



RFP #2019-50
VIDEO PRODUCTION SERVICES

TOWN OF STRATFORD
PURCHASING DEPARTMENT
2725 MAIN STREET
STRATFORD, CT 06615

Date Submitted _____, 2019.

SEALED submissions are subject to the standard instructions set forth on the attached sheets.

Any modifications must be specifically accepted by the Town of Stratford.

Bidder:

Doing Business As (Trade Name)

Address

Town / State / Zip

Title (Mr /Ms)

Signature

Telephone

E-mail

Released: Monday, 17th June, 2019

Phillip Ryan, Purchasing Agent

Sealed bids will be received by the Purchasing Department at the office of the Purchasing Agent, 2725 Main Street, Room 202, Stratford, Connecticut 06615, up to:

2:00PM, Thursday, 11th July, 2019

NOTE:

1. Bidders are to complete all requested data in the upper right corner of this page and must return this page with their bid proposal.
2. No bid shall be accepted from, or contracts awarded to, any person/company who is in arrears to the Town of Stratford upon debt, or contract or who has been within the prior five (5) years, a defaulter as surety or otherwise upon obligations to the Town of Stratford.
3. Submissions are to be submitted in a sealed envelope and clearly marked "BID #2019-50" on the outside of the envelope, including all outer packaging, such as, DHL, FedEx, UPS, etc.

INVITATION TO BID

The Town of Stratford ("Town") on behalf of its Economic & Community Development Commission is seeking competitive bids from qualified video production companies ("Contractor") to provide all labor and equipment as necessary, to produce a high quality promotional video per the scope of services.

RENEWAL OF CONTRACT

- The Town intends to award a twelve month contract with four (4) one-year optional renewal terms. On (60) days advance written notice, the Town may renew the 2019 contract per the same terms and conditions, including a mutually agreed upon optional cost of living allowance (COLA) adjustment reflecting the CT-DOL market posted at <http://www1.ctdol.state.ct.us/lmi/cpi.asp>
- Each renewal term may be extended at the sole discretion of the Town.
- In the event that the Contractor does not perform the work in accordance with the specifications and/or scope of services, the Town reserves the right to terminate the contract upon (10) days' written notice.

REQUESTS FOR INFORMATION (RFI) / ADDENDA

Direct requests in writing to: Town of Stratford, Purchasing Department
Attention: Phillip Ryan, Purchasing Agent
2725 Main Street, Room 202, Stratford, CT 06615
E-mail: PRyan@townofstratford.com

NOTE: Written requests for information will not be accepted after 12:00PM on Monday, 24th June, 2019.

Response will be in the form of an addendum that will be posted approximately Thursday, 27th June at the close of business to the Purchasing Department website: www.townofstratford.com/purchase

It is the responsibility of each bidder to retrieve addenda from the website. Any contact about this bid between a Bidder and any other Town official and/or department manager and/or Town of Stratford employee, other than as set forth above, may be grounds for disqualification of that Bidder. No questions or clarifications shall be answered by phone, in person or in any other manner than specified above. Addenda will not be mailed, e-mailed or faxed out.

CHECKLIST

- Cover page, completed and signed.
- Addenda acknowledged (where issued) on Bid Proposal Form, or
- Signed and submitted with modified pricing if requested.
- Format of Submission.
- Proposal.
- List of references where projects performed of comparable size and scope within the past three years.
- List of all subcontractors identifying each trade, hourly rates, and Tax ID number.
- Exceptions itemized and attached to Bid Form.

SCOPE OF SERVICE

The production company (“Contractor”) shall be required to produce high quality video promoting the Town of Stratford (“Town”, “Stratford”).

The goal is to promote Stratford as a place to live, work and do business, while targeting multiple audiences by conveying what the Town has to offer its residents and local businesses, as well as attracting potential new business and visitors.

In order to achieve our goal of attracting a diverse audience, the video must focus on Stratford’s strengths, such as, but not limited to, showcasing Town properties and facilities, natural resources, local businesses and community groups.

The video will be shown on Stratford’s municipal website, on various social media outlets, and at fundraising events and conferences.

The Town is willing to contribute marketing information; please identify any requirements in your proposal.

The Contractor shall work collaboratively with the Town on the design and visioning of the video to complete:

- One 2-minute promotional video.
- Multiple shorter video segments extracted from the 2-minute video, also for promotional purposes.

The video shall feature captivating footage exploring miles of scenic trails, beaches, forest, and open land.

Multiple interviews, narration, and engaging music will provide audio to support the imagery.

The Contractor may collaborate with local firms willing to donate aerial videography or equal type footage.

