary to achieve the goals and objectives in the chart below under letter C.

We have extensive experience designing messaging campaigns that will reach people with disabilities and underserved populations in our communities. We will utilize a variety of methods to reach unserved and underserved populations, including outdoor advertisement in the targeted demographic areas, social media advertisement, TV advertisement and radio ads.

C. Provide a description of your firm's presence and experience in the State of Nevada and your approach to marketing to Nevada businesses and/or to people with disabilities.

DP Video and Strategic Progress have been successfully communicating with employers in Nevada for decades. Both companies have worked for the past four years with VR Nevada to reach out and provide information to businesses regarding the benefits of hiring people with disabilities. DP Video has worked on a series of videos that feature successful employment of people with disabilities. All the videos are available for online viewing on VR Nevada's channel and have been promoted on social media targeting businesses, CEOs, and HR Managers. DP Video produced an orientation video featuring the range of services VR Nevada provides for people with disabilities. We have also recently completed a video covering the services provided to students with disabilities to help them on their path to independent life. DP Video has researched articles and posted content on the VR Nevada's social media channels for the past four years.

Strategic Progress has done an in-depth report on reaching out to employers to hire people with disabilities, possible barriers, and how to overcome them. Strategic Progress, lead researcher on the report, has worked for over nine years with Nevada employers to hire people with disabilities, and to ensure that "hard to employ" persons are successful in their positions. Strategic Progress has also worked with DETR, Workforce Connections, the Nevada Office of Veterans Services, and the Pentagon's Office of Family and Warrior Support, in addition to JP Morgan Chase, Wells Fargo, Schwab, and the Federal Reserve Bank of San Francisco to develop innovative employer based programming and convenings for veterans and people with challenges in finding employment. Strategic Progress is currently conducting research funded by Schwab on disability and poverty, and will be hosting a convening with funders, key stakeholders, and the school district on this topic in March. We approach this work from an asset-based perspective – always marketing people with disabilities as individuals in their own rights, and always viewing employers as unique organizations with business imperatives that must be met, but that can be met by hiring people with different abilities.

We also approach marketing to Nevada employers from a long term Nevada perspective.

Emire Stitt, the owner of DP Video Productions, LLC, has lived in Nevada for 26 years, and Strategic Progress owner Cyndy Ortiz Gustafson is a second-generation Nevadan.

Our marketing approach will include a variety of media appropriate for both audiences; people with disabilities and Nevada employers. During the past year we have determined that a complimentary mix

SCOPE OF WORK

of TV, radio, billboards, and social media will be most beneficial to reach our targeted audiences. Using social media, we will create interactive quizzes and questionnaires to make the communication more dynamic.

We are all Nevada owned companies who are invested in our communities and in the economic growth of the region, as well as the wellbeing of our residents. Because we have worked with DETR, Workforce Connections, Clark County Social Services, the State of Nevada, the Department of Corrections, Juvenile Justice, Department of Family Services and the Southern Nevada Regional Planning Coalition, the Las Vegas Redevelopment Office, Las Vegas City Councilmen, and Nevada representatives in Washington, DC in addition to a long list of private employers, we are able to marry the public and private interests of this project and connect the dual message of business growth with individual and community wellness in an authentic and rooted way, earned through many years of working in the employment, economic development and disability communities, and seeing what works and what doesn't.

GOALS AND OBJECTIVES	STRATEGIES, METHODS, TASKS	TIMELINE
Promote VR Nevada's services to people with disabilities and expand current outreach efforts. Address the needs and wants of people with disabilities to have independence and fulfilling employment.	Develop, buy and/or schedule: • Social media campaigns including: LinkedIn, Twitter, Facebook • Television commercials (Sponsored or reduced costs) • Outdoor billboards in targeted zip codes • Movie theater advertising • Cross promotion on relevant State websites • Additional online marketing: Google and YouTube	Social Media – Onset of contract through conclusion TV Commercials – 2018 Billboards – 2019 Movie Theater ads – 2020 Online marketing - Onset of contract through conclusion

Tab V

SCOPE OF WORK

GOALS AND OBJECTIVES	STRATEGIES, METHODS, TASKS	TIMELINE
Develop messaging that demonstrates the importance of hiring people with disabilities and the value of VR's services to Nevada businesses.	**Develop, buy and/or schedule:** • **Social media campaigns including: LinkedIn, Twitter, Facebook** • **Create more connections and follow major stakeholders on social media** • **Add additional content on the home page of VRNevada.org to address the services provided to people with disabilities** • **Television commercials (Sponsored or reduced costs)** • **Outdoor billboards in targeted zip codes** • **Movie theater advertising** • **Cross promotion on relevant State websites** • **Additional on-line marketing: Google and YouTube**	**Social Media – Onset of contract through conclusion** **TV Commercial – 2018** **Billboards – 2019** **Movie Theater ads – 2020** **On-line marketing - Onset of contract through conclusion**

Tab V

SCOPE OF WORK

GOALS AND OBJECTIVES	STRATEGIES, METHODS, TASKS	TIMELINE
Measure impact of how the VR marketing and advertising campaign will: 1. Increase the knowledge of employers about the skills that people with disabilities have Change the overall perception of employers of people with disabilities fitting into the workplace culture Make an employer more likely to hire someone with a disability after campaign exposure. Make an employer more likely to hire an additional person with a disability after they have successfully hired one such person 2. Educate Nevadans with disabilities that VR provides referrals to jobs, placement assistance and career counseling, information and access to local education and training providers, access to assistive technology to maintain and further current employment, or to achieve training and new employment opportunities.	Quarterly media reports Annual media reports Measure increase of audience engagement Measure effectiveness in reaching the targeted audience Measure retaining and increasing follower base on social media	Onset of contract through conclusion
Align internal and external messaging to reinforce the VR brand.	In-service for staff and job recruiters to ensure they understand and embrace the marketing campaign messaging, design, talking points, and anticipated outcomes.	Upon approval of messaging prior to and during the marketing campaign

SCOPE OF WORK

2.1.3 Define how the success of the project will be measured.

2.1.3.1 Develop and implement a process that gauges and reports the effectiveness of the multi-media outreach platform in comparison to the cost; and at a minimum addresses:

We have developed a thorough process of evaluating the effectiveness of the marketing plan that addresses the three significant tests below. We will report all data to the State on quarterly basis and at the end of the contract period, and will include all pre- and post-campaign data, and overall outcome data in written report format. Our team is made up of experienced evaluators who will ensure that VR has the data it needs to demonstrate a return on investment for VR services. Strategic Progress holds an MSA with the Department of Administration for evaluation, and is a certified evaluator with the State of Nevada.

