1. OVERVIEW

Sno-Isle Libraries is seeking the services of a videographer/producer to assist in the development, production and delivery of a five- to six-minute video. Proposals are due 7 August 2017.

The video captures staff and customer excitement about its mission, services and priorities. The video will be shared with various internal and external audiences across different channels and platforms including small and large group presentations, Sno-Isle Libraries’ website, social media, and public events.

The video firm chosen will work directly with the Sno-Isle Libraries marketing specialist, who will act as creative consultant and liaison with Sno-Isle Libraries managers and directors.

2. BACKGROUND

Sno-Isle Libraries is a two-county public library district serving more than 740,000 people in Snohomish and Island counties through 22 community libraries, mobile and online library services. The organization is headquartered at its distribution facility in Marysville, Washington.

3. VIDEO GOALS AND CONTENT

The video is meant to impress upon viewers that Sno-Isle Libraries transform communities and customers. The video should create and broaden viewer awareness of the Sno-Isle Libraries mission – to be a community doorway to reading, resources, and lifelong learning, and a center for people, ideas, and culture.

In addition to reflecting the rich diversity of communities served by Sno-Isle Libraries, viewers should have their understanding deepened of the Libraries’ values, purpose, core services and strategic priorities.

The selected vendor will work directly with Deborah Tahara, marketing specialist at Sno-Isle Libraries, as project lead and liaison with managers and directors. She will work with staff to provide the selected videographer/producer with:

- a script or script outline
- components needed for a basic storyboard
- list of geographical locations (up to 6) needed for b-roll or stock footage
• list of persons for on-screen comments/soundbites
• narrator, if needed
• access to Sno-Isle Libraries video and b-roll library, as needed
• clearly-identified process and review team
• editorial direction

4. TIMELINE

20 July 2017       RFP issued
27 July 2017       Questions due by noon (PDT)
1 August 2017      Addenda issued (if necessary)
7 August 2017      Proposals due
18 August 2017     Contract awarded
25 September 2017  Rough cut due
6 October 2017     Final video master delivered

5. QUESTIONS REGARDING RFP

5.1 SUBMITTING QUESTIONS

Questions surrounding this RFP should be submitted via email to Karen Kramer (kkramer@sno-isle.org) by noon, July 27. Karen Kramer is the sole point of contact at Sno-Isle Libraries for questions regarding this solicitation. Questions via telephone will not be accepted. Responses will be provided via email by noon, August 1.

6. PROPOSAL

6.1 PROPOSAL CONTENTS

Sno-Isle Libraries is looking for succinct answers with relevant information. Please limit your Proposal to no more than a dozen pages. There will also be one “Certifications and Assurances” page you will include as part of your Proposal.

6.1.1 Cover Letter

Please include the following: (1) a letter of interest signed by the firm principal with a statement of availability to complete the work; (2) the identification of the proposer, including name, address, email address and telephone number; (3) the name, title, address, email and telephone number of contact person during period of Proposal evaluation; and (4) the signature of a person authorized to bind proposer to the terms of this Proposal.

6.1.2 General Company Profile and Experience

Briefly provide general information about the firm’s experience, capabilities, and length of time the firm has been in the business of performing work of a similar nature.
6.1.3 Professional Credentials of Key Staff

Please identify and list the functions of the key staff who will work on this video project. Briefly describe a summary of the professional credentials and experience of the staff who will work on this video project. Do not include lengthy resumes or vitae.

6.1.4 Project Approach

Describe how you will approach and meet the objectives listed above for this video if you are selected for this project. Provide links (preferred) or examples of similar video projects you have created. Indicate which video editing software will be used; Final Cut Pro X is preferred.

6.1.5 Budget/Cost Scenarios

Provide a not-to-exceed budget amount with high-level detail showing projected costs. Proposers may submit as many costs scenarios as desired. For each costs scenario, include related assumptions and explanatory comments. Summarize the costs and attach all detail necessary to support the summarized costs. Note: cost Proposals must be all-inclusive and must include the hourly/daily rate, estimate number of hours/days to complete the project and a detailed estimate of all other costs, such as travel. No other monies will be paid for items omitted by the proposer, unless requested and approved in advance in writing.

6.1.6 References

Provide contact information for three references who can describe work you have done which is similar or related to the report we are seeking.

6.1.7 Signed Certifications and Assurances

Sign and submit the attached Certifications and Assurances as part of your Proposal.

6.2 SUBMITTING A PROPOSAL

Proposals may be submitted via email, mail, courier, DropBox, or in-person. Proposals should be in writing and include links or attachments to materials which support, validate or demonstrate the qualifications of the submitter. The format may be a Word or pdf document.

The deadline for submission/receipt is 7 August 2017 by 2 p.m. PDT.

Submit Proposal to:
Karen Kramer, Purchasing Specialist
kkramer@sno-isle.org
Sno-Isle Libraries
7312 35th Avenue NE
Marysville, WA 98271

Please contact Karen Kramer at 360-651-7012 to assure the Proposal has been received. Sno-Isle Libraries shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.
All Proposals received after the designated time stated will not be considered.