CONTRACTOR’S ROLE:

A. Project Management:

- Ensure alignment with overall project timeline and budget.
- Work with Town to set and track project milestones and provide updates.
- Include Town in quality control of development work and deliverables.

B. Creative Design:

- Provide creative direction that incorporates the Town’s brand.
- Set the direction for filming, including but not limited to: identifying shot lists based on content narratives and developing talking points and/or scripts for film participants for interviews and voiceovers where applicable.

C. Filming and Editing:

- Work with Town to develop an approach to conducting field shoots.
- Prepare on-site locations for filming. Preparations may include, but are not limited to scouting the location prior to filming and adapting the filming approach to ensure minimal disruption to public users.
- Edit final production professional grade copy and upload final edited version to the video hosting site(s) that Town specifies.

C. Filming and Editing: *continued*

- Deliver a high definition resolution finished product delivered in separate formats that are sized for the following specific platforms:
 - YouTube
 - Facebook
 - Instagram
 - Twitter
- Provide Town with unedited raw footage of all filming sessions for Town’s own use, such as, save, review, and use without limitation at any point during and after fulfillment of the contract.

TOWN’S ROLE:

A. Project Management:

- Provide creative brief for clear direction, vision, messaging, and narratives for content.
- Provide a project manager to oversee the project and serve as liaison with Contractor.
- Establish the overall project timeline.
- Set project milestones, track project status, identify potential challenges, and facilitate solutions.
- Coordinate interviewers and develop interview questions.

B. Filming and Editing:

- Assist in identifying shot lists and develop interview content.
- Secure all necessary permissions/media releases prior to filming, including permits.
- Contribute input into brand consistency and collaborate with graphic designers, if necessary.
- Prepare locations for the interviews, including key points to be discussed in interviews.
- Serve as the final decision maker and approve and/or require changes on all final products.

DELIVERABLES

Town expects all video products will have professional-grade production features including, but not limited to, the following components where appropriate.

- Aerial photography and videography that demonstrates the scope specifically encompassing all locations as specified.
- Interviews with project partners, Town staff, and Commission.
- Footage of people/pets using defined facilities. (i.e. biking, dining, running, walking, swimming, etc.)
- Voice-over and narration as both a storyline and from interviews.
- Music that compliments imagery (production company is responsible for music licensing and/or purchase).
- Still photography, if deemed appropriate.

INTELLECTUAL PROPERTY

Town of Stratford (“Town”) is the sole owner of all content and materials developed under this request for proposal (RFP). Town retains the distribution rights to any content or materials to exercise as it deems appropriate. The selected production company (“Contractor”) may use the final edited video for use in company portfolio and on social media with prior consent from Town. The logos of the selected production company may be credited at the end of the video.

FORMAT OF SUBMISSION

1. Submit one (1) printed and signed “original” and one printed (1) copy, including one (1) USB ‘read only’ file format.
2. Provide a general description of the firm; type of organization (i.e. corporation, partnership); number of years in business; size of firm; personnel qualifications and experience.
3. Include resumes and relevant experience of all personnel to be assigned to the project, including any subcontractors.
4. Submit details of any additional services to be provided, and identify estimated timelines and deliverables.
5. Identify any resources and/or assistance you will require from the Town of Stratford.
6. Provide information on the circumstances and status of any disciplinary action taken or pending against the firm during the past three years with State regulatory bodies or professional organizations.
7. If your firm has engaged in a recent peer review, please include a copy.
8. In addition to the above requirements, respondents may include additional factors or strengths that would assist in assessing their firm’s ability to meet the Town’s needs. This information need only be one page.
9. All submissions shall remain firm for a period not less than (90) days from the due date, unless such period is extended in writing and agreeable to both parties.
10. Respondents are strongly encouraged to verify the scope of services prior to submitting proposals. The Town reserves the right at all times to increase or decrease the project scope as deemed in its best interest.
11. Provide full details of any exceptions. The Town retains the right to accept or reject any or all exceptions.
12. Provide references for equal scope projects performed during the past three (3) years.

QUALIFICATIONS

The submission should include the following information:

- Size of firm, including available technical staff;
- Geographical location from where services will be provided;
- Number of staff to be employed on the project (full-time and part-time);
- Description of all services and estimated deliverables.
- References for projects performed for other municipalities of similar size.

If the respondent is a joint venture, the qualification of each firm comprising the joint venture should be separately identified and the firm that is to serve as the principal should be identified. Complete information on qualifications and experience should be provided for all joint venture partners and/or subcontractors.