A. Did the product build VR's awareness in the two (2) main customer groups?

In order to determine whether our marketing plan and activities built awareness in the target groups, we will follow up on the media coverage by considering the following indicators:

- **Have we increased the followers of VR Nevada's social media channels?**
- **Have we built our audience for the boost posts to reach our demographics?**
- **Have we increased interaction and engagement with our target audience?**
- **Have we increased traffic to VRNevada.org?**

B. Did it leave a positive impression and help change the expected behavior of the audience?

Using the new reporting feature in Hootsuite we can measure inbound messages by sentiment. We will also create online surveys to measure the effectiveness of our campaign. Depending on the needs and requests of VR, we are able to use multimodal evaluation techniques, ranging from surveys to pre- and post-tests to interviews and focus groups. .

C. Did it increase audience engagement and improve outcomes that matter for VR and the main customer groups?

We will use analytics on a weekly basis to measure audience engagement (shares, likes, views, traffic) with our on-line campaigns as well as engagement through digital events.

2.1.3.2 Reports should be provided electronically and on a quarterly and annual basis and include multi-media metrics to evaluate both quantitative and qualitative measures; assess progress toward goals and objectives; and identify opportunities for enhancement.

DP Video will provide detailed reports on a quarterly and annual basis reflecting all metrics, including effectiveness of campaigns (reach, interaction, engagement where applicable) and most effective messaging for the quarter. We will adjust our messaging to reflect the most successful results and

SCOPE OF WORK

incorporate new ideas and approaches to reflect the current trends in digital and traditional marketing.

A. The electronic report is to be in either Microsoft Word and/or Excel; and

DP Video will provide the reports in Microsoft Word and/or Excel depending on the type of medium being measured.

B. The report must be user-friendly and fully executable with the understanding that the report may be made available for public access.

Each quarterly and annual report will contain narrative explaining the approach and the overall results. All reports will contain supporting documentation related to the campaign results.

2.1.3.3 DETR and the Rehabilitation Division will reserve final approval on the measurement process.

We will work with DETR and the Rehabilitation Division to provide the desired format of reports and adjust the measurement process based on the feedback and input of VR staff.

2.1.4 Vendors are to include with their proposal:

2.1.4.1 Describe what can be expected during the on-boarding process of a new client engagement.

Though we have worked with the VR Team for the past four years, DP Video and Strategic Progress will meet to discuss a plan for the upcoming campaigns in order to best reflect all new goals and objectives. Our goal is to increase client engagement, and to build off what has been working over the past few years and to innovate in response to changing and emerging client needs, business trends, and community norms.

2.1.4.2 Provide capabilities of the vendor's media department and practices used to minimize production costs and maximize efficiency of production. Indicate any production that is outsourced and how the vendor manages collaboration for a multi-media platform.

DP Video Productions has been in the social media, messaging, and video production business for almost two decades. Our staff is experienced and has produced a wide variety of materials, including over 40 videos for VR Nevada that include TV commercials, client orientation videos, and a student transitional services video, as well as numerous social media pieces. Our team utilizes Canon Cinema to create film-like quality shots and has recently acquired the latest line in 4K Sony XDCAM. We are detail oriented in all aspects of production and post-production. DP has three editing studios, and access to a large library of copyright free images, stock footage, and music. DP Video Productions has created a streamlined process from conception to final product that will minimize cost and maximize efficiency.

In addition to video, our media department works to minimize production costs when producing billboards, commercials and collateral through our long-standing relationships with vendors as well as our own efficiencies as a team that we have built by working together over many years. We manage the overall project, and any collaborating vendors, in order to ensure a smooth process and low production costs.

SCOPE OF WORK

Our team will create a production plan and organize field production to utilize local resources that will minimize travel expenses. DP Video has representatives and resources in southern and northern Nevada.

2.1.4.3 Describe the methodology to justify creative and media investments and describe how a return on investment is established and measured.

The different aspects of the media campaign will enhance the public presence of VR Nevada and help strengthen trust and relationship with its constituencies. The DP Video team will continue the social media awareness campaign to educate people with disabilities on what services are available to them and to educate businesses on the value of hiring people with disabilities. The return on investment in this case is measured by how many people have been reached and how many people have engaged with the messaging.

2.1.4.4 Include with your proposal, rough executions for traditional advertising, commercial or promotional video development, print advertisements, web design, and social media campaigns. For purposes of the rough executions, use a target audience of young students with disabilities between the ages of 16 and 21.

Considering the young audience in mind, we propose to focus on the following:

- **Add a section on the VRNevada.org website specifically addressing the services available to students with disabilities who are seeking to continue their education, and who need assistance with training, finding employment, and setting on the path toward independent living.**
- **Utilize the segments from the Student Transitional video and modify for social media use.**
- **Create a social media campaign with boost posts to target Nevada youth between the ages of 16 and 21 using appropriate social media channels and messaging that is in consideration of colorblind, blind, and deaf youth. Develop messaging that is tested with smart phone accessibility options.**
- **Create and design a brochure that outlines the services provided to youth with disabilities.**
- **Create a TV commercial that promotes the VR services available to students with disabilities.**
- **Create a billboard to drive traffic to the web section dedicated to VR Nevada's student services.**
- **Create a poster to be placed in public areas and Starbucks locations.**

2.1.4.5 Include a sample plan that outlines recommended media buys to help businesses learn and understand the significant positive impacts of hiring individuals with disabilities.

For reaching out to businesses in Nevada we propose the following:

SCOPE OF WORK

- **Broadcast the already produced VR TV commercials, purchase airtime on local TV channels that our media buyer recommends for reaching our business demographic**
- **Utilize success stories to create boost posts on social media targeting business decision makers.**
- **Purchase movie theater advertisement time to broadcast the already produced VR Nevada TV commercials.**
- **Create a brochure that outlines the benefits of hiring people with disabilities to be distributed at events and meetings, and in the mail.**

2.1.4.6 Provide examples of at least one multi-platform campaign (digital, advertising, print ad, social media, billboard or public transit, TV commercial, NCSAs, news media) completed within the past two years.

Example 1:

DP Video conducted a multimedia campaign from March 1st until May 31st, 2017 for the Nevada Department of Health and Human Services to promote and increase participation in the National School Lunch Program (NSLP). This campaign included:

- **Branding and logo design**
- **Produced TV commercials and media buy**
- **Designed and created billboards. Media buy for southern and northern Nevada**
- **Social media campaign that included videos, animation, and still image designs**
- **All materials were produced in English and Spanish**
- **Detailed report at the end of the campaign**

Example 2:

DP Video conducted a multimedia campaign to raise awareness of the Women's Health Connection program and the services it provides. The goal was to increase breast and cervical cancer screening in Nevada's medically underserved women and offer free screening to those who are at or below 250% of the Federal Poverty level, are uninsured and do not have Medicare. This campaign was conducted in two stages in 2016 and 2017 and included the following:

- **Produced 8 videos of life-saving stories in the WHC population.**
- **Social media campaigns targeting women during breast cancer and cervical cancer awareness months.**

Tab V

SCOPE OF WORK

- **Text messaging campaign to remind women to schedule exams.**
- **Detailed report of activities.**

Our team would look forward to the opportunity to continue working with VR Nevada, adding new sections to its website, creating brochures and other materials to present a modern, forward-looking image that reflects VR Nevada's brand. We are eager to demonstrate our understanding of how our cumulative experience will increase the reach of VR Nevada to local businesses, as well as our capabilities for marketing VR's services to people with disabilities.

