



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

Sept. 5, 2025

The Mid-America Regional Council (MARC) serves as the metropolitan planning organization and association of local governments for the nine-county 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 older adult services.

Many of MARC's programs involve education and public outreach efforts that may require video production services. MARC seeks a qualified local videographer or firm (based in the Kansas City metro area, or with an office/staff presence already established in the Kansas City area) to provide these services as needed over the next two years.

Some examples of the types of video projects that may be needed are:

- Educational videos on a variety of topics.
- Videos for trainings and courses.
- Videos for MARC's annual Regional Assembly and Leadership Awards event.
- Video documentation of meetings and special events, or MARC's work in the field.

The agreement is expected to cover video services performed between Oct. 31, 2025, and Oct. 31, 2027, with the option to renew for one more year.

MARC may select more than one videography vendor to support projects as part of this contact.

### **Needed services**

Specific services and fees will be negotiated as each project arises. MARC anticipates that these services might include, but may not be limited to:

#### **Pre-production services**

- Participate in idea generation and planning to ensure video(s) meet goals.
- Share relevant technical information with MARC staff to ensure smooth video shoots and production.
- Scout locations either in studio or on location.
- Plan for alternate shoot locations in case of inclement weather or construction issues.

## **Production services**

- Assist with development of production timelines.
- Coordinate personnel as needed (e.g. audio engineers or drone operators).
- Conduct video shoots, providing all necessary equipment and qualified operators.

## **Post-production and distribution**

- Provide post-production services to edit raw footage into the finished product, including rough cut and final editing, sound mixing and visual effects.
- Incorporate edits from MARC and/or involved partner organizations.
- Provide supplemental graphics and audio, as needed.
- Deliver finished product in desired format(s).

Video needs will vary according to grant funding and specific projects. Deliverables may include:

- Graphics
- Photos
- Rough cuts or raw footage
- Digital files, DVDs, CDs or other formats
- Audio and video recordings
- Transcriptions
- English captioning (possible translations, as well)

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

## **How to submit a proposal**

Proposals must be received electronically by **5 p.m. local time, Friday, Sept. 26, 2025**. Your proposal should include:

- Your qualifications and capacity to provide the requested services.
- Information about you and experience with similar projects.
- Links to work samples.
- Estimated costs/rates for services.
- Any other information that might be helpful in evaluating the proposal.

Please submit your proposal via email to Kristin Johnson-Waggoner, MARC's Director of Public Affairs, at [kjohnsonwaggoner@marc.org](mailto:kjohnsonwaggoner@marc.org).

*Note: Because spam filters occasionally block emails without alerting the intended recipient, we strongly encourage those who submit proposals via email to follow up by phone to ensure that the message was received. You can contact Kristin at 816-701-8219.*

## **Evaluation and selection procedures**

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

- Demonstrated understanding of the needed products and services.
- Qualifications.
- Ability to complete required tasks.
- Cost of 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 evaluation/selection process will be completed by **Friday, Oct. 10, 2025**.

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

Please review the below considerations:

### **Cooperative agreements**

MARC manages a cooperative purchasing program for local governments, the Kansas City Regional Purchasing Cooperative, 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.

### **Open Records Act and proprietary information**

MARC is a public organization and is subject to the Missouri Open Records Act (Chapter 610, RSMo). All records obtained or retained by MARC are considered public records and are open to the public or media upon request unless those records are specifically protected from disclosure by law or exempted under the Missouri Sunshine Law. All contents of a response to a request for bids, qualifications, proposals or information issued by MARC are considered public records and subject to public release following decisions by MARC regarding the bid request.

If a proposer has information that it considers proprietary, a bidder shall identify documents or portions of documents it considers to contain descriptions of scientific and technological innovations in which it has a proprietary interest, or other information that is protected from public disclosure by law, which is contained in a proposal. After either a contract is executed pursuant to the request for bids, RFQ or RFP, or all submittals are rejected, if a request is made to inspect information submitted and if documents are identified as "proprietary information" as provided above under Missouri Sunshine Law, MARC will notify the proposer of the request for access, and it shall be the burden of the proposer to establish that those documents are exempt from disclosure under the law.

**Artificial intelligence**

Any product that has any kind of content produced by generative AI on behalf of MARC must be disclosed. This includes (but is not limited to) responses to RFPs, any kind of reports (including progress reports), videos, documents and artwork/images.

**Digital accessibility**

MARC will adhere to the forthcoming web content accessibility guidelines (WCAG) 2.2 at level AA. Any work produced for MARC must meet accessibility standards, this includes (but is not limited to) captions, adequate color contrast, transcriptions and other considerations.

**Federal and state requirements**

As contracts are developed for specific projects, the selected vendor may be expected to submit forms required for MARC expenditure of state and federal funding, including but not limited to E-Verify or other affidavit of compliance with federal and state work authorization programs; disadvantaged business enterprise documentation, if applicable; certification regarding debarment from federal contracts; and/or affirmative action plans.