6.3 REVISION/REJECTION OF PROPOSALS

Sno-Isle Libraries reserves the right to “revise” or “amend” the RFP prior to the Proposal due date by “written addenda.”

6.4 PROPRIETARY INFORMATION/PUBLIC DISCLOSURE

All proposals received shall become the property of Sno-Isle Libraries and remain confidential until a contract, if any, resulting from this request is signed by the Communications Director. After a contract is signed, all Proposals received shall be deemed public records as defined in Chapter 42.56 of the Revised Code of Washington (RCW). Any information contained in the Proposal that is proprietary must be clearly marked or designated as “confidential” in order to be excluded from public records request responses. Only information designated under current state law statutes as appropriate for exclusion from public records exposure may be marked and treated as confidential.

Sno-Isle Libraries reserves the right to request clarification of information submitted, and to request additional information from any proposer. Sno-Isle Libraries reserves the right to reject any Proposal for any reason including, but not limited to the following: (1) any Proposal which is incomplete, obscure, irregular, or lacking necessary detail and specificity; (2) any Proposal which has any qualification, addition, limitation, or provision attached; (3) any proposer who (in the sole judgement of Sno-Isle Libraries) lacks the qualifications or responsibility necessary to perform the work; (4) any Proposal for which a proposer fails or neglects to complete and submit any qualifications information, and (5) any Proposal which is received after the deadline date and time.

7. EVALUATION PROCESS

Via email, Sno-Isle staff will confirm receipt of all Proposals received by the due date, and will later inform submitters of the status of their Proposals. Proposals will be evaluated based on the following criteria:
Possible Points:
Firm Profile and Staff Experience (including references) 30
Project Approach 30
Budget/Costs Scenario(s) 35
Adherence to Submittal Directions 5

Sno-Isle Libraries staff may elect to conduct interviews, either via Skype or by telephone, with finalist candidate(s). We expect to make a decision and discuss the final contract with the selected videographer/producer by 18 August 2017.
8. TERMS AND CONDITIONS

The successful proposer will be required to sign a Contract with Sno-Isle Libraries. Sno-Isle Libraries will not sign any company’s services agreement, contract or any other form of agreement. Sno-Isle Libraries reserves the right to extract certain language from a company’s agreement and incorporate it into a Library contract if mutually agreeable to both parties.

Sno-Isle Libraries will retain all rights to the finished product and all video, audio and graphic files including project files. After final cut is delivered, the producer will transfer all usable files to an external hard drive provided by Sno-Isle Libraries.

The proposer, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP. Sno-Isle Libraries reserves the right to negotiate with the selected proposer the exact terms and conditions of the contract agreement.

Sno-Isle Libraries is under no obligation to award this project to the proposer offering the overall lowest fee or contract terms. Evaluation criteria, included in this document, shall be used in evaluating Proposals.

Thank you for considering this RFP and for the efforts you may undertake to submit a Proposal.
CERTIFICATIONS AND ASSURANCES

I/we make the following certifications and assurances as a required element of the proposal to which it is attached, understanding that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contract:

1) I/we declare that all answers and statements made in the proposal are true and correct.
2) The prices and/or cost data have been determined independently, without consultation, communication, or agreement with others for the purpose of restricting competition. However, I/we may freely join with other persons or organizations for the purpose of presenting a single proposal.
3) The attached proposal is a firm offer for a period of 60 days following receipt, and it may be accepted by Sno-Isle Libraries without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the 60-day period.
4) In preparing this proposal, I/we have not been assisted by any current or former employee of Sno-Isle Libraries whose duties relate (or did relate) to this proposal or prospective contract, and who was assisting in other than his or her official, public capacity. If there are exceptions to these assurances, I/we have described them in full detail on a separate page attached to this document.
5) I/we understand that Sno-Isle Libraries will not reimburse me/us for any costs incurred in the preparation of this proposal. All proposals become the property of Sno-Isle Libraries, and I/we claim no proprietary right to the ideas, writings, items, or samples, unless so stated in this proposal.
6) Unless otherwise required by law, the prices and/or cost data which have been submitted have not been knowingly disclosed by the Proposer and will not knowingly be disclosed by him/her prior to opening, directly or indirectly, to any other Proposer or to any competitor.
7) I/we agree that submission of the attached proposal constitutes acceptance of the solicitation contents and general terms and conditions. If there are any exceptions to these terms, I/we have described those exceptions in detail on a page attached to this document.
8) No attempt has been made or will be made by the Proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
9) I/we grant Sno-Isle Libraries the right to contact references and other, who may have pertinent information regarding the ability of the Contractor and the lead staff person to perform the services contemplated by this Request.

On behalf of the Contractor submitting this proposal, my name below attests to the accuracy of the above statement.

_______________________________________________
Signature of Proposer / Date