Waltz CREATIVE®

Valley Health Plan

Solicitation eRFP-VHP-FY24-0338

Marketing & Communication Services

COUNTY OF SANTA CLARA DBA VALLEY HEALTH PLAN

2480 North First Street, Suite 160 | San Jose, CA 95132

Toby Thach, Procurement Officer | toby.thach@vhp.sccgov.org

Waltz
CREATIVE®

County of Santa Clara DBA Valley Health Plan
Toby Thach, Procurement Officer
2480 North First Street, Suite 160
San Jose, CA 95132
toby.thach@vhp.sccgov.org

Subject: Solicitation eRFP-VHP-FY24-0338 – Marketing & Communication Services

Dear Toby,

Thank you for the opportunity to submit this proposal for Marketing & Communication Services for Valley Health Plan.

The following individual has the authority to negotiate and contractually bind Waltz Creative and can be contacted for clarification or questions:

Beth Welch, Managing Partner
Schipper Design, DBA Waltz Creative | LLC Corporation | Established 2004
53 Muckelemi Street, Suite G
San Juan Bautista, CA 95045
beth@waltzcreative.com
mobile: 831.245.6955 | office: 831.623.2341

Waltz Creative acknowledges receipt of all addenda to this RFP. Please do not hesitate to contact me if you have questions or require additional information.

Best regards,

Beth Welch

Beth Welch

SECTION 1

Letter of Transmittal (Section V, A)

V. Proposer’s Submission
A. Letter of Transmittal

a.

Schipper Design, DBA Waltz Creative | LLC Corporation

b.–e.

Beth Welch
Managing Partner
mobile: 831.245.6955
office: 831.623.2341
beth@waltzcreative.com

f.

We acknowledged receipt of all addenda to this RFP.

g.

All pages of the proposal have been marked as “confidential”.
There is no “proprietary” information concerns within the RFP.

V. Proposer's Submission
A. Letter of Transmittal

h. Executive Summary

Waltz Creative presents this proposal in response to Valley Health Plan's request for marketing and communication services. As a dynamic creative agency, we bring a wealth of experience and innovative solutions to elevate Valley Health Plan's brand visibility, engage its audience, and drive measurable results.

Waltz Creative's approach is founded on a deep understanding of Valley Health Plan's brand identity, audience demographics, and market landscape. We believe in collaborative partnerships, working closely with Valley Health Plan to develop tailored strategies that align with its objectives and resonate with its target audience.

Key Services:

1. **Brand Strategy & Identity**
2. **Website & Interactive**
3. **Advertising & Campaigns**
4. **Graphic Design & Marketing**
5. **Multimedia & Video**
6. **Photoshoot & Original Production**
7. **Content & Storytelling**

Waltz Creative is passionate about partnering with Valley Health Plan to transform its marketing and communication efforts. We are confident that our strategic expertise, creative prowess, and commitment to excellence will drive tangible results and foster long-term success for Valley Health Plan.

Thank you for considering Waltz Creative as your trusted marketing and communication partner. We look forward to the opportunity to collaborate and bring your vision to life.

SECTION 2

Table of Contents (Section V, B)

SECTION 3

Proposer's Corporate Information

(Section V, C)

C. Proposer's Corporate Information
a. Proposer's Experience and Other Information

a. – f.

COMPANY INFORMATION:
Schipper Design LLC,
DBA Waltz Creative LLC
Physical: 53 Muckelemi St. Ste. G
Mailing: PO Box 1090
San Juan Bautista, CA 95045
San Benito County
waltzcreative.com

ESTABLISHED:
2004, San Juan Bautista, CA, USA

OWNERSHIP: LLC

FORMER NAME:
Schipper Design, LLC

CERTIFICATION:
WBENC – Women Owned

POINT OF CONTACT:

Beth Welch
Managing Partner
beth@waltzcreative.com
mobile: 831.245.6955
office: 831.623.2341

Waltz Creative began as Schipper Design in 2004. We are a full-service marketing and creative agency that has been providing top-quality advertising, graphic design, strategy, and communications services to companies in Silicon Valley, Central Coast, and across the country for 20 years. Schipper Design rebranded as Waltz Creative in 2021.

Principals include Founding Partner Kathy Schipper and Managing Partner Beth Welch. In addition to Beth and Kathy, our team of 16 consists of a senior creative team led by our Creative Director, a team of dedicated account managers/coordinators led by our Client Services Director, and a senior web developer, all supported by our Creative Systems Manager.

Waltz Creative works with an incredibly diverse client base, from large international corporations to small, local businesses across the B2B, B2C and nonprofit sectors. Our key areas of expertise and focus include:

- Education
- Financial Services, including Credit Unions, Private Equity and Venture Capital
- Food and Agriculture
- Healthcare
- MedTech
- Nonprofit
- Professional Services
- Technology

Focusing on key areas of expertise without pigeonholing ourselves into just one industry allows us to bring our clients a specialist's depth of knowledge complemented by fresh ideas and perspectives that come from working in several industries and sectors.

As a client-centric agency, we believe in meeting our clients where they are, adapting our approach and ways of working to meet each client's unique needs best. Many of our clients have come to us after having worked with big agencies that have a "this is how we work, take or leave it" approach to client services, leaving them feeling frustrated and unvalued. They find our collaborative approach to the client-agency relationship refreshing and our personable team a pleasure to work with. Clients often note that they appreciate our unique combination of big-city talent and local sensibilities.

We provide our clients with a one-stop shop for all things Marketing and Creative with services that include:

Brand Identity & Strategy
- Naming & Taglines
- Brand Narrative
- Logo Design
- Identity Systems
- Brand Guidelines
- Brand Management
- Rebrand / Brand Refresh
- Brand Launch / Rollout

Advertising & Campaigns
- Integrated Marketing Campaigns
- Out-Of-Home
- Social Media
- Broadcast & Video
- Concepting
- Print Campaigns
- Digital Campaigns

Multimedia & Video
- Motion Graphics
- Videos
- Animation
- Presentations
- Pitch Decks
- Interactive PDFs
- Photoshoot & Original Production

Websites & Interactive
- Content Architecture
- User Experience
- User Interface Design
- Website Design And Development
- Lead Generation Pages
- Apps

Graphic Design & Marketing
- Annual Reports
- Brochures
- Catalogs
- Direct Mail
- Sales Collateral
- Tradeshow & Events
- Packaging Design
- Publications

Content & Storytelling
- Brand & Product Launches
- Event Marketing
- Email Design
- Presentations & Sales Decks
- Social Media
- Videos & Reels
- Website Animations

We believe our philosophy of treating our clients as we would like to be treated and providing top-tier creative and strategy is the reason our agency has grown from a one-woman operation to a full-service agency that continues to thrive two decades into our journey.

Waltz Creative has not defaulted in its performance on a contract, leading the other party to terminate the contract during the past five years.

No lawsuits have been filed against Waltz Creative in the past five years, and no civil or criminal litigation or investigation is pending.

C. Proposer's Corporate Information
b. Financial Stability/Proposer Financial Information

Provided are Balance Sheets and Profit and Loss Statements for the current year and three previous years. In addition, we have provided a Dun & Bradstreet report to show the agency's financial stability. To view these documents, please jump ahead to Section 6: pages 73–103.

Jump to Page 73

C. Proposer's Corporate Information
c. Past Performance (References)

a. – f.

Sprig Consulting | Katie Arnold
Owner
katie@sprigconsulting.com | 408.805.0520
Services provided: 2009–present

From early-stage start-ups to large corporate organizations, SPRIG Consulting partners with MedTech companies to refine their strategy and elevate their product to create a meaningful, differentiated brand. For 15 years, Waltz Creative has been SPRIG's creative partner. We have developed brand identities, designed and developed websites, designed business systems, collateral and trade show displays for hundreds of MedTech companies in partnership with SPRIG.

Syngenta Flowers | Ryan Hall
Head of North America
ryan.hall@syngenta.com | 408.427.5638
Services provided: 2016–present

Since 2016 Waltz Creative has served as an extension of the Syngenta Flowers North America MarCom team. We've designed dozens of product logos, created collateral pieces and marketing touchpoints such as sales sheet, tech sheets, culture guides, videos and PowerPoint presentations, created dozens of product catalogs, some of which are +250 pages and include hundreds of products, written, designed and coded eBlasts, managed their entire social media presence from inception to daily maintenance, and work closely with their events team to craft a unique and memorable experience for their largest annual trade show, California Spring Trials (CAST). Our work for this trade show includes developing the theme and concept with the events lead, designing the events identity, including logo and graphic elements, and executing it across dozens of deliverables, from 12-ft x 8-ft backdrops and floor graphics to plant labels, t-shirts and digital graphics.

We have been a go-to resource for them when it comes to overall long-term marketing strategies as well as one-off needs. We have experience supporting this brand from the most complex and strategic endeavors, such as integrated campaigns, trade shows, and digital efforts, to the simplest tasks like business cards, flyers, and banners.

Natividad | Hillary Fish
Director of Marketing & Community Relations
fishh@natividad.com | 831.783.2693
Services provided: 2009–present

For more than a decade, Waltz has supported both the Natividad Marketing and Community Relations team as well as the Human Resources team. Each year we collaborate with Natividad on hundreds of projects. For the HR team, we handle internal marketing and recruiting items ranging from social media, intranet graphics and content, and internal newsletters, to posters, training manuals and swag.

We have become the primary point of contact for the business to enhance its marketing efforts in recent years. We are involved from the beginning to the end of their most strategic projects and work closely with their teams to develop strategic campaigns across digital, social, and traditional print formats. We collaborate with the Natividad team as the Agency of Record (AOR) and have been expanding our team's capabilities year over year to meet their specific marketing needs. Some of our resources are semi-dedicated to their business, ensuring that knowledge remains within the same group of talent to make projects more cost-efficient while increasing productivity and quality.

Externally, we work with Marketing and Community Relations on a wide variety of items including advertising campaigns, signage and wayfinding, brochures, posters, social media, community newsletters, brand guidelines and management, website updates.

In 2018, Waltz designed and developed a new website and Intranet for Natividad. With 10 different service lines, an intranet and a completely separate Spanish site, this website was more like 20 websites in one. Our team conducted a thorough Discovery process to ensure content architecture was optimized and then wrote all website content, designed all page templates and developed the site. We continue to maintain the site today and have worked with the Natividad team to redesign sections of the site as needed as well as design an soon-to-be launched new patient portal.

Stevenson School | Marisa Knowles
Digital Communications Manager
mknowles@stevensonschool.org | 831.625.8348
Services provided: 2016–present

Waltz began working with Stevenson after they rebranded with another agency. They had a new logo, new color palette and fonts, an updated brand voice and did not have the resources to implement that new brand across all of the various departments and touchpoints with alumni, current students and families, prospective students and families, donors, faculty and staff. We updated their business system, all of their collateral pieces, advertising materials, presentations, and more.

When the lower school felt that the Ivy League feel of the new brand didn't quite hit the mark with the younger students and parents, we developed a sub-brand for the lower school that incorporated a more youthful secondary color palette and graphic treatments while complementing and staying true to the overall brand.

We continue to support Stevenson with the majority of their marketing needs, including Admissions, Advancement, Alumni, Communications and Summer Camps. Lately, we have been focusing on expanding their marketing efforts and will continue to serve as the strategic, hands-on creative, and production agency, always ready to jump in and collaborate.

The school has many stakeholders, and we have developed a process that caters to their specific needs.

C. Proposer's Corporate Information

d. Indemnity and Insurance Requirements

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 04/04/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
CS&S/ARTHUR J GALLAGHER RISK MNGT SE
PO BOX 958489
LAKE MARY, FL 32746-8989
Phone - 888-521-4481
Fax - 877-763-5122

CONTACT NAME:
PHONE (A/C, No, Ext):
FAX (A/C, No):
E-MAIL ADDRESS:

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Continental Casualty Company	20443
INSURER B :	
INSURER C :	
INSURER D :	
INSURER E : American Casualty Company of Reading, Pennsylvania	20427
INSURER F :	

INSURED
Waltz Creative, LLC
PO BOX 1090
SAN JUAN BAUTISTA, CA 95045

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	[X] COMMERCIAL GENERAL LIABILITY; [ ] CLAIMS-MADE [X] OCCUR; GEN'L AGGREGATE LIMIT APPLIES PER: [ ] POLICY [ ] PRO-JECT [X] LOC; OTHER	Y	N	7013615831	07/15/2023	07/15/2024	EACH OCCURRENCE	$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 1,000,000
							MED EXP (Any one person)	$ 10,000
							PERSONAL & ADV INJURY	$ 1,000,000
							GENERAL AGGREGATE	$ 2,000,000
							PRODUCTS - COMP/OP AGG	$ 2,000,000
								$
	AUTOMOBILE LIABILITY; [ ] ANY AUTO; [ ] OWNED AUTOS ONLY [ ] SCHEDULED AUTOS; [ ] HIRED AUTOS ONLY [ ] NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident)	$
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
								$
	[ ] UMBRELLA LIAB [ ] OCCUR; [ ] EXCESS LIAB [ ] CLAIMS-MADE; DED RETENTION $						EACH OCCURRENCE	$
							AGGREGATE	$
								$
E	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y/N; ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) [ ]; If yes, describe under DESCRIPTION OF OPERATIONS below	N	N	7017826828	07/15/2023	07/15/2024	[X] PER STATUTE / OTH-ER	
							E.L. EACH ACCIDENT	$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
A	Printers E&O Liability - Correction of Work	N	N	7013615831	07/15/2023	07/15/2024	Each Occurrence	$1,000,000
							Aggregate	$2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

County of Santa Clara and members of the board of supervisors of the County of Santa Clara and the officers, agents and employees of the County of Santa Clara individually and collectively are added as an additional insured as provided in the blanket additional insured endorsement as it pertains to work being performed by the named insured under written contract.

CERTIFICATE HOLDER
County of Santa Clara dba Valley Health Plan
2480 N First St Ste 160
San Jose, CA 95132

CANCELLATION
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
Arnelle Arnnhardt

CNA

SB146932G
(Ed. 10-19)

BLANKET ADDITIONAL INSURED AND LIABILITY EXTENSION ENDORSEMENT

This endorsement modifies insurance provided under the following:

BUSINESSOWNERS LIABILITY COVERAGE FORM
BUSINESSOWNERS COMMON POLICY CONDITIONS

TABLE OF CONTENTS

I. BLANKET ADDITIONAL INSURED PROVISIONS

A. ADDITIONAL INSURED – BLANKET VENDORS

Who Is An Insured is amended to include as an additional insured any person or organization (referred to below as vendor) with whom you agreed under a **"written contract"** to provide insurance, but only with respect to **"bodily injury"** or **"property damage"** arising out of **"your products"** which are distributed or sold in the regular course of the vendor's business, subject to the following additional exclusions:

1. The insurance afforded the vendor does not apply to:

a. **"Bodily injury"** or **"property damage"** for which the vendor is obligated to pay damages by reason of the assumption of liability in a contract or agreement. This exclusion does not apply to liability for damages that the vendor would have in the absence of the contract or agreement;

b. Any express warranty unauthorized by you;

c. Any physical or chemical change in the product made intentionally by the vendor;

d. Repackaging, except when unpacked solely for the purpose of inspection, demonstration, testing, or the substitution of parts under instructions from the manufacturer, and then repackaged in the original container;

e. Any failure to make such inspections, adjustments, tests or servicing as the vendor has agreed to make or normally undertakes to make in the usual course of business, in connection with the distribution or sale of the products;

f. Demonstration, installation, servicing or repair operations, except such operations performed at the vendor's premises in connection with the sale of the product;

g. Products which, after distribution or sale by you, have been labeled or relabeled or used as a container, part or ingredient of any other thing or substance by or for the vendor; or

4002000317013615831203

SB146932G (10-19) Page 1 of 7

h. **"Bodily injury"** or **"property damage"** arising out of the sole negligence of the vendor for its own acts or omissions or those of its employees or anyone else acting on its behalf. However, this exclusion does not apply to:

(1) The exceptions contained in Subparagraphs **d.** or **f.**; or

(2) Such inspections, adjustments, tests or servicing as the vendor has agreed to make or normally undertakes to make in the usual course of business, in connection with the distribution or sale of the products.

2. This insurance does not apply to any insured person or organization, from whom you have acquired such products, or any ingredient, part or container, entering into, accompanying or containing such products.

3. This provision **2.** does not apply to any vendor included as an insured by an endorsement issued by us and made a part of this Policy.

4. This provision **2.** does not apply if **"bodily injury"** or **"property damage"** included within the **"products-completed operations hazard"** is excluded either by the provisions of the Policy or by endorsement.

B. MISCELLANEOUS ADDITIONAL INSUREDS

1. **Who Is An Insured** is amended to include as an insured any person or organization (called additional insured) described in paragraphs **3.a.** through **3.j.** below whom you are required to add as an additional insured on this policy under a **"written contract."**

2. However, subject always to the terms and conditions of this policy, including the limits of insurance, we will not provide the additional insured with:

a. A higher limit of insurance than required by such **"written contract;"**

b. Coverage broader than required by such **"written contract"** and in no event greater than that described by the applicable paragraph a. through k. below; or

c. Coverage for **"bodily injury"** or **"property damage"** included within the **"products-completed operations hazard."** But this paragraph **c.** does not apply to the extent coverage for such liability is provided by paragraph **3.j.** below.

Any coverage granted by this endorsement shall apply only to the extent permitted by law.

3. Only the following persons or organizations can qualify as additional insureds under this endorsement:

a. **Controlling Interest**

Any persons or organizations with a controlling interest in you but only with respect to their liability arising out of:

(1) such person or organization's financial control of you; or

(2) Premises such person or organization owns, maintains or controls while you lease or occupy these premises;

provided that the coverage granted to such additional insureds does not apply to structural alterations, new construction or demolition operations performed by or for such additional insured.

b. **Co-owner of Insured Premises**

A co-owner of a premises co-owned by you and covered under this insurance but only with respect to the co-owners liability for **"bodily injury," "property damage"** or **"personal and advertising injury"** as co-owner of such premises.

c. **Grantor of Franchise**

Any person or organization that has granted a franchise to you, but only with respect to such person or organization's liability for **"bodily injury," "property damage,"** or **"personal and advertising injury"** as grantor of a franchise to you.

