REQUEST FOR PROPOSAL FOR VIDEO PRODUCTION SERVICES FOR THE 2021 STATE OF THE CITY ADDRESS

Request for proposal no. P03-2021
Project Funded By: General Fund
Submission Date: April 1, 2021 at 3:00 PM

City of Imperial
City Manager's Office
420 S Imperial Avenue
Imperial, CA 92251
Phone: (760) 355-4373
Email: abrown@cityofimperial.org

I. Intoduction and Background

The City of Imperial (CITY) is seeking a contracting entity/firm (FIRM) who possesses a full complement of video production services (to include storyboarding, collaborative input on script development, videography, content editing and formatting, digitalization/storage of videos) to develop and deliver the City's 2021 State of the City Address (SOTC).

The City of Imperial was incorporated in 1904 and is located in the south-central County area in Imperial County. It is thirteen miles north of the Mexican Border and three miles north of the County Seat in El Centro, CA. It is an economically vibrant and culturally rich community with a strong sense of identity, pride and prosperity.

The successful vendor must have the knowledge, expertise, staff and availability to perform all work specificed within this Request for Proposal (RFP); and, have the resources to conduct a full service turnkey video recording a production operation. The video will be distributed to the regional population of the CITY and municipal partners to promote civic pride and educate on the impacts COVID-19 has had on the community. Additionally, the video will be distributed to external agencies for economic development purposes.

II. Tasks

Project Coordination

Project Kick-Off Meeting: The contracting firm shall meet with the CITY and Mayor to review project tasts, timeline, and co-plan the project. The Contractor shall prepare a memorandum summarizing the discussion and making note of decisions made. This meeting may take place at either the CITY or contractors respective facilities or via videoconference.

Timeline/Work Plan: The FIRM shal prepare a detailed timeline and work plan for accomplishing the remaining tasks of the contract, incorporating input from the kick-off meeting. The FIRM shall first submit a draft timeline and work plan for review by the CITY following the kick-off meeting.

Communications: Communicate regularly with City staff through emails and weekly meetings. Reports should denote any identifed challenges and mitigation recommendations. Assign a project lead to serve as the primary point of contact for coodination and execution of the final product; provide contact information and bios for all personnel assigned to project.

Facilitation of Video Production Services.

The FIRM shall implement the approved work plan to guide and faciliate the development of the City of Imperial 2021 SOTC video of three (3) to five (5) minute duration.

Storyboarding and script development for the SOTC should include:

- Focus on Economic Recovery, stabilizing local government, and uplifiting the community;
- Explanation and illustration of COVID-19 specific impacts to the City of Imperial;
- Communicate Imperial's Respond, Rebuild and Recover Story;
- Identify and illustrate current and future project locations withint he City.

Video Production Support Services

- Script Reading/Rehearsals with Mayor and City Staff identified to participate in the video
- Filming throughout locations identified during storyboarding phase of production
- Editing to ensure content accurately reflects key elements needed to support training; minimum two rounds of editing feedback from CITY prior to finalizing.
- Editing to produce content that is visually and audibly accurate and of high quality; minimum two rounds of editing feedback from CITY prior to finalizing.

III. Schedule

Release Date	March 16, 2021
Submittal Date	April 1 ,2021
Award Date	April 7, 2021
Notice to Proceed Date	April 9, 2021
Project Kick Off Meeting	April 12, 2021
Timeline/Work Plan	April 16, 2021
Communications/Meetings	Weekly
Product Review	May 7, 2021
Final Product Delivery	May 14, 2021

IV. Proposal Content

Proposal responses must adhere to the requirements outlined in this section. The original proposal and each subsequent copy must be submitted on paper, properly bound, and appropriately tabbed and labeled in the following order:

Introduction

Cover Letter and an Executive Summary of the Organization.

Scope of Work

Outline your approach to the project and how it relates to the performance period show in "schedule." Provide a work plan comprised to complete desired tasks outlined in item II of this RFP. A List of deliverables for each task, and a schedule of completion. Include your hourly billing rates and estimated project work hours. Lastly, an estimated NOT TO EXCEED itemized total cost.

Qualifications and Personnel

Describe your firm's resources, experience and capabilities. Outline the firm's background, qualifications and ability to perform the scope of services required. Identify and include a resume for the primary contact assigned to this project and his/her alternate responsible for the contract and performance period. Identify key project support staff and any relevant qualifications they may have to the project. Identify subcontractors proposed for this project.

References

Identify two to three successfully completed projects of similar scope. Preferably those with direct involvement with municipal government in California. Please include the name of agency, project manager, contact information and description of work performed. A project currently underway may be included for consideration.

Additional Data

Proposal may include any other information the consultant deems essential to the evaluation of the qualifications and proposal statements. This section will be limited to five (5) pages.

Consultant Fee

Outline your expected fees and schedule of work. Items such as travel, accommodation, and meal costs are to be covered by the proposed basic fee. The lowest cost proposal will not necessarily be selected. Interested consulting firms should include an estimated NOT TO EXCEED itemized total cost in this section.

V. Evaluation Criteria for Award

Understanding of the project

The FIRM demonstrates a thorough understanding of the project, as shown through discussion of the rationale and purpose. The FIRM provides evidence and work samples artistic quality and video production capacities of similar projects to include storyboarding, script development, video filming, audio and editing which culminated in a professionally developed 2021 SOTC.

Technical approach

The FIRM's approach is succinct and logical in format, consistent with the tasks to be accomplished, and fully addresses the purposes described in the statement of work. The proposed technical approach clearly specifies and describes the intended work under each task and presents a work schedule by task that includes a timetable for deliverables. The proposal discusses the FIRMs proposed approach to all deliverables, including each of the phases inherent in the State of the City production. The contractor identifies potential challenges to the project's success and presents strategies for addressing them.

Personnel Qualifications and Experience

The FIRM demonstrates that the proposed personnel, including subcontractors (if applicable) possess experience in high quality video production services for the purpose of educating/training professionals employed in municipal settings. The FIRM provides evidence of having conducted tasks like the work outlined in the RFP (with examples cited, and links to relevant work products.

Price

The proposed budget is appropriate to the administration of the project. The City of Imperial will evaluate the FIRM's prices to decide that the costs are fair and reasonable in relation to the services provided. The FIRM shall provide a reasonable breakdown of their costs to allow the City to assess the various components of overall price. The breakdown shall clearly identify and provide costs by key personnel and tasks, as well as the breakdown between labor costs and other direct costs.

VI. PROPOSAL SUBMITTAL

To be considered, please submit one electronic proposal to abrown@cityofimperial.org.

Proposal's should be clearly marked "CITY OF IMPERIAL VIDEO PRODUCTION SERVICES FOR 2021 STATE OF THE CITY ADDRESS RFP NO. P03-2021"

Proposals must be received no later than Thursday, April 1, 2021 at 3:00 PM. The City assumes no responsibility for delays caused by any delivery service. Any proposer's failure to submit its proposal to the CITY by the deadline stated will cause the proposal to be rejected. Late proposals and amendments will not be accepted for evaluation.

VII. Conclusion

All questions pertaining to this solicitation may be directed to abrown@cityofimperial.org. All responses to applicant questions will be posted to the RFP on the CITY website at www.cityofimperial.org.

All questions must be submitted no later than March 26, 2021 by 4:00 PM PST in order to guarantee posting to the CITY website. All responses will be publicly posted to the website on an ongoing basis.