



Jefferson Parish Economic Development Commission
(JEDCO)

**RFP: Design and Development of JEDCO
Website**

To be presented on:

January 16, 2025 by 3:30 pm CST

Submitted by:

Orshay Marketing
234 Olive Street
Shreveport, LA 71104

www.OrshayMarketing.com

This proposal is submitted to:

Kelsey Scram

Director of Marketing & Communication



Ordavion Charleston, CEO

234 Olive Street, Shreveport, LA 71104 

318-252-4386 

ordavion@orshaymarketing.com 

Date: January 16, 2025

Kelsey Scram, Director of Marketing & Communications
Jefferson Parish Economic Development Commission (JEDCO)
700 Churchill Parkway
Avondale, LA 70094

Re: Letter of Interest for JEDCO Design and Web Development Services RFP

Dear Kelsey,

On behalf of **Orshay Marketing**, I am pleased to submit our proposal for the website design and development services requested in the REQUEST FOR PROPOSALS For the Design and Development of the JEDCO Website Under the Jefferson Parish Attraction Campaign Cooperative Endeavor Agreement. As the **Prime Contractor**, Orshay Marketing as a Disadvantaged Business Enterprises (DBE) has proudly served government, nonprofit, and educational entities for over seven years, with a specialized focus on creating engaging, user-centric WordPress platforms. We are also partnering with **Seahawk** as our **Subcontractor**, leveraging their renowned expertise in WordPress development, custom UI design, and SEO services.

Throughout our collective tenure, both Orshay Marketing and Seahawk have completed various projects for public-sector organizations, including the New Orleans Independent Police Monitor and the Shreveport-Bossier Sports Commission, among others. These experiences have honed our ability to deliver robust, secure, and highly accessible websites tailored to stakeholder needs. We are confident that our proven methodologies in agile development, user-centered design, and continuous maintenance support will exceed JEDCO's expectations.

We have carefully reviewed the scope of work and addendums in the RFP, and we are fully prepared to perform all services described. Our **Conceptual Approach** ensures a thorough understanding of JEDCO's objectives, a clear organizational structure for communication, and a well-defined timeline to meet project milestones. We remain flexible and are committed to negotiating a contract that aligns with JEDCO's goals and

budgetary considerations.

Key Contact

- **Name:** Mr. Ordavion Charleston
- **Title:** CEO & Full-Stack Developer, Orshay Marketing
- **Phone:** 318-252-4386
- **Email:** ordavion@orshaymarketing.com

As the owner and CEO of Orshay Marketing, I have full authority to negotiate terms and commit our firm to a contract with JEDCO. We appreciate the opportunity to present this proposal and look forward to partnering with you on this important initiative. Should you have any questions or require additional information, please feel free to contact me directly.

Thank you for your consideration. We look forward to the possibility of working with JEDCO to create a modern, high-performing website that meets the needs of the community and stakeholders alike.

Sincerely,

A handwritten signature in black ink, appearing to read "Ordavion Charleston". The signature is fluid and cursive, with the first name "Ordavion" being more prominent than the last name "Charleston".

Ordavion Charleston
CEO & Full-Stack Developer
Orshay Marketing LLC

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GENERAL INFORMATION

- a) Solicitation Number: *141593*
- b) Date: *January 16, 2025, by 3:30 PM CST*
- c) Clearly indicate GSA Schedule and open-market priced items: *n/a*
- d) Display Any Applicable Discount Opportunities: *n/a*
- e) Shipping Costs: *\$0*
- f) Company:
 - Mailing Address:
 - Orshay Marketing
 - 234 Olive Street
 - Shreveport, LA 71104
 - Phone: 318-252-4386
- g) Point of Contact:
 - Ordavion Charleston, CEO
 - ordavion@orshaymarketing.com
 - 318-426-8138 (cell)
- h) DUNS Number: *103499462*
- i) Cage Code: *9G3Q8*
- j) SAM Registration Valid: *Yes*
- k) Tax ID (EIN): *46-3144225*
- l) Louisiana Tax Number: *2605556*
- m) Business Size and Status: *Small Business (SB), Small Disadvantaged Business (SDB), Disadvantaged Business Enterprise (DBE)*



QUALIFICATIONS AND EXPERIENCE

(a) Overview

Orshay Marketing (Prime Contractor)

Founded on November 7, 2016, Orshay Marketing has dedicated seven years to creating digital solutions that enhance communication and engagement for government agencies and educational institutions. Our mission is to build secure, user-friendly platforms that address the unique challenges faced by public-sector entities. We have led website development and marketing initiatives for multiple government organizations, nonprofits, and universities, consistently delivering projects on time and within budget.

