

Company Background



The Olson Group, LTD.

2005, OGL offers an unsurpassed team of exercise developers and subject-matter experts (SMEs) committed to providing flexible and rapid responses to changing program requirements.

The Olson Group, LTD (OGL) is a Virginia-based SWaM¹ small business with impressive capabilities and experience in the public safety exercise area, operating from our corporate headquarters in Alexandria and from satellite offices in Richmond, Virginia and Tampa, Florida. Founded in September

- **The Olson Group, LTD**
- **Date Established: September 13, 2005**
- **Number of Employees: 15 Full Time
50 Part Time**
- **Principal: Kyle Olson**

OGL's owner and president is Kyle Olson.

Mr. Olson has been directly involved in the development and conduct of virtually every major exercise initiative over the past twenty years, including the Nunn-Lugar 50 Cities Exercises, TOPOFFs and National Level Exercises, PortSTEP, National Special Security Events, the Coast Guard MARSEC program, and the CDC City Readiness Initiative exercises.

As OGL's founder and chief executive, Mr. Olson embodies our corporate commitment to providing high quality, HSEEP-consistent exercises that are designed to exceed our customers' expectations; the OGL Team offers VDEM a small business dedication and focus on service with a proven capability to deliver high quality exercise and training products on time and on budget.

Accomplishments/Demonstrated Experience

OGL is proud of our track record as an innovative provider of exercises across the nation, and in particular for city, county and state homeland security and emergency preparedness agencies. We are presently the prime contractor supporting the Commonwealth of Virginia, Virginia Department of Emergency Management (VDEM) Regional Capability Project (RCP) exercise contract. We have been supporting VDEM on this contract since February 2013, and are actively engaged in developing, conducting and evaluating a number of regional exercise activities.

We have successfully executed planning and exercise projects for cities, counties, colleges and universities from the very beginnings of our firm, including work for the cities of Manassas, Boston, Anchorage, Jacksonville, Denver, Baltimore, Providence, the Northern New Jersey UASI, Cumberland County (NJ), the Delmarva Emergency Task Force, Boston College, Harvard Business School, and Delaware State University. OGL also delivered training and exercise services for the Central Virginia UASI. In addition, OGL has supported major programs across the nation from the very beginning of our firm, including, over the past six years, local and state-level efforts for Alaska, Delaware, Maryland, Massachusetts, Montana, New Jersey, Rhode Island, South Dakota, Vermont, the U.S. Virgin Islands, West Virginia, and the District of Columbia. In addition to statewide exercise programs, OGL has supported FEMA regional and

¹ The **Small, Women-owned, and Minority-owned Business (SWaM)** certification program is a state program of the Commonwealth of Virginia.

national exercises, as well as Fortune 500 corporations including JP Morgan Chase, Deutsche Bank, and U.S. Steel.

Our pricing assumes a baseline level of effort by our exercise staff during the planning, conduct and evaluation stages of the exercise process. Our assessment is that for virtually all Discussion-based exercises, the baseline level of effort will be sufficient to deliver a high quality exercise for up to 50 (if not more) participants.

TYPICAL DISCUSSION-BASED EXERCISE BUDGET BREAKOUT		
Labor	180 Hours @ \$95	\$17,100
Travel & Per Diem	\$1,500	\$ 1,500
Printed Materials <ul style="list-style-type: none"> • Handbooks • Evaluator Guides • Meeting Materials • After Action Report 	\$6,000	\$ 6,000
Media Production <ul style="list-style-type: none"> • Audio • Video • Briefings 	\$3,000	\$ 3,000
Total		\$27,600

The Operations-based pricing is more subject to the addition of optional requirements; this is a function of full-scale or functional exercises that could involve multiple venues or extended play. We feel that the baseline level of effort will be adequate to cover all requirements in most exercises, and we will strive to hold the line.

TYPICAL OPERATIONS-BASED EXERCISE BUDGET BREAKOUT		
Labor	550 Hours @ \$95	\$52,250
Travel & Per Diem	\$6,500	\$ 6,500
Printed Materials <ul style="list-style-type: none"> • Handbooks • Evaluator Guides • Meeting Materials • After Action Report 	\$7,000	\$ 7,000
Media Production <ul style="list-style-type: none"> • Audio • Video • Briefings 	\$1,000	\$ 1,000
Total		\$66,750

To meet additional requirements, the Commonwealth has asked us to include a la carte pricing to accommodate additional personnel or other exercise elements should those be necessitated by scale or design. In all instances, we have provided hourly rates and daily rates for each a la carte position. In most instances, the daily rate will be used in the exercise budget and will be reflected on the invoice. This reflects the nature of their engagement, typically starting early and ending late during the exercise conduct period, with travel included in their daily rates.

Proposed Pricing Structure

	Baseline	A la Carte
Discussion Based Exercise (Six Hour Minimum) * Seminar * Workshop * Tabletop	5 tables of 10 participants (50 participants) 1 Lead Facilitator 1 Table Facilitator/table 1 Scribe/table Two Minutes of Audio Enhancement Four Minutes of Video Enhancement	Additional Lead/Co-Facilitator Additional Table Facilitator Additional Table Scribe Additional Two minutes of Audio Additional Four Minutes of Video