Tab VI

COMPANY BACKGROUND AND REFERENCES

3.1 VENDOR INFORMATION

3.1.1 Vendors shall provide a company profile in the table format below.

QUESTION	RESPONSE
Company name:	DP Video Productions, LLC
Ownership (sole proprietor, partnership, etc.):	Limited Liability Company, S Corporation
State of incorporation:	Nevada
Date of incorporation:	June 2004
# of years in business:	20
List of top officers:	Emire Stitt, CEO
Location of company headquarters:	Henderson, Nevada
Location(s) of the company offices:	Henderson, Nevada
Location(s) of the office that will provide the services described in this RFP:	Henderson, Nevada
Number of employees locally with the expertise to support the requirements identified in this RFP:	5
Number of employees nationally with the expertise to support the requirements in this RFP:	5
Location(s) from which employees will be assigned for this project:	Henderson, Nevada (main office) Las Vegas, Reno and Elko, Nevada

3.1.2 Please be advised, pursuant to NRS 80.010, a corporation organized pursuant to the laws of another state shall 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.

We have read and we acknowledge the conditions of this statute.

Tab VI

COMPANY BACKGROUND AND REFERENCES

3.1.3 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. Vendors must provide the following:

QUESTION	RESPONSE
Nevada Business License Number:	**NV20041136819**
Legal Entity Name:	**DP Video Productions, LLC**

Is "Legal Entity Name" the same name as vendor is doing business as?

Yes	X	No	

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

Yes	X	No	

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.

DP Video Productions has a master contract with Nevada Department of Employment, Training and Rehabilitation and has worked on numerous projects since July, 2014. Below are two campaigns completed during the course of our contracts. We continue to provide web, video and social media services.

QUESTION	RESPONSE
Name of State agency:	**Nevada Department of Employment, Training and Rehabilitation**
State agency contact name:	**Shelley Hendren**
Dates when services were performed:	**July 2014 – present**

COMPANY BACKGROUND AND REFERENCES

Type of duties performed:	**Create a new brand for VR Nevada based on Nevada demographics research. Design and build a website for VR Nevada, create social media presence. Produce Student Transitional video. Producing series of videos for VR Nevada YouTube channel. Managing Social Media for VR Nevada.**
Total dollar value of the contract:	**$419,886**

DP Video Productions has a master contract with the Nevada Department of Health and Human Services and has worked on numerous projects since January of 2010. Below are four projects completed during the course of our contract. We have completed over 30 media projects so far:

QUESTION	RESPONSE
Name of State agency:	**Department of Health and Human Services -** Nevada Wellness
State agency contact name:	**Melanie Flores/ Laura Urban**
Dates when services were performed:	**October 2012 - present**
Type of duties performed:	**Created the Nevada Wellness brand, built a website, created and maintained full social media presence. Created series of videos on health and wellness topics. Designed Toolkits for Heart and stroke prevention and diabetes prevention. Created collateral for health events. Designed and created an ad for the Reno airport.**
Total dollar value of the contract:	**$265,881**

QUESTION	RESPONSE
Name of State agency:	**Department of Health and Human Services -** Diabetes Prevention and Control Program
State agency contact name:	**Marjorie Franzen-Weiss/ Masako Burger**
Dates when services were performed:	**March 2011 - Present**

COMPANY BACKGROUND AND REFERENCES

Type of duties performed:	**Strategic planning and community building in support of Diabetes Self Management Education and Diabetes Prevention programs.** **Create billboard ads in English and Spanish for Northern and Southern Nevada.** **Produce radio commercials on nutrition and physical activity topics. Research and write, design and print Diabetes Self Management Education toolkits.** **Produce movie theater advertisements promoting nutrition and exercise.** **Design and create an online resource section for diabetes education as part of the NevadaWellness.org website.** **Design and launch a social media campaign targeting audiences at risk for diabetes as well as the general population.**
Total dollar value of the contract:	**$180,583**

QUESTION	RESPONSE
Name of State agency:	**Department of Health and Human Services - Breastfeeding Campaign**
State agency contact name:	**Kelly Langdon/ Laura Urban**
Dates when services were performed:	**August 2011 – February 2012**
Type of duties performed:	**Produced television, radio, and movie theater advertisements, posters, bus signage, billboards, and a website. Created Spanish versions of each ad, purchased media space in Northern and Southern Nevada.**
Total dollar value of the contract:	**$100,000**

Tab VI

COMPANY BACKGROUND AND REFERENCES

QUESTION	RESPONSE
Name of State agency:	**Department of Health and Human Services -** Maternal and Child Program (BabyURMine)
State agency contact name:	**Joanne Malay**
Dates when services were performed:	**February 2011 to June 2011**
Type of duties performed:	**Coordinated and managed activities for a marketing/outreach campaign designed to increase the awareness of Nevada prenatal and parenting services and programs, and to address the relationship between such services and health/birth outcomes and a healthy first year of life. Specific duties included producing and filming television advertisements, creating a social media information campaign, producing videotaped interviews with local physicians, coordinating news media interactions, creating an informational booklet, brochure, and posters, designing billboards and bus signage, and producing Spanish-language versions of all work.**
Total dollar value of the contract:	**$256,175**

DP Video Productions has been working with Nevada Arts Council for the past nine years. We have completed variety of projects involving primary video production.

QUESTION	RESPONSE
Name of State agency:	**Department of Tourism and Cultural Affairs**
State agency contact name:	**Patricia Atkinson**
Dates when services were performed:	**November 2009 – present**
Type of duties performed:	**Series of short documentaries as part of "Nevada Stories" and "Home means Nevada"**
Total dollar value of the contract:	**$40,000**

COMPANY BACKGROUND AND REFERENCES

3.1.5 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

3.1.6 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

3.1.7 Vendors shall review and provide if awarded a contract the insurance requirements as specified in Attachment D, Insurance Schedule for RFP 3510.

Yes	X	No	

Since our company already conducts business with The State of Nevada, we do have and maintain all the required insurance coverage.

3.1.8 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.

All staff members at DP Video are highly qualified in marketing and design. DPV has provided marketing services to a wide range of Nevada companies, and is familiar with Nevada's public sector issues and demographic characteristics.

DP Video Productions, LLC, has been in the marketing and communications business in Nevada since 1998 and has successfully completed a wide variety of public and private-sector projects for clients that range from state and local government agencies to many of the largest gaming corporations in the nation. DP Video Productions is a 100-percent woman-owned business.

From its roots as a digital media company, through opening its online and web communications office in 2004, and on to leading a full-service marketing, advertising and public relations consortium in 2010, the company has demonstrated both talent and creativity in campaigns as well as a dedication to achieving measurable results for clients.

