

## Request for Proposals for Video Production

**Issue Date:** June 15, 2017

**Written Questions Due:** Friday, June 30, 2017 by 5:00pm

**Proposals Due:** Wednesday, July 12, 2017 by 2:00pm

E-mail questions and all proposal materials to Justin Breyer at JBreyer@DexterMI.gov, or deliver to: City of Dexter, 8123 Main St., 2<sup>nd</sup> Floor, Dexter, MI 48130 Mon – Fri, 9am – 5pm.

### **Project Summary**

The City of Dexter, working with the Washtenaw Convention and Visitors Bureau, is interested in developing a unique and distinct 30-second marketing video similar in style to the Pure Michigan television advertisements. (Note: the City does NOT have the rights or permissions to use the Pure Michigan brand, copyrights, music, etc.). This marketing video is funded by a Community Tourism Action Plan Grant through the Washtenaw Convention and Visitors Bureau.

In 2016, the City published a Dexter Visitors Guide, which contains information on the variety of attractions, businesses, and quality of life amenities that the Dexter-area has to offer. The purpose of the video is to compliment the Visitors Guide in attracting visitors and tourists to the City of Dexter and the Dexter-area. Similarly to the Visitors Guide, the video will focus on the quality of life amenities and attractions of the Dexter-area.

A copy of the Dexter Visitor's Guide may be found at the following link:

[http://dextermi.gov/sites/dextermi.gov/files/client\\_files/documents/DxVisitorG-V02-2017-Web.pdf](http://dextermi.gov/sites/dextermi.gov/files/client_files/documents/DxVisitorG-V02-2017-Web.pdf)

### **Project Description**

The selected vendor will perform all necessary videography, audio, and editing work. As the project is grant-funded, the total cost of the project shall not exceed \$4,500, but competitive pricing will be a contributing factor in the selection of a vendor.

The scope of work shall include the following items:

- Pre-production work-flow statement, including a conceptualization meeting with staff and representatives of the Arts, Culture, and Heritage.
- The City of Dexter's Arts, Culture, and Heritage Committee will work with the vendor to develop the script and to develop the conceptual framework for how the video will interact with the script.
- All filming locations shall be within the Dexter City limits unless otherwise agreed-upon.
- The video should include music, creative graphics, and voice over.
- The video producer shall produce all elements of the video, which may include, but are not limited to: voicing, lighting, graphics, animation, editing, coding, and music.
- The video producer will be required to secure its own production facilities and equipment, but City staff may be able to assist with recommending or securing filming locations.
- The vendor will allow for up to 2 rounds of feedback on rough drafts of the video from the Arts, Culture, and Heritage Committee and/or City Council.

Previously captured video footage within the City may be used as long as the vendor has all necessary rights and permission to use the footage. The vendor will acquire all necessary rights and permissions to use video or audio clips. City staff can assist with getting any desired permissions from local business owners to use video taken on their property. The video should be in a format and in appropriate high-definition quality as to present well in a variety of locations, including the City's website, YouTube, Facebook, and other social media. At the conclusion of the project, the video shall become the property of the City of Dexter and the City may use the video as it sees fit.

The project may begin upon signing of an agreement. The final finished video will be due no later than December 1, 2017.

### **Proposal Requirements:**

Proposals must include:

1. Introduction summarizing your company's background, resources, and relevant experience.
2. Examples and samples of past projects, preferably of a similar size and scope.
3. References from past projects, preferably matching those projects used as examples in #2 above.
4. Proposed budget for the project. The proposed budget should include any fees for professional services, hours, and administrative services.
5. Proposed work plan and schedule for the project, including project stages, milestones and payments.
6. A statement regarding the proposed vision for the video (i.e. broad concepts on what the final product may look like).
7. Identify the company's point of contact, including name, title, phone, and e-mail address.
8. Identify any possible sub-contractors and sub-consultants.

### **Selection Criteria**

Proposals received will be evaluated on the following selection criteria:

- Demonstrated experience in creative video development, production and post-production
- Understanding the purpose and the scope of this video project
- Original and creative approach
- Expected timeline for completing the project
- Proposed cost
- Demonstrated ability to coordinate resources, equipment and required staffing for video production and post-production
- Demonstrated experience producing videos for diverse audiences

### **Reservations**

The City of Dexter has the right, in its sole and absolute discretion, to reject any proposals. The City of Dexter has the right to modify any of the information provided with this request for proposal and the City has the right to provide the candidate firms with additional information at any time during the selection process.

The candidate firm shall review this Request for Proposal and all materials provided with this RFP, and shall prepare all materials for submittal and all presentations at their sole cost and expense, and the City of Dexter shall in no event be responsible for any cost or expense incurred by the candidate firms in such reviews and preparations.