Seahawk (Subcontractor)

Since 2015, Seahawk has focused on delivering world-class WordPress development, SEO, and custom UI solutions. Trusted by over 1,000 startups and top web agencies worldwide, Seahawk's strong emphasis on transparency and technical excellence has earned its reputation as a go-to partner for complex WordPress projects. The firm's deep experience in advanced WordPress support, page building, and SEO makes it uniquely positioned to assist on large-scale government projects.

Collaboration and Responsibilities

- **Orshay Marketing** will serve as the primary point of contact and project lead, managing project strategy, stakeholder engagement, and overall implementation.
- **Seahawk** will provide specialized WordPress development, UI/UX design, and SEO services under Orshay's direction, ensuring a seamless, high-performing platform.

Orshay and Seahawk have collaborated on multiple government-focused projects, blending Orshay's community-centered approach with Seahawk's technical capabilities. This synergy enables us to deliver robust, user-centric digital experiences that meet public-sector standards for accessibility, security, and performance.



QUALIFICATIONS AND EXPERIENCE



(b) Project Team

Below is an overview of the key personnel assigned to this project, their roles, and their relevant experience:

1. Ordavion Charleston

- **Title & Affiliation:** CEO/Founder, Orshay Marketing (Prime)
- **Role on Project:** Principal Contact and Lead Developer
- **Years of Experience:** 9 years (Government/Enterprise Website Development)
- **Primary Responsibilities:** Project oversight, requirements gathering, architectural planning, coordination with subcontractors, and primary stakeholder communication.

2. Amandeep Singh

- **Title & Affiliation:** Project Manager, Seahawk (Subcontractor)
- **Role on Project:** Project Coordination & Delivery Oversight
- **Years of Experience:** Over 8 years in project management
- **Primary Responsibilities:** Day-to-day operational management of Seahawk's development tasks, progress tracking, and ensuring milestones are met.

3. Waaziah Jamal

- **Title & Affiliation:** SEO Specialist, Seahawk (Subcontractor)
- **Role on Project:** SEO Strategy & Optimization
- **Years of Experience:** ~3 years in SEO and digital marketing
- **Primary Responsibilities:** Keyword research, on-page/off-page optimization, analytics reporting, and ensuring the site meets accessibility and visibility standards.



QUALIFICATIONS AND EXPERIENCE

4. Riddhi Dadhania

- **Title & Affiliation:** WordPress Page Builder, Seahawk (Subcontractor)
- **Role on Project:** WordPress Page Layout & Responsive Design
- **Years of Experience:** ~4 years in WordPress page building
- **Primary Responsibilities:** Designing and implementing WordPress page structures, ensuring responsive layouts, and optimizing site performance.

5. Nishikam Panwala

- **Title & Affiliation:** WordPress Front-End Developer, Seahawk (Subcontractor)
- **Role on Project:** Custom Front-End Development & Theming
- **Years of Experience:** 5+ years in front-end web development
- **Primary Responsibilities:** Developing custom themes, ensuring ADA compliance, responsive design, and quality control.

6. Muskan Jindal

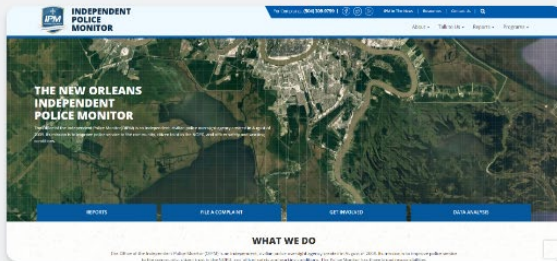
- **Title & Affiliation:** Web Developer, Seahawk (Subcontractor)
- **Role on Project:** Web Development Support
- **Years of Experience:** ~2 years in web development
- **Primary Responsibilities:** Assisting in backend configurations, plugin integrations, and testing to ensure seamless user experiences.

