



ADDENDUM #1
BID #2019-50
Video Production Services

Friday, 28th June, 2019 – It is intended that this Addendum incorporating the following corrections, revisions, additions, deletions and clarifications become part of the Contract Documents, including pricing as submitted.

1. What is the budget (or budget range) for this particular project?

Answer: While there is some funding available, we do not have an estimated budget at this time.

2. What is the deadline/timeline for the completed 2-minute promotional video?

Answer: Anticipated delivery would be late September / early October 2019.

3. The RFP mentions the town of Stratford's brand. Please provide more details about what that is...or where we can find more details online.

Answer: Please visit "About Stratford" <http://www.townofstratford.com/content/39844/43650/default.aspx> for more details. The Town's motto is "offering more from forest to shore"

4. The RFP mentions still photography. About how many stills will the Town need? In what specific formats? For what specific uses/channels?

Answer: Quantity of stills is at the discretion of the production company. The video will be used on the Town website (www.townofstratford.com), social media, digital marketing and presentations.

5. Are there special events or schedules that the shooting needs to happen during or could everything be filmed over the course of say... 3 to 5 consecutive days in a row?

Answer: Shooting may occur over the course of 3 to 5 days. We may look to have additional videos shot seasonally. Locations may include, but not be limited to, Boothe Memorial Park, Short Beach Golf Course, Roosevelt Forest, Housatonic River and the coastline, including local businesses willing to participate. The Town may provide footage of festivals and other special events that are accessible via archives.

6. I am not seeing a "script" as being something provided by either party. Does the vendor need to factor in script writing services into their proposal or is script/copywriting being supplied by the client?

Answer: Please provide an itemized quote with script writing services included.

7. Does the Town of Stratford have a “not to exceed” cost determined for this budget and if so, can you please indicate what it is?

Answer: Refer to Question #1 response.

8. Can you provide list of all questions and answers from all vendors in a final document or addendum for us to review?

Answer: All questions and answers are covered in this Addendum.

9. Does the Town of Stratford have a general timeline for when they would like filming to be completed?

Answer: Refer to Question #2 response.

10. In order to budget for travel expenses, are there specific events where footage will be required throughout the year, or could a majority of the filming be done during several scheduled trips to Stratford?

Answer: Refer to Question #5 response.

11. Will the Town identify volunteer talent for B roll footage or should the proposed quote include the cost for paid talent?

Answer: Town of Stratford will provide volunteer talent. Footage may also include elected Town officials and other prominent business leaders and residents – to be determined.

12. For the quote requested on page 6, *Item B. Cost Proposal*: Is the first line entry \$_____ per _____estimated hours the quote for filming costs (production time), and the second line entry the cost of editing of the footage into a two minute video (including multiple edits)? Or are you requesting a quote for the rough cut two minute video on the first line and the cost of additional rounds of edits on the second line?

Answer: Bidders may propose a breakdown of rates per service, in lieu of lump sum amount based on estimated services. Include breakdown costs for all items that *may* apply, but not limited to, location shooting, drone shooting, script writing, music, voice, talent, wardrobe, props, historical footage, crew, post production, editorial, administration, etc.

13. Do you have a “Not to Exceed” budget number for this project?

Answer: Refer to Question #1 response.

14. Do you have the funds allocated to produce this project?

Answer: Yes, funding is available.

15. What is the due date for the finished production?

Answer: Refer to Question #2 response.

16. Do you plan on having all four seasons portrayed in the video?

Answer: This is not a definite requirement; however, we may seek additional 2-minute videos in the future.

17. Is the production company responsible for writing the script?

Answer: Please provide an itemized quote with script writing services included.

18. Do you want original music or stock music used in the final production?

Answer: Please provide stock music.

19. Why is there an option to renew the contract?

- a. Do you plan on producing a completely new 2-minute video each year?
- b. Or is the renewal just for updates?

Answer: The renewal terms are optional for any future work that may be requested.

20. Does the Town of Stratford have a specific budget number available for this project that can be released to the bidders? Video is a creative medium and concepts can be matched to funding available.

Answer: Refer to Question #1 response.

21. Has the Town identified other videos of a similar nature that it would like to emulate, or that stylistically suits the current project? This helps identify a production value.

Answer: We have not identified any videos; however, we welcome suggested samples from responding companies.

22. Video budgets are not generally quoted as a specific dollar rate per hour, but rather as a tally of rates for a variety of services (i.e., drones, voice talent, writers, HD crew, editorial). Will the Town accept a breakdown of rates per service rather than dollars per hour?

Answer: Yes, please provide breakdown of costs for all deliverables in lieu of requested lump sum amounts.

23. Drone/aerial footage is indicated. Stratford lies in the middle of several no-fly zones; permission would take at least 3 months from the FAA. What is the desired production timing and deadline for release of this video(s)?

Answer: Drone images may be supplied to awarded bidder by Town. Anticipated delivery is September/October.

24. Is there any sense of the scope of how many shoot days might be required to complete this video? Other than the green spaces, how many businesses and other commerce do you intend to include?

Answer: Quantity of shoot days is at the discretion of the awarded company. There are several businesses located in Stratford that are supportive of the community and willing to participate. Potentially, 24 businesses may be included.

Company: _____

Name: _____

Title: _____

Signature: _____

Date: _____