DP Video Productions and its partner Strategic Progress have established a successful track record of working with State of Nevada agencies in creating communications campaigns that have resulted in

COMPANY BACKGROUND AND REFERENCES

measurable results —the ultimate goal of the VR Nevada's efforts. However, while we feel our previous work for the State has given us an understanding of many of Nevada's economic and political priorities we know that each topic or challenge is different and requires its own, unique approach and an energetic campaign with specific, targeted objectives and strategies. We have a great respect of the employees and management of VR Nevada who work tirelessly to make life better for their fellow Nevadans and more specifically for people with disabilities. We hope to add value to their efforts through our consulting, management, education, and communications work, and we would look forward to continuing to do so. Our intent is to lend our expertise, experience and ability to manage projects on time and on budget to support the agency in achieving its goals.
The partnership of DP Video Productions, and Strategic Progress spans the range of services desired by VR Nevada. We are equally proficient providing organized, well-managed and facilitated educational and community building coalitions as we are able to develop attention-getting marketing and advertising campaigns that use a combination of traditional and new techniques to get results.

With staff in Reno and Las Vegas, VR Nevada is assured of access to us in person as needed and desired. Our Southern Nevada staff is ready and able to attend project meetings in Northern Nevada as often as necessary. In addition, we pride ourselves on the immediacy of response to phone calls and e-mail messages, and VR Nevada is also assured of a consistent level of immediate responses to questions and concerns.
No matter what the activity, the VR Nevada will work directly with the senior partners from each company. In fact, our entire staffs are made up of people who each have at least 10 years of experience in their respective fields, and often 20 or 30. The possibility of VR Nevada being asked to work with a junior staff member simply does not exist. Our entire team is made up of highly experienced people from diverse backgrounds, which makes us able to approach campaigns from a multitude of cultural viewpoints.

In addition to successful projects performed by public institutions in Nevada, our team brings to the table our experience providing exciting and cutting-edge work for private-sector companies in the state and across the nation. We provide marketing consulting, web and digital media services, advertising (television, radio, outdoor, theater, and print), website design, and graphic design for such companies as Konami Gaming, Wynn Resorts, The Venetian and Palazzo, Planet Hollywood International, Paris Hotel and Casino, Bally's, Caesars Entertainment, Sam's Town, The Orleans, Suncoast, and the Rampart and Cannery Resorts and Casinos. Our major projects are not limited to the gaming industry. We have created campaigns for companies and organizations ranging from General Mills to Allegiant Air, to insurance firms and project management consultancies. Our work for these and other local, national and international firms has given us the ability to bring creative, out-of-the ordinary ideas and suggestions to increase the effectiveness of marketing and advertising campaigns conducted for the State of Nevada. Rather than make general claims about our abilities, however, our proposal contains specifics about the approaches we would take to each component service desired by VR Nevada. In each section of the proposal, we have also listed specific experience and examples of our previous work in these areas.
In this way, we hope to give the Office a high level of confidence in our ability to provide the leadership and support, and create the type of educational, community-building, public awareness, and marketing campaigns that meet VR Nevada's expectations for success.

Tab VI

COMPANY BACKGROUND AND REFERENCES

3.1.9 Provide a brief description of the length of time vendor has been providing services described in this RFP to the public and/or private sector.

DP Video Productions began in 1998 as a digital media company, primarily producing documentaries and television content.
Recognizing the growing demand for related services, DP Video Productions added web design, digital media marketing, and social media development to its business services in 2004. All staff members at DP Video are highly qualified in marketing for print, video and the web. DPV has provided marketing communication services to a wide range of Nevada companies, and is familiar with Nevada's Vocational Rehabilitation issues and initiatives.

For more than 15 years DP Video Productions has been conducting large media campaigns that include all aspects of marketing: branding, web design, television and radio advertising, movie theater advertising, billboards, bus wraps, online advertising, and social media. Our media buyer has been in the industry over 30 years and has great knowledge of the Nevada market.

For some examples of our work please visit our website: www.dpvideo.com

3.1.10 Financial information and documentation to be included in accordance with Section 8.5, Part III – Confidential Financial Information.

3.1.10.1 Dun and Bradstreet Number

160942640

3.1.10.2 Federal Tax Identification Number

20-1199612

3.1.10.3 The last two (2) years and current year interim:

A. Profit and Loss Statement

B. Balance Statement

3.2 SUBCONTRACTOR INFORMATION

Subcontractors are defined as a third party, not directly employed by the contractor, who shall provide services identified in this RFP. This does not include third parties who provide support or incidental services to the contractor.

3.2.1 Does this proposal include the use of subcontractors?

COMPANY BACKGROUND AND REFERENCES

Yes	X	No	

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

Strategic Progress, LLC
PO Box 34294
Reno, NV 89533
Cyndy@strategicprogress.com<mailto:Cyndy@strategicprogress.com>
Phone 702-241-8033
Fax 866-635-1577

Strategic Progress, LLC, is a consulting firm specializing in strategic positioning, public policy development, grant writing and professional fundraising for a number of local and national not for profit and governmental organizations. During the company's 14 year history, Strategic Progress has raised more than $21 million in grants, as well as pioneered systemic social change in the areas of homelessness, youth development and child welfare. Clients include Clark County, the Southern Nevada Regional Planning Coalition, and the Nevada State Department of Employment, Training and Rehabilitation, which was just awarded a $6 million grant written by Strategic Progress.

Strategic Progress is headed by Cyndy Ortiz Gustafson, a native Nevadan with a MA in Political Science and Public Law and a background in the U.S. Senate, Nevada State Legislature and Southern Nevada nonprofit community (please see attached resume and references). Ms. Ortiz Gustafson possesses significant knowledge of the political, business and non-profit community in Southern Nevada. She has extensive contacts with key stakeholders throughout the community, which has increased her ability to build and sustain projects as well as secure funding and support for the work.
Also included as a part of the Strategic Progress team is Justin Gardner, a consultant with more than ten years of experience in research, data analysis, strategic planning, and project management; and Wendy Waite, with over 6 years' experience with federal, state and local grant writing.

3.2.1.2 If any tasks are to be completed by subcontractor(s), vendors shall:

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

DP Video Productions, LLC, will be the vendor/prime contractor and company president Emire Stitt will be the point of contact for the Department. DP Video Productions, LLC, will establish contractual arrangements with the subcontractor providing services.

Strategic Progress will be handling any needed research, writing and PR. We have worked seamlessly on many campaigns and this subcontractor understands the day to day work flow and short deadlines.

DP Video Productions, LLC, will manage the activities performed under this contract, and company

president Emire Stitt will be the project manager for the contract. Emire Stitt will serve as the point of contact for the VR Nevada for all requests and activities unless VR Nevada requests to communicate directly with a subcontractor. Emire Stitt will initiate and/or participate in all interactions with the VR Nevada personnel. DP Video Productions will ensure that all work done by the prime contractor and subcontractor is in full compliance with the terms of the contract.