EVALUATION CRITERIA

All candidates will be evaluated based on the following criteria:

- a) Background and experience in providing solutions to municipalities or similar type environments.
- b) Demonstrated success on previous projects.
- c) Credentials of staff.
- d) Organizational stability.
- e) Effective communication, accuracy of response, and compliance of requirements.

FINAL SELECTION PROCESS

Upon evaluation of all submissions received, qualified candidates may be invited to interview with various Town officials, department heads or committee members, prior to award of contract.

PROPOSAL

(1 of 2)

Proposals should include the following:

A. Technical Proposal:

Cover page, including company name, contact information, company biography and proposal summary including:

1. Proposed Project Narrative Plan: communicates project vision, commitment to project scope and overall timeline, proposed project plan/schedule, and approach to project management.
2. Related Project Experience: evidence of successful service of projects of similar scope as detailed above, including demonstration of ability to work collaboratively with project partners; experience with non-profits, especially conservation-based organizations, is preferred.
3. Recommendations: list at least two professional references from current or past clients. Organization name and contact information must be provided.

B. Cost Proposal:

Provide quotes for one 2-minute promotional video and multiple shorter segments extracted from the 2-minute video, including edited versions.

- One 2-minute promotional video

\$ _____ per _____ estimated hours.

\$ _____ (with edits) per _____ estimated hours.

- Multiple shorter segments extracted from the 2-minute video

\$ _____ per _____ estimated hours.

\$ _____ (with edits) per _____ estimated hours.

- Identify rates for all other services on offer, such as, still photography.

C. Work Sample:

Provide three samples of relevant video production work:

1. http://www: _____
2. http://www: _____
3. http://www: _____

PROPOSAL

(2 of 2)

D. Format of Proposal:

- Proposals should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide complete presentation.
- Any proprietary material submitted with the proposal that is considered confidential by the bidder must be identified as such. The Town shall provide best effort to protect the bidder's confidentiality as permissible under freedom of information (FOI) law.
- Incomplete responses may not be considered.
- Submission of any quote does not constitute any type of binding agreement or contract.
- Town assumes no responsibility for any cost incurred in developing a response to this RFP.
- Town reserves the right to accept or reject responses to this RFP at its sole discretion.

Prices submitted shall include, but not limited to, all labor, materials, equipment, mobilization, delivery, permits (where not required to be provided by the Town), licenses, overhead and profit, taxes (except from which Town is exempt) and insurances.

The Bidder hereby certifies that any industry standard defects, errors, inconsistencies or omissions of which he/she is aware are listed herewith in this Bid Form.

Name _____ Title _____ Signature _____ Date _____

**PURCHASING DEPARTMENT
TOWN OF STRATFORD
INSTRUCTIONS FOR BIDDERS
TERMS AND CONDITIONS OF BID**

BID PROPOSALS

Bid proposals are to be submitted in a sealed envelope and clearly marked on the outside "BID #2019-50" including all outer packaging such as DHL, FedEx, UPS, etc. All prices and notations must be printed in ink or typewritten. No erasures are permitted. Bid proposals are to be in the office of the Purchasing Department, Town Hall, 2725 Main Street, Room 202, Stratford, Connecticut, prior to date and time specified, at which time they will be publicly opened.

RIGHT TO ACCEPT / REJECT

AFTER REVIEW OF ALL FACTORS, TERMS AND CONDITIONS, INCLUDING PRICE, THE TOWN OF STRATFORD RESERVES THE RIGHT TO REJECT ANY AND ALL BIDS, OR ANY PART THEREOF, OR WAIVE DEFECTS IN SAME, OR ACCEPT ANY PROPOSAL DEEMED TO BE IN THE BEST INTEREST OF THE TOWN OF STRATFORD.

POWER OF REJECTION

The Mayor shall have the power to reject all bids and to advertise again.

QUESTIONS

Questions concerning conditions, bidding guidelines and specifications should only be directed in writing to:

Mr. Phillip Ryan, Purchasing Agent: PRyan@townofstratford.com

Inquiries must reference date of bid opening, requisition or contract number, and must be received no later than as indicated in the bid documents prior to date of bid opening. Failure to comply with these conditions will result in the bidder waiving the right to dispute the bid specifications and conditions.

PRICES

Prices quoted must be firm, for acceptance by the Town of Stratford, for a period of ninety (90) days. Prices shall include all applicable duties. Bidders shall be required to deliver awarded items at prices quoted in their original bid.

PERMITS

The Contractor shall be responsible for securing all necessary permits, state and local, and as required by the Town of Stratford.

