



Request for Proposal

Video Production

October 25, 2017

Issued By:

Downtown Excelsior Partnership

Downtown Excelsior Partnership Representative:

Lyndsey M. Baxter

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1. Introduction & Background

Downtown Excelsior Partnership, a 501(c)3 not for profit organization, is requesting promotion video productions to be used for general marketing purposes. We are now accepting proposals in response to this Request for Proposal in order to find a qualified source to provide promotional videography. DEP has been in existence now for eleven years and would like to have additional video materials that reflect the culture of Downtown Excelsior Springs to use in regional marketing promotions.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to the Downtown Excelsior Partnership. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this RFP below.

2. Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this RFP.
2. Bidders intent on submitting a proposal should so notify the representative identified on the cover page no later than December 1, 2017.
3. Bidders must list at least THREE projects that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided as well.
4. A technical proposal must be provided that is not more than TEN pages. This technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.
5. A price proposal must be provided that is not more than TWO pages. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should the Downtown Excelsior Partnership decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorized to commit bidder's company.
7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
8. Proposals must be received prior to December 1, 2017 to be considered.
9. Proposals must remain valid for a period of NINETY days.
10. The Downtown Excelsior Partnership anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these "down-selected" individuals or firms.

3. Project Description

The purpose of this project is as follows:

The Downtown Excelsior Partnership's purpose for issuing this RFP is to establish a contract with a professional videographer.

The Downtown Excelsior Partnership encourages local videographers to apply.

4. Project Scope

The Downtown Excelsior Partnership is requesting video production services to produce six videos.

1. A video showing the culture of Downtown Excelsior Springs during the months of January, February and March.
2. A video showing the culture of Downtown Excelsior Springs during the months of April, May and June.
3. A video showing the culture of Downtown Excelsior Springs during the months of July, August and September.
4. A video showing the culture of Downtown Excelsior Springs during the months of October, November and December.
5. A video showing the cumulative culture of Downtown Excelsior Springs throughout the entirety of the year.
6. A condensed video showing the cumulative culture of Downtown Excelsior Springs throughout the entirety of the year.

Technical Requirements

- Videos 1 through 4 should be no more than 1 minutes in length.
- Video 5 should be no more than 2 minutes in length.
- Video 6 should be no more than 30 seconds in length.
- All videos should include a collage of footage in Downtown Excelsior Springs in the depicted times frames above.
- The video should include music, creative graphics and a voice over.
- Service provider will provide copy writing for voice over.
- Video must be broadcast-quality.
- Video must be able to be reduced in size without sacrificing quality.

The Downtown Excelsior Partnership encourages that videos are submitted quarterly and as completed, with all videos being due by February 1, 2019.

Contractor Requirements

The Video Producer will be expected to be in contact with DEP staff throughout all phases of project execution, meeting as needed in person or by phone or email and providing monthly progress updates. The Video Producer will be expected to produce all elements of the video, which may include, but are not limited to, scripting, voicing, lighting, graphics, animation, editing, coding and music.

The Video Producer will be required to secure its own production facilities and equipment. Any assignment or subcontracting by the selected Video Producer for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this request for proposal, shall not be permitted without the express written consent of DEP.

Deliverables

The Video Producer will deliver the finished product in desired formats including, but not limited to:

DVD, Beta and Web Compatible formats.

Proposals may also consider including the following deliverables:

- Outlines
- Storyboards
- Scripts
- Graphics
- Rough Cuts
- Finished tapes, DVDs, CDs and/or electronic files.

5. RFP & Project Timelines

Request for Proposal Issuance – October 25, 2017

Selection of Top Bidders/Notification to Unsuccessful Bidders – December 2, 2017

Start of Negotiation – December 8, 2017

Contract Award / Notification to Unsuccessful Bidders – December 12, 2017

The need-date for project completion is February 1, 2019. Quarterly submissions of each video is encouraged. Bidders may propose a date earlier or later, and will be evaluated accordingly.

6. BUDGET

The Downtown Excelsior Partnership's budget for the project is \$2,500.00.



7. EVALUATION FACTORS

The Downtown Excelsior Partnership will rate proposals based on the following factors, with cost being the most important factor:

Responsiveness to the requirements set forth in this Request for Proposal.

Relevant past performance/experience

Samples of work

Cost, including an assessment of total cost of ownership

Technical expertise/experience of bidder and bidder's staff

The Downtown Excelsior Partnership reserves the right to award to the bidder that presents the best value to the Downtown Excelsior Partnership as determined solely by the Downtown Excelsior Partnership in its absolute discretion.

8. Instructions to Proposers

Each Proposal must include (1) originally signed submission, two (2) printed copies clearly marked "Videography Services". Each original Proposal and required copies must be contained in a sealed envelope or box and must be received no later than 4:00 p.m., local time, December 1, 2017 at the following address:

Downtown Excelsior Partnership
Attn: Lyndsey M. Baxter
201 E. Broadway
Excelsior Springs, MO 64024