

The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603

Request for Proposals

The Original Florida Tourism Task Force 2018 Website Video Project

The Original Florida Tourism Task Force, hereinafter referred to as the Task Force (dba Visit Natural North Florida) is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County, Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote the natural, historic and cultural attractions of the 14-county region to increase the number of visitors and to extend their stays.

I. Project Description

The Original Florida Tourism Task Force seeks one video production company or similarly-qualified company to design, create and produce a high definition online video to promote the Visit Natural North Florida region to potential visitors and to post the video on the Visit Natural North Florida website (www.naturalnorthflorida.com). The video may also be displayed to attendees at travel shows located throughout the eastern United States at which the Task Force exhibits.

The Task Force seeks a video producer who will collaborate on ideas with the Task Force for the video. The video shall creatively illustrate the beauty, attributes, and uniqueness of the 14-county Visit Natural North Florida area. The video should contain several visually stunning oblique-angle aerial scenes of the coastline, rivers and other natural attributes of the region, possibly including kayaking and/or similar activities, underwater scenes showcasing one or more of the crystal-clear springs of the region, hiking, fishing, beach, wildlife, and other scenes. The video must contain scenes of one or more events/festivals, restaurants, campgrounds, recreational vehicle parks, bed and breakfasts as well as other attractions within the region. The video producer is encouraged to convey the video narrative in whatever style the video producer feels most appropriate, including voiceover, interviews, testimonials, slow- or stop motion. Crowd shots and models used in the video must reflect racial, ethnic, gender and mobility diversity.

- A. The video must be three (3) minutes or less in length;
- B. The video must include music and creative graphics;
- C. The video must include voice-over narration, testimonials and/or interviews with tourists visiting the region;
- D. The video must be broadcast quality;
- E. The video must be able to be reduced in size without sacrificing quality;
- F. The video must be able to be displayed on The Original Florida Tourism Task Force website as well as multiple video and social media platforms;
- G. The final video must be completed by December 1, 2018;
- H. The video producer will deliver the finished product in desired formats including, but not limited to: MP4, MPEG, and web-compatible formats. The finished product must include one (1) broadcast quality video, and one (1) high-definition version of the video posted to YouTube; and
- I. The budget for the video is ten thousand dollars (\$10,000).

II. Responses

If you would like to respond to this Request for Proposals, please provide the following:

- A. A description of your company, the year it was founded, and a summary your production resources relevant experience, and references from past projects;
- B. Examples and samples of past projects, preferably of a similar size and scope. Such examples and samples can be satisfied by providing links to online videos;
- C. Proposed vision for the video (i.e. broad concepts on what the final product may look like);
- D. An explanation of coordination and communication with the Task Force throughout the development and implementation of the project;
- E. Proposed budget for the project. The proposed budget should include a suggested work plan, schedule, and a breakdown of fees for professional services, hours, and administrative services;
- F. Your company's point of contact, including name, title, phone, mailing address, and e-mail address;
- G. An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise. Specifically state which staff would be assigned to manage the Task Force video project;
- H. A list of all subcontracted vendors to be included in the proposed project, including a description of your work experience with them and the specific role each shall have in the project; and
- I. Any terms and conditions that might affect the project.

III. General

- A. The Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.
- B. The selected proposer will be required to secure its own production facilities and equipment. Any assignment or subcontracting by the selected proposer for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this request for proposal, shall not be permitted without the express written consent of The Original Florida Tourism Task Force.
- C. The selected proposer will be expected to work closely with the Task Force through all phases of project execution, meeting as needed in person or by phone or email and providing weekly written progress updates. The selected proposer will be expected to produce all elements of the video, which may include, but are not limited to scripting, voicing, lighting, graphics, animation, editing, coding, and music.
- D. The video shall be exclusively owned by the Task Force. All content produced for the video shall be exclusively owned by the Task Force.
- E. The selected proposer will provide copies of video release forms, as furnished by the Task Force, for persons featured in the video.
- F. In addition to the items described herein, the Task Force shall give consideration to other concepts for the video. Proposers are therefore encouraged to present other concepts and features not contained herein.
- G. Upon execution of a contract between the selected proposer and the Task Force, the Task Force shall make one advance payment of five thousand dollars (\$5,000) upon signature of contract and a final payment of five thousand dollars (\$5,000) upon receipt of the final product(s) All payments for the project shall be as specified by contract between the Task Force and the selected proposer.

IV. Ranking and Selection Criteria

Preliminary Ranking: All proposals received shall be reviewed and ranked by the Task Force Marketing Committee using the following criteria based upon a total of 100 points, as follows: (a) Experience and excellence in online video production – concepts, scripting, production, editing and web optimization (40 points); (b) Professional in house project team with project manager to meet all project deadlines (30 points); (c) Knowledge of current technologies, standards, and best practices (20 points); and (d) knowledge of the area (10 points). The total score from these criteria shall be used to establish the rank order for the selection of the proposals by Task Force Marketing Committee members. The rankings, as established by the individual Task Force Marketing Committee members, shall be combined to result in a Task Force Marketing Committee ranking of proposers based on the average rank order of proposals assigned by individual Task Force Marketing Committee members, not the total number of points assigned by individual Task Force Marketing Committee members.

Final Ranking: Unless oral presentations are requested by the Task Force Marketing Committee, the Preliminary Ranking shall be the Final Ranking. Should the Task Force Marketing Committee request oral presentations from the highest-ranking proposers, the finalists shall be re-reviewed and re-ranked after the oral presentations by the Task Force Marketing Committee using the same criteria and method used for the Preliminary Ranking.

An attempt shall be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

Responses are due by 5:00 p.m. Eastern Daylight Savings Time, June 15, 2018.