PAYMENT PROCEDURES

No voucher, claim or charge against the Town shall be paid without the approval of the Director of Finance for correctness and legality.

PAYMENT PERIOD

The Town of Stratford shall put forth its best effort to make payment within thirty days (30) after delivery of the item acceptance of the work, or receipt of a properly completed invoice, whichever is later. Payment period shall be net thirty days (30) unless otherwise specified. For projects that do not require a performance or bid bond, The Town of Stratford reserves the right to retain five percent (5%) of total bid amount, which is payable ninety (90) days after final payment or acceptance of the work.

THE CONTRACTOR

The Contractor for the work described shall be thoroughly familiar with the requirements of all specifications, and the actual physical conditions of various job sites. The submission of a proposal shall be construed as evidence that the Contractor has examined the actual job conditions, requirements, and specifications. Any claim for labor, equipment, or materials required, or difficulties encountered which could have been foreseen had such an examination been carefully made will not be recognized.

ASSIGNMENT OF CONTRACT

No contract may be assigned or transferred without the consent of the Town of Stratford.

AWARD OF BIDS

Contracts and purchases will be made or entered into with the lowest responsible bidder meeting specifications, except as otherwise specified in the invitation. If more than one item is specified in the invitation, the Town of Stratford reserves the right to determine the low bidder on an individual basis or on the basis of all items included in the Invitation for Bids, unless otherwise expressed by the Town.

OSHA

The bidder will certify all equipment complies with all regulations and conditions stipulated under the Williams-Steiger Occupational Safety and Health Act of 1971, as amended. The successful bidder will further certify that all items furnished under this project will conform and comply with Federal and State of Connecticut OSHA standards. The successful bidder will agree to indemnify and hold harmless the Town of Stratford for any and all damages that may be assessed against the Town.

INSURANCE

The Contractor shall not commence any work under the Contract until all insurance required by this section has been obtained and Certificates of Insurance and any other evidence of required coverage requested by the Town, including a copy of the policy itself, have been received and approved by the Town.

Such policies shall stipulate that no coverage can be changed or canceled, including for non-payment of premium, unless the Town has had thirty (30) days prior notice in writing. Certificates of renewals or changes in policies shall be delivered to the Owner at least thirty (30) days prior to the expiration of the policy.

All insurance issuers chosen by the Contractor must be licensed to do business in the State of Connecticut and rated A- or better by A.M. Best Rating Services.

The Town always reserves the right to reject insurance companies, if approved insurance policies cannot be provided the contract shall be terminated.

The insurance requirements set forth below are minimum limits of coverage only and in no way limit the Contractor's liability.

The following insurance is required to be maintained in full force until all work required by the contract has been fully completed, except that Products/Completed Operations coverage shall be maintained for five (5) years.

Worker's Compensation Insurance: The Contractor shall carry Worker's Compensation and Employer's Liability Insurance in the form and in such amounts as may be currently required to comply with the Labor Laws of the State of Connecticut.

Automobile Insurance: The Contractor shall carry and maintain during the life of the Contract a policy with a combined single limit of \$2,000,000 and rider CA9948 or equivalent.

This policy shall include all liability of the Contractor arising from the operation of all self-owned motor vehicles used in the performance of the Contract; and shall also include a "non-Ownership" provision covering the operation of motor vehicles not owned by the Contractor, but used in the performance of the work.

Commercial General Liability:

- Bodily Injury and Property Damage \$2,000,000
- Products/Completed Operations \$2,000,000

This policy shall include Sub-contractor's Liability coverage, protecting the Contractor and the Town against liability arising out of the activities of Sub-contractors engaged by him in the performance of the work.

Umbrella Policy: An umbrella policy in the amount of \$5,000,000, covering general liability, auto liability, and employer liability is required.

Waiver of Subrogation: Waiver of subrogation is required on all policies.

Additional Insureds: The Town of Stratford, Stratford Board of Education, its officers, officials, employees, agents, Boards, and Commissions shall be named as Additional Insureds. The coverage shall be primary and non-contributory and contain no special limitations on the scope of protection afforded to the Town of Stratford. A waiver of subrogation applies under general liability, auto liability and workers compensation.

The coverage shall be primary and non-contributory and contain no special limitations on the scope of protection afforded to the Town of Stratford. A waiver of subrogation applies under general liability, auto liability and workers compensation.

Subcontractor's Insurance: Each Subcontractor engaged by the Contractor to perform any work under the Contract shall obtain all insurance required of the Contractor in the same amounts and subject to the same provisions specified above for the Contractor, including the Additional Insured requirement. Certificates of Insurance shall be submitted to the Contractor and the Town and approved by the Town, before commencing any work.