QUALIFICATIONS AND EXPERIENCE

Government Agencies We've Worked With:

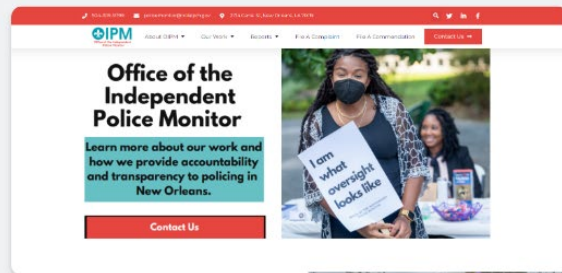


Most Recent Website Redesign:



Before

New Orleans Independent Police Monitor



After

New Orleans Independent Police Monitor

(c) Relevant Experience

Orshay Marketing (Past 5 Years)

1. Grambling Red River State Fair Classic

- **Client:** Grambling Red River State Fair Committee
- **Services Provided:** WordPress site development serving as a central information hub.
- **Timeline & Cost:** Completed in under 2 months; cost of \$3,000.
- **Highlights:** Delivered a user-friendly event portal with integrated ticketing information.

2. New Orleans Independent Police Monitor

- **Client:** Office of the Independent Police Monitor



QUALIFICATIONS AND EXPERIENCE

- **Services Provided:** Creation of a WordPress platform emphasizing transparency between law enforcement and the community.
- **Timeline & Cost:** 6-month build; \$30,000.
- **Highlights:** Implemented interactive features for public reporting and feedback, enhancing civic engagement.

3. St. Landry Parish Workforce Alliance

- **Client:** St. Landry Parish Government / Workforce Alliance
- **Services Provided:** Website focused on workforce initiatives, including job boards and community engagement tools.
- **Timeline & Cost:** 3-month project; \$8,000.
- **Highlights:** Integrated real-time workforce data, resources, and collaboration platforms for local job seekers.

4. Shreveport-Bossier Sports Commission

- **Client:** Regional Sports Organization
- **Services Provided:** Interactive WordPress platform highlighting sports events and programs.
- **Timeline & Cost:** 2-month timeline; \$5,000.
- **Highlights:** Comprehensive event calendar with real-time updates and media galleries.

5. Office of Independent Police Monitor (Ongoing)

- **Client:** Law Enforcement Oversight Agency
- **Services Provided:** Development of a front-facing database for public access to oversight information.
- **Timeline & Cost:** Ongoing; \$96,000.
- **Highlights:** Enhanced accessibility to public records, ensuring transparency and accountability.

QUALIFICATIONS AND EXPERIENCE

(d) References

Below are three references that can attest to Orshay Marketing's and Seahawk's performance on projects similar in scope and complexity:

1. New Orleans Independent Police Monitor

- **Contact:** Ms. Stella Czimet
- **Title/Organization:** Office of Independent Police Monitor
- **Phone:** (504) 309-9799
- **Email:** scziment@nolaipm.gov
- **Years of Service:** 1 year (ongoing maintenance)

2. Grambling Red River State Fair Classic

- **Contact:** Mr. David Aubrey
- **Title/Organization:** Red River State Fair Committee Chair
- **Phone:** (318) 294-8539
- **Email:** David.j.aubrey@att.com
- **Years of Service:** 1 year

3. Shreveport-Bossier Convention and Tourist Bureau

- **Contact:** Mr. Kelly Wells
- **Title/Organization:** Marketing Director
- **Phone:** (318) 222-9391
- **Email:** kwells@sbsports.org
- **Years of Service:** 2 years



CONCEPTUAL APPROACH OF PROJECT

(a) Summary of Approach

1. Discovery & Planning

- **Stakeholder Interviews & Requirements Gathering**

We will initiate the project with a series of discovery meetings and stakeholder interviews to confirm objectives, user needs, and technical requirements.