SB146932G
(Ed. 10-19)

d. Lessor of Equipment

Any person or organization from whom you lease equipment, but only with respect to liability for **"bodily injury," "property damage"** or **"personal and advertising injury"** caused in whole or in part by your maintenance, operation or use of such equipment, provided that the **"occurrence"** giving rise to such **"bodily injury"** or **"property damage"** or the offense giving rise to such **"personal and advertising injury"** takes place prior to the termination of such lease.

e. Lessor of Land

Any person or organization from whom you lease land, but only with respect to liability for **"bodily injury," "property damage"** or **"personal and advertising injury"** arising out of the ownership, maintenance or use of that specific part of the land leased to you, provided that the **"occurrence"** giving rise to such "bodily injury" or **"property damage"** or the offense giving rise to such **"personal and advertising injury,"** takes place prior to the termination of such lease. The insurance hereby afforded to the additional insured does not apply to structural alterations, new construction or demolition operations performed by, on behalf of or for such additional insured.

f. Lessor of Premises

An owner or lessor of premises leased to you, or such owner or lessor's real estate manager, but only with respect to liability for **"bodily injury," "property damage"** or **"personal and advertising injury"** arising out of the ownership, maintenance or use of such part of the premises leased to you, and provided that the **"occurrence"** giving rise to such **"bodily injury"** or **"property damage"** or the offense giving rise to such **"personal and advertising injury,"** takes place prior to the termination of such lease. The insurance hereby afforded to the additional insured does not apply to structural alterations, new construction or demolition operations performed by, on behalf of or for such additional insured.

g. Mortgagee, Assignee or Receiver

A mortgagee, assignee or receiver of premises but only with respect to such mortgagee, assignee, or receiver's liability for **"bodily injury," "property damage"** or **"personal and advertising injury"** arising out of the ownership, maintenance, or use of a premises by you.
This insurance does not apply to structural alterations, new construction or demolition operations performed by, on behalf of or for such additional insured.

h. State or Political Subdivisions

A state or government agency or subdivision or political subdivision that has issued a permit or authorization, but only with respect to such government agency or subdivision or political subdivision's liability for **"bodily injury," "property damage"** or **"personal and advertising injury"** arising out of:

(1) The following hazards in connection with premises you own, rent, or control and to which this insurance applies:

(a) The existence, maintenance, repair, construction, erection, or removal of advertising signs, awnings, canopies, cellar entrances, coal holes, driveways, manholes, marquees, hoistaway openings, sidewalk vaults, street banners, or decorations and similar exposures; or

(b) The construction, erection, or removal of elevators; or

(c) The ownership, maintenance or use of any elevators covered by this insurance; or

(2) The permitted or authorized operations performed by you or on your behalf. But the coverage granted by this paragraph does not apply to:

(a) "Bodily injury", "property damage" or **"personal and advertising injury"** arising out of operations performed for the state or government agency or subdivision or political subdivision; or

(b) "Bodily injury" or **"property damage"** included within the **"products-completed operations hazard."**

With respect to this provision's requirement that additional insured status must be requested under a **"written contract,"** we will treat as a **"written contract"** any governmental permit that requires you to add the governmental entity as an additional insured.

40020003170136158312004

SB146932G
(Ed. 10-19)

i. Trade Show Event Lessor

With respect to your participation in a trade show event as an exhibitor, presenter or displayer, any person or organization whom you are required to include as an additional insured, but only with respect to such person or organization's liability for **"bodily injury," "property damage,"** or **"personal and advertising injury"** caused by:

a. Your acts or omissions; or

b. Acts or omissions of those acting on your behalf;

in the performance of your ongoing operations at the trade show premises during the trade show event.

j. Other Person or Organization

Any person or organization who is not an additional insured under paragraphs **a.** through **i.** above. Such additional insured is an insured solely for **"bodily injury," "property damage"** or **"personal and advertising injury"** for which such additional insured is liable because of your acts or omissions.

The coverage granted by this paragraph does not apply to any person or organization:

(1) For **"bodily injury," "property damage,"** or **"personal and advertising injury"** arising out of the rendering or failure to render any professional services;

(2) For **"bodily injury"** or **"property damage"** included in the **"products-completed operations hazard."** But this provision **(2)** does not apply to such **"bodily injury"** or **"property damage"** if:

(a) It is entirely due to your negligence and specifically results from your work for the additional insured which is the subject to the **"written contract"**; and

(b) The **"written contract"** requires you to make the person or organization an additional insured for such **"bodily injury"** or **"property damage"**; or

(3) Who is afforded additional insured coverage under another endorsement attached to this policy.

C. ADDITIONAL PROVISIONS PERTINENT TO ADDITIONAL INSURED COVERAGE

1. With respect only to additional insured coverage provided under paragraphs **A.** and **B.** above:

a. The **BUSINESSOWNERS COMMON POLICY CONDITIONS** are amended to add the following to the Condition entitled **Other Insurance**:

This insurance is excess of all other insurance available to an additional insured whether primary, excess, contingent or on any other basis. However, if a **"written contract"** requires that this insurance be either primary or primary and noncontributing, then this insurance will be primary and non-contributory relative solely to insurance on which the additional insured is a named insured.

b. Under **Liability and Medical Expense Definitions**, the following definition is added:

"Written contract" means a written contract or agreement that requires you to make a person or organization an additional insured on this policy, provided the contract or agreement:

(1) Is currently in effect or becomes effective during the term of this policy; and

(2) Was executed prior to:

(a) The **"bodily injury"** or **"property damage;"** or

(b) The offense that caused the **"personal and advertising injury"**;

for which the additional insured seeks coverage.

2. With respect to any additional insured added by this endorsement or by any other endorsement attached to this Coverage Part, the section entitled **Who Is An Insured** is amended to make the following natural persons insureds.

If the additional insured is:

a. An individual, then his or her spouse is an insured;

b. A partnership or joint venture, then its partners, members and their spouses are insureds;

c. A limited liability company, then its members and managers are insureds;

d. An organization other than a partnership, joint venture or limited liability company, then its executive officers, directors and shareholders are insureds; or

e. Any type of entity, then its employees are insureds;

but only with respect to locations and operations covered by the additional insured endorsement's provisions, and only with respect to their respective roles within their organizations. Furthermore, employees of additional insureds are not insureds with respect to liability arising out of:

(1) **"Bodily injury"** or **"personal and advertising injury"** to any fellow employee or to any natural person listed in paragraphs **a.** through **d.** above;

(2) **"Property damage"** to property owned, occupied or used by their employer or by any fellow employee; or

(3) Providing or failing to provide professional health care services.

II. LIABILITY EXTENSION COVERAGES

It is understood and agreed that this endorsement amends the **Businessowners Liability Coverage Form**. If any other endorsement attached to this policy amends any provision also amended by this endorsement, then that other endorsement controls with respect to such provision, and the changes made by this endorsement to such provision do not apply.

A. Bodily Injury – Expanded Definition

Under **Liability and Medical Expenses Definitions**, the definition of **"Bodily injury"** is deleted and replaced by the following:

"Bodily injury" means physical injury, sickness or disease sustained by a person, including death, humiliation, shock, mental anguish or mental injury by that person at any time which results as a consequence of the physical injury, sickness or disease.

B. Broad Knowledge of Occurrence

Under Businessowners Liability Conditions, the Condition entitled Duties In The Event of Occurrence, Offense, Claim or Suit is amended to add the following:

Paragraphs **a.** and **b.** above apply to you or to any additional insured only when such **"occurrence,"** offense, claim or **"suit"** is known to:

(1) You or any additional insured that is an individual;

(2) Any partner, if you or an additional insured is a partnership;

(3) Any manager, if you or an additional insured is a limited liability company;

(4) Any **"executive officer"** or insurance manager, if you or an additional insured is a corporation;

(5) Any trustee, if you or an additional insured is a trust; or

(6) Any elected or appointed official, if you or an additional insured is a political subdivision or public entity.

This paragraph applies separately to you and any additional insured.

C. Estates, Legal Representatives and Spouses

The estates, heirs, legal representatives and spouses of any natural person insured shall also be insured under this policy; provided, however, coverage is afforded to such estates, heirs, legal representatives and spouses only for claims arising solely out of their capacity as such and, in the case of a spouse, where such claim seeks damages from marital common property, jointly held property, or property transferred from such natural person insured to such spouse. No coverage is provided for any act, error or omission of an estate, heir, legal representative or spouse outside the scope of such person's capacity as such, provided however that the spouse of a natural person Named Insured and the spouses of members or partners of joint venture or partnership Named Insureds are insureds with respect to such spouses' acts, errors or omissions in the conduct of the Named Insured's business.

SB146932G
(Ed. 10-19)

D. Fellow Employee First Aid Coverage

In the section entitled **Who Is An Insured**, paragraph **2.a.1.** is amended to add the following:

The limitations described in subparagraphs **2.a.1.(a)**, **(b)** and **(c)** do not apply to your **"employees"** for **"bodily injury"** that results from providing cardiopulmonary resuscitation or other first aid services to a co-**"employee"** or **"volunteer worker"** that becomes necessary while your **"employee"** is performing duties in the conduct of your business. Your **"employees"** are hereby insureds for such services. But the insured status conferred by this provision does not apply to **"employees"** whose duties in your business are to provide professional health care services or health examinations.

E. Legal Liability – Damage To Premises

1. Under **B. Exclusions, 1. Applicable to Business Liability Coverage**, Exclusion **k. Damage To Property**, is replaced by the following:

   k. Damage To Property

   "Property damage" to:

   1. Property you own, rent or occupy, including any costs or expenses incurred by you, or any other person, organization or entity, for repair, replacement, enhancement, restoration or maintenance of such property for any reason, including prevention of injury to a person or damage to another's property;
   2. Premises you sell, give away or abandon, if the **"property damage"** arises out of any part of those premises;
   3. Property loaned to you;
   4. Personal property in the care, custody or control of the insured;
   5. That particular part of any real property on which you or any contractors or subcontractors working directly or indirectly in your behalf are performing operations, if the **"property damage"** arises out of those operations; or
   6. That particular part of any property that must be restored, repaired or replaced because **"your work"** was incorrectly performed on it.

   Paragraph **2** of this exclusion does not apply if the premises are **"your work"** and were never occupied, rented or held for rental by you.

   Paragraphs **1**, **3**, and **4**, of this exclusion do not apply to **"property damage"** (other than damage by fire or explosion) to premises:

   (1) rented to you:

   (2) temporarily occupied by you with the permission of the owner, or

   (3) to the contents of premises rented to you for a period of 7 or fewer consecutive days.

   A separate limit of insurance applies to Damage To Premises Rented To You as described in Section D – Liability and Medical Expenses Limits of Insurance.

   Paragraphs **3**, **4**, **5**, and **6** of this exclusion do not apply to liability assumed under a sidetrack agreement.

   Paragraph **6** of this exclusion does not apply to **"property damage"** included in the **"products-completed operations hazard."**

2. Under **B. Exclusions, 1. Applicable to Business Liability Coverage**, the following paragraph is added, and replaces the similar paragraph, if any, beneath paragraph **(14)** of the exclusion entitled **Personal and Advertising Injury**:

   Exclusions **c, d, e, f, g, h, i, k, l, m, n, and o,** do not apply to damage by fire to premises while rented to you or temporarily occupied by you with permission of the owner or to the contents of premises rented to you for a period of 7 or fewer consecutive days. A separate limit of insurance applies to this coverage as described in **Section D. Liability And Medical Expenses Limits Of Insurance**.

3. The first Paragraph under item **5. Damage To Premises Rented To You Limit** of the section entitled **Liability And Medical Expenses Limits Of Insurance** is replaced by the following:

The most we will pay under Business Liability for damages because of **"property damage"** to any one premises, while rented to you or temporarily occupied by you with the permission of the owner, including contents of such premises rented to you for a period of 7 or fewer consecutive days, is the Damage to Premises Rented to You Limit. The Damage to Premises Rented to You Limit is the greater of:

a. $1,000,000; or

b. The Damage to Premises Rented to You Limit shown in the Declarations.

F. Personal and Advertising Injury – Discrimination or Humiliation

1. Under **Liability and Medical Expenses Definitions**, the definition of **"personal and advertising injury"** is amended to add the following:

h. Discrimination or humiliation that results in injury to the feelings or reputation of a natural person, but only if such discrimination or humiliation is:

(1) Not done intentionally by or at the direction of:

(a) The insured; or

(b) Any **"executive officer,"** director, stockholder, partner, member or manager (if you are a limited liability company) of the insured; and

(2) Not directly or indirectly related to the employment, prospective employment, past employment or termination of employment of any person or person by any insured.

2. Under **B. Exclusions, 1. Applicable to Business Liability Coverage**, the exclusion entitled **Personal and Advertising Injury** is amended to add the following additional exclusions:

(15) Discrimination Relating to Room, Dwelling or Premises

Caused by discrimination directly or indirectly related to the sale, rental, lease or sub-lease or prospective sale, rental, lease or sub-lease of any room, dwelling or premises by or at the direction of any insured.

(16) Employment Related Discrimination

Discrimination or humiliation directly or indirectly related to the employment, prospective employment, past employment or termination of employment of any person by any insured.

(17) Fines or Penalties

Fines or penalties levied or imposed by a governmental entity because of discrimination.

3. This provision **(Personal and Advertising Injury – Discrimination or Humiliation)** does not apply if **Personal and Advertising Injury** Liability is excluded either by the provisions of the Policy or by endorsement.

G. Personal and Advertising Injury - Broadened Eviction

Under **Liability and Medical Expenses Definitions,** the definition of **"Personal and advertising injury"** is amended to delete Paragraph c. and replace it with the following:

c. The wrongful eviction from, wrongful entry into, or invasion of the right of private occupancy of a room dwelling or premises that a person or organization occupies committed by or on behalf of its owner, landlord or lessor.

H. Waiver of Subrogation – Blanket

We waive any right of recovery we may have against:

a. Any person or organization with whom you have a written contract that requires such a waiver.

All other terms and conditions of the Policy remain unchanged.

CNA

April 1, 2024

ARTHUR J GALLAGHER RISK MNGT SE
321 5TH ST
HOLLISTER CA, 95023

RE: WALTZ CREATIVE, LLC
Continental Casualty Company
CNP 7013615831
Policy Term: 07/15/2023 - 07/15/2024

Dear Agent:

We are pleased to provide you with the following premium indication based on the specifications outlined in your request:

Coverage: Add Data Breach Liability and Privacy Event Expense
Effective Date: 4-17-24
Endorsement Premium: $162.00
Endorsement Annualized Premium: $666.00
Revised Policy Premium: $2,149.00

Limits: $1M/$1M/$100K
ISP: Charter
Financial Services and Payments: None selected
Backup and Data Recovery: Other

PLEASE NOTE: Coverage cannot be bound, amended or altered in reliance of a `premium indication' and are provided as a courtesy prior to Underwriting review. All requests to bind coverage must meet CNA's Underwriting criteria and can be rejected at any time.

All premium indications are subject to application of state requirements, pending rate changes and eligibility requirements. No alterations in the proposal may be made without prior written approval of CNA.

If you would like to bind coverage for the above request, please reply to this e-mail. Your request will be reviewed for eligibility and issued within 10 business days of approval. All Endorsement Declaration pages are available for viewing via CNA Central.

Regards,

Small Business Premium Indication Team

C. Proposer's Corporate Information
e. Terms and Conditions

Waltz Creative LLC does not object to the County's terms and conditions listed in this RFP.

SECTION 4

Project Scope Requirements Response including all required Appendices, alphabetical order of reference (Section V, D)

D. Information Regarding Project Scope Requirements and Pricing

APPENDIX A: Proposer's Experience with Marketing and Communications Strategies

At Waltz Creative, our approach centers on understanding the audience, refining VHP's brand image, creating engaging content, selecting effective channels, and ensuring message consistency. This starts with thorough audience research to comprehend demographics, preferences, and behaviors, followed by the development of a clear brand identity and message. Our creative team crafts compelling content tailored to various channels, from traditional media to digital platforms, ensuring maximum reach. Throughout, we maintain consistency in messaging across all touchpoints to reinforce VHP's brand image.

For evaluating effectiveness, we employ key metrics such as reach, engagement, conversion rates, brand awareness, and direct response indicators. These metrics help us gauge the impact of VHP's communication efforts, from the number of people reached to the actions taken in response to the messages. Our reporting process involves regular updates on performance metrics, providing actionable insights derived from data analysis. These insights are customized to meet VHP's specific needs and preferences, ensuring that the reports deliver valuable information for optimizing future communication strategies. Through this approach, we aim to drive meaningful engagement and enhance brand perception for VHP.

D / APPENDIX A:
1. Overall Communication Strategy

a.

For 20 years clients have selected Waltz Creative for their marketing and strategic expertise. We have engaged with companies from regional hospitals and healthcare start-ups to international MedTech and agricultural firms to develop marketing strategies, marketing plans, and strategic initiatives. Our successes in empowering our clients to achieve their objectives span a wide range of industries and accomplishments.
Some highlights include:

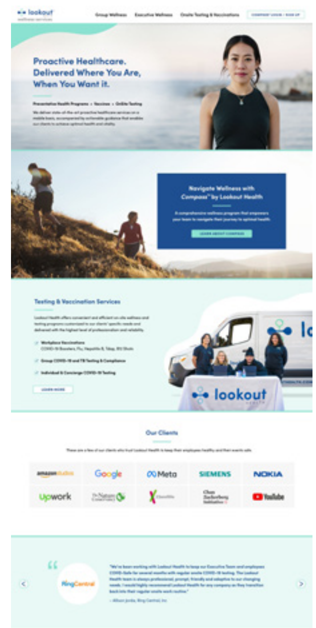
- Helping numerous startup medical device and tech companies go from incubator stage to commercialization and acquisition through brand development, promotional campaigns to audiences such as physicians, hospital technicians and HR professionals
- Developing engaging and impactful campaigns to help nonprofits and private schools meet and exceed goals for capital to fund important initiatives and measurably increase annual donations
- Creating campaigns and ongoing communications strategies and materials to support membership growth in credit unions
- Supporting growing ag companies with effective campaigns that increased their market penetration and resulted in multiple mergers and acquisitions, thereby increasing their market share even more
- Crafting a meaningful, transcreated campaign to accelerate awareness of clean transportation affordability and options to individuals in low-income/disadvantaged communities, including strategies to drive participation in purchase guidance assistance, grant, incentive, and rebate programs. Having kicked off in January of 2020, the foundation of this campaign was built on in-person engagement with Community Ambassadors, but COVID restrictions forced a complete pivot to online and digital outreach. Despite these challenges, the program significantly exceeded purchase guidance program participation goals and only missed achieving vehicle purchase goals due to unexpected discontinuation of state grant and rebate programs.
- Creating unique brand identities for each neighborhood built by a Silicon Valley luxury home builder to generate interest and drive sales of new homes. Despite economic uncertainties at the outset of COVID and, in more recent years, skyrocketing interest rates, every neighborhood has exceeded expectations and sold out prior to completion of construction.
- Developing a campaign and marketing plan to build community confidence, dispel myths, and realign perceptions for a county-owned, essential hospital that was chosen for the regional trauma center over other hospitals in the area.

