



# Genesee County Land Bank Authority

452 S. Saginaw St. 2nd Floor, Flint, MI 48502

## Request for Proposals: Videographer

**BID NUMBER: LB 14-020**

**Due Date: Friday, October 3, 2014 at 3:00 pm EST**

### SCOPE OF WORK – VIDEOGRAPHY

In December of 2014, the Genesee County Land Bank Authority will be celebrating ten years of operation. Accordingly, the Land Bank will create a pallet of tools to effectively communicate and celebrate its quantitative and qualitative 10-year accomplishments. These pieces should also serve ongoing communications and outreach needs, articulating the function and community benefit of the Land Bank. As part of this effort, the GCLBA is seeking a videographer to accomplish the following:

- Record video at up to 20 locations, including on-site interviews, around the eight topic areas listed below. Interviews will be selected and scheduled by GCLBA staff.
  - Land Banking
  - Demolition
  - Homeownership
  - Community Engagement
  - Commercial Redevelopment
  - Brownfield Redevelopment
  - Vacant Lot Reuse
  - Blight Reduction/Job Training and Employment
- Create between five and eight short (no more than five minutes in length) videos for the topic areas listed above (combining topic areas in videos is negotiable)
- Combine short videos to create one comprehensive video (approximately 20 minutes in length)



- Provide up to 30 still images from the video footage to be used for print publications
- GCLBA will provide interview questions, video locations and content as well as coordination with interviewees

### Time of Completion

October 8, 2014:	Contract between videographer and GCLBA signed
October 8 – 26, 2014:	Complete interviews
November 7, 2014:	Complete short videos – Draft 1
November 21, 2014:	Complete short videos and comprehensive videos – Final Draft
December 1, 2014:	Comprehensive video release

### Term of Contract(s)

Any contract awarded pursuant to this RFP solicitation shall be for a contract period ending December 1, 2014, with the possibility of an extension.

### Type of Contract(s)

It is proposed that, if a contract is entered into as a result of this RFP, it will be a time and materials contract based upon a fixed price/fee. Negotiations may be undertaken with those Vendors(s) whose proposals, based on price and other factors, as determined by GCLBA, show them to be qualified, responsible and capable of performing the work. The determined price of the contract(s) shall be adhered to and at no time will the vendor(s) be allowed to bill for work not agreed upon. Payments will be **fixed fee** based on the services and schedule presented by the proposer and accepted by the GCLBA.

### Addendum to RFP

In the event it becomes necessary to revise any part of this RFP, addendums will be provided to all Vendors via the GCLBA website [www.thelandbank.org](http://www.thelandbank.org) under the tab “Current Bids”. Please check the website regularly for addendums.

## EVALUATION CRITERIA AND SCORING

In evaluating responses to this Request for Proposal, GCLBA will take into consideration the experience, capacity, and costs that are being proposed by the Vendors. GCLBA may choose to enter into an agreement with more than one vendor or only parts of the scope of work. GCLBA will choose the vendor that is most advantageous to the needs of the GCLBA.

## SUBMITTAL REQUIREMENTS

RFP responses **must be submitted via email** to [hphaneuf@thelandbank.org](mailto:hphaneuf@thelandbank.org) . Vendors are advised to adhere to the Submittal Requirements. Failure to comply with the instructions of this RFP will be cause for rejection of submittals.

GCLBA reserves the right to seek additional information to clarify responses to this RFP. Each response must include the following:

- A. Proposal Format** - Proposals should be no more than three pages and include the items described below (additional attachments can be submitted beyond the three pages):
1. Summary of the Vendor's background including experience in videography, including years of experience
  2. Link to a sample of the Vendor's work that the GCLBA can view
  3. Name, phone number and address of at least three references from similar projects
  4. A brief narrative of how the vendor plans to meet the GCLBA's needs according to the scope of work
  5. Vendors available equipment to complete the scope of work
  6. Pricing proposal based on the scope of work
  7. Any other pertinent information needed to evaluate proposal

## ADDITIONAL INFORMATION

The Vender selected is required to agree to the terms contained below. If a Proposer should have any objections, these objections must be addressed under the RFP response or the objections will be deemed to have been waived.

### Equal Employment Opportunity

The Vendor and any subcontractors shall comply with E.O. 11246, "Equal Employment Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and as supplemented by regulations at 41 CFR part

60, “Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor.”

### **Minority Owned Firms and Women’s Business Enterprises**

GCLBA is seeking to encourage participation by respondents who are small and minority-owned firms, women’s business enterprises and labor surplus area firms.

### **Rights to Materials Produced**

GCLBA will own the video and materials and require the ability to reproduce, share, and use the materials created under this contract. GCLBA will also require all persons in the video to sign a waiver allowing for their image, words and likeness to be used in the videos produced.

### **Interest of the GCLBA and Local Public Officials**

No member of the governing body of the GCLBA who exercises any functions or responsibilities in connection with the administration of the GCLBA, no other officer or employee or public official of the GCLBA, who exercises such functions or responsibilities, and no member of the City Government of the City of Flint, shall have any interest, direct or indirect, in this agreement.

### **Financial Solvency**

Companies or individuals herein known as “vendors” with demonstrated experience in videography and with an interest in making their services available to the GCLBA are invited to respond to this RFP. The Vendors shall be financially solvent and each of its members if a joint venture, its employees, agents or sub-Vendors of any tier shall be competent to perform the services required under this RFP document.

### **Notice to Prospective Vendors about this RFP**

Nothing in this RFP shall be construed to create any legal obligation on the part of GCLBA or any Vendors. GCLBA reserves the right, in its sole discretion, to amend, suspend, terminate, or reissue this RFP in whole or in part, at any stage. In no event shall GCLBA be liable to Vendors for any cost or damages incurred in connection with the RFP process, including but not limited to, any and all costs of preparing a response to this RFP or any other costs incurred in reliance on this RFP. No Vendors shall be entitled to repayment from GCLBA for any costs, expenses or fees related to this RFP. All supporting documentation submitted in response to this RFP will become the property of the GCLBA. Vendors may also withdraw their interest in the RFP, in writing, at any point in time as more information becomes known.

## **SELECTION PROCESS**

The Selection Committee will review qualifications and proposals that are submitted timely and comply with the mandatory requirements of the RFP. Any contract resulting from this RFP will not necessarily be awarded to the vendor with the lowest price.



Instead, contract shall be awarded to vendor whose proposal best meets the needs of the GCLBA with regards to the scope of work outlined in the proposal.

## QUESTIONS

Questions may be directed to Heidi Phaneuf, Community Resource Planner, Genesee County Land Bank Authority at [hphaneuf@thelandbank.org](mailto:hphaneuf@thelandbank.org)

## SUBMITTAL DUE DATE

Responses to this RFP are **due by 3:00 pm** on Friday, October 3, 2014. Each Please include in your email **the proposal number, proposal name, proposal due date and time, and your firm's name.**