- **Tools:** Google Workspace (Docs, Sheets, Meet), Trello for task management, Figma for initial wireframing.
- **Deliverables:** Detailed project requirements document, timeline, and wireframes.

- **Data Review & Opportunity Analysis**

Our team will conduct a comprehensive review of any existing data (e.g., analytics, user feedback, previous website architecture) to identify gaps, opportunities, and best practices for improvement.

2. Design & User Interface (UI)

- **Custom, Accessible UI**

Informed by the wireframes, we will create a user-centric design emphasizing intuitive navigation and compliance with WCAG accessibility guidelines.

- **Tools:** Figma or Adobe XD for mockups and user interface prototypes.
- **Deliverables:** Custom design mockups, color palettes, typography guidelines.

- **Feedback & Iteration**

We will present design prototypes to stakeholders for review and make iterative refinements based on feedback. This Agile-style approach allows for rapid design adjustments that ensure alignment with project goals.

3. Development & Implementation

- **WordPress Framework & Plugin Ecosystem**

We will build a high-performance, scalable WordPress platform leveraging modern development best practices:

- **Core Technologies:** PHP, MySQL, JavaScript, Git (version control).
- **Plugins & APIs:**
 - **SEO & Analytics:** Yoast SEO, Google Analytics



CONCEPTUAL APPROACH OF PROJECT

- **Form Solutions:** WPForms or Gravity Forms
- **Security:** Wordfence or Sucuri for vulnerability scanning
- **Performance:** WP Rocket, Cloudflare CDN
- **Optional Integrations:** Mailchimp API, Google Maps API, or advanced membership plugins as needed
- **Secure, Scalable Architecture**
We will implement SSL encryption, two-factor authentication (2FA), and routine vulnerability assessments to protect the platform and ensure data integrity.

4. Testing & Quality Assurance

- **Cross-Browser & Cross-Device Testing**
Our QA team will use Google Lighthouse, BrowserStack, and real-device testing to verify responsiveness and performance across various browsers and devices.
- **User Acceptance Testing (UAT)**
We will invite select stakeholders and test groups to evaluate the website in a staging environment, gathering feedback to refine functionality before launch.

5. Deployment & Training

- **Seamless Launch**
We will deploy the final WordPress site to a secure hosting environment (e.g., WP Engine) with minimal downtime.
 - **Tools:** Git-based deployment, Cloudflare DNS for smooth cutover.
- **Hands-On Training & Documentation**
Orshay Marketing will provide thorough training to JEDCO staff to ensure confidence in website content management, updates, and future scalability.

6. Maintenance & Ongoing Support

- **Post-Launch Maintenance**
Our team will monitor site performance, conduct regular updates, and address any security patches or emerging requirements.
- **Continuous Improvement**
Using tools like Ahrefs and SEMrush, we will implement ongoing SEO strategies, deliver performance reports, and fine-tune the site based on data-driven insights.

7. Innovative Concepts



CONCEPTUAL APPROACH OF PROJECT

- **Interactive Dashboards**

Providing real-time insights for stakeholders to track website usage, key metrics, and engagement at a glance.