D / APPENDIX A:
1. Overall Communication Strategy

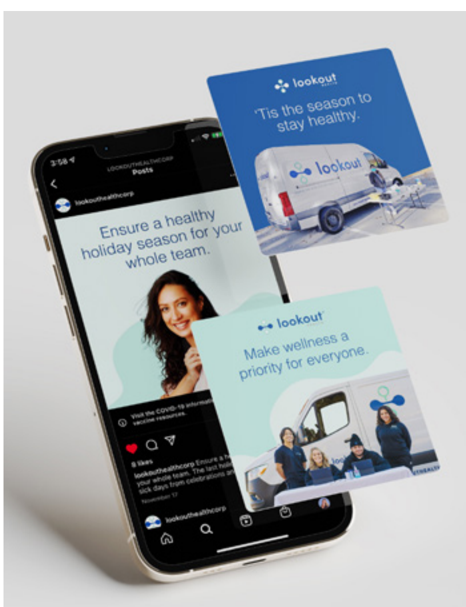
b. Lookout Health

- Marketing to privately insured physicians and patients
- Health care communications and marketing, including marketing of Physician, IPA, Medical Groups or provider networks
- Marketing of public health or social service programs
- Health insurance communications and marketing
- Social or mobile media marketing
- Web development, design, and management

PowerPoint

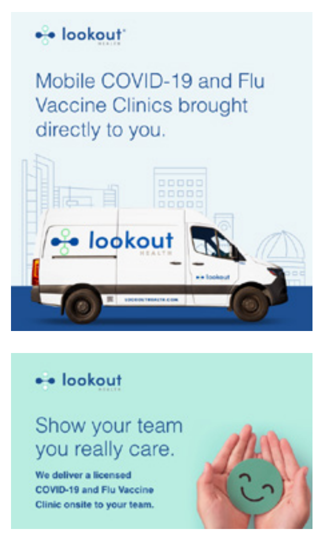


Website



Social Media

Collateral



Email Marketing

D / APPENDIX A:
1. Overall Communication Strategy

b. Elixir Medical

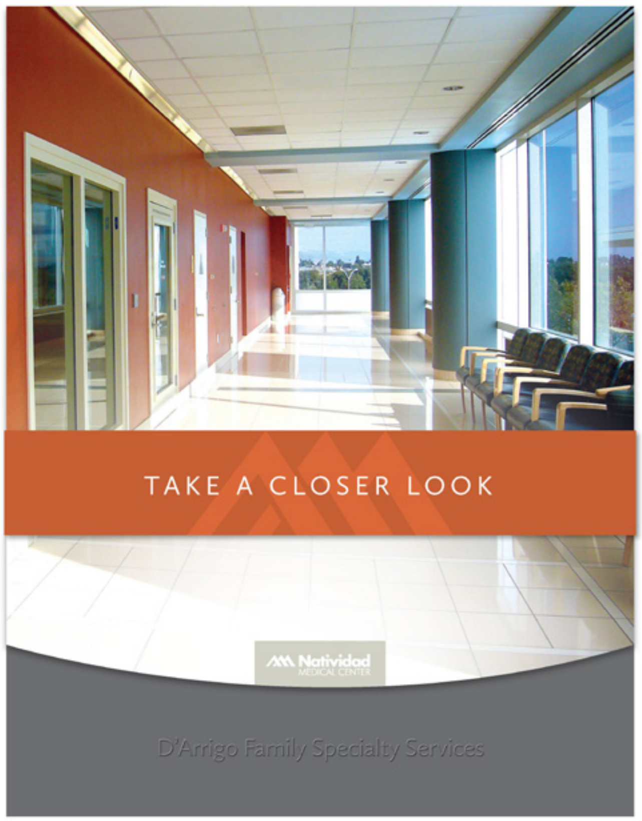
• Multicultural (including ethnicity, socioeconomic, age, LGBTQ+, et al) and multilingual communications

Multilingual brochures

D / APPENDIX A:
1. Overall Communication Strategy

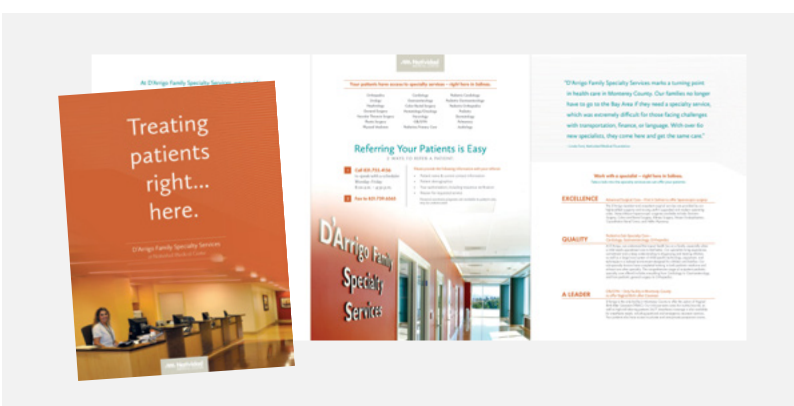
b. Natividad D'Arrigo Specialty Clinic

- **Marketing to privately insured physicians and patients**
- **Health care communications and marketing, including marketing of Physician, IPA, Medical Groups or provider networks**



Packet Folder

Rack Cards



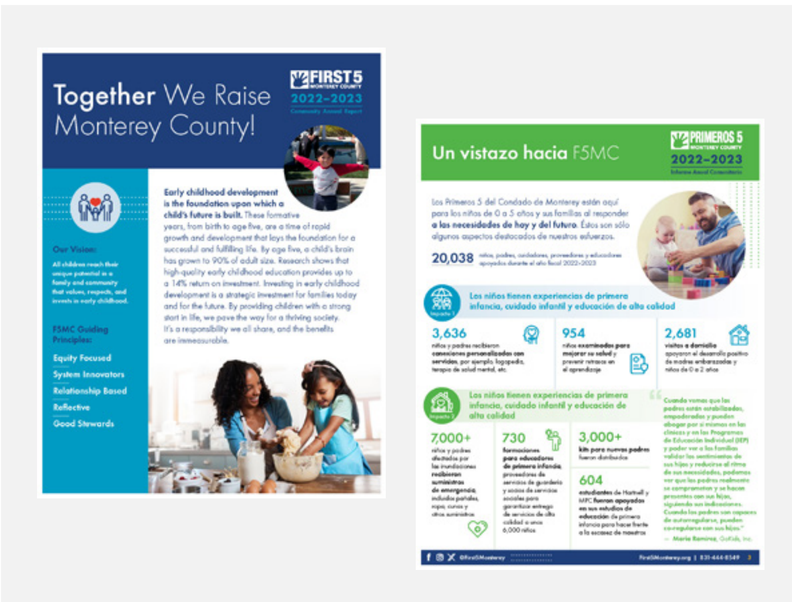
Brochure

Business Cards

D / APPENDIX A:
1. Overall Communication Strategy

b. First 5 Monterey County

- **Multicultural (including ethnicity, socioeconomic, age, LGBTQ+, et al) and multilingual communications**
- **Marketing of public health or social service programs**
- **Social or mobile media marketing**



Bilingual Annual Report

Spanish Telenovela Video

Bilingual Strategic Plan

Bilingual Social Media Campaign

D / APPENDIX A:
1. Overall Communication Strategy

b. Door to Hope

- **Marketing of public health or social service programs**
- **Web development, design, and management**

Service Brochures

Company Brochure

Tagline & Website

Service Logo & Branding

D / APPENDIX A:
1. Overall Communication Strategy

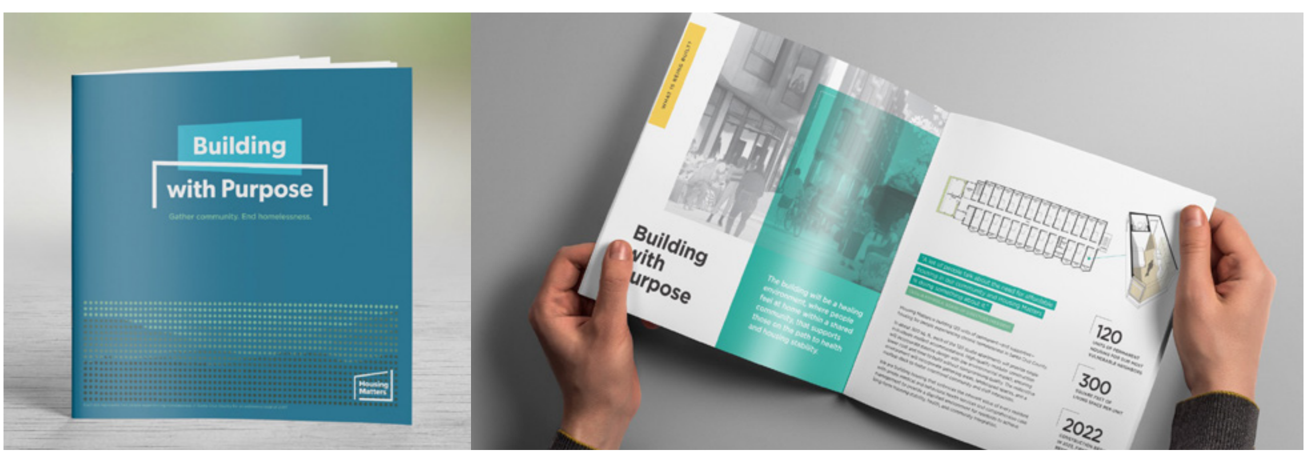
b. Housing Matters

- Marketing of public health or social service programs
- Social or mobile media marketing
- Web development, design, and management

Branding

Logo Refresh

Annual Report



Capital Campaign Case Statement

D / APPENDIX A:
1. Overall Communication Strategy

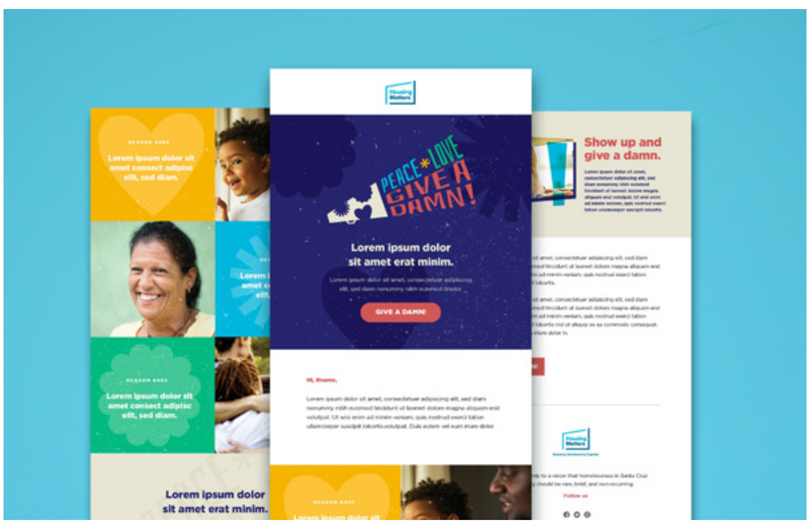
b. Housing Matters Campaign

- **Marketing of public health or social service programs**
- **Grassroots strategies and community engagement**
- **Social or mobile media marketing**
- **Web development, design, and management**

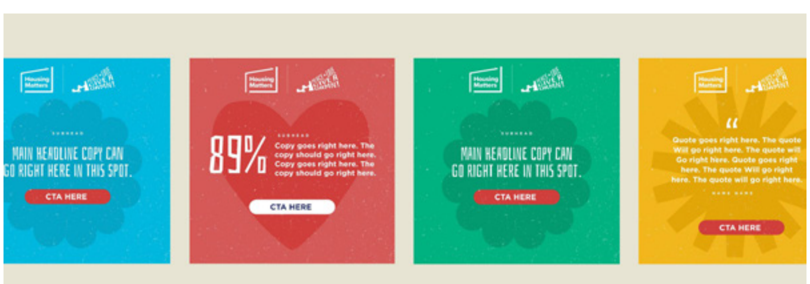
Campaign Logo

Newsletter Mailer

Community Outreach Signage



Email Marketing



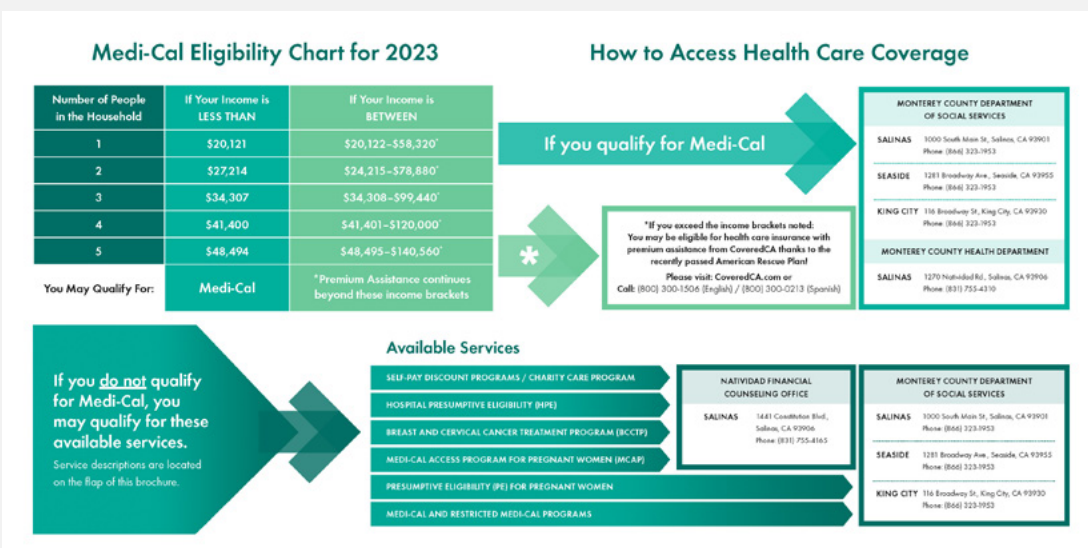
Social Media Marketing

Logo Guidelines

D / APPENDIX A:
1. Overall Communication Strategy

b. County Health Services

• **Marketing of public health or social service programs**



Medi-Cal Eligibility Chart for 2023

Number of People in the Household	If Your Income is LESS THAN	If Your Income is BETWEEN
1	$20,121	$20,122–$58,320*
2	$27,214	$24,215–$78,880*
3	$34,307	$34,308–$99,440*
4	$41,400	$41,401–$120,000*
5	$48,494	$48,495–$140,560*
You May Qualify For:	Medi-Cal	*Premium Assistance continues beyond these income brackets

How to Access Health Care Coverage

If you qualify for Medi-Cal

MONTEREY COUNTY DEPARTMENT OF SOCIAL SERVICES
SALINAS 1000 South Main St, Salinas, CA 93901 Phone: (866) 323-1953
SEASIDE 1281 Broadway Ave., Seaside, CA 93955 Phone: (866) 323-1953
KING CITY 116 Broadway St., King City, CA 93930 Phone: (866) 323-1953

MONTEREY COUNTY HEALTH DEPARTMENT
SALINAS 1270 Natividad Rd., Salinas, CA 93906 Phone: (831) 755-4310

*If you exceed the income brackets noted:
You may be eligible for health care insurance with premium assistance from CoveredCA thanks to the recently passed American Rescue Plan!
Please visit: CoveredCA.com or
Call: (800) 300-1506 (English) / (800) 300-0213 (Spanish)

If you do not qualify for Medi-Cal, you may qualify for these available services.
Service descriptions are located on the flap of this brochure.

Available Services

SELF-PAY DISCOUNT PROGRAMS / CHARITY CARE PROGRAM
HOSPITAL PRESUMPTIVE ELIGIBILITY (HPE)
BREAST AND CERVICAL CANCER TREATMENT PROGRAM (BCCTP)
MEDI-CAL ACCESS PROGRAM FOR PREGNANT WOMEN (MCAP)
PRESUMPTIVE ELIGIBILITY (PE) FOR PREGNANT WOMEN
MEDI-CAL AND RESTRICTED MEDI-CAL PROGRAMS

NATIVIDAD FINANCIAL COUNSELING OFFICE
SALINAS 1441 Constitution Blvd., Salinas, CA 93906 Phone: (831) 755-4165

MONTEREY COUNTY DEPARTMENT OF SOCIAL SERVICES
SALINAS 1000 South Main St, Salinas, CA 93901 Phone: (866) 323-1953
SEASIDE 1281 Broadway Ave, Seaside, CA 93955 Phone: (866) 323-1953
KING CITY 116 Broadway St, King City, CA 93930 Phone: (866) 323-1953

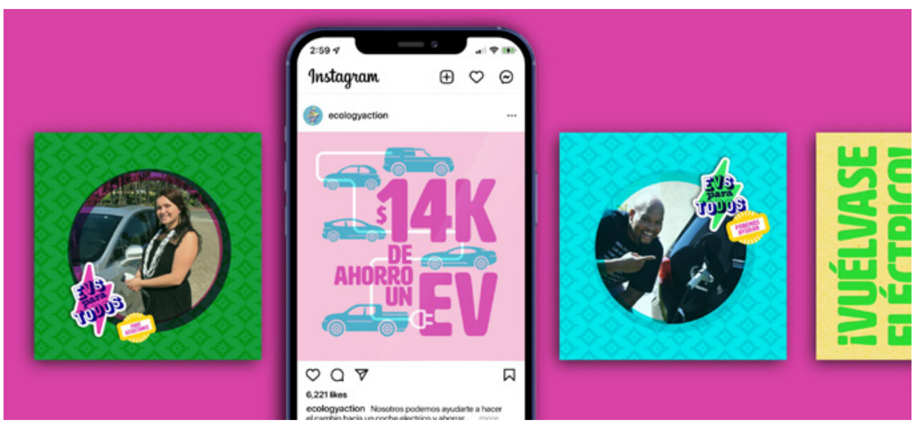
Multilingual Brochure

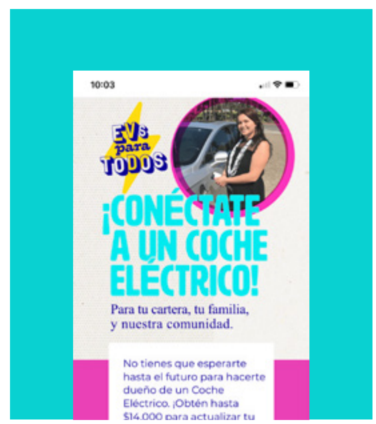
D / APPENDIX A:
1. Overall Communication Strategy

b. EVs for Everyone

- Multicultural (including ethnicity, socioeconomic, age, LGBTQ+, et al) and multilingual communications
- Marketing and Communications strategies for low-income targets
- Social or mobile media marketing
- Web development, design, and management

Multicultural & Multilingual Signage





Multicultural Social Media Marketing

Multilingual Website

Logo & Branding

D / APPENDIX A:
1. Overall Communication Strategy

b. Central Coast Community Energy

- **Multicultural (including ethnicity, socioeconomic, age, LGBTQ+, et al) and multilingual communications**
- **Marketing and Communications strategies for low-income targets**

Electrify Your Ride Video (English and Spanish)

D / APPENDIX A:
1. Overall Communication Strategy

b. Central Coast Community Energy

- **Multicultural (including ethnicity, socioeconomic, age, LGBTQ+, et al) and multilingual communications**
- **Marketing and Communications strategies for low-income targets**

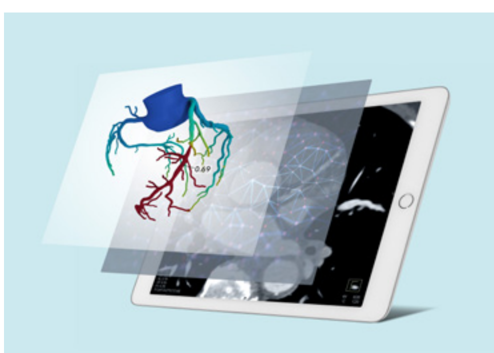
Why Electrify Video (English and Spanish)

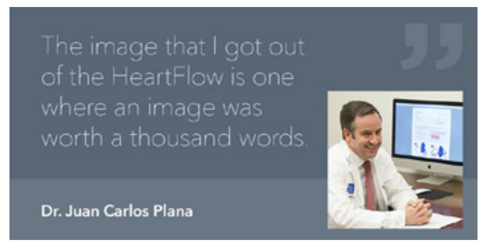
D / APPENDIX A:
1. Overall Communication Strategy

b. HeartFlow

- **Brand awareness development and strategy in new service areas or product lines.**

