



GRAND ISLAND, NY

The Heart of the Niagara

Request for Qualifications and Experience – Video Production

Introduction: The Town of Grand Island, NY is seeking statements of Qualification and Experience for Video Production Services.

Purpose: the purpose of this (RFQ) is to solicit competitive proposals to identify a video production firm or individual that will develop economic development marketing videos representing the advantages of launching a business, relocating a business and generally living, working and playing (recreation) in Grand Island.

Submission deadlines: All submissions to this RFQ must be submitted, as stated below, no later than:

**Friday, June 1, 2018
No later than 4:00pm**

Submission delivery address:

The delivery address to be used for all submissions, questions and clarifications:

Nathan McMurray
Supervisor
Town of Grand Island
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Planned schedule:

Event	Date
RFQ Release	05/08/18
RFQ Due Date	6/1/18
Contract Awarded	6/19/18
Final Video Production	11/01/18

Background: Grand Island is a unique island town in the Niagara River located North of Buffalo NY, between the cities of Buffalo & Niagara Falls in Erie County, New York. A population of 22,000, access to the Niagara River, an excellent school system, and affordable housing all factor into the high quality of life enjoyed by Islanders.

Incubator options, industrial park locations, stand-alone buildings and shovel-ready sites exemplify all that Grand Island has to offer when it comes to doing business. Shovel-ready sites are available thanks to the Town of Grand Island's vision for development. Infrastructure has been put into place to facilitate development within the area.

Video requirements and details:

Audiences:

- Job seekers/millennials
- Brokers/developers/business decision makers
- Existing and prospective businesses
- Residential
- Tourists

Scope of Work: The successful firm or individual will be expected to produce all elements of the video(s), including, but not limited to:

- Outlines
- Storyboards
- Scripting
- Voicing
- Interviews
- B-roll
- Shooting
- Lighting
- Graphics/animation
- Editing □ Coding
- Music/voice-over
- Rough cuts
- Finished tapes, cd's , electronic files

Video Requirements:

We will require two different video projects

1) An overall economic development video featuring existing business/successes, the attraction of new business and lifestyle features. We encourage you to be creative. Our current focus is on the Business district, and features the attraction of job candidates, innovation and start-ups. It should tell our complete story while engaging the viewer.

This video should be no longer than 5 minutes long

Video must be broadcast quality-HD full screen
Must be able to be changed in size without effecting quality
Must compliment all social media and website platforms

2) Multiple themed videos-These videos will be shorter in length and will tell multiple stories

They must each be no longer than one minute in length

We will require 4-6 separate stories

Quality of Life, Education, Economic Development, Visitor information (eco-tourism)

Assumptions and Constraints:

- The firm or individual must be willing to enter into a professional services agreement to perform video production, not to exceed one year.
- We will interview at least three candidates.
- We will provide data, people to interview and any addition photos that may be needed.

Qualifications:

- Extensive experience in video production, preferably for a municipality
- Qualified, experienced staff
- 3 video production samples (as prepared for other clients) should be provided as references (including at least one public sector entity)-samples or links, your references should be accompanied by the name of the contact person, title of the person, address and phone number.

Submission Requirements:

Please include the following information in your proposal:

1. Proposed Plan for Video Production:

- a. Summarize your understanding of the Scope of Work and your proposed methodology as to how you will meet each of the requirements identified in the Scope of Work.
- b. A Project Schedule.
- c. Related experience of Project Manager and team

2. Staff Support

- a. Please indicate how many employees you will provide to work on this campaign.
- b. Name of main point of contact.
- c. Name of person who will ensure that the Scope of Work is completed efficiently and on time.
- d. Name of any subcontractors that will be used in order to complete the Scope of Work.
 - i. Please indicate company name, type of service provided, and the point of contact.
- e. Please indicate the time frame necessary to complete the Scope of Work identified in this RFQ.
 - i. Include project stages and milestones.

3. Financial Needs:

- a. Please indicate the costs associated with your service.
- b. Please indicate the payment schedule, including amount of payments, and when payments will be due.

4. Examples:

- a. Please include three (3) video campaigns you have produced that showcase your ability to meet the Scope of Work identified in this RFQ.

5. Signature:

- a. This proposal must be signed by a duly authorized official of the proposing company.

Attachments Required:

1. Please provide a minimum of three references including the name of person(s) who may be contacted, title of the person, addresses and phone number.
2. The references should be able to discuss your successes and strengths as a company.

Terms and Conditions

The recipient of this proposal must be willing to enter into a Professional Services Agreement to perform marketing consultant services for a period not to exceed one (1) year. Agreement may be renewable annually based on available funding. Agreement terms will be negotiated and may include performance, termination and renewal options. The firm or individual selected for this proposal must maintain, and provide proof of appropriate licensing and insurance for the entirety of the Agreement; failure to do so will result in immediate termination of Agreement.