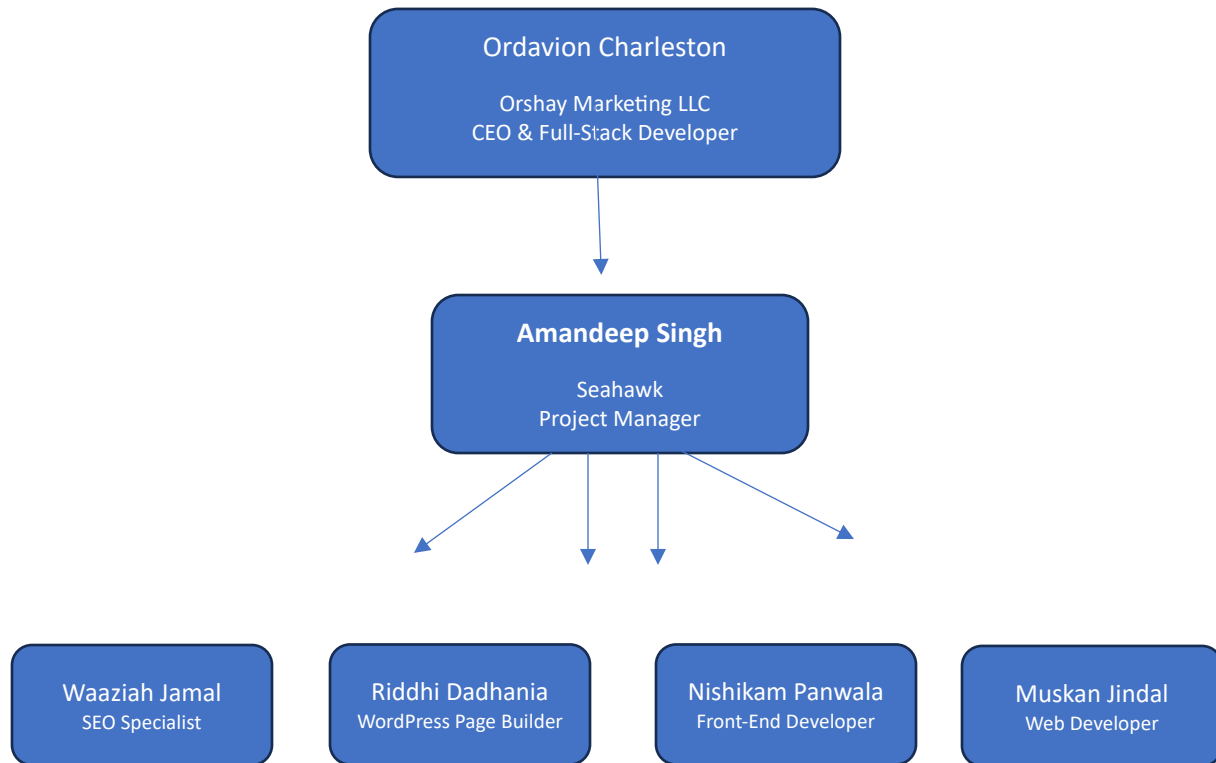
- **Gamified Engagement**

Introducing optional gamification elements—such as digital badges or progress bars—to boost user participation.

- **AI-Assisted Content**

Leveraging AI platforms (e.g., ChatGPT or Jasper AI) for content suggestions, FAQ generation, and advanced site search features.

CONCEPTUAL APPROACH OF PROJECT



(b) Organization

1. Team Structure & Roles

Orshay Marketing (Prime Contractor)

- **Ordavion Charleston** (CEO & Full-Stack Developer)
 - Primary point of contact; oversees project strategy, leads development, and manages all communication with JEDCO and Seahawk.

Seahawk (Subcontractor)

- **Project Manager (Amandeep Singh)**
 - Works closely with Ordavion Charleston to coordinate Seahawk's development tasks, monitor progress, and handle technical escalations.
- **Development & Specialized Roles**
 - SEO Specialist (Waaziah Jamal)

CONCEPTUAL APPROACH OF PROJECT

- WordPress Page Builder (Riddhi Dadhania)
- Front-End Developer (Nishikam Panwala)
- Web Developer (Muskan Jindal)

2. Communication & Collaboration

- **Internal Coordination (Orshay & Seahawk)**
 - **Weekly Standups:** Virtual meetings to review milestones, address issues, and align next steps.
 - **Task Management:** Trello boards and shared Google Workspace folders to track deliverables in real-time.
- **External Communication (JEDCO & Stakeholders)**
 - **Bi-Weekly Check-Ins:** Orshay Marketing's lead (Ordavion Charleston) will conduct progress updates and gather feedback from JEDCO.
 - **Milestone Presentations:** Scheduled design and development reviews for major project phases (e.g., wireframes, alpha site, final site).
- **Issue Resolution & Reporting**
 - A clear escalation path ensures that any project concerns are addressed promptly:
 1. Seahawk PM escalates to Orshay CEO.
 2. Orshay CEO discusses with JEDCO or relevant stakeholders.
 3. Final decisions or revisions are documented and implemented.