Product Launch Print & Digital Campaign





Social Media Testimonials

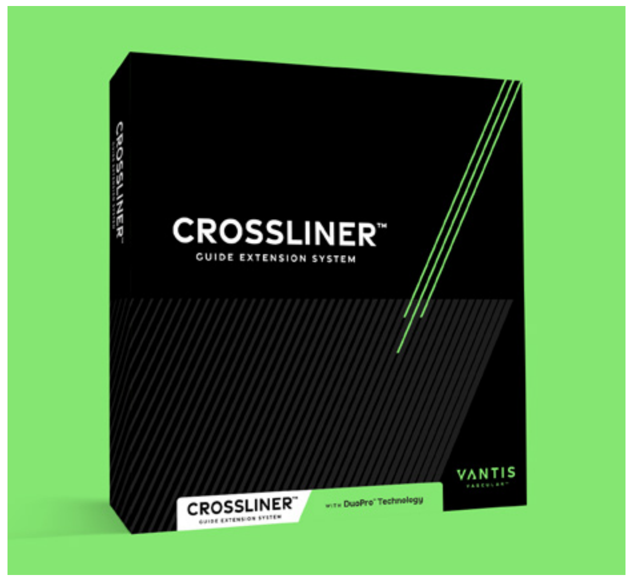
Tradeshow Design

D / APPENDIX A:
1. Overall Communication Strategy

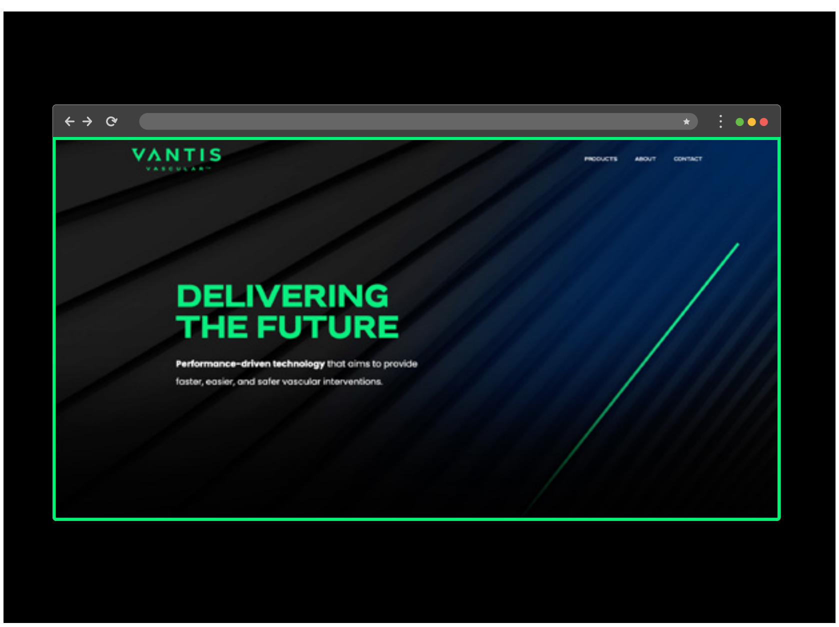
b. Vantis Vascular

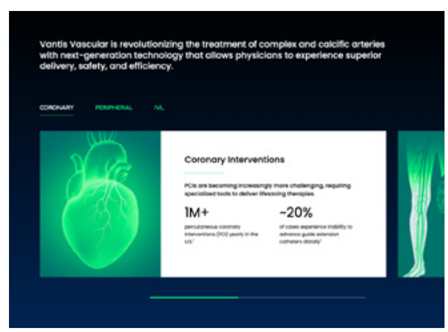
- **Brand awareness development and strategy in new service areas or product lines.**
- **Web development, design, and management**

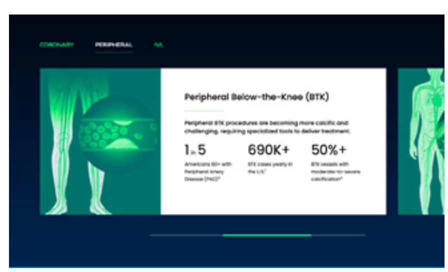
Company Logo



Product Packaging







Website

D / APPENDIX A:
1. Overall Communication Strategy

b. Mara

- **Brand awareness development and strategy in new service areas or product lines.**
- **Web development, design, and management**

Logo

Website

Packaging

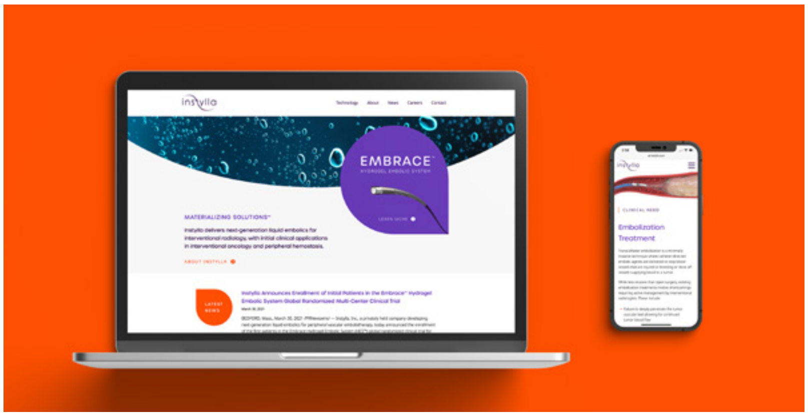
New Product Campaign

New Product Brochure

D / APPENDIX A:
1. Overall Communication Strategy

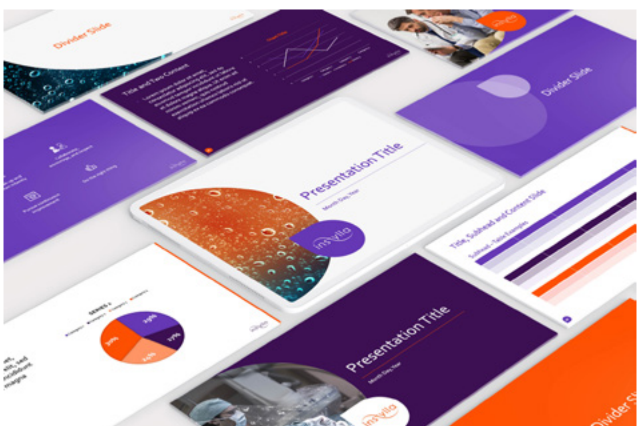
b. Instylla

- **Brand awareness development and strategy in new service areas or product lines.**
- **Web development, design, and management**

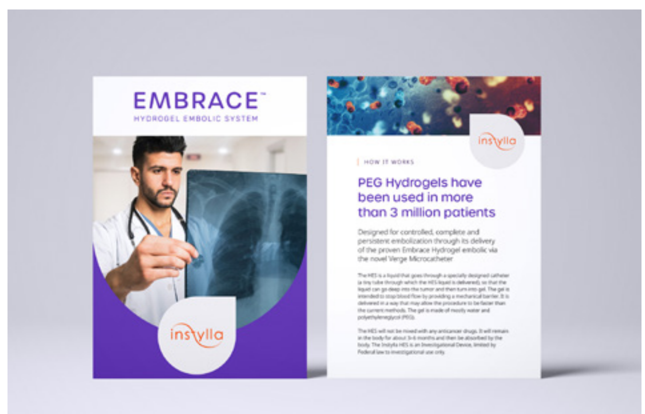


Website

Product Logo & Branding



PowerPoint



Collateral

Packaging

D / APPENDIX A:
1. Overall Communication Strategy

b. Elucid Medical

- **Brand awareness development and strategy in new service areas or product lines.**
- **Web development, design, and management**

Website

PowerPoint

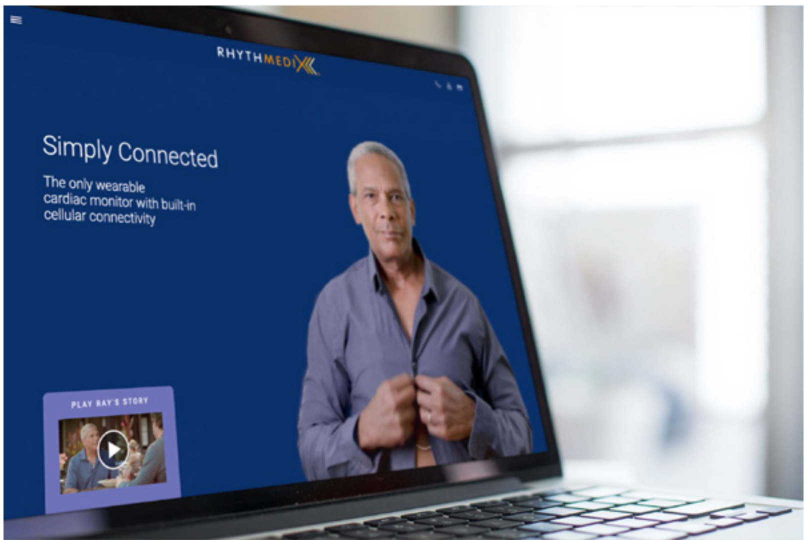
Product Brochure

Logo Refresh

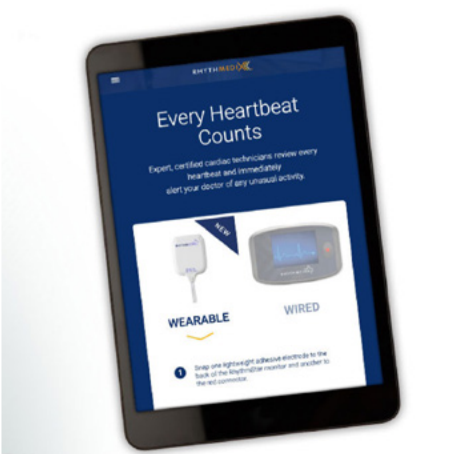
D / APPENDIX A:
1. Overall Communication Strategy

b. Rhythmedix

- **Brand awareness development and strategy in new service areas or product lines.**
- **Web development, design, and management**



Website



Iconography

Company Brochure

D / APPENDIX A:
1. Overall Communication Strategy

b. Natividad Trauma Physician Campaign

- **Healthcare communications and marketing**
- **Social or mobile media marketing**

Print Ads and Signage

D / APPENDIX A:
1. Overall Communication Strategy

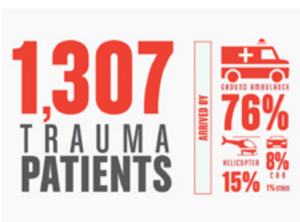
b. Natividad Trauma Center

- **Brand awareness development and strategy in new service areas or product lines.**
- **Initial and ongoing health insurance communication package**
- **Web development, design, and management**
- **Social or mobile media marketing**

Signage

Outdoor

Print Ad



Iconography

Collateral

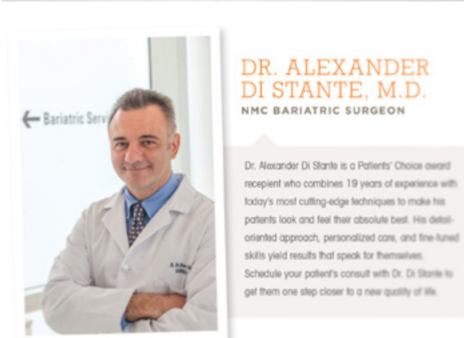
D / APPENDIX A:
1. Overall Communication Strategy

b. Natividad Bariatrics

• Brand awareness development and strategy in new service areas or product lines.

Print Ads

Photoshoot



Collateral

D / APPENDIX A:
1. Overall Communication Strategy

c.

At Waltz Creative, our approach centers on understanding the audience, refining VHP's brand image, creating engaging content, selecting effective channels, and ensuring message consistency. This starts with thorough audience research to comprehend demographics, preferences, and behaviors, followed by the development of a clear brand identity and message. Our creative team crafts compelling content tailored to various channels, from traditional media to digital platforms, ensuring maximum reach. Throughout, we maintain consistency in messaging across all touchpoints to reinforce VHP's brand image.

For evaluating effectiveness, we employ key metrics such as reach, engagement, conversion rates, brand awareness, and direct response indicators. These metrics help us gauge the impact of VHP's communication efforts, from the number of people reached to the actions taken in response to the messages. Our reporting process involves regular updates on performance metrics, providing actionable insights derived from data analysis. These insights are customized to meet VHP's specific needs and preferences, ensuring that the reports deliver valuable information for optimizing future communication strategies. Through this approach, we aim to drive meaningful engagement and enhance brand perception for VHP.

d.

In our collaboration with VHP's internal resources for campaign development, we prioritize open communication and mutual understanding to align our creative ideas with VHP's overarching marketing objectives. Throughout the process, we maintain transparent communication channels, facilitating regular feedback sessions and involving stakeholders in key milestones for review and approval. We work closely with VHP's legal and compliance teams to ensure regulatory compliance and address any potential risks. Our iterative development approach allows for flexibility and refinement based on feedback, ensuring that the final campaign/product reflects VHP's brand identity and messaging. From deployment to post-campaign analysis, our collaborative approach aims to achieve successful outcomes that will meet VHP's goals and objectives while maximizing effectiveness and compliance.

Waltz Creative has been consistently collaborating with brands for two decades, refining our internal processes to optimize efficiency. We seamlessly adapt to diverse working styles and engage with a wide spectrum of stakeholders from varied backgrounds, ensuring effective communication and alignment throughout the process.

D / APPENDIX A:
2. Brand Management and Implementation

a.

Analyzing the VHP brand platform reveals a comprehensive and user-centric approach to healthcare services with a very informational tone. VHP's brand platform is built upon several key pillars:

1. **Healthcare Accessibility:** VHP positions itself as a provider of accessible healthcare solutions, catering to diverse needs and demographics. The online platform emphasizes ease of navigation, clear information dissemination, and user-friendly interfaces to ensure that individuals can easily access the healthcare services they need.
2. **Empowerment and Education:** The brand prioritizes empowering individuals to make informed healthcare decisions. The brand platform features educational resources to help users understand their healthcare options and take charge of their well-being.
3. **Quality and Trust:** VHP emphasizes quality healthcare services and fosters trust among its audience and showcases its commitment to delivering reliable and effective healthcare solutions.
4. **Personalization:** VHP focuses on personalizing the healthcare experience for its users. After analyzing the website as a brand platform, it's clear that we should offer more customization options, such as tailored healthcare plans or personalized recommendations based on individual needs and preferences.
5. **Innovation and Technology:** The brand embraces innovation and technology to enhance the healthcare experience. The brand could feature more digital tools, telemedicine services, or mobile applications that streamline healthcare delivery and improve accessibility.

Overall, VHP's brand platform revolves around accessibility, empowerment, quality, personalization, and innovation in healthcare services. The brand serves as a gateway for users to access reliable information, receive personalized care, and engage with innovative healthcare solutions.

D / APPENDIX A:
2. Brand Management and Implementation

b.

Our approach to brand augmentation involves conducting a thorough brand audit to assess the existing platform and guidelines, followed by close collaboration with stakeholders to gather insights and align objectives. We then conduct market research to inform strategic recommendations for enhancing the brand's visual identity and messaging to better resonate with target audiences while maintaining brand consistency. Creative execution involves updating logos, color palettes, typography, and messaging to reflect these enhancements.

Beyond marketing and communications campaigns, we extend our brand recommendations to various facets of the organization. This includes facilitating internal workshops to ensure consistent adoption of the updated brand guidelines across departments and training sessions to educate staff on communicating the brand values effectively. We also collaborate with product development teams to integrate the new brand identity into new offerings, enhancing the overall customer experience across touchpoints such as website design, packaging, and retail environments. Additionally, we ensure alignment with the updated brand identity in partnerships, sponsorships, and community engagement initiatives, reinforcing the brand's values and positioning.

D / APPENDIX A:
3. Message Development

a.

Our approach for developing key messages for diverse groups involves segmenting the audience based on demographics, language, and socio-economic status. We prioritize cultural sensitivity, translating and transcreating messages into multiple languages and considering socio-economic context. Empathy and inclusivity guide our approach, incorporating diverse perspectives and testing messages for resonance. Continuous refinement ensures messages remain effective and relevant over time.

We initiate each campaign by developing a plan that includes comprehensive research and analysis for a brand audit. This encompasses understanding the full scope of a brand at its current stage, conducting historical competitive analysis, and adopting predictive approaches for future activities. All these steps are executed with sensitivity, taking into account various demographics and associated languages. We utilize specific tools to gain better visibility into any socio-economic data that will inform the subsequent steps to be taken.

b.

Recently, we've collaborated with several brands seeking either to rejuvenate their existing brand with new messaging to better resonate with a fresh audience or to update long-standing taglines.

Our approach always begins with an analysis of the brand's narrative to ensure that any key messages align seamlessly with its core identity. Prior to evaluating, creating, or modifying a brand's tagline, achieving messaging alignment is paramount.

Subsequently, we distill key messages that not only complement the existing tagline but also enhance its impact. Once finalized, these key messages serve to refine and reinforce the brand's overall strategic messaging.

D / APPENDIX A:
3. Message Development

c.

Our agency specializes in crafting comprehensive Open Enrollment marketing campaigns customized to each client's specific objectives and target audience. We strategically plan, creatively conceptualize, and execute multi-channel campaigns, harnessing personalization and segmentation to boost engagement and conversions. With a strong emphasis on data-driven decision-making and ongoing optimization, we consistently deliver measurable results, assisting clients in achieving success during this pivotal period.

For an Open Enrollment campaign, the theme should resonate with the target audience and convey the importance of enrolling in the client's offerings. One successful theme we developed was "We Still Give a Damn," emphasizing the idea that by enrolling, individuals unlock access to valuable information on how to partner and help one of our non-profit organizations.

High-quality imagery is crucial for capturing attention and conveying the campaign's message. During a photo shoot for this campaign, we captured the essence of the people being helped by donors that would enroll into the program. We focused on depicting diverse individuals in their usual everyday settings, highlighting the importance the organization had in their lives. All went directly to a series of posters that were crafted around a main key message to highlight and empower the visuals of the campaign.

Crafting clear and compelling messaging was essential for driving engagement and motivating action. We developed key messages that emphasized the value proposition of the client's offerings, addressed common concerns or barriers to enrollment, and provided clear instructions on how to enroll. For example, a key message highlighted the convenience of online enrollment, encouraging donors to take action for the ones in need of assistance.

Overall, by focusing on cohesive theme development, captivating photo shoots, impactful poster design, and compelling messaging, we've successfully executed Open Enrollment campaigns that drive enrollment and engagement. Through ongoing evaluation and refinement, we continue to optimize our approach and deliver exceptional results for our clients.

D / APPENDIX A:
3. Message Development

d.

Our agency has significant experience working with product or service industries where marketing and communications efforts are subject to regulatory scrutiny. Specifically, in industries like healthcare and technology, where there are stringent regulations governing marketing practices, we've developed a keen understanding of compliance requirements.

Regarding California's regulatory requirements related to health plan marketing, we maintain a proactive approach to stay abreast of any updates or changes. This includes regularly monitoring updates from regulatory bodies such as the California Department of Managed Health Care (DMHC) and the California Department of Insurance (CDI). We also participate in industry seminars, workshops, and webinars to ensure our team remains informed about the latest regulations and guidelines.