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

DP Video Productions, LLC, has functioned successfully in an identical teaming arrangement with Strategic Progress, LLC for a multi-year master contract with the State of Nevada Health and Human Services and the Department of Employment, Training and Rehabilitation. We have provided the names of DHHS and VR personnel in section 3.1.4 of this proposal, who can provide comments on the team's responsiveness, ease of communication, timeliness, and ability to meet tight deadlines.

3.2.1.3 Provide the same information for any proposed subcontractors as requested in Section 3.1, Vendor Information.

3.1 Subcontractor Information-Strategic Progress

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

QUESTION	RESPONSE
Company name:	Strategic Progress, LLC
Ownership (sole proprietor, partnership, etc.):	Limited Liability Company
State of incorporation:	Nevada
Date of incorporation:	2002
# of years in business:	16
List of top officers:	Cyndy Ortiz Gustafson
Location of company headquarters:	Reno, Nevada
Location(s) of the company offices:	Reno, Nevada
Location(s) of the office that will provide the services described in this RFP:	Reno, Nevada Las Vegas, Nevada

COMPANY BACKGROUND AND REFERENCES

Number of employees locally with the expertise to support the requirements identified in this RFP:	2
Number of employees nationally with the expertise to support the requirements in this RFP:	2
Location(s) from which employees will be assigned for this project:	Reno and Las Vegas, Nevada

3.1.2 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.

We have read and we acknowledge the conditions of this statute.

3.1.3 The selected vendor, prior to doing business in the State of Nevada, shall 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://nvsos.gov.

Strategic Progress, LLC is incorporated in the State of Nevada.

QUESTION	RESPONSE
Nevada Business License Number:	NV20051774907
Legal Entity Name:	Strategic Progress, LLC

Is "Legal Entity Name" the same name as vendor is doing business as?

Yes	X	No	

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

Yes	X	No	

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.

Tab VI

COMPANY BACKGROUND AND REFERENCES

QUESTION	RESPONSE
Name of State agency:	Nevada State Office of Veterans Services
State agency contact name:	Caleb Cage
Dates when services were performed:	June 2012-April 2013
Type of duties performed:	Designed a statewide systems reform plan for veteran's services with Director Cage. Provided strategic consultation on all aspects of creating and implementing a statewide systems plan for education, health and workforce issues concerning veterans in Nevada. Wrote and published a Business Case for policy leaders, stakeholders and organization, as well as conducted interviews around the state, convened input groups, researched local and national organization, trends and issues, and compiled this in an Environmental Scan that drives project deliverables. Wrote a Strategic Financing Plan to sustain program growth into the future.
Total dollar value of the contract:	$152,000

QUESTION	RESPONSE
Name of State agency:	Department of Health and Human Services - Systems Office
State agency contact name:	Mary Wherry
Dates when services were performed:	May 2011– Dec 2012
Type of duties performed:	Conducted a rate study analysis for the Nevada Early Intervention Systems Office to determine how to set provider rates across the state for early intervention services. Interviewed providers across the state, conducted research, analysis, evaluation and wrote a detailed report providing rate guidance for the Office and policy makers.

COMPANY BACKGROUND AND REFERENCES

Total dollar value of the contract:	$28,850

QUESTION	RESPONSE
Name of State agency:	Department of Health and Human Services
State agency contact name:	Mary Wherry
Dates when services were performed:	August to November 2011
Type of duties performed:	Designed and implemented a two day strategic planning session for the Nevada State Health Division. Worked with staff to plan and structure the strategic planning session, as well as structure all activities, work plans and outcomes of the meeting. Wrote a detailed report consolidating planning and laying out a strategic vision with detailed action steps for the Division.
Total dollar value of the contract:	$31,350

QUESTION	RESPONSE
Name of State agency:	Nevada State WIC
State agency contact name:	Michelle Walker
Dates when services were performed:	November 1, 2015-May 30, 2016
Type of duties performed:	Project Management, Research, Facilitation of Minority Health Initiative and coalition in Clark County
Total dollar value of the contract:	in progress, not completed

QUESTION	RESPONSE

Tab VI

COMPANY BACKGROUND AND REFERENCES

Name of State agency:	Nevada Department of Veterans Services
State agency contact name:	Kat Miller
Dates when services were performed:	January 2015-December 2015
Type of duties performed:	Project Management, Research, Facilitation of Homeless Initiative
Total dollar value of the contract:	$125,000

QUESTION	RESPONSE
Name of State agency:	Department of Employment, Training and Rehabilitation
State agency contact name:	Shelley Hendren
Dates when services were performed:	July 2014 – June 2016
Type of duties performed:	Conducted statewide research with focus groups, one-on-one meetings, online polls targeting Nevada Businesses and their willingness to hire employees with disabilities. Created a final report with detailed data on employment tendencies and presented to the Governor's task force.
Total dollar value of the contract:	$70,000

QUESTION	RESPONSE
Name of State agency:	Chronic Disease Prevention and Health Promotion
State agency contact name:	Kelly Drucker
Dates when services were performed:	November 1, 2015-June 30, 2016

COMPANY BACKGROUND AND REFERENCES

Type of duties performed:	Research, evaluation of data, analysis, analytics, writing, graphic presentation of data, report production breast and cervical cancer needs assessment in high need counties. Multi modal approach including focus groups, interviews, surveys.
Total dollar value of the contract:	in progress, not completed

QUESTION	RESPONSE
Name of State agency:	Workforce Connections
State agency contact name:	Ric Viallobos
Dates when services were performed:	June 2015
Type of duties performed:	Development, writing, data analysis, design of evaluation plan for the Youthbuild $1.1 million grant. Grant awarded.
Total dollar value of the contract:	$8,000

QUESTION	RESPONSE
Name of State agency:	Office of Grants Procurement, Coordination and Management
State agency contact name:	Sheila Lambert
Dates when services were performed:	March 2015-December 2015
Type of duties performed:	Research, evaluation of data, analysis, analytics, writing, graphic presentation of data, report production of state public health needs assessment (LTSS project component of this contract not completed until Nov 20th not included in this summary)
Total dollar value of the contract:	in progress, not completed

QUESTION	RESPONSE

Tab VI

COMPANY BACKGROUND AND REFERENCES

Name of State agency:	**Nevada System of Higher Education**
State agency contact name:	**Frank Woodbeck**
Dates when services were performed:	**March 2015-June 2015**
Type of duties performed:	**Research, project development, writing and submission of Department of Labor American Apprenticeship Grant- grant awarded**
Total dollar value of the contract:	**$10,000**

QUESTION	RESPONSE
Name of State agency:	**Office of Grants Procurement, Coordination and Management**
State agency contact name:	**Sheila Lambert**
Dates when services were performed:	**August 2015**
Type of duties performed:	**Research, writing and grant support for development of the $16 million SAPTA federal grant**
Total dollar value of the contract:	**$8,800**

3.1.5 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

3.1.6 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 shall also be disclosed.

