

## **REQUEST FOR PROPOSALS: VIDEO PRODUCTION SERVICES**

January 10, 2012

### **I. Background Information**

The Mid-America Regional Council (MARC) serves as the Metropolitan Planning Organization and association of local governments for the nine-county, bistate Greater Kansas City region. MARC coordinates regional initiatives and provides support services to local governments in areas such as transportation, emergency response, environment, early learning and senior services.

Many of MARC's programs involve training programs and public outreach efforts that may occasionally require video production services. MARC is seeking a qualified local firm to provide these services. Some examples of the types of video projects that may be needed are:

- Public education DVDs to be used in public health exercises
- Public service announcements and television commercials for various public outreach campaigns
- Training videos to be used in course instruction and/or online
- Regional homeland security exercise documentation videos
- Videos for MARC's annual regional leadership awards presentation

### **II. Nature of Services Required**

Specific services will be determined and communicated to the successful bidder as each project arises. MARC anticipates that these services might include, but may not be limited to:

#### **A. Project Management Assistance**

- Provide consulting services in the development stages of a video production project
- Work with staff to coordinate roles, responsibilities and expectations for each project
- Coordinate quality control of all development work and deliverables
- Ensure that project(s) stay on schedule and within scope and budget

## **B. Production and Direction**

- Assist with development of timelines, storyboards and/or scripts
- Scout locations and schedule video shoots either in studio or on location
- Coordinate required personnel, including directors, actors and technicians
- Conduct video shoots, providing all necessary equipment and qualified operators

## **C. Post-Production**

- Provide post-production services to edit raw footage into the finished product, including rough cut and final editing, sound mixing and visual effects
- Provide supplemental graphics and audio as needed
- Deliver finished product in desired format(s) including, but not limited to, DVD, Beta, and Web-compatible formats

## **III. Potential Deliverables**

Services are expected to be performed between February 2012, and February 2014, with an option to renew for two more years. Deliverables may include:

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

Materials produced will become the property of the Mid-America Regional Council and may not be reproduced or reused without written permission from MARC.

## **IV. Submission of Proposals**

Proposals must be received by **5:00 p.m. CST, Monday, February 5, 2012** at the offices of the Mid-America Regional Council. The proposal should include:

- A detailed proposal that demonstrates the firm's qualifications and capacity to provide the requested services.
- Information about the firm, including years of operation, experience with similar projects, and three references from agencies that have engaged the firm in similar services.
- Samples of previous work.
- A schedule of costs for potential services (see Appendix A).
- Any other information that might be helpful in evaluating the proposal.

Please provide three (3) copies of all materials submitted. Submit proposals to:

Jody Ladd Craig, Public Affairs Director  
Mid-America Regional Council  
600 Broadway, Suite 200  
Kansas City, MO 6410-1659

## **V. Evaluation and Selection Procedures**

Proposals submitted will be evaluated by MARC staff using the following criteria:

- Demonstration of understanding of the products and approach to meeting the client's needs in the firm's response to the RFP
- Qualifications of the firm
- Availability of necessary manpower for timely completion of the required tasks
- Cost of the services

Please note: Priority will be given to local firms in the Greater Kansas City region, as MARC will not pay any travel costs for out-of-region vendors to perform the required services.

At MARC's discretion, proposers may be asked to participate in an interview process, either in person or by phone. MARC will not cover any costs for firms asked to participate in the interview process. It is anticipated that the selection will be completed by February 29, 2012

MARC reserves the right to reject any or all proposals that do not meet the needs outlined in this request.

## **VI. Cooperative Agreements**

MARC manages a cooperative purchasing program for local governments, the Kansas City Regional Purchasing Cooperative (KCRPC), and encourages all bidders to allow MARC member governments to "piggy-back" on negotiated contracts.

Please indicate in your proposal your willingness to provide the same rates and services to local government agencies in the MARC region, which includes Cass, Clay, Jackson, Platte and Ray counties in Missouri, and Johnson, Leavenworth, Miami and Wyandotte counties in Kansas and the cities therein.

## APPENDIX A: SAMPLE FEE PROPOSAL

This list of potential costs is intended to serve as a guideline for fee proposals, and should not be viewed as an exhaustive list. Please include all potential costs that may be incurred in meeting project deliverables as described in the Request for Proposals. If this form does not provide enough space to describe the costs and services, please feel free to use a separate document. Only the items listed will be used to evaluate cost proposals.

	Hourly Rates	Unit Prices
<b>Pre-Production Services</b>		
Consulting and Planning		
Storyboard Development		
Script Writing		
<b>Production Services</b>		
Studio Production (Crew & Equipment)		
On-Location Production (Crew & Equipment)		
Professional Talent		
Tape Stock		
<b>Post-Production Services</b>		
Tape Logging		
Rough-Cut Editing		
Visual Effects/Graphics/Titles		
Audio Effects/Music		
Final Editing and Sound Mixing		
<b>Distribution of Final Product</b>		
Duplication		
Shipping/Delivery		

## **APPENDIX B: PARTICIPATION IN E-VERIFY**

### **NOTICE TO VENDORS**

#### **Section 285.525 – 285.550 RSMo – Effective January 1, 2009**

Effective January, 1 2009 and pursuant to the State of Missouri's RSMO 285.530 (1), No business entity or employer shall knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the state of Missouri.

As a condition of the award of any contract or grant in excess of five thousand dollars (\$5,000.00) by the state or a political subdivision of the state (e.g., MARC) to a business entity, the business entity (Company) shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Every such business shall sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services (RSMo 285.530 (2)).

Those Contractors providing service to MARC over \$5,000 shall comply with Sections 285.525 through 285.550 R.S.Mo.:

- Submit a completed, notarized copy of AFFIDAVIT OF COMPLIANCE WITH SECTION 285.500 R.S.MO., ET SEQ. For Contracts over \$5,000.00 (attached), certifying that the Company does not knowingly employ any person who is an unauthorized alien in connection with the contracted service, and
- Provide documentation evidencing current enrollment and participation in a federal work authorization program (e.g., electronic signature age from E Verify program's Memorandum of Understanding (MOU)).

For vendors that are not already enrolled and participating in a federal work authorization program, E-Verify is available from the following:

[http://www.dhs.gov/xprevprot/programs/gc\\_1185221678150.shtm](http://www.dhs.gov/xprevprot/programs/gc_1185221678150.shtm)