In terms of modifying or developing strategies to work within these regulatory considerations, we take a collaborative approach with our clients and legal counsel to ensure compliance while still achieving marketing objectives.

D / APPENDIX A:
4. Collateral Development

a.

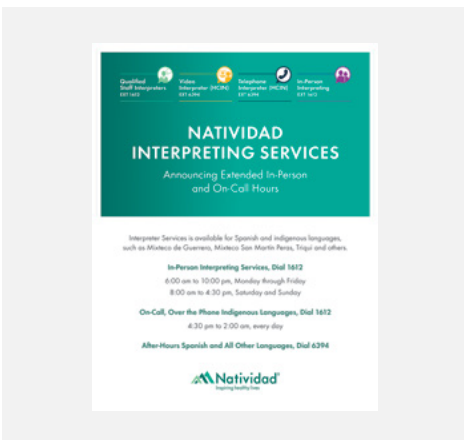
In a project for Natividad, we created marketing materials for diverse locations. Our approach included thorough cultural research, crafting original content tailored to each market, and employing professional translation and transcreation services. For quality assurance, we implemented a multi-stage review process involving native speakers, subject matter experts, and final proofreading.

By following this comprehensive approach, we were able to create high-quality collateral that effectively communicated the brand's message to multicultural and multilingual communities while maintaining linguistic and cultural authenticity.

D / APPENDIX A:
5. Special Projects

a.

We have extensive experience creating collaterals for multicultural or multilingual communities. Our process involves understanding cultural nuances, creating culturally relevant content, and ensuring quality through rigorous review. We engage native-speaking linguists for accurate translation and continuously gather feedback for improvement.
For example, for our client Natividad, we developed healthcare brochures and posters in multiple languages, ensuring accuracy and cultural sensitivity through our review process.



Staff Signage

Interpreter Photoshoot

Lobby Signage

Multilingual Signage

D / APPENDIX A:
5. Special Projects

b.

There are specific steps Waltz Creative takes while creating a marketing plan for acquiring or recruiting a new member population. Each plan is crafted specifically for each client's individual needs and they vary depending on many criteria. Here is a generic approach to how we do it:

1. **Market Research:** Identify demographics, psychographics, and healthcare needs & Analyze competitors and market demand.
2. **Positioning:** Develop a unique value proposition & Highlight competitive advantages.
3. **Branding and Messaging:** Create compelling brand identity and tailored messaging.
4. **Multi-channel Campaign:** Utilize digital and traditional channels for outreach.
5. **Community Engagement:** Establish partnerships and sponsor events.
6. **Measurement:** Set KPIs and track metrics.

c.

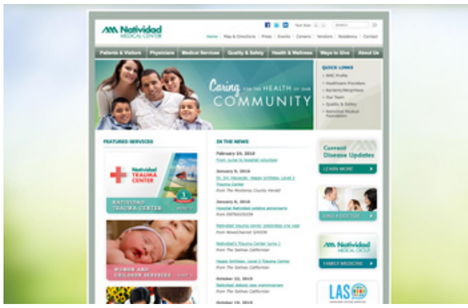
1. **Content Strategy:** Provide valuable information and resources to attract and retain visitors. MEASUREMENT: Track website traffic, page views, and time spent on site. Analyze bounce rate to assess content engagement.
2. **Search Engine Optimization (SEO):** Improve website visibility and attract organic traffic. MEASUREMENT: Monitor keyword rankings, organic traffic, and click-through rates (CTR) from search engine results pages (SERPs).
3. **Social Media Marketing:** Promote website content and engage with the audience on social platforms. MEASUREMENT: Track referral traffic from social media channels. Monitor engagement metrics such as likes, shares, and comments.
4. **Email Marketing:** Drive traffic to the website through targeted email campaigns. MEASUREMENT: Monitor click-through rates (CTR) from email links to the website. Track conversions and engagement with email content.

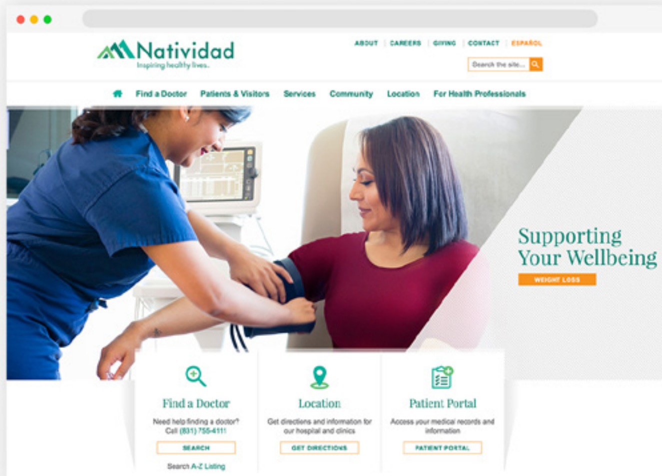
5. **Online Advertising:** Reach potential visitors through targeted ads on search engines, social media, and other platforms. MEASUREMENT: Monitor click-through rates (CTR) and conversion rates from online ads. Analyze cost per acquisition (CPA) to assess campaign effectiveness.
6. **Website Design and User Experience (UX):** Create a visually appealing and user-friendly website to encourage exploration and interaction. MEASUREMENT: Conduct usability testing and analyze user behavior using heatmaps and session recordings. Monitor conversion rates for key actions such as form submissions or account registrations.
7. **Interactive Tools and Resources:** Provide interactive tools, calculators, or educational resources to engage visitors and encourage return visits. MEASUREMENT: Track usage metrics for interactive features, such as tool usage, completion rates, and time spent interacting with resources.
8. **Personalized Messaging and Targeting:** Tailor website content and messaging based on user preferences and behavior. MEASUREMENT: Implement website analytics and tracking to segment visitors based on demographics, interests, or past interactions. Monitor engagement and conversion rates for personalized content.
9. **Customer Feedback and Testimonials:** Showcase positive experiences and feedback to build trust and credibility. MEASUREMENT: Monitor user-generated content such as reviews, testimonials, or ratings. Analyze the impact on website traffic and conversions.
10. **Continuous Optimization:** Identify areas for improvement and optimize website performance over time. MEASUREMENT: Conduct A/B testing for website elements, CTAs, and messaging. Monitor performance metrics and adjust strategies based on insights gathered from data analysis.

D / APPENDIX A:
5. Special Projects

d.

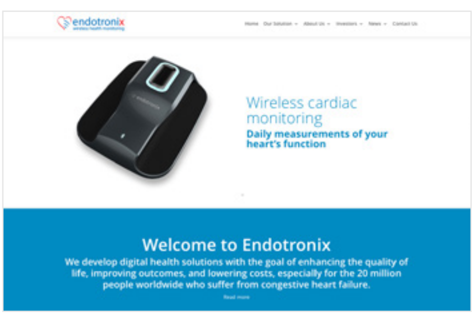
Before

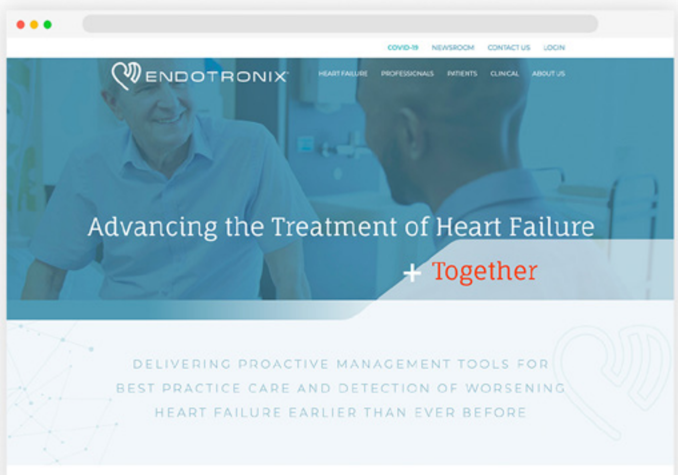




Natividad.com

Before



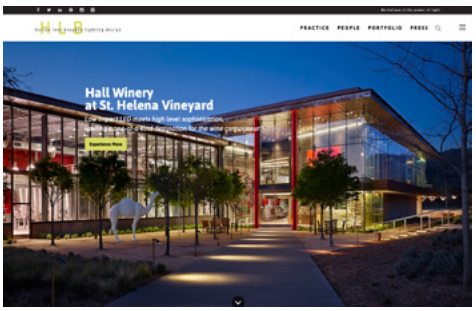


Endotronix.com

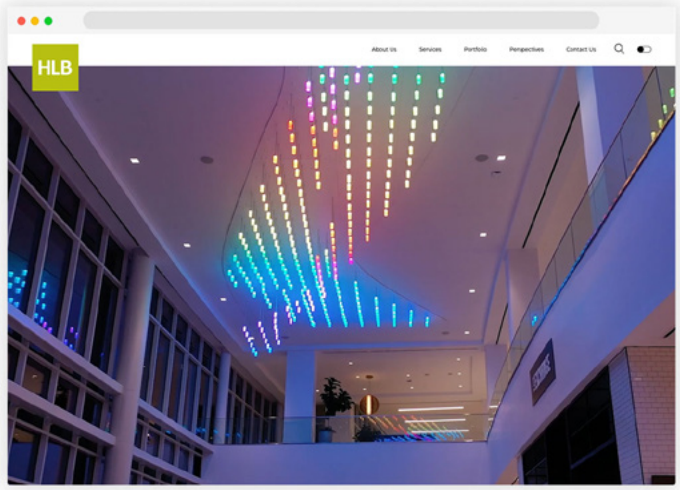
D / APPENDIX A:
5. Special Projects

d.

Before

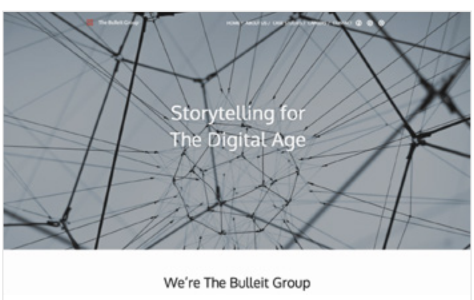


After

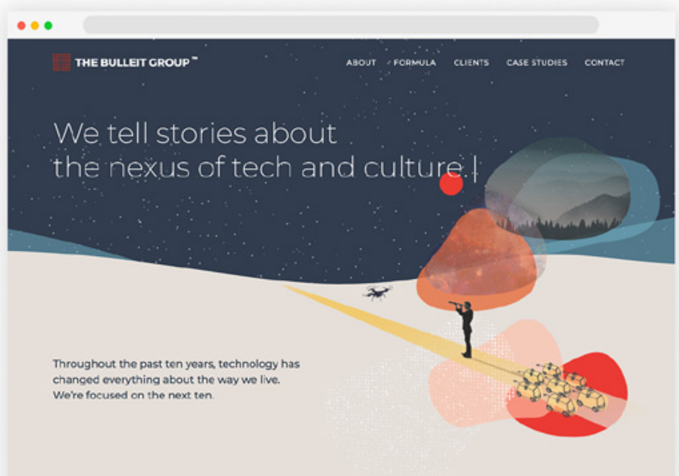


HLBLighting.com

Before



After



BulleitGroup.com

D / APPENDIX A:
6. Value-Added Services (optional)

As part of our services offering, we perform a robust brand audit for first-engagement clients as value-added at the start of our process. This allows us to create a comprehensive plan and showcase the roadmap of all deliverables in a format that clearly outlines the next phases.

The brand audit will be defined as the first step of the process and its timeline will depend on the full contracted scope for the project.

D. Information Regarding Project Scope Requirements and Pricing

APPENDIX B: Proposer's Implementation and Account Management Plan

1. Implementation Plan

a.–h.

Our Waltz approach to engaging with VHP:

1. Learning VHP's Culture, Brand, and Products:

- Conducting interviews with VHP employees across departments to understand the organizational culture.
- Analyzing existing brand materials, including brand guidelines, messaging, and visual identity.
- Reviewing product documentation and engaging in product demonstrations or training sessions to gain insights into VHP's offerings.

2. Understanding Demographics and Target Segments:

- Utilizing data analytics and market research to analyze VHP's membership demographics.
- Segmenting VHP's membership based on demographics such as age, gender, location, and health needs. We might break this list down even further as needed.
- Identifying target demographics for each line of business through market segmentation analysis. All in collaboration with VHP's stakeholders who will be key decision makers in this process.

3. Knowledge of Provider Network:

- Collaborating with VHP's provider relations team to understand the provider network for each line of business.
- Conducting SWOT analysis to identify strengths, weaknesses, opportunities, and threats of the provider network. This will be informed by the research we will initiate on phase 1.
- Highlighting differentiators of the provider network in marketing materials to attract members using visual and messaging for engagement.

4. Understanding Service Areas:

- Working closely with VHP's operations team to understand service areas for each line of business.
- Identifying regional preferences and distinctions to tailor marketing strategies accordingly.
- Developing localized marketing campaigns to resonate with members in different service areas.

5. Equity, Cultural Sensitivity, and Diversity:

- Incorporating diversity training for marketing team members to ensure cultural sensitivity in all communications.
- Engaging with communities through community outreach programs and partnerships.
- Conducting initial diversity audits of marketing materials to ensure representation and inclusivity.

6. Measurement and Reporting:

- Establishing key performance indicators (KPIs) aligned with marketing objectives.
- Utilizing analytics tools to measure campaign performance and ROI.
- Conducting post-campaign evaluations to identify lessons learned and areas for improvement.

7. Engagement with VHP Leadership:

- Providing regular updates to marketing leadership and senior management on progress and results.
- Seeking input and guidance from VHP leadership to ensure alignment with organizational goals.
- Collaborating with leadership to address any emerging challenges or opportunities.

8. Resource Allocation and Timelines:

- Allocating dedicated resources, including personnel and budget, for implementation of marketing strategies.
- Developing a detailed project plan with clear timelines and milestones.
- Adhering to regulatory requirements and submission timelines while deploying marketing strategies.

By following this approach, we aim to develop and execute effective marketing strategies that resonate with VHP's target demographics, reflect its brand values, and drive business growth while fostering equity, cultural sensitivity, and diversity. Waltz works individually with each brand and has a personalized approach that will identify specific needs. Each step of our process will inform the next with data points and insights that will elevate the VHP brand.

D / APPENDIX B:
2. Account Management

a. KEY STAFF PERSONS

BETH WELCH, Managing Partner

Beth joined Waltz Creative, formerly Schipper Design nearly 10 years ago and has been the lead for Natividad all these years. In 2019, Beth became co-owner of the agency and recently worked with her team to re-brand the agency, which included a name change to Waltz Creative in 2021. Beth has an extensive agency background in marketing, client relations and business operations. She is proud of the Women Owned certification Waltz currently holds with the WBENC.

TOTAL EXPERIENCE: 25 years | WALTZ EXPERIENCE: 11 year

EDUCATION: Bachelor of Arts in Marketing and Business Administration,
San Jose State University

KATHY SCHIPPER, Founder + Partner

With years of experience in both sales and marketing, Kathy brings an unusual amount of knowledge to every conversation. In her early career, Kathy worked as a publishing representative for a national educational company, where she earned numerous accolades and awards in marketing and sales. Since that engagement, Kathy has helped dozens of clients realize their revenue potentials through side-by-side collaboration in positioning and building brand value. In 2004, Kathy founded Waltz Creative, a marketing and design firm committed to understanding and transforming the needs of each client into materials and media that meet their business goals.

TOTAL EXPERIENCE: 35 years | WALTZ EXPERIENCE: 20 years

EDUCATION: Bachelor of Arts in Communication and Organizational Behavior,
University of San Francisco

HEIDI ASH, Client Services Director

Before joining Waltz Creative, Heidi enjoyed a notable career as a sales and service rep for a national yearbook company. She worked side- by-side with more than 100 schools annually, and gained national recognition for her performance on every aspect of production; including marketing, sales campaigns and strategies, concept development, copy writing and photography. She has been the primary account manager for Stevenson since 2019.

TOTAL EXPERIENCE: 25 years | WALTZ EXPERIENCE: 5 years

EDUCATION: Bachelor of Arts in English and Women's Studies,
Saint Mary's College in Moraga, CA

ANSEL ARAUJO, Creative Director

Ansel Araujo, an industry-leading creative executive, has disrupted the advertising world with innovative ideas. His expertise in marketing communication, content strategy, new business development, and ad tech has driven global creative teams, transforming traditional advertising models. A world traveler fluent in three languages and proud Brazilian,

Ansel has managed brand portfolios for industry top brands showcasing his unique blend of creativity and analytical thinking.

TOTAL EXPERIENCE: 16 years | WALTZ EXPERIENCE: 1 year

EDUCATION: Bachelor of Arts in Communication, emphasis in Advertising from Brigham Young University

ADDITIONAL STAFF

	TITLE	WALTZ EXPERIENCE	TOTAL EXPERIENCE
Cheryl Lovejoy	Design Director	11 years	21 years
Rita Gunderson	Design Director	8 years	16 years
Diane McGirr	Senior Digital Designer	17 years	17 years
Kamryn Cordova	Graphic Designer	9 years	10 years
Sara Frey	Graphic Designer	5 years	6 years
Cristina Cachux	Visual Designer	2 years	10 years
Nicole Arduini	Account Manager	2 years	15 years
Soren Du Preez	Account Manager	3 years	20 years
Kaysea Johnson	Creative Systems Manager	9 years	9 years
Amelia Goudberg	Project Coordinator	1 years	10 years
Lars Faye	Web Developer	9 years	15 years

D / APPENDIX B:
2. Account Management

b.

We pride ourselves on our quick response times to client requests, whether they are basic inquiries or urgent project needs. Our team is equipped to handle varying timelines and will provide transparent pricing for each request, ensuring no surprises for our clients.

We understand the importance of client involvement and approval throughout the project lifecycle. Before moving forward to the next phase, we diligently seek and obtain approvals from the client to ensure alignment with their vision and objectives.

Our agency places a strong emphasis on financial transparency and accountability. Before initiating any project, we work closely with the client to establish and obtain budgetary approval, ensuring that all parties are aligned on project scope and costs.

Meeting deadlines and delivering on time is a cornerstone of our agency's commitment to excellence. We adhere strictly to established timelines, deadlines, and deliverables, which are mutually agreed upon by both our team and the client. Our project management processes are designed to keep projects on track and ensure timely completion.

Billing transparency is paramount in our client relationships. We provide detailed and accurate billing statements, including an account of billable hours for each project and any subcontracted expenses such as media, printing, mailing, etc. Our clients can trust that they are receiving comprehensive and transparent billing information for all services rendered.