COMPANY BACKGROUND AND REFERENCES

Does any of the above apply to your company?

Yes		No	X

3.1.7 Vendors shall review and provide if awarded a contract the insurance requirements as specified in Attachment D, Insurance Schedule for RFP 3510.

Since our company already conducts business with The State of Nevada, we do have and maintain all the required insurance coverage.

3.1.8 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.

Strategic Progress, LLC is a Nevada based company founded in 2002 and managed by Cyndy Ortiz Gustafson, a Nevada strategist with a proven track record in mobilizing people and resources around systems work, regional planning initiatives, innovative programs and capital projects. Strategic Progress works with state and local government leaders, community organizations, and private investors to design systems and projects that have measureable impact, based on a proven approach to social change. We are made up of a skilled team of researchers, analysts, writers, policy experts, strategic planners, grant writers and evaluators who provided consultation, project management and training to a wide variety of state departments, community organizations, corporations, foundations and community collaboratives. We work with leaders to help them ready their organizations for policy changes, and to plan and implement change strategies, and to finance and sustain those strategies long term. We specialize in research and analysis of Nevada's ability to compete for federal funds, and our ability to design and develop large scale initiatives that position Nevada on the national stage for investment.
By designing and open sourcing our research and development and producing publicly accessible reports, toolkits, and impact plans we are advancing Nevada's ability to compete in the marketplace of federal and private funding, ultimately improving the quality, breadth and depth of social impact programs that benefit all Nevadans.

3.1.9 Provide a brief description of the length of time vendor has been providing services described in this RFP to the public and/or private sector.

Strategic Progress has been research, evaluation and facilitation services since 2002.

For some examples of our work please visit: http://strategicprogress.com/, http://policyapplied.org and http://vpliresearch.org

3.1.10 Financial information and documentation to be included in accordance with Section 8.5, Part III – Confidential Financial Information.

3.1.10.1 Dun and Bradstreet Number

3.1.10.2 Federal Tax Identification Number

3.1.10.3 The last two (2) years and current year interim:

A. Profit and Loss Statement

B. Balance Statement

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

We have read and we acknowledge the conditions of this statute.

3.2.1.5 Vendor shall 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 3.2, Subcontractor Information. The vendor shall receive agency approval prior to subcontractor commencing work.

We have read and we acknowledge the conditions of this statute.

3.3 Business References

3.3.1 Vendors shall provide a minimum of three (3) business references from similar projects performed for private and/or public sector clients within the last five (5) years.

BUSINESS REFERENCES FOR DP VIDEO PRODUCTIONS, LLC:

Patricia Atkinson
Nevada Arts Council
Folklife Director
775-687-7103
patkinson@nevadaculture.org

Robyn Peot
VP of Brand Marketing
Planet Hollywood International
702-785-5062
RPeot@planethollywoodintl.com

Laura Urban
Food Security and Wellness Manager
Division of Public and Behavioral Health
Office: 775-684-2205
lurban@health.nv.gov

COMPANY BACKGROUND AND REFERENCES

3.3.2 Vendors shall submit Attachment E, Reference Questionnaire to their business references.

Reference questionnaire have been submitted to our business references.

3.3.3 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 7, 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.

Acknowledged.

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

Acknowledged.

Tab VII

ATTACHMENT F – PROPOSED STAFF RESUME

3.4 VENDOR STAFF RESUMES

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

Company Name Submitting Proposal:	**DP Video Productions, LLC**		
[X]Contractor	[ ] Subcontractor		
Name:	**Emire Stitt**	[X] Key Personnel	
Individual's Title:	**CEO**		
Classification:	**Project Manager, Producer**	# of Years in Classification:	**20**
# of Years with Firm:	**20**		
Brief Summary: of Professional Experience:	**Emire established DP Video Productions in 1998 and is currently the CEO and owner of the company. DP Video Productions is a successful digital media company providing full media campaign services for State of Nevada Public sector, large gaming companies, financial and insurance companies, and restaurants.** **Emire acquired degrees in film and theatre before beginning to work in the area of TV and video production. She is fluent in Bulgarian, Arabic, Russian, French, and English. She worked as a producer/director at PBS, and her TV career began as a producer of a 30- minute television show at the station. She has produced several full-length documentaries. Emire was instructor at UNLV professional development center in Digital Media Production for 4 years. Last year she taught Social Media for Social Change for the graduate program at UNLV's Urban Leadership program.** **Besides her expertise in video, film and television production, Emire is a certified web designer and developer. The wide spectrum of skills has helped her is managing several large media campaigns that include all aspects of advertisement.**		

ATTACHMENT F – PROPOSED STAFF RESUME

RELEVANT PROFESSIONAL EXPERIENCE	
Reference #1 Required Information: MMYYYY to Present: Vendor Name: Client Name: Client Contact Name: Client Address, Phone Number, Email: Role in Contract/ Project: Details and Duration of Contract/Project:	Timeframe: 2012- Present Vendor: DP Video Productions, LLC Client: State of Nevada Health and Human Services Contact: Laura Urban Food Security and Wellness Manager 400 W. King St., Suite 300 |Carson City, NV 89703 Phone: 775.684.2205 Cell: 775-230-5327 Email: lurban@health.nv.gov Role: Project Manager Details: Coordinated and managed activities for a marketing/outreach campaigns designed to promote increase physical activity in adults and youth, worksite wellness, and obesity prevention. Promote good nutrition as a key factor in healthier and happier life. Specific duties included producing and filming short promotional segments encouraging physical activity, creating a social media awareness campaign, producing videotaped interviews with local physicians, designing billboards, and producing Spanish-language versions of all work.
Reference #2 Required Information: MMYYYY to Present: Vendor Name: Client Name: Client Contact Name: Client Address, Phone Number, Email: Role in Contract/ Project: Details and Duration of Contract/Project:	Timeframe: 2014-Present Vendor: DP Video Productions, LLC Client: Department of Employment, Training and Rehabilitation Contact: Shelley Henderen CPM Administrator, DETR Rehabilitation Division 751 Basque Way Carson City, NV 89706 Phone: 775.687.6880 Fax: 775.684.4184 Email: sghendren@nvdetr.org Role: Project Manager Details: Managed full media campaigns that included: Production of television advertisements, branding and logo development, creating and maintaining social media channels, running sponsored social media campaigns, filming and editing success stories and a creating and managing a website. Media purchasing in Northern and Southern Nevada.