HOLD HARMLESS

Contractor shall defend, indemnify, and hold harmless the Town of Stratford, its officers, employees, agents or volunteers, from and against any and all claims and demands of any nature for any loss, damage or injury which any person may suffer by reason of, or in any way arising out of, this Agreement, unless caused by the sole negligence of the Town.

FEDERAL, STATE, AND LOCAL LAWS

All applicable Federal, State and local laws, rules and regulations of all authorities having jurisdiction over the locality of the project shall apply to the contract and are deemed to be included herein. If the total amount of the project, including any current or future change orders, exceeds \$100,000.00 all work is to be done in accordance with Connecticut Department of Labor (CT-DOL) rules and regulations. More information may be obtained from: www.ctdol.state.ct.us

The Davis-Bacon and Related Acts, shall apply to Contractors and Subcontractors performing on federally funded or assisted contracts in excess of \$2,000 for the construction, alteration, or repair (including painting and decorating) of public buildings or public works. More information may be obtained from: <https://www.dol.gov/whd/govcontracts/dbra.htm>

NOTE: The Town shall apply the most current wage decision applicable at the time of contract award.

CONFLICT OF INTEREST

No officer or employee or member of any elective or appointive board, commission, committee or council of the Town, whether temporary or permanent, shall have or acquire any financial interest gained from a successful bid, direct or indirect, in any project, matter, contract or business within his/her jurisdiction or the jurisdiction of the board, commission, committee or council of which he/she is a member. Nor shall the officer / employee / member have any financial interest, direct or indirect, in any contract or proposed contract for materials or services to be furnished or used in connection with any project, matter or thing which comes under his/her jurisdiction or the jurisdiction of the board, commission, committee or council of which he/she is a member.

SCOPE OF WORK / SITE INSPECTIONS

The bidder declares that the scope of the work has been thoroughly reviewed and any questions resolved (see above for name and number of individual to contact for questions). If applicable, the bidder further declares that the site has been inspected as called for in the specifications (q.v.).

EXCEPTION TO SPECIFICATIONS

No protest regarding the validity or appropriateness of the specifications or of the Invitation for Bids will be considered, unless the protest is filed in writing with the Purchasing Agent prior to the closing date for the bids. All bid proposals rendered shall be considered meeting the attached specifications unless exceptions are noted on a separate page dated and signed by the bidder.

UNLESS OTHERWISE NOTED

It will be assumed that all terms and conditions and specifications will be complied with and will be considered as part of the Bid Proposal.

TAX EXEMPT

Federal Tax Exemption 06-6002103.

Exempt from State Sales Tax under State General Statutes Chapter 219-Section 12-412 Subsection A.

REFERENCES

Provide details of most recently performed and completed projects of equal scope:

REFERENCE #1:

Project Location		Contract Price	Completion Date
_____		_____	_____
Owner	Contact Person	Phone	E-mail
_____	_____	_____	_____
Description of the Work			

REFERENCE #2:

Project Location		Contract Price	Completion Date
_____		_____	_____
Owner	Contact Person	Phone	E-mail
_____	_____	_____	_____
Description of the Work			

REFERENCE #3:

Project Location		Contract Price	Completion Date
_____		_____	_____
Owner	Contact Person	Phone	E-mail
_____	_____	_____	_____
Description of the Work			

This page must be fully completed and submitted with your proposal, including accurate contact names and contact details.
Prospective bidders may opt to submit own formatted reference sheets with complete project details and contact information.

SUBCONTRACTORS

Provide Subcontractor details if any are to be employed as part of this contract, including labor rates:

SUBCONTRACTOR #1:

Name of Company _____ Fed ID # _____
Contact Person _____ Title _____
Company Address _____ Phone _____
Trade _____ E-mail _____
Rates: _____

SUBCONTRACTOR #2:

Name of Company _____ Fed ID # _____
Contact Person _____ Title _____
Company Address _____ Phone _____
Trade _____ E-mail _____
Rates: _____

SUBCONTRACTOR #3:

Name of Company _____ Fed ID # _____
Contact Person _____ Title _____
Company Address _____ Phone _____
Trade _____ E-mail _____
Rates: _____

SUBCONTRACTOR #4:

Name of Company _____ Fed ID # _____
Contact Person _____ Title _____
Company Address _____ Phone _____
Trade _____ E-mail _____
Rates: _____

NOTE: All sub-Contractors are subject to approval by the Town of Stratford and are required to provide Fed ID #.