D. Information Regarding Project Scope Requirements and Pricing

APPENDIX C: Proposal Cost Response Form Plan

Part I – Identification

Part II – Estimated Cost of Projects

D. Information Regarding Project Scope Requirements and Pricing

APPENDIX C: Proposal Cost Response Form Plan

Part I – Identification

Personnel	Agency Role/Title	House Hourly Rate	VHP Hourly Rate
Ansel Araujo	Creative Director	$175	**$155**
Beth Welch	Marketing Strategy/Managing Partner	$175	**$155**
Heidi Ash	Account Executive	$175	**$155**
Cheryl Lovejoy	Design Director	$175	**$155**
Sara Frey	Graphic Designer	$175	**$155**
Diane McGirr	Web Designer	$175	**$155**
Cristina Cachux	New Media Designer	$175	**$155**
Nicole Arduini	Project Management/Account Manager	$175	**$155**

Services	House Hourly Rate	VHP Hourly Rate
Graphic Design	$175	**$155**
Web Design	$175	**$155**
Copy Writing	$175	**$155**
Photography	$200 p/hour	**$155 p/hour**
Videography	Estimate p/project	**TBD**
Web Editing/Updates	$175	**$155**
Source Files	$175 (taxable)	**$155 (taxable)**

D / APPENDIX C:

Part II – Estimated Cost of Projects

Open Enrollment Campaign Strategy Development

Overarching marketing and communications strategy to position VHP for renewals and ember acquisition during Covered CA Open Enrollment Campaign.

Personnel or Title	Hourly Rate	Estimated # of Hours	Total Estimated Cost
Creative Director	$155	**32**	$4,960
Marketing Strategist	$155	**48**	$7,440
Design Director	$155	**24**	$3,720
Account Manager	$155	**32**	$4,960
Copywriter	$155	**16**	$2,480
Other Cost	TBD	**TBD**	TBD
Total Project Estimate			**$23,560**

Open Enrollment Message Development

Development of key messages for Covered CA Open Enrollment focus on renewals and member acquisition including messaging for print collateral, paid advertising, digital media, broker, and provider messaging. Consideration to be given to messaging distinction by target demographics and service area distinctions.

Personnel or Title	Hourly Rate	Estimated # of Hours	Total Estimated Cost
Creative Director	$155	**32**	$4,960
Marketing Strategist	$155	**48**	$7,440
Design Director	$155	**24**	$3,720
Account Manager	$155	**32**	$4,960
Copywriter	$155	**56**	$8,680
Other Cost	TBD	**TBD**	TBD
Total Project Estimate			**$29,760**

D / APPENDIX C: Part II – Estimated Cost of Projects

Marketing Strategy and Implementation Plan

Strategize, research, and implement marketing plan for potential new products or additional lines of business based on media, print, and web-based communication. Include costs for evaluation and timely direct response reporting.

Personnel or Title	Hourly Rate	Estimated # of Hours	Total Estimated Cost
Creative Director	$155	**32**	$4,960
Marketing Strategist	$155	**48**	$7,440
Design Director	$155	**24**	$3,720
Account Manager	$155	**32**	$4,960
Copywriter	$155	**16**	$2,480
Other Cost	TBD	**TBD**	TBD
Total Project Estimate			**$23,560**

Photography Projects

Provide photography assistance, including but not limited to, acquisition of stock photos for publication, subcontracting with photographer for directed photo shoots, and/or acquisition of media used for photo shoots as needed to produce described materials. Include search and acquisition of stock photos and/or live photo shoot.

Estimated on 50 images.

Personnel or Title	Hourly Rate	Estimated # of Hours	Total Estimated Cost
Creative Director	$155	**16**	$2,480
Art/Shot Direction	$155	**24**	$3,720
Photographer(s)	$155	**75**	$11,625
Design Director	$155	**24**	$3,720
Account Manager	$155	**32**	$4,960
Other Cost	50 images at $250 each	**–**	$12,500
Total Project Estimate			**$39,005**

SECTION 5

Proposer's Declaration Submittal Form (Section V, E)

E. Proposer's Declaration and Other Submittals

APPENDIX D: Declaration Submittal Form

Solicitation No: eRFP-VHP-FY24-0338	Solicitation Title: Marketing & Communication Services for Valley Health Plan
Legal Company Name (include d/b/a if applicable): Schipper Design LLC, DBA Waltz Creative LLC	Federal Tax Identification Number: 20-8089227
Type of Business (Check One): ☐ Individual Proprietorship ☐ Corporation ☑ Partnership ☐ Other: ______________________	Company Address (If declaring Local Preference, address must be in Santa Clara County): 53 Muckelemi Street, Suite G San Juan Bautista, CA 95045
Company Contact Person: Heidi Ash/Beth Welch	Company Internet Web Address: waltzcreative.com
Email Address: heidi@waltzcreative.com/beth@waltzcreative.com	Phone Number: 831.623.2341

NON-COLLUSION DECLARATION

The party making the foregoing proposal declares that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the proposer has not directly or indirectly induced or solicited any other proposer to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any proposer or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the proposer has not in any manner directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the proposer or any other proposer, or to fix any overhead, profit, or cost element of the bid price, or of that of any other proposer, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the proposer has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

DECLARATION OF LOCAL BUSINESS

The County of Santa Clara gives local businesses a preference in formal solicitations of goods and services as set forth in the Board Policy, Section 5.6.5.2. The local preference policy may only be applied based on the entity submitting a bid or proposal and not a subcontractor or business partner. A bidder or proposer has the option of qualifying for the preference by self-declaring its qualification as a "Local Business", which is a lawful business with a physical address and meaningful "production capability" located within the boundary of Santa Clara County. The term "production capability" means sales, marketing, manufacturing, servicing, provision of services, or research and development capability that substantially and directly enhances the firm's or bidder's ability to perform the proposed contract. Post Office box numbers, residential addresses, a local sales office without any support and/or a local subcontractor hired by the contractor may not be used as the sole basis for establishing status as a "Local Business."

All information submitted is subject to investigation, as well as to disclosure to third parties under the California Public Records Act. Incomplete, unclear, or incomprehensible responses to the following will result in the bid or proposal not being considered for application of Santa Clara County's local preference policy. False or dishonest responses will result in rejection of the bid or proposal and curtail the firm or individual's ability to conduct business with the County in the future. It may also result in legal action.

☐ Check mark here to declare qualification as a local business as defined in County of Santa Clara Board Policy, Section 5.6.5.2. and applying for the local preference.

☐ Check mark here if the address provided is that of the business with meaningful "production capability" which is located within the boundary of the County of Santa Clara. Additional physical addresses in Santa Clara County are provided as an attachment.

DECLARATION OF COMPLIANCE WITH EQUAL OPPORTUNITY/NONDISCRIMINATION AND WAGE THEFT PREVENTION

The County of Santa Clara does not tolerate acts of discrimination or wage theft as defined below. Accordingly, Santa Clara County Board of Supervisors' Policy Manual, Section 5.5.5.4, includes the following:

Equal Opportunity/Nondiscrimination

No party contracting with the County will discriminate against any subcontractor, employee, or applicant for employment, because of age, race, color, national origin, ancestry, religion, sex, gender, sexual orientation, mental disability, physical disability, medical condition, political beliefs, organizational affiliations, or marital status with respect to recruitment, selection for training including apprenticeship, hiring, employment, assignment, promotion, layoff, rates of pay or other forms of compensation. It is further the policy of the County that no party contracting with the County may discriminate in the provision of services under the contract because of age, race, color, national origin, ancestry, religion, sex, gender, sexual orientation, mental disability, physical disability, medical condition, political beliefs, organizational affiliations, or marital status.

It is the policy of the County that parties contracting with the County must comply with all applicable federal, state, and local pay equity laws, including, but not limited to, the Federal Equal Pay Act, Title VII of the Civil Rights Act of 1964, the California Fair Pay Act, and the California Fair Employment and Housing Act. A potential contractor that has submitted a formal bid to provide goods and/or services to the County may be disqualified if the potential contractor has been found, by a court, arbitrator, arbitral panel, or a final administrative action of an investigatory government agency, to have violated applicable pay equity laws in the five years prior to the submission of a bid to provide goods and/or services. A current contractor found by a court, arbitrator, arbitral panel, or final administrative action of an investigatory government agency to have violated applicable pay equity laws, in the five years prior to or during the term of the contract with the County, may be in material breach of its contract with the County if the violation is not fully disclosed and/or satisfied per County guidelines and contract requirements. Such breach may serve as a basis for contract termination and/or any other remedies available under law, including a stipulated remediation plan. Pay equity violations disclosed by a contractor or potential contractor will be assessed on a case-by-case basis in light of the totality of the circumstances, including whether the violation is serious, repeated, willful, and/or pervasive, the size of the contractor, and any mitigating factors.

Wage Theft Prevention

It is the policy of the County that all parties contracting with the County must comply with all applicable federal, state, and local wage and hour laws, including, but not limited to, the Federal Fair Labor Standards Act, the California Labor Code, and any Minimum Wage Ordinance enacted by the County or any city within the County of Santa Clara. A potential contractor that has submitted a formal or informal bid to provide goods and/or services to the County may be disqualified if the potential contractor has been found, by a court or by final administrative action of an investigatory government agency, to have violated applicable wage and hour laws in the five years prior to the submission of a bid to provide goods and/or services. A current contractor found by a court or by final administrative action of an investigatory government agency to have violated applicable wage and hour laws, in the five years prior to or during the term of the contract with the County, may be in material breach of its contract with the County if the violation is not fully disclosed and/or satisfied per County guidelines and contract requirements. Such breach may serve as a basis for contract termination and/or any other remedies available under law, including a stipulated remediation plan.

Please complete the certification below.

☑ Check mark here if Proposer has no violations to disclose pursuant to Board Policy Manual § 5.5.5.4.

☐ Check mark here if Proposer has been found by a court or final administrative action of an investigatory government agency to have violated federal, state, or local wage and hour laws within the last five (5) years.

☐ Check mark here if Proposer has included in the proposal response the following for each violation: (1) a copy of the court order and judgment and/or final administrative decision; and (2) documents demonstrating either that the order/judgment has been satisfied, or, if the order/judgment has not been fully satisfied, a written and signed description of proposer's efforts to date to satisfy the order/judgment.

DECLARATION OF INTENT TO COMPLY WITH COUNTY COVID-19 REQUIREMENTS

The County of Santa Clara requires contractors and subcontractors to comply with all County requirements in effect relating to COVID-19 for their personnel who routinely perform services for County onsite and share airspace with or proximity to other people at a County facility as part of their services for County as set forth in a County Health Order (or similar directives) available at https://covid19.sccgov.org/home. Proposer acknowledges that if awarded a contract resulting from this solicitation, Proposer and any subcontractor (at any tier) shall, for the duration of the contract, comply with any County COVID-19 requirements in effect as set forth in the COVID-19 REQUIREMENTS contract term in the contract template incorporated into this solicitation.

DECLARATION OF COMPLIANCE WITH THE LEVINE ACT

Proposer certifies that it will comply, and will ensure that its agents (as that term is defined under 2 Cal. Code Regs. § 18438.3(a)) and its subcontractors identified in this proposal and/or later identified in an agreement with the County ("Subcontractor") comply, with California Government Code section 84308 ("Levine Act"), which (1) requires a party to a proceeding involving a contract, including a competitive solicitation process, to disclose on the record of the proceeding any contribution, as defined by Government Code section 84308(a)(6), of more than $250 that the party or their agent has made to any member of the County Board of Supervisors,

or any Other Elected County Officer (if they may participate in the proceeding), within the prior 12 months, and (2) prohibits a party to a proceeding involving a contract, including a competitive solicitation process, from making a contribution, as defined by Government Code section 84308(a)(6), of more than $250 to any Elected County Officer participating in the proceeding during the proceeding and for 12 months following the final decision in the proceeding. Proposer agrees to submit any disclosures required to be made under the Levine Act at https://www.sccgov.org/levineact. If the contract awarded under this solicitation is to be considered or voted upon by the County's Board of Supervisors, the Proposer shall complete the Levine Act Contractor Form: Identification of Subcontractors and Agents, and if applicable, shall ensure that any Subcontractor completes the Levine Act Subcontractor Form: Identification of Agents, and the Proposer must ensure that all forms are submitted to the County prior to execution of the contract.	
The undersigned declares that he or she is an official/agent of responding firm or individual and is empowered to represent, bind, and execute contracts on behalf of the firm or individual. The undersigned declares under penalty of perjury, under the laws of the State of California, that all statements in this Submittal Form and response are true and correct, with full knowledge that all statements are subject to investigation and that any incomplete, unclear, false or dishonest response may be grounds for denial or revocation of the accompanying bid or proposal and may result in being barred from doing business with the County of Santa Clara as well as additional legal consequences.	
Proposer's Authorized Representative Signature: Beth Welch	**Print Name:** Beth Welch
Title: Managing Partner	**Date:** 4/10/24

SECTION 6

Proposer Supporting Documents

Waltz Creative, LLC.

Formerly Schipper Design, LLC. 53 Muckelemi Street, San Juan Bautista, CA 95045

Balance Sheet

As of December 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
050 Petty Cash	454.08
100 #1285 BofA LLC Ckg	74,240.06
101 #8068 BofA Ckg PR	19,058.80
102 #8042 BofA Sav	160,904.20
103 #3281 BofA Business Investment Savings	473.35
109 Clearing/Trade	-2,500.00
Total Bank Accounts	**$252,630.49**
Accounts Receivable	
120 Accounts Receivable	183,277.81
Total Accounts Receivable	**$183,277.81**
Other Current Assets	
122 Employee Advance	0.00
125 Security Deposit	1,940.00
149 Undeposited Funds	1,260.60
160 Prepaid State Taxes	0.00
Repayment	
Advance	0.00
Advance-Zack Comm	0.00
Total Repayment	**0.00**
Total Other Current Assets	**$3,200.60**
Total Current Assets	**$439,108.90**
Fixed Assets	
130 Depreciable Assets	
130.1 Automobile	10,097.45
130.2 Computer	206,297.43
130.3 Furniture & Equipment	35,930.45
130.4 Office Art	13,222.35
130.5 Leasehold Improvements	2,500.00
130.6 Video Equipment	0.00
130.9 Abandoned Equipment	0.00
131 Accumulated Depreciation	-210,561.00
Total 130 Depreciable Assets	**57,486.68**
130.7 Step up Beth Equipment	50,000.00
130.8 Goodwill - Beth	790,000.00
131.1 A/D - Equipment step up	-50,000.00
131.2 A/A Goodwill	-100,945.00
Total Fixed Assets	**$746,541.68**

1/3

	TOTAL
Other Assets	
170 Note Receivable Beth	600,000.00
Total Other Assets	**$600,000.00**
TOTAL ASSETS	**$1,785,650.58**
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
200 Accounts Payable	24,952.95
Total Accounts Payable	**$24,952.95**
Credit Cards	
211 #5742 Capital One Visa	8,171.58
212 #7424 Dell Prefered Account	0.00
213 #1532 Chase	11,725.52
214 #401 Shell	0.00
215 #9874 Shell-WEX Bank	812.01
216 #2387 B of A -Business Preferred	-1,990.60
217 #2258 B of A-WorldTravel Pts.	6,689.37
218 #0540 Chase-Marriot Rewards	18,823.94
219 #1459 B of A-Alaska Air	202.70
Total Credit Cards	**$44,434.52**
Other Current Liabilities	
220 Payroll Tax Liability	0.00
221 Garnishment Payable	0.00
225 Sales Tax Payable	-317.08
225.02 Sales Tax Agency Payable	0.00
225.03 State Board of Equalization Payable	0.02
Total 225 Sales Tax Payable	**-317.06**
253 Bank Of America #3092 $35K-Oblig#273	0.00
254 Bank of America #3092 $50K-Oblig #315	0.00
256 Payroll Liabilities	0.00
256.01 Direct Deposit Payable	0.00
256.02 CA PIT / SDI	0.00
256.03 CA SUI / ETT	0.00
256.04 Federal Taxes (941/944)	0.00
256.05 Federal Unemployment (940)	0.00
256.06 Dependent Health Insurance	0.00
Business Savings Acct #3281	0.00
Charles Schwab	6,404.98
CoPower	1,053.50
Court Order Earnings Withholding	0.00
EDD-Notice of Levy	0.00
Employee Advance	0.00
IRS-Tax Levy	0.00
Medical Insurance deduction	0.00

2/3

	TOTAL
Total 256 Payroll Liabilities	**7,458.48**
298 Direct Deposit Payable	0.00
California Dept of Fee & Tax Admin Payable	3,647.14
Out Of Scope Agency Payable	0.00
Total Other Current Liabilities	**$10,788.56**
Total Current Liabilities	**$80,176.03**
Long-Term Liabilities	
290 Note Payable Kathy	600,000.00
295 Notes Payable-PPP	0.00
299 Note Payable Schipper	0.00
Total Long-Term Liabilities	**$600,000.00**
Total Liabilities	**$680,176.03**
Equity	
300 Opening Bal Equity	0.00
305 Member 1	
305.1 Member 1 Contribution	0.00
305.3 Member 1 Draw	-121,796.91
305.4 Member 1 Equity	205,879.00
310.03 Fed Quarterly - Kathy	0.00
310.04 CA Quartlery - Kathy	0.00
Total 305 Member 1	**84,082.09**
306 Member 2	
306.3 Member 2 Draw	-122.80
306.4 Member 2 Equity	502,247.00
310.05 Fed Quarterly - Beth	6,000.00
310.06 CA Quarterly - Beth	1,800.00
310.07 Contributions	0.00
Total 306 Member 2	**509,924.20**
310 Owner's Capital	
310.02 Draws	0.00
Total 310 Owner's Capital	**0.00**
390 Retained Earnings	189,847.85
Net Income	321,620.41
Total Equity	**$1,105,474.55**
TOTAL LIABILITIES AND EQUITY	**$1,785,650.58**

3/3

Waltz Creative, LLC.