ATTACHMENT F – PROPOSED STAFF RESUME

Reference #3 Required Information: MMYYYY to Present: Vendor Name: Client Name: Client Contact Name: Client Address, Phone Number, Email: Role in Contract/ Project: Details and Duration of Contract/Project:	Timeframe: 2016-2018 Vendor: DP Video Productions, LLC Client: Department of Health and Human Services Contact: Masako Horino Berger, RD, MPH Health Systems Manager Nevada State Health Division 4150 Technology Way, Suite 210, Carson City, NV 89706 Phone: 775.684.5938 Fax: 775.684.4245 Email: mberger@health.nv.gov Role: Project manager and Producer Details: Produced Diabetes and Pre-diabetes Media Campaigns that included Billboards, TV advertisement and Movie Theater Ads. Created sponsored social media campaigns, posters, and toolkits for physicians. Produced Spanish language version of all artwork.
EDUCATION	
Institution Name: City: State: Degree/ Achievement: Certifications:	Institution: Theatre University of Sofia City: Sofia State (Country): Bulgaria Degree: BA and MFA in Theatre
Institution Name: City: State: Degree/ Achievement: Certifications:	Institution: Adult education, McGill University City: Montreal State (Country): Canada Degree / Achievement: French 6 levels fluency
Institution Name: City: State: Degree/ Achievement: Certifications:	Institution: University of Nevada Las Vegas City: Las Vegas State: Nevada Degree: BA in Film

ATTACHMENT F – PROPOSED STAFF RESUME

REFERENCES	
Minimum of three (3) required, including name, title, organization, phone number, fax number and email address	Robyn N. Peot Vice President of Brand Marketing, Planet Hollywood International 3667 Las Vegas Blvd, South, 5th Floor, Las Vegas, NV 89109 Phone: 702.785.5062 Fax: 702.785.9197 Email: RPeot@planethollywoodintl.com Eric Fortenbury Chronic Disease Prevention & Health Promotion Nevada State Health Division 4150 Technology Way, Suite 210 | Carson City, NV 89706 Phone: 775.684.5929 Fax 775.684.4245 Email: efortenbury@health.nv.gov Masako Horino Berger, RD, MPH Health Systems Manager Nevada Department of Health and Human Services 4150 Technology Way, Suite 210 |Carson City, NV 89706 T: (775) 684-5938| F: (775) 684-4245| E: mberger@health.nv.gov

ATTACHMENT F – PROPOSED STAFF RESUME

Company Name:	DP Video Productions, LLC		
[X]Contractor	[ ] Subcontractor		
Name:	Julie Irish	[X] Key Personnel	
Individual's Title:	Production Manager		
Classification:	Media Manager	# of Years in Classification:	16
Brief Summary: of Experience:	Julie graduated with a degree in Marketing from University of Nevada, Las Vegas and being a native Nevadan, began working in the casino industry in marketing and advertising. Over the past 6 years, she have expanded her field of marketing to now cover the healthcare industry specifically, being part of many Nevada State Health Division campaigns and the Department of Employment, Training and Rehabilitation campaigns.		
# of Years with Firm:	7		
RELEVANT PROFESSIONAL EXPERIENCE			
Reference #1 Required Information: MMYYYY to Present: Vendor Name: Client Name: Client Contact Name: Client Address, Phone Number, Email: Role in Contract/Project: Details and Duration of Contract/Project:	Timeframe: 01 / 2007 - Present Vendor: DP Video Productions, LLC Client : Planet Hollywood Intl. Contact: Robyn N. Peot Vice President of Brand Marketing 3667 Las Vegas Blvd, South, 5th Floor, Las Vegas, NV 89109 Phone: 702.785.5062 Fax: 702.785.9197 Email: RPeot@planethollywoodintl.com Role: Media Manager Details: Began her work with Planet Hollywood Resort & Casino by managing on property signage and video displays. Focusing on media buying, advertising special events, casino promotions and brand consistency. Currently, working at DP Video Productions, we creates digital media content for many Planet Hollywood ventures including restaurants and hotels.		

ATTACHMENT F – PROPOSED STAFF RESUME

Reference #2 Required Information: MMYYYY to Present: Vendor Name: Client Name: Client Contact Name: Client Address, Phone Number, Email: Role in Contract/Project: Details and Duration of Contract/Project:	Timeframe: 2012- Present Vendor: DP Video Productions, LLC Client: State of Nevada Health and Human Services Contact: Laura Urban Food Security and Wellness Manager 400 W. King St., Suite 300 |Carson City, NV 89703 Phone: 775.684.2205 Cell: 775-230-5327 Email: lurban@health.nv.gov Role: Media Manager/ Designer Details: Designed content for a marketing/outreach campaigns designed to promote increase physical activity in adults and youth, worksite wellness, and obesity prevention. Promote good nutrition as a key factor in healthier and happier life. Specific duties included producing and filming short promotional segments encouraging physical activity, creating a social media awareness campaign, producing videotaped interviews with local physicians, designing billboards, and producing Spanish-language versions of all work.
Required Information: MMYYYY to Present: Vendor Name: Client Name: Client Contact Name: Client Address, Phone Number, Email: Role in Contract/Project: Details and Duration of Contract/Project:	Timeframe: 04 / 2010 - 2016 Vendor: DP Video Productions, LLC Client: Caesars Entertainment Contact: Shay Williamson Marketing Manager, Caesars Entertainment 3667 Las Vegas Blvd, South, 5th Floor Las Vegas, NV 89109 Phone: 702.785.9010 Fax: 702.967.4804 Email: swilliam@caesars.com Role: Media Manager Julie worked daily with the Caesars Entertainment properties to provide them media for their 11 Las Vegas properties. This included media for casino promotions, red carpets, special event and concerts. Every project was handled precisely and in a timely fashion.

ATTACHMENT F – PROPOSED STAFF RESUME

EDUCATION	
Institution Name: City: State: Degree/Achievement: Certifications:	Institution: University of Nevada Las Vegas City: Las Vegas State: Nevada Degree: Bachelors of Science in Business Administration/Marketing
REFERENCES	
Minimum of three (3) required, including name, title, organization, phone number, fax number and email address	Robyn N. Peot Vice President of Brand Marketing, Planet Hollywood International 3667 Las Vegas Blvd, South, 5th Floor, Las Vegas, NV 89109 Phone: 702.785.5062 Fax: 702.785.9197 Email: RPeot@planethollywoodintl.com Laura Urban Food Security and Wellness Manager Nevada Department of Health and Human Services 400 W. King St., Suite 300 |Carson City, NV 89703 T: (775) 684-2205 | E: lurban@health.nv.gov Shay Williamson Marketing Manager, Caesars Entertainment 3667 Las Vegas Blvd, South, 5th Floor, Las Vegas, NV 89109 Phone: 702.785.9010 Fax: 702-967-4804 Email: swilliam@caesars.com

ATTACHMENT F – PROPOSED STAFF RESUME

Company Name:	**Strategic Progress, LLC**
[ ]Contractor	[X] Subcontractor
Name:	**Cyndy Ortiz Gustafson**
Individual's Title:	**CEO of Strategic Progress, LLC**
Classification:	**Research and stakeholder communications**