CONCEPTUAL APPROACH OF PROJECT

(c) Timeline

Below is an illustrative project schedule, adapted from Orshay Marketing's previous RFP timeline. While dates can be modified to align with JEDCO's requirements, this structure ensures all key milestones and review periods are thoroughly addressed:

Start Date	End Date	Activity	Team Assigned
Feb 9, 2025	Feb 11, 2025	Project Kickoff & Initial Meeting	Orshay Project Manager
Feb 12, 2025	Feb 13, 2025	Discovery & Planning Meetings	Orshay CEO (Ordavion Charleston)
Feb 14, 2025	Feb 16, 2025	Design & Wireframing	Seahawk Senior Web Designer
Feb 17, 2025	Feb 19, 2025	Development Start	Orshay & Seahawk Lead Developers
Feb 20, 2025	Feb 22, 2025	Development Continuation & Initial Testing	Combined Development Team
Feb 23, 2024	Feb 25, 2024	Final Revisions & Deployment Preparation	Orshay & Seahawk Project Teams
Feb 26, 2025	Feb 27, 2025	Presentation at Summit & Initial Deployment	Orshay Project Manager
Feb 27, 2025	Apr 20, 2025	Maintenance, Monitoring, & Revisions	Ongoing Maintenance Team

- **Kickoff & Discovery:** Formal project kickoff with JEDCO ensures all requirements are clearly understood and documented.
- **Design & Wireframing:** Figma mockups delivered for stakeholder review, guaranteeing alignment on site aesthetics and user flow.
- **Development & Testing:** Rapid iterative sprints allow timely feature completion and address any design or functionality feedback.
- **Deployment:** Transition from staging to live environment with minimal disruption, followed by thorough training sessions.
- **Maintenance & Revisions:** Regular performance reviews, SEO enhancements, and updates to keep the site optimized and secure long-term.

By integrating Orshay Marketing's public-sector expertise with Seahawk's technical mastery, this conceptual approach guarantees a secure, user-friendly, and high-performing website. Our streamlined organizational structure, robust methodology, and clear timeline enable us to deliver a WordPress solution that meets JEDCO's requirements, enhances stakeholder engagement, and remains scalable for future growth. We look forward to partnering with JEDCO to bring this project to fruition.



Request for Proposal Affidavit Instructions

- Affidavit is supplied as a courtesy to Affiants, but it is the responsibility of the affiant to insure the affidavit they submit to Jefferson Parish complies, in both form and content, with federal, state and parish laws.
- Affidavit must be signed by an authorized representative of the entity or the affidavit will not be accepted.
- Affidavit must be notarized or the affidavit will not be accepted.
- Notary must sign name, print name, and include bar/notary number, or the affidavit will not be accepted.
- Affiant **MUST** select either A or B when required or the affidavit will not be accepted.
- Affiants who select choice A must include an attachment or the affidavit will not be accepted.
- If both choice A and B are selected, the affidavit will not be accepted.
- Affidavit marked N/A will not be accepted.
- It is the responsibility of the Affiant to submit a new affidavit if any additional campaign contributions are made after the affidavit is executed but prior to the time the council acts on the matter.
- Failure to submit or properly execute the RFP Affidavit will result in the proposal being deemed non-responsive in accordance with Sec. 2-895(6) of the Jefferson Parish Code of Ordinances

Instruction sheet may be omitted when submitting the affidavit

Request for Proposal

AFFIDAVIT

STATE OF Louisiana

PARISH/COUNTY OF Caddo

BEFORE ME, the undersigned authority, personally came and appeared: Ordavion
Charleston, (Affiant) who after being by me duly sworn, deposed and said that
he/she is the fully authorized CEO of Orshay Marketing (Entity),
the party who submitted a proposal in response to RFP Number 141593, to the Parish of
Jefferson.