Formerly Schipper Design, LLC. 53 Muckelemi Street, San Juan Bautista, CA 95045

Balance Sheet

As of December 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
050 Petty Cash	454.08
100 #1285 BofA LLC Ckg	41,496.07
101 #8068 BofA Ckg PR	11,526.28
102 #8042 BofA Sav	100,174.64
103 #3281 BofA Business Investment Savings	473.35
109 Clearing/Trade	-2,500.00
Total Bank Accounts	**$151,624.42**
Accounts Receivable	
120 Accounts Receivable	422,399.15
Total Accounts Receivable	**$422,399.15**
Other Current Assets	
122 Employee Advance	0.00
125 Security Deposit	1,940.00
149 Undeposited Funds	1,260.60
160 Prepaid State Taxes	0.00
Repayment	
Advance	0.00
Advance-Zack Comm	0.00
Total Repayment	**0.00**
Total Other Current Assets	**$3,200.60**
Total Current Assets	**$577,224.17**
Fixed Assets	
130 Depreciable Assets	
130.1 Automobile	10,097.45
130.2 Computer	224,317.07
130.3 Furniture & Equipment	35,930.45
130.4 Office Art	13,402.35
130.5 Leasehold Improvements	2,500.00
130.6 Video Equipment	0.00
130.9 Abandoned Equipment	0.00
131 Accumulated Depreciation	-210,561.00
Total 130 Depreciable Assets	**75,686.32**
130.7 Step up Beth Equipment	50,000.00
130.8 Goodwill - Beth	790,000.00
131.1 A/D - Equipment step up	-50,000.00
131.2 A/A Goodwill	-100,945.00
Total Fixed Assets	**$764,741.32**

1/3

	TOTAL
Other Assets	
170 Note Receivable Beth	600,000.00
Total Other Assets	**$600,000.00**
TOTAL ASSETS	**$1,941,965.49**
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
200 Accounts Payable	15,662.81
Total Accounts Payable	**$15,662.81**
Credit Cards	
211 #5742 Capital One Visa	7,544.61
212 #7424 Dell Prefered Account	0.00
213 #1532 Chase	2,782.28
214 #401 Shell	0.00
215 #9874 Shell-WEX Bank	1,122.12
216 #2387 B of A -Business Preferred	0.00
217 #2258 B of A-WorldTravel Pts.	9,150.00
218 #0540 Chase-Marriot Rewards	7,466.44
219 #1459 B of A-Alaska Air	202.70
Total Credit Cards	**$28,268.15**
Other Current Liabilities	
220 Payroll Tax Liability	0.00
221 Garnishment Payable	0.00
225 Sales Tax Payable	-21,242.68
225.02 Sales Tax Agency Payable	0.00
225.03 State Board of Equalization Payable	0.02
Total 225 Sales Tax Payable	**-21,242.66**
253 Bank Of America #3092 $35K-Oblig#273	0.00
254 Bank of America #3092 $50K-Oblig #315	0.00
256 Payroll Liabilities	-77,985.99
256.01 Direct Deposit Payable	0.00
256.02 CA PIT / SDI	0.00
256.03 CA SUI / ETT	0.00
256.04 Federal Taxes (941/944)	0.00
256.05 Federal Unemployment (940)	0.00
256.06 Dependent Health Insurance	9,221.52
Business Savings Acct #3281	0.00
Charles Schwab	-6,194.51
CoPower	1,053.50
Court Order Earnings Withholding	0.00
EDD-Notice of Levy	0.00
Employee Advance	0.00
IRS-Tax Levy	0.00
Medical Insurance deduction	0.00

	TOTAL
Total 256 Payroll Liabilities	**-73,905.48**
298 Direct Deposit Payable	0.00
California Dept of Fee & Tax Admin Payable	23,096.49
Out Of Scope Agency Payable	0.00
Total Other Current Liabilities	**$ -72,051.65**
Total Current Liabilities	**$ -28,120.69**
Long-Term Liabilities	
290 Note Payable Kathy	600,000.00
295 Notes Payable-PPP	0.00
299 Note Payable Schipper	0.00
Total Long-Term Liabilities	**$600,000.00**
Total Liabilities	**$571,879.31**
Equity	
300 Opening Bal Equity	0.00
305 Member 1	
305.1 Member 1 Contribution	0.00
305.3 Member 1 Draw	-241,967.63
305.4 Member 1 Equity	205,879.00
310.03 Fed Quarterly - Kathy	0.00
310.04 CA Quartlery - Kathy	0.00
Total 305 Member 1	**-36,088.63**
306 Member 2	
306.3 Member 2 Draw	-129.76
306.4 Member 2 Equity	502,247.00
310.05 Fed Quarterly - Beth	30,000.00
310.06 CA Quarterly - Beth	9,000.00
310.07 Contributions	0.00
Total 306 Member 2	**541,117.24**
310 Owner's Capital	-40,000.00
310.02 Draws	0.00
Total 310 Owner's Capital	**-40,000.00**
390 Retained Earnings	511,468.26
Net Income	393,589.31
Total Equity	**$1,370,086.18**
TOTAL LIABILITIES AND EQUITY	**$1,941,965.49**

3/3

Waltz Creative, LLC.

Formerly Schipper Design, LLC. 53 Muckelemi Street, San Juan Bautista, CA 95045

Balance Sheet

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
050 Petty Cash	80.00
100 #1285 BofA LLC Ckg	25,112.27
101 #8068 BofA Ckg PR	-4,793.52
102 #8042 BofA Sav	200,288.74
103 #3281 BofA Business Investment Savings	473.35
109 Clearing/Trade	-2,500.00
Total Bank Accounts	**$218,660.84**
Accounts Receivable	
120 Accounts Receivable	277,991.79
Total Accounts Receivable	**$277,991.79**
Other Current Assets	
122 Employee Advance	0.00
125 Security Deposit	1,940.00
149 Undeposited Funds	1,260.60
160 Prepaid State Taxes	0.00
Repayment	
Advance	0.00
Advance-Zack Comm	0.00
Total Repayment	**0.00**
Total Other Current Assets	**$3,200.60**
Total Current Assets	**$499,853.23**
Fixed Assets	
130 Depreciable Assets	
130.1 Automobile	10,097.45
130.2 Computer	224,317.07
130.3 Furniture & Equipment	35,930.45
130.4 Office Art	13,539.05
130.5 Leasehold Improvements	2,500.00
130.6 Video Equipment	0.00
130.9 Abandoned Equipment	0.00
131 Accumulated Depreciation	-210,561.00
Total 130 Depreciable Assets	**75,823.02**
130.7 Step up Beth Equipment	50,000.00
130.8 Goodwill - Beth	790,000.00
131.1 A/D - Equipment step up	-50,000.00
131.2 A/A Goodwill	-100,945.00
Total Fixed Assets	**$764,878.02**

1/3

	TOTAL
Other Assets	
170 Note Receivable Beth	600,000.00
Total Other Assets	**$600,000.00**
TOTAL ASSETS	**$1,864,731.25**
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
200 Accounts Payable	46,962.05
Total Accounts Payable	**$46,962.05**
Credit Cards	
210 #2065 BofA Unlim Cash Rewards	43,522.28
211 #5742 Capital One Visa	7,409.23
212 #7424 Dell Prefered Account	0.00
213 #1532 Chase	1,450.38
214 #401 Shell	0.00
215 #9874 Shell-WEX Bank	146.25
216 #2387 B of A -Business Preferred	0.00
217 #2258 B of A-WorldTravel Pts.	36,978.91
218 #0540 Chase-Marriot Rewards	16,809.08
219 #1459 B of A-Alaska Air	202.70
Total Credit Cards	**$106,518.83**
Other Current Liabilities	
220 Payroll Tax Liability	586.66
221 Garnishment Payable	0.00
225 Sales Tax Payable	-39,865.68
225.02 Sales Tax Agency Payable	0.00
225.03 State Board of Equalization Payable	0.02
Total 225 Sales Tax Payable	**-39,865.66**
253 Bank Of America #3092 $35K-Oblig#273	0.00
254 Bank of America #3092 $50K-Oblig #315	0.00
256 Payroll Liabilities	-156,292.91
256.01 Direct Deposit Payable	0.00
256.02 CA PIT / SDI	0.00
256.03 CA SUI / ETT	0.00
256.04 Federal Taxes (941/944)	0.00
256.05 Federal Unemployment (940)	0.00
256.06 Dependent Health Insurance	14,059.44
Business Savings Acct #3281	0.00
Charles Schwab	-5,197.01
CoPower	1,053.50
Court Order Earnings Withholding	0.00
EDD-Notice of Levy	0.00
Employee Advance	0.00
IRS-Tax Levy	0.00
Medical Insurance deduction	0.00

2/3

	TOTAL
Total 256 Payroll Liabilities	**-146,376.98**
298 Direct Deposit Payable	0.00
California Dept of Fee & Tax Admin Payable	39,144.21
Out Of Scope Agency Payable	0.00
Total Other Current Liabilities	**$ -146,511.77**
Total Current Liabilities	**$6,969.11**
Long-Term Liabilities	
290 Note Payable Kathy	600,000.00
295 Notes Payable-PPP	0.00
299 Note Payable Schipper	0.00
Total Long-Term Liabilities	**$600,000.00**
Total Liabilities	**$606,969.11**
Equity	
300 Opening Bal Equity	0.00
305 Member 1	
305.1 Member 1 Contribution	0.00
305.3 Member 1 Draw	-373,322.08
305.4 Member 1 Equity	205,879.00
310.03 Fed Quarterly - Kathy	-22,789.00
310.04 CA Quartlery - Kathy	-3,286.00
Total 305 Member 1	**-193,518.08**
306 Member 2	
306.3 Member 2 Draw	-129.76
306.4 Member 2 Equity	502,247.00
310.05 Fed Quarterly - Beth	-16,000.00
310.06 CA Quarterly - Beth	9,000.00
310.07 Contributions	0.00
Total 306 Member 2	**495,117.24**
310 Owner's Capital	-40,000.00
310.02 Draws	0.00
Total 310 Owner's Capital	**-40,000.00**
390 Retained Earnings	905,057.57
Net Income	91,105.41
Total Equity	**$1,257,762.14**
TOTAL LIABILITIES AND EQUITY	**$1,864,731.25**

3/3

Waltz Creative, LLC.

Formerly Schipper Design, LLC. 53 Muckelemi Street, San Juan Bautista, CA 95045

Balance Sheet

As of March 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
050 Petty Cash	44.00
100 #1285 BofA LLC Ckg	131,468.89
101 #8068 BofA Ckg PR	-1,774.94
102 #8042 BofA Sav	58,896.30
103 #3281 BofA Business Investment Savings	473.35
109 Clearing/Trade	-2,500.00
Total Bank Accounts	**$186,607.60**
Accounts Receivable	
120 Accounts Receivable	366,473.14
Total Accounts Receivable	**$366,473.14**
Other Current Assets	
122 Employee Advance	0.00
125 Security Deposit	1,940.00
149 Undeposited Funds	1,260.60
160 Prepaid State Taxes	0.00
Repayment	
Advance	0.00
Advance-Zack Comm	0.00
Total Repayment	**0.00**
Total Other Current Assets	**$3,200.60**
Total Current Assets	**$556,281.34**
Fixed Assets	
130 Depreciable Assets	
130.1 Automobile	10,097.45
130.2 Computer	224,317.07
130.3 Furniture & Equipment	35,930.45
130.4 Office Art	13,539.05
130.5 Leasehold Improvements	2,500.00
130.6 Video Equipment	0.00
130.9 Abandoned Equipment	0.00
131 Accumulated Depreciation	-210,561.00
Total 130 Depreciable Assets	**75,823.02**
130.7 Step up Beth Equipment	50,000.00
130.8 Goodwill - Beth	790,000.00
131.1 A/D - Equipment step up	-50,000.00
131.2 A/A Goodwill	-100,945.00
Total Fixed Assets	**$764,878.02**

1/3

	TOTAL
Other Assets	
170 Note Receivable Beth	600,000.00
Total Other Assets	**$600,000.00**
TOTAL ASSETS	**$1,921,159.36**
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
200 Accounts Payable	178,989.34
Total Accounts Payable	**$178,989.34**
Credit Cards	
210 #2065 BofA Unlim Cash Rewards	21,143.50
211 #5742 Capital One Visa	7,409.23
212 #7424 Dell Prefered Account	0.00
213 #1532 Chase	1,450.38
214 #401 Shell	0.00
215 #9874 Shell-WEX Bank	290.62
216 #2387 B of A -Business Preferred	0.00
217 #2258 B of A-WorldTravel Pts.	21,220.95
218 #0540 Chase-Marriot Rewards	9,526.78
219 #1459 B of A-Alaska Air	202.70
Total Credit Cards	**$61,244.16**
Other Current Liabilities	
220 Payroll Tax Liability	586.66
221 Garnishment Payable	0.00
225 Sales Tax Payable	-41,316.68
225.02 Sales Tax Agency Payable	0.00
225.03 State Board of Equalization Payable	0.02
Total 225 Sales Tax Payable	**-41,316.66**
253 Bank Of America #3092 $35K-Oblig#273	0.00
254 Bank of America #3092 $50K-Oblig #315	0.00
256 Payroll Liabilities	-174,311.11
256.01 Direct Deposit Payable	0.00
256.02 CA PIT / SDI	0.00
256.03 CA SUI / ETT	0.00
256.04 Federal Taxes (941/944)	0.00
256.05 Federal Unemployment (940)	0.00
256.06 Dependent Health Insurance	15,328.32
Business Savings Acct #3281	0.00
Charles Schwab	-3,698.26
CoPower	1,053.50
Court Order Earnings Withholding	0.00
EDD-Notice of Levy	0.00
Employee Advance	0.00
IRS-Tax Levy	0.00
Medical Insurance deduction	0.00

2/3

	TOTAL
Total 256 Payroll Liabilities	**-161,627.55**
298 Direct Deposit Payable	0.00
California Dept of Fee & Tax Admin Payable	43,539.72
Out Of Scope Agency Payable	0.00
Total Other Current Liabilities	**$ -158,817.83**
Total Current Liabilities	**$81,415.67**
Long-Term Liabilities	
290 Note Payable Kathy	240,000.00
295 Notes Payable-PPP	0.00
299 Note Payable Schipper	0.00
Total Long-Term Liabilities	**$240,000.00**
Total Liabilities	**$321,415.67**
Equity	
300 Opening Bal Equity	0.00
305 Member 1	
305.1 Member 1 Contribution	0.00
305.3 Member 1 Draw	-13,322.08
305.4 Member 1 Equity	205,879.00
310.03 Fed Quarterly - Kathy	-38,489.00
310.04 CA Quartlery - Kathy	-3,286.00
Total 305 Member 1	**150,781.92**
306 Member 2	
306.3 Member 2 Draw	-129.76
306.4 Member 2 Equity	502,247.00
310.05 Fed Quarterly - Beth	-66,000.00
310.06 CA Quarterly - Beth	9,000.00
310.07 Contributions	0.00
Total 306 Member 2	**445,117.24**
310 Owner's Capital	-40,000.00
310.02 Draws	0.00
Total 310 Owner's Capital	**-40,000.00**
390 Retained Earnings	996,162.98
Net Income	47,681.55
Total Equity	**$1,599,743.69**
TOTAL LIABILITIES AND EQUITY	**$1,921,159.36**

3/3

Waltz Creative, LLC.

Formerly Schipper Design, LLC. 53 Muckelemi Street, San Juan Bautista, CA 95045

Profit and Loss

January - December 2021

	TOTAL
Income	
401 Graphic Design Income	969,867.53
402 Web Design Income	336,667.13
402.2 Web Hosting Income	1,500.00
Total 402 Web Design Income	**338,167.13**
403 Printing Services	95,510.04
404 Videography Income	19,856.07
406 Shipping/Postage	1,971.96
408 Training Income	1,169.60
410 Mailing Service Income	3,623.59
411 Reimburseable Expense Income	1,052.00
412 Print Shipping Cost Reimbursed	3,327.99
413 Project Management Income	478,829.68
415 Project Income	8,732.82
416 Media Ad Placement	87,809.10
417 Photography	11,877.00
Total Income	**$2,021,794.51**
Cost of Goods Sold	
500 Cost of Goods Sold	2,736.10
502 CofGS-Shipping/Postage	4,952.65
503 CofGS-Client Promotion Material (deleted)	71,951.30
504 CofGS-Copywriting	5,103.33
505 CofGS-Photography	13,527.00
506 CofGS-Printing and Mailing	67,241.54
507 CofGS-Web Outsourcing	63,298.20
508 CofGS-Stock/Media	507.20
510 CofGS-Web Stock Image (deleted)	300.00
511 CofGS-Web Hosting	1,083.20
512 CofGS-Supplies	1,050.99
513 CofGS-Graphic Contract Work	11,195.00
Total 500 Cost of Goods Sold	**242,946.51**
Total Cost of Goods Sold	**$242,946.51**
GROSS PROFIT	**$1,778,848.00**
Expenses	
600 Advertising	6,100.98
602 Alarm System	2,564.15
604 Auto	
604.1 Fuel	12,456.87
604.2 Insurance	6,424.66
604.3 Parking	224.30
604.4 Registration	649.00
604.5 Repairs & Maintenance	1,229.43

1/3

	TOTAL
604.7 Loan/Lease	22,024.59
Total 604 Auto	**43,008.85**
608 Bank Charge	3,779.85
610 Books & Publications	962.06
613 Cleaning Expense	15,639.00
614 Client Purchases & Supplies	816.00
618 Communications	
618.1 Cell Phone	5,386.08
618.2 ISP	6,468.57
618.3 Telephone	747.72
Total 618 Communications	**12,602.37**
620 Computer Expense	13,687.29
622 Contract Work	
622.1 Accounting & Bookkeeping	56,672.29
622.2 Design Work	150.00
622.3 Outside Services-Other	7,606.15
622.4 Web Dev Work	8,320.00
Total 622 Contract Work	**72,748.44**
626 Donations	16,280.40
626.1 Donation-Other	1,700.00
Total 626 Donations	**17,980.40**
628 Dues and Subscriptions	38,200.42
630 Education and Training	21,051.63
632 Employee Benefits	2,292.55
633 Employee Relocation	1,956.14
634 Finance Charge	20.00
635 Entry fees	1,230.00
638 Business Insurance	7,676.06
638.1 Officers Health Ins.	6,195.60
638.2 Officers Dental/Vision/Life Ins.	756.00
639 Employee Health Ins.	72,347.89
639.1 Employee Dental/Vision/Life Ins.	11,254.00
640 Interest Expense	3,940.67
644 Legal	2,738.89
646 Licenses	524.00
647 Marketing Materials	6,634.16
648 Meetings	59.84
650 Entertainment	6,075.98
653 Office Supplies	2,694.11
654 Office Expense	21,965.04
657.00 Payroll Expenses	702,347.81
657.01 Wages	197,827.29
657.02 PR Taxes	73,526.86
Total 657.00 Payroll Expenses	**973,701.96**
658 Postage Expense	4,733.74
660 Promotion	3,892.68
664 Rent	32,904.00
668 Repairs & Maintenance-Premise	8,233.30

2/3

	TOTAL
670 Sponsorship	3,617.74
676 Taxes	
676.1 Property	520.57
676.2 Fed	81,227.00
676.3 State	14,186.00
Total 676 Taxes	**95,933.57**
680 Travel	10,720.47
684 Utilities	2,619.51
Pension Contribution	21,800.41
Total Expenses	**$1,555,659.75**
NET OPERATING INCOME	**$223,188.25**
Other Income	
700 Interest Income	71.03
701 Reward Income-Credit Cards	68.81
PPP Loan Income	200,000.00
Total Other Income	**$200,139.84**
Other Expenses	
800 Penalty Expense	107.76
901 Guaranteed Payment - Beth	101,599.92
Total Other Expenses	**$101,707.68**
NET OTHER INCOME	**$98,432.16**
NET INCOME	**$321,620.41**

3/3

Waltz Creative, LLC.