Tab VII

ATTACHMENT F – PROPOSED STAFF RESUME

Brief Summary: of Experience:	Cyndy Ortiz Gustafson is a native Nevadan who has worked in public service and community development since her graduation from Washington State University with a Masters Degree in Political Science with an emphasis in Public Law in 1998. Ms. Ortiz Gustafson has a long history of working with Nevada state and county departments, as well as community non-profits and initiatives. She has raised over $78 million in the last 15 years, and has completed a number of large scale program and policy projects as well. As CEO of Strategic Progress, LLC, established in 2002, Ms. Ortiz Gustafson provides strategic consulting with a focus on large-scale public policy initiative design and implementation, public affairs and regional planning, and grant/fund development and program design and evaluation to a variety of non-profit and governmental agencies and programs. Ms. Ortiz Gustafson's work is focused on coordinating and advancing regional public policy. In 2007 she researched and wrote Southern Nevada's Plan to End Homelessness, which lays outs the philosophical, logistical and tactical parameters of a regional, best practice, coordinated plan to address the complex problem of homelessness in our community. In the 3 years after the plan was published Southern Nevada realized a 30% reduction in the number of homeless on the streets. In May of 2009, she led a region wide effort to safely reduce the number of children in foster care, by advocating for increased front-end support of children and families, funded by Casey Family Programs, the nation's largest foundation working to improve foster care. Ms. Gustafson was invited to speak to the Council of Southwest Foundations about this model of evaluating systems change readiness, the business case for change, community action plan and public and private funding alignment assessment she designed. She also acted as the Coordinator for Ready for Life Southern Nevada under the Southern Nevada Regional Planning Coalition for two years from 2008 to 2010. Also designed and helped implement the Governor's Green Zone Veterans Initiative with the State of Nevada Office of Veterans Services and the Director of Military and Veterans Policy assess system outcomes for veterans and to improve our ability to meet unmet needs at the state and community levels. Over the last 15 years, Ms. Ortiz Gustafson has raised over $78 million in grant funding for her clients. Ms. Ortiz Gustafson has worked with a variety of local and national organizations, including the Nevada System of Higher Education, the Nevada Department of Veterans Services, Nevada Public Radio, the Southern Nevada Regional Planning Coalition, the Department of Public and Behavioral Health, NV Maternal and Child Health, the Federal Reserve Bank of San Francisco, Rose Dominican Hospitals, Easter Seals Southern Nevada, YMCA, St. Jude's Ranch for Children, HELP of Southern Nevada, the Nevada Blind Children's Foundation, United Way of Southern Nevada, the Nevada Community Foundation, Casey Family Programs, the NV Department of Training and Rehabilitation, Workforce Connections, One Drop, Housing for Nevada, the Andson Foundation, the Pentagon and Robert F. Kennedy's Jr.'s Waterkeeper Alliance.
# of Years with Firm:	16

ATTACHMENT F – PROPOSED STAFF RESUME

RELEVANT PROFESSIONAL EXPERIENCE	
Required Information: **MMYYYY to Present:** **Vendor Name:** **Client Name:** **Client Contact Name:** **Client Address, Phone Number, Email:** **Role in Contract/Project:** **Details and Duration of Contract/Project:**	Timeframe: 06/2012-Present Vendor: Strategic Progress, LLC Client: Nevada Office of Veterans Services Caleb Cage, Director 5460 Reno Corporate Dr. Suite 131 Reno, NV 89511 Phone- 775-688-1653 Fax- 775-688-1656 Email- cagec@veterans.nv.gov Details: Caleb is the Director of the overall project and manager of all program and project content. We are the lead strategists on this project for the state. We have been working with Caleb for the last nine months on the Business Case, Community Action Plan and a Strategic Financing Plan that lay out a systems change plan for veteran's services for the state of Nevada that will drive improved outcomes for Nevada's returning veterans. We completed a thorough mapping of the federal funding coming into the state of Nevada as well as comparing those funds to two comparable states to determine where opportunities lie to increase funding for Nevada veterans and their families. The project is was completed on time and within budget June 30, 2013.

ATTACHMENT F – PROPOSED STAFF RESUME

Required Information: **MMYYYY to Present:** **Vendor Name:** **Client Name:** **Client Contact Name:** **Client Address, Phone Number, Email:** **Role in Contract/Project:** **Details and Duration of Contract/Project:**	Timeframe: 05/2011-12/2012 Vendor: Strategic Progress, LLC Client: Nevada State Health Division Mary Wherry, Deputy Administrator 4150 Technology Way, Suite 303 Carson City, NV 89701 Phone- 775-684-4200 Fax- 775-684-4211 mwherry@health.nv.gov Details: Mary supervised the contract over the term of the work. We conducted a rate study analysis for the Nevada Early Intervention Systems Office to determine how to set provider rates across the state for early intervention services. Interviewed providers across the state, conducted research, analysis, evaluation and wrote a detailed report providing rate guidance for the Office and policy makers. This type of detailed work has prepared us to work with state agencies around budget issues compliance issues and to work with providers across the state including in rural Nevada. The project was completed on time and within budget.
Required Information: **MMYYYY to Present:** **Vendor Name:** **Client Name:** **Client Contact Name:** **Client Address, Phone Number, Email:** **Role in Contract/Project:** **Details and Duration of Contract/Project:**	Timeframe: 08/2011-11/2011 Vendor: Strategic Progress, LLC Client: Nevada State Health Division Richard Whitley, Director Nevada State Health Division Phone- 775-684-4200 Fax- 775-684-4211 Email- rwhitley@health.nv.gov Details: Richard oversaw the design and implementation of this contract with his second in command Mary Wherry. We designed and implemented a two-day strategic planning session for the Nevada State Health Division in order to help them advance their statewide public health goals and vision. Worked with staff to plan and structure the strategic planning session, as well as structure all activities, workplans and outcomes of the meeting. Wrote a detailed report consolidating planning and laying out a strategic vision with detailed action steps for the Division, aligning their day to day activities with Federal priorities and local and regional needs and priorities as well. The project was completed on time and within budget.

ATTACHMENT F – PROPOSED STAFF RESUME

EDUCATION	
Institution Name: City: State: Degree/Achievement: Certifications:	Washington State University Pullman, Washington Master of Arts in Political Science with an Emphasis in Public Law Bachelor of Arts with a Major in Political Science and Minor in Humanities Wildworks Facilitator
REFERENCES	
Minimum of three (3) required, including name, title, organization, phone number, fax number and email address	Caleb S. Cage Director of Emergency Management and NV Homeland Security Advisor to the Governor State of Nevada (775) 338-9151 phone caleb.cage@gmail.com Frank R. Woodbeck Executive Director Nevada College Collaborative Nevada System of Higher Education (NSHE) (702) 889-8426 - Office (702) 343-0984 - Cell frank_woodbeck@nshe.nevada.edu Tim Burch CEO Spirit Solutions, Inc. The Spirit Project 407-717-4558 - phone tim.burch@thespiritproject.com

Tab VIII

OTHER INFORMATIONAL MATERIAL

Vendors must include any other applicable reference material in this section clearly cross referenced with the proposal.

Not applicable.