Affiant further said:

Campaign Contribution Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____

Attached hereto is a list of all campaign contributions, including the date and amount of each contribution, made to current or former elected officials of the Parish of Jefferson by Entity, Affiant, and/or officers, directors and owners, including employees, owning 25% or more of the Entity during the two-year period immediately preceding the date of this affidavit or the current term of the elected official, whichever is greater. Further, Entity, Affiant, and/or Entity Owners have not made any contributions to or in support of current or former members of the Jefferson Parish Council or the Jefferson Parish President through or in the name of another person or legal entity, either directly or indirectly.

Choice B X

there are NO campaign contributions made which would require disclosure under Choice A of this section.

Affiant further said:

Debt Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all debts owed by the affiant to any elected or appointed official of the Parish of Jefferson, and any and all debts owed by any elected or appointed official of the Parish to the Affiant.

Choice B X There are **NO** debts which would require disclosure under Choice A of this section.

Affiant further said:

Solicitation of Campaign Contribution Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all elected officials of the Parish of Jefferson, whether still holding office at the time of the affidavit or not, where the elected official, individually, either by **telephone or by personal contact**, solicited a campaign contribution or other monetary consideration from the Entity, including the Entity's officers, directors and owners, and employees owning twenty-five percent (25%) or more of the Entity, during the two-year period immediately preceding the date the affidavit is signed. Further, to the extent known to the Affiant, the date of any such solicitation is included on the attached list.

Choice B X there are **NO** solicitations for campaign contributions which would require disclosure under Choice A of this section.

Affiant further said:

Subcontractor Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A X Affiant further said that attached is a listing of all subcontractors, excluding full time employees, who may assist in providing professional services for the aforementioned RFP.

Choice B _____ There are **NO** subcontractors which would require disclosure under Choice A of this section.

Affiant further said:

That Affiant has employed no person, corporation, firm, association, or other organization, either directly or indirectly, to secure the public contract under which he received payment, other than persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project or in securing the public contract were in the regular course of their duties for Affiant; and

That no part of the contract price received by Affiant was paid or will be paid to any person, corporation, firm, association, or other organization for soliciting the contract, other than the payment of their normal compensation to persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project were in the regular course of their duties for Affiant.

Ordavion Charleston
Signature of Affiant

Ordavion Charleston
Printed Name of Affiant

SWORN AND SUBSCRIBED TO BEFORE ME

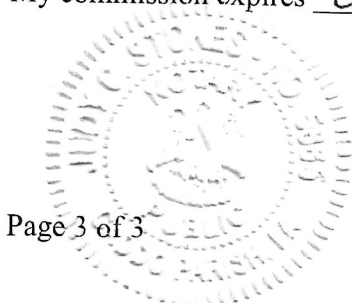
ON THE 14th DAY OF January, 2025

Judy C. Stokes
Notary Public

Judy C. Stokes
Printed Name of Notary

005865
Notary/Bar Roll Number

My commission expires at death



JUDY C. STOKES, Notary Public
Caddo Parish, Louisiana
My Commission is for Life
Notary I.D. Number: 005865



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
01/14/2025

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 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 AP INTEGRO INSURANCE GROUP LLC 76251017 375 WOODCLIFF DRIVE STE 103 FAIRPORT NY 14450	CONTACT NAME:	
	PHONE (888) 289-2939 (A/C, No, Ext):	FAX (A/C, No):
	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Hartford Underwriters Insurance Company	
INSURED ORSHAY MARKETING 234 OLIVE ST SHREVEPORT LA 71104-2416	NAIC# 30104	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

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 INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYY)	LIMITS	
A	COMMERCIAL GENERAL LIABILITY			76 SBU BC0L6J	12/05/2024	12/05/2025	EACH OCCURRENCE	\$1,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$1,000,000
	<input checked="" type="checkbox"/> General Liability						MED EXP (Any one person)	\$10,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PERSONAL & ADV INJURY	\$1,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						GENERAL AGGREGATE	\$2,000,000
	OTHER:						PRODUCTS - COMP/OP AGG	\$2,000,000
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	
	ANY AUTO						BODILY INJURY (Per person)	
	ALL OWNED AUTOS	<input type="checkbox"/>	SCHEDULED AUTOS				BODILY INJURY (Per accident)	
	HIRED AUTOS	<input type="checkbox"/>	NON-OWNED AUTOS				PROPERTY DAMAGE (Per accident)	
		<input type="checkbox"/>						
	UMBRELLA LIAB EXCESS LIAB						EACH OCCURRENCE	
	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE						AGGREGATE	
	DED <input type="checkbox"/> RETENTION \$							
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUTE	OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/>	N/A				E.L. EACH ACCIDENT	
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	
							E.L. DISEASE - POLICY LIMIT	

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

Those usual to the Insured's Operations.