Formerly Schipper Design, LLC. 53 Muckelemi Street, San Juan Bautista, CA 95045

Profit and Loss

January - December 2022

	TOTAL
Income	
401 Graphic Design Income	1,036,040.67
402 Web Design Income	366,756.79
402.2 Web Hosting Income	350.00
Total 402 Web Design Income	**367,106.79**
403 Printing Services	152,488.39
404 Videography Income	50,105.90
406 Shipping/Postage	3,847.69
410 Mailing Service Income	2,335.00
411 Reimburseable Expense Income	182.65
412 Print Shipping Cost Reimbursed	4,566.09
413 Project Management Income	598,956.95
415 Project Income	51,860.77
416 Media Ad Placement	4,422.00
417 Photography	1,800.00
Total Income	**$2,273,712.90**
Cost of Goods Sold	
500 Cost of Goods Sold	
502 CofGS-Shipping/Postage	7,792.83
503 CofGS-Client Promotion Material (deleted)	2,847.45
503 CofGS-Translation	2,075.00
505 CofGS-Photography	2,300.00
506 CofGS-Printing and Mailing	129,815.42
507 CofGS-Web Outsourcing	56,498.00
508 CofGS-Stock/Media	3,681.41
509 CofGS-Videography	9,903.63
510 CofGS-Contract Work- Outside Services	1,200.00
511 CofGS-Web Hosting	996.54
512 CofGS-Supplies	1,501.15
513 CofGS-Graphic Contract Work	17,083.05
Total 500 Cost of Goods Sold	**235,694.48**
Total Cost of Goods Sold	**$235,694.48**
GROSS PROFIT	**$2,038,018.42**
Expenses	
600 Advertising	2,032.00
602 Alarm System	1,205.70
604 Auto	
604.1 Fuel	20,292.22
604.2 Insurance	6,565.84
604.3 Parking	595.25
604.4 Registration	1,440.00
604.5 Repairs & Maintenance	1,277.50

1/3

	TOTAL
604.7 Loan/Lease	34,800.92
Total 604 Auto	**64,971.73**
606 Bad Debt	412.25
608 Bank Charge	1,502.33
610 Books & Publications	857.94
613 Cleaning Expense	17,915.00
614 Client Purchases & Supplies	541.41
618 Communications	
618.1 Cell Phone	7,484.00
618.2 ISP	7,630.92
618.3 Telephone	920.40
Total 618 Communications	**16,035.32**
620 Computer Expense	20,847.37
622 Contract Work	
622.1 Accounting & Bookkeeping	55,533.01
622.2 Design Work	170.00
622.3 Outside Services-Other	23,725.00
622.4 Web Dev Work	2,260.00
Total 622 Contract Work	**81,688.01**
626 Donations	543.13
626.1 Donation-Other	3,610.00
Total 626 Donations	**4,153.13**
628 Dues and Subscriptions	44,918.46
630 Education and Training	15,310.01
632 Employee Benefits	13,004.75
634 Finance Charge	20.00
635 Entry fees	925.00
638 Business Insurance	8,400.87
638.1 Officers Health Ins.	3,530.20
638.2 Officers Dental/Vision/Life Ins.	685.50
639 Employee Health Ins.	80,312.98
639.1 Employee Dental/Vision/Life Ins.	8,996.00
640 Interest Expense	2,969.67
644 Legal	872.98
646 Licenses	775.00
647 Marketing Materials	5,370.45
648 Meetings	25.88
650 Entertainment	7,992.63
653 Office Supplies	3,160.16
654 Office Expense	13,746.05
656 Wages & Salaries	4,243.03
657.00 Payroll Expenses	938,092.78
657.01 Wages	3,931.60
657.02 PR Taxes	-824.27
Total 657.00 Payroll Expenses	**941,200.11**
658 Postage Expense	3,106.74
660 Promotion	525.09

2/3

	TOTAL
664 Rent	36,000.00
664.1 Storage	1,564.00
Total 664 Rent	**37,564.00**
666 Repairs & Maintenance-Equipment	217.00
668 Repairs & Maintenance-Premise	2,150.92
669 Retreats	3,983.04
670 Sponsorship	20,543.30
676 Taxes	515.35
676.2 Fed	20,000.00
676.3 State	41,774.00
Total 676 Taxes	**62,289.35**
680 Travel	17,367.97
684 Utilities	3,044.64
Total Expenses	**$1,519,413.97**
NET OPERATING INCOME	**$518,604.45**
Other Income	
436 Other Miscellaneous Income	0.01
700 Interest Income	57.20
701 Reward Income-Credit Cards	22.31
Total Other Income	**$79.52**
Other Expenses	
800 Penalty Expense	94.74
901 Guaranteed Payment - Beth	124,999.92
Total Other Expenses	**$125,094.66**
NET OTHER INCOME	**$ -125,015.14**
NET INCOME	**$393,589.31**

3/3

Waltz Creative, LLC.

Formerly Schipper Design, LLC. 53 Muckelemi Street, San Juan Bautista, CA 95045

Profit and Loss

January - December 2023

	TOTAL
Income	
401 Graphic Design Income	1,246,131.26
402 Web Design Income	19,891.25
403 Printing Services	145,016.83
406 Shipping/Postage	8,698.49
410 Mailing Service Income	450.00
412 Print Shipping Cost Reimbursed	9,238.12
413 Project Management Income	612,887.78
415 Project Income	2,464.50
418 Digital Design	67,737.90
418.1 Coding Development Contract	67.50
418.3 Digital Copywriting Contract	7,506.00
Total 418 Digital Design	**75,311.40**
421 Source Files	7,404.23
430 Services	8,619.35
Total Income	**$2,136,113.21**
Cost of Goods Sold	
500 Cost of Goods Sold	0.00
501 CofGS-Advertising	1,952.00
502 CofGS-Shipping/Postage	10,721.14
503 CofGS-Translation	335.00
505 CofGS-Photography	2,400.00
506 CofGS-Printing and Mailing	126,296.12
507 CofGS-Web Outsourcing	68,154.50
508 CofGS-Stock/Media	5,132.40
509 CofGS-Videography	8,596.56
510 CofGS-Contract Work- Outside Services	71,398.31
511 CofGS-Web Hosting	132.17
512 CofGS-Supplies	4,450.00
513 CofGS-Graphic Contract Work	29,605.00
Total 500 Cost of Goods Sold	**329,173.20**
Total Cost of Goods Sold	**$329,173.20**
GROSS PROFIT	**$1,806,940.01**
Expenses	
600 Advertising	759.88
602 Alarm System	1,320.00
604 Auto	
604.1 Fuel	17,109.16
604.2 Insurance	7,059.16
604.3 Parking	856.47
604.4 Registration	1,696.00
604.5 Repairs & Maintenance	800.32

1/3

	TOTAL
604.7 Loan/Lease	33,437.47
Total 604 Auto	**60,958.58**
608 Bank Charge	3,809.87
610 Books & Publications	325.92
613 Cleaning Expense	14,900.00
614 Client Purchases & Supplies	675.46
618 Communications	
618.1 Cell Phone	6,313.48
618.2 ISP	7,086.34
618.3 Telephone	921.98
Total 618 Communications	**14,321.80**
620 Computer Expense	5,403.91
622 Contract Work	
622.1 Accounting & Bookkeeping	61,842.07
622.2 Design Work	44,479.52
622.3 Outside Services-Other	12,511.00
622.4 Web Dev Work	3,860.00
Total 622 Contract Work	**122,692.59**
626 Donations	
626.1 Donation-Other	6,938.38
Total 626 Donations	**6,938.38**
628 Dues and Subscriptions	56,056.57
630 Education and Training	5,363.63
632 Employee Benefits	17,963.82
635 Entry fees	2,885.48
638 Business Insurance	686.14
638.1 Officers Health Ins.	4,103.20
638.2 Officers Dental/Vision/Life Ins.	738.00
639 Employee Health Ins.	89,569.63
639.1 Employee Dental/Vision/Life Ins.	8,057.50
640 Interest Expense	2,723.21
644 Legal	12.00
646 Licenses	436.50
647 Marketing Materials	4,432.78
650 Entertainment	7,558.68
653 Office Supplies	1,484.98
654 Office Expense	10,115.33
657.00 Payroll Expenses	972,711.57
657.02 PR Taxes	398.66
Total 657.00 Payroll Expenses	**973,110.23**
658 Postage Expense	2,414.87
659 Pension Expense	21,809.92
660 Promotion	544.21
664 Rent	37,200.00
664.1 Storage	1,863.00
Total 664 Rent	**39,063.00**
668 Repairs & Maintenance-Premise	2,254.70
669 Retreats	6,947.69

2/3

	TOTAL
670 Sponsorship	17,632.64
676 Taxes	
676.1 Property	547.85
676.3 State	54,218.61
Total 676 Taxes	**54,766.46**
680 Travel	24,199.06
684 Utilities	2,398.80
699 Uncategorized Expenses	1,750.00
Total Expenses	**$1,591,185.42**
NET OPERATING INCOME	**$215,754.59**
Other Income	
700 Interest Income	48.42
701 Reward Income-Credit Cards	124.95
Total Other Income	**$173.37**
Other Expenses	
901 Guaranteed Payment - Beth	124,999.92
Total Other Expenses	**$124,999.92**
NET OTHER INCOME	**$ -124,826.55**
NET INCOME	**$90,928.04**

3/3

Waltz Creative, LLC.

Formerly Schipper Design, LLC. 53 Muckelemi Street, San Juan Bautista, CA 95045

Profit and Loss

January - March, 2024

	TOTAL
Income	
401 Graphic Design Income	171,059.79
401.2 Graphic Copywriting Contract	1,417.50
Total 401 Graphic Design Income	**172,477.29**
402 Web Design Income	3,037.50
403 Printing Services	25,104.61
403.1 Mailing Services	1,345.00
403.2 Project Supplies	4,655.00
Total 403 Printing Services	**31,104.61**
406 Shipping/Postage	2,563.36
412 Print Shipping Cost Reimbursed	496.00
413 Project Management Income	133,534.06
418 Digital Design	105,031.16
418.1 Coding Development Contract	25,144.50
418.3 Digital Copywriting Contract	9,006.00
418.5 Fonts and Stock Media	975.00
418.6 Talent Voice Acting	400.00
Total 418 Digital Design	**140,556.66**
421 Source Files	16,328.82
422 Strategy	
422.1 Strategy Contract	472.50
Total 422 Strategy	**472.50**
498 Unapplied Cash Payment Income	-2,102.80
Total Income	**$498,468.00**
Cost of Goods Sold	
500 Cost of Goods Sold	
502 CofGS-Shipping/Postage	1,176.30
506 CofGS-Printing and Mailing	11,768.23
507 CofGS-Web Outsourcing	480.00
508 CofGS-Stock/Media	975.00
510 CofGS-Contract Work- Outside Services	16,957.50
514 CofGS-Digital Contract Work	34,845.49
515 CofGS-Strategy Contract	1,350.00
Total 500 Cost of Goods Sold	**67,552.52**
Total Cost of Goods Sold	**$67,552.52**
GROSS PROFIT	**$430,915.48**
Expenses	
600 Advertising	780.00
602 Alarm System	330.00

1/3

	TOTAL
604 Auto	
604.1 Fuel	1,203.33
604.2 Insurance	595.25
604.3 Parking	214.00
604.7 Loan/Lease	899.47
Total 604 Auto	**2,912.05**
608 Bank Charge	615.76
613 Cleaning Expense	1,455.00
618 Communications	
618.1 Cell Phone	955.30
618.2 ISP	1,024.94
Total 618 Communications	**1,980.24**
620 Computer Expense	84.52
622 Contract Work	
622.1 Accounting & Bookkeeping	10,637.12
622.2 Design Work	36,056.80
622.3 Outside Services-Other	1,020.00
622.4 Web Dev Work	200.00
Total 622 Contract Work	**47,913.92**
626 Donations	
626.1 Donation-Other	1,000.00
Total 626 Donations	**1,000.00**
628 Dues and Subscriptions	4,762.60
632 Employee Benefits	2,993.08
638 Business Insurance	642.93
638.2 Officers Dental/Vision/Life Ins.	246.00
639 Employee Health Ins.	23,229.81
639.1 Employee Dental/Vision/Life Ins.	2,424.00
640 Interest Expense	599.74
647 Marketing Materials	4,309.06
650 Entertainment	1,107.51
653 Office Supplies	143.32
654 Office Expense	178.81
657.00 Payroll Expenses	216,100.75
658 Postage Expense	284.67
660 Promotion	123.62
664 Rent	6,200.00
668 Repairs & Maintenance-Premise	228.00
676 Taxes	
676.3 State	-53.00
Total 676 Taxes	**-53.00**
680 Travel	7,004.29
684 Utilities	1,022.60
697 Unapplied Cash Bill Payment Expense	-62.53
Total Expenses	**$328,556.75**
NET OPERATING INCOME	**$102,358.73**

2/3

	TOTAL
Other Income	
700 Interest Income	12.53
Total Other Income	**$12.53**
Other Expenses	
901 Guaranteed Payment - Beth	10,416.66
Total Other Expenses	**$10,416.66**
NET OTHER INCOME	**$ -10,404.13**
NET INCOME	**$91,954.60**

D&B Finance Analytics

Printed By: Janis Jebulan

Date Printed: 04/01/2024

LIVE REPORT

SCHIPPER DESIGN, LLC

Tradestyle(s): -

ACTIVE SINGLE LOCATION

D-U-N-S Number: 78-563-9589
Phone: +1 831 623 2341

Address: 53 Muckelemi St, Ste E, San Juan Bautista, CA, 95045, United States Of America
Endorsement: jebulanj@dnb.com

Summary

Currency: USD

KEY DATA ELEMENTS (Formerly: SCORE BAR)

KDE Name	Current Status	Details
PAYDEX®	↓ 78	3 Days Beyond Terms
Delinquency Score	↓ 84	Low to Moderate Risk of severe payment delinquency.
Failure Score	↑ 88	Low to Moderate Risk of severe financial stress.
D&B Viability Rating	1 3 A A	View More Details
Bankruptcy Found	N	
D&B Rating	DS	Undetermined.

COMPANY PROFILE

D-U-N-S
78-563-9589

Legal Form
Corporation (US)

Date Incorporated
01/18/2007

State of Incorporation
CALIFORNIA

Ownership
Not publicly traded

Mailing Address
PO Box 1090
San Juan Bautista, CA, 95045, UNITED STATES

Telephone
+1 831 623 2341

Present Control Succeeded
2005

Annual Sales
2,136,113 (USD)

Net Worth
568,530

Employees
5

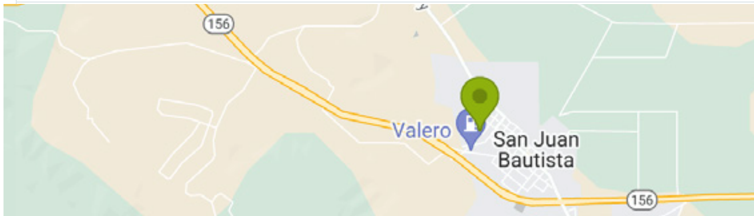
Age (Year Started)
19 Years (2005)

Named Principal
Kathy Schipper, OWNER

Line of Business
Commercial art/graphic design

SIC
7336

NAICS
541430



Street Address:
53 Muckelemi St, Ste E,
San Juan Bautista, CA, 95045,
United States Of America

OVERALL BUSINESS RISK

Dun & Bradstreet thinks...

HIGH	MODERATE-HIGH	MODERATE	LOW-MODERATE	LOW

Overall assessment of this organization over the next 12 months:	Stable Condition
Based on the predicted risk of business discontinuation:	High Likelihood Of Continued Operations
Based on the predicted risk of severely delinquent payments:	Low Potential For Severely Delinquent Payments

D&B MAX CREDIT RECOMMENDATION

MAXIMUM CREDIT RECOMMENDATION

34,500 (USD)

The recommended limit is based on a low probability of severe delinquency.

FAILURE SCORE (Formerly Financial Stress Score)

Company's Risk Level
LOW-MODERATE

Probability of failure over the next 12 months
0.07 %

88

High Risk (1) Low Risk (100)

Past 12 Months

Low Risk

High Risk

DELINQUENCY SCORE (Formerly Commercial Credit Score)

Company's Risk Level
LOW-MODERATE

Probability of delinquency over the next 12 months
2.13 %

84

High Risk (1) Low Risk (100)

Past 12 Months

Low Risk

High Risk

VIABILITY RATING SUMMARY

Viability Score

1

High Risk (9) Low Risk (1)

Data Depth Indicator

A

Descriptive (G) Predictive (A)

Portfolio Comparison

3

High Risk (9) Low Risk (1)

Available

Financial Data	
Trade Payments	Available: 3+Trade
Company Size	Large: Employees:50+ or Sales: $500K+
Years in Business	Established

D&B PAYDEX®

78

High Risk (1) Low Risk (100)

3 days beyond terms

Past 24 Months

Low Risk

High Risk

D&B PAYDEX - 3 MONTHS

UNDETERMINED

PAYDEX® TREND CHART

SBRI ORIGINATION

No SBRI Origination Score data is currently available.

D&B SBFE SCORE

No D&B SBFE Score data is currently available.

D&B RATING

Special Rating

DS : Undetermined

Current Rating

LEGAL EVENTS

Events	Occurrences	Last Filed
Bankruptcies	0	-

Events	Occurrences	Last Filed
Judgements	0	-
Liens	0	-
Suits	0	-
UCC	2	02/08/2016

DETAILED TRADE RISK INSIGHT™

Days Beyond Terms
2 Days

3 Months
From Aug-23 to Oct-23

2

High Risk (120+) Low Risk (0)

Days Beyond Terms Past 3 months : 2

Low Risk:0 ; High Risk:120+

Dollar-weighted average of **4** payment experiences reported from **2** companies.

DETAILED TRADE RISK INSIGHT™ 12 MONTH TREND

Total Amount Current and Past Due -

FINANCIAL OVERVIEW - BALANCE SHEET

Balance Sheet [1]	Amount [2]	Last 2 Years
Total Current Assets	499,676 (USD)	
Total Assets	1,864,554 (USD)	
Total Current Liabilities	6,969 (USD)	
Working Capital/Net Current Assets	492,707 (USD)	

1. Fiscal 12/31/2023
2. (In Single Units)

Source: D&B

TRADE PAYMENTS

Highest Past Due:

0

Highest Now Owing	Total Trade Experiences	Largest High Credit
5,000	8	5,000

FINANCIAL OVERVIEW - PROFIT AND LOSS

Profit & Loss [1]	Amount [2]	Last 2 Years
Sales	2,136,113 (USD)	

1. Fiscal 12/31/2023
2. (In Single Units)

Source: D&B

OWNERSHIP

This company is a Single Location.

FINANCIAL OVERVIEW - KEY BUSINESS RATIOS

Key Business Ratios	Business Ratio
Sales to Net Working Capital	4.3
Quick Ratio	71.2
Current Ratio	71.7
Current Liabilities / Net Worth	0.6

Source: D&B

ALERTS

There are no alerts for this D-U-N-S Number.

NEWS

No Data Available

COUNTRY/REGIONAL INSIGHT

United States Of America

Businesses in the US should prepare to systematically capture data on climate-related risks and their impacts to comply with the reporting requirements outlined in the SEC rule.

Risk Category

LOW

High Risk — Low Risk

Available Reports

Country Insight Report (CIR)

Current Publication Date: 03/14/2024

Country Insight Snapshot (CIS)

Current Publication Date: 03/14/2024

STOCK PERFORMANCE

No stock performance data is available for this D-U-N-S Number.

The scores and ratings included in this report are designed as a tool to assist the user in making their own credit related decisions, and should be used as part of a balanced and complete assessment relying on the knowledge and expertise of the reader, and where appropriate on other information sources. The score and rating models are developed using statistical analysis in order to generate a prediction of future events. Dun & Bradstreet monitors the performance of thousands of businesses in order to identify characteristics common to specific business events. These characteristics are weighted by significance to form rules within its models that identify other businesses with similar characteristics in order to provide a score or rating.

Dun & Bradstreet's scores and ratings are not a statement of what will happen, but an indication of what is more likely to happen based on previous experience. Though Dun & Bradstreet uses extensive procedures to maintain the quality of its information, Dun & Bradstreet cannot guarantee that it is accurate, complete or timely, and this may affect the included scores and ratings. Your use of this report is subject to applicable law, and to the terms of your agreement with Dun & Bradstreet.

Waltz
CREATIVE®

Brand Development | Advertising | Content Strategy | Digital Marketing | Multimedia & Video | Graphic Design
Web Development | Social Media | Presentations | Photography | Illustration