Exercise Type	Baseline Assumptions	Contractor Pricing
Discussion Based Exercise (Six Hour Minimum) * Seminar * Workshop * Tabletop	5 tables of 10 participants (50 participants) 1 Lead Facilitator 1 Table Facilitator/table 1 Scribe/table Two Minutes of Audio Enhancement Four Minutes of Video Enhancement Project and Program management and travel costs as well as other management costs included.	Region 1 = \$ 27,600.00 Region 2 = \$ 26,175.00 Region 3 = \$ 27,600.00 Region 4 = \$ 29,025.00 Region 5 = \$ 27,600.00 Region 6 = \$ 27,600.00 Region 7 = \$ 26,175.00
Operations Based Exercise (Eight Hour Minimum) * Drill * Functional * Full-Scale (Baseline costs may be combined for a single, large venue FSE)	5 Exercise Venues 1 Controller per venue 5 Exercise Venues 1 Registration Staff per venue. 1 Lead Controller 1 Safety Controller 1 SIMCELL Controller Project and Program management and travel costs as well as other management costs included.	Region 1 = \$ 66,750.00 Region 2 = \$ 65,325.00 Region 3 = \$ 66,750.00 Region 4 = \$ 68,175.00 Region 5 = \$ 66,750.00 Region 6 = \$ 66,750.00 Region 7 = \$ 65,325.00
A La Carte menu (over Firm/Fixed Prices)		Estimates for this item by Region

Additional Lead/Co-Facilitator	Region 1 =	Daily	\$ 950.00	Hourly	\$ 118.75
	Region 2 =	Daily	\$ 950.00	Hourly	\$ 118.75
	Region 3 =	Daily	\$ 1,092.50	Hourly	\$ 136.56
	Region 4 =	Daily	\$ 1,163.75	Hourly	\$ 145.47
	Region 5 =	Daily	\$ 1,116.25	Hourly	\$ 139.53
	Region 6 =	Daily	\$ 1,116.25	Hourly	\$ 139.53
	Region 7 =	Daily	\$ 760.00	Hourly	\$ 95.00
Additional Table Facilitator	Region 1 =	Daily	\$ 760.00	Hourly	\$ 95.00
	Region 2 =	Daily	\$ 760.00	Hourly	\$ 95.00
	Region 3 =	Daily	\$ 878.75	Hourly	\$ 109.84
	Region 4 =	Daily	\$ 950.00	Hourly	\$ 118.75
	Region 5 =	Daily	\$ 902.50	Hourly	\$ 112.81
	Region 6 =	Daily	\$ 902.50	Hourly	\$ 112.81
	Region 7 =	Daily	\$ 665.00	Hourly	\$ 83.13
Additional Table Scribe	Region 1 =	Daily	\$ 400.00	Hourly	\$ 50.00
	Region 2 =	Daily	\$ 400.00	Hourly	\$ 50.00
	Region 3 =	Daily	\$ 525.00	Hourly	\$ 65.63
	Region 4 =	Daily	\$ 600.00	Hourly	\$ 75.00
	Region 5 =	Daily	\$ 550.00	Hourly	\$ 68.75
	Region 6 =	Daily	\$ 550.00	Hourly	\$ 68.75
	Region 7 =	Daily	\$ 400.00	Hourly	\$ 50.00
Additional Two Minutes of Audio	Region 1 =		\$ 500.00		
	Region 2 =		\$ 500.00		
	Region 3 =		\$ 500.00		
	Region 4 =		\$ 500.00		
	Region 5 =		\$ 500.00		
	Region 6 =		\$ 500.00		
	Region 7 =		\$ 500.00		
Additional Four Minutes of Video	Region 1 =		\$ 3,000.00		
	Region 2 =		\$ 3,000.00		
	Region 3 =		\$ 3,000.00		
	Region 4 =		\$ 3,000.00		
	Region 5 =		\$ 3,000.00		
	Region 6 =		\$ 3,000.00		
	Region 7 =		\$ 3,000.00		
Additional Venue Controller	Region 1 =	Daily	\$ 608.00	Hourly	\$ 76.00
	Region 2 =	Daily	\$ 608.00	Hourly	\$ 76.00
	Region 3 =	Daily	\$ 712.50	Hourly	\$ 89.06
	Region 4 =	Daily	\$ 779.00	Hourly	\$ 97.38
	Region 5 =	Daily	\$ 712.50	Hourly	\$ 89.06
	Region 6 =	Daily	\$ 712.50	Hourly	\$ 89.06
	Region 7 =	Daily	\$ 608.00	Hourly	\$ 76.00
Additional Registration Staff (per person)	Region 1 =	Daily	\$ 320.00	Hourly	\$ 40.00
	Region 2 =	Daily	\$ 320.00	Hourly	\$ 40.00
	Region 3 =	Daily	\$ 400.00	Hourly	\$ 50.00
	Region 4 =	Daily	\$ 460.00	Hourly	\$ 57.50
	Region 5 =	Daily	\$ 400.00	Hourly	\$ 50.00
	Region 6 =	Daily	\$ 400.00	Hourly	\$ 50.00
	Region 7 =	Daily	\$ 320.00	Hourly	\$ 40.00
Additional Safety and/or SIMCELL Controller	Region 1 =	Daily	\$ 760.00	Hourly	\$ 95.00
	Region 2 =	Daily	\$ 760.00	Hourly	\$ 95.00
	Region 3 =	Daily	\$ 874.00	Hourly	\$ 109.25
	Region 4 =	Daily	\$ 931.00	Hourly	\$ 116.38
	Region 5 =	Daily	\$ 893.00	Hourly	\$ 111.63
	Region 6 =	Daily	\$ 893.00	Hourly	\$ 111.63
	Region 7 =	Daily	\$ 760.00	Hourly	\$ 95.00
Other	Region 1 =		\$ 12,000.00		
	Region 2 =		\$ 12,000.00		
	Region 3 =		\$ 12,000.00		
	Region 4 =		\$ 12,000.00		
	Region 5 =		\$ 12,000.00		
	Region 6 =		\$ 12,000.00		
	Region 7 =		\$ 12,000.00		