CERTIFICATE HOLDER

For Informational Purposes
234 OLIVE ST
SHREVEPORT LA 71104-2416

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

Susan L. Castaneda

© 1988-2015 ACORD CORPORATION. All rights reserved.



LOUISIANA UNIFIED CERTIFICATION PROGRAM

Disadvantaged Business Enterprise Program

This is to certify that under Title 49, Part 26 of the Code of Federal Regulations
& Under the State of Louisiana United Certification Program (LAUCP)

ORSHAY MARKETING

Is a Certified Disadvantaged Business Enterprise (DBE) in the following specialties:

541613, 541611, 541810, 513210, 541512, 541511

NOTE: There may be other approved NAICS Codes. The online DBE Directory includes a complete list of approved codes.

Certificate Eligibility: December 28, 2023- December 28, 2024

This certificate is valid through the above date provided. This firm meets the on-going programmatic standard and fulfills the annual update requirement to remain in good standing as a DBE. This certification is subject to annual verification and suspension or revocation based upon reasonable cause to believe that the firm is ineligible.

Keziah L. Cawthorne, DBE Program Administrator II
Regional Transit Authority



Division of Small and Emerging Business Development

SEBD CERTIFICATION

**Orshay Marketing
DBA: Orshay Marketing**

is hereby certified as a Small and Emerging Business Enterprise.

This certification is valid beginning 1/24/2017 and supersedes any registration or listing previously issued. At any time there is a change in ownership or control of the firm, notification must be made immediately to the Division of Small and Emerging Business Development.

Issued at Baton Rouge, Louisiana 1/24/2017

This certification expires on: 1/24/2027

Certification No. 14931

A handwritten signature in black ink, reading "Stephanie Hartman", is written over a horizontal line.

Stephanie Hartman,
Director, Entrepreneurial Services



**IN SUPPORT OF COMMERCIAL,
STATE, K-12 AND LOCAL
GOVERNMENT INDUSTRIES**

Established in 2012

COMPANY

DUNNS: 103499462

Charter Number: 42445497K

Federal ID #: 46-3144225

Certifications: Hudson Initiative, DBE*, 8(a),
SBE*, Sec +, SEBD, Fair Share

NAICS: 541613, 511210, 541810, 519130,
541512

SIC: 8742, 7311, 8999, 737902

CONTACT

Ordavion Charleston
President/CEO

**10 Yrs. Website Design, App Dev,
Marketing, and Information
Technology Experience**

Phone: 318-252-4386

Email: ordavion@orshaymarketing.com

www.orshaymarketing.com

**Manufactured in the USA
Minority Owned**

CAPABILITIES

Orshay is a company that specializes in modern and effective cybersecurity, web design, app development & marketing services.

They specialize in creating secured websites/apps that not only look attractive and are easy to use, but also are effective in converting citizens into an aware community.

They also have a team of marketing experts who can also help you increase your brand awareness by using marketing strategies.

PROJECT HIGHLIGHTS

Year	Client Name	Project
2022	NORD Commission	Graphic Design
2021	Office of Independent Police Monitor	Website Development
2019	Booz Allen Hamilton	System Administration for Federal Agency
2016	City of Shreveport, LA	Marketing Campaign for Sunbelt Conference Bid
2016	Caddo District Attorney	Website Development for 1 st Annual Caddo DA
2015	Shreveport Tourism Bureau	Red River State Fair Classic Web Development and Marketing
2015	Southern University of Shreveport	YouthBuild Website Development

WHY ORSHAY MARKETING?

Reliable	99%
Pricing	75%
Small Projects	75%
Large Projects	65%
Experts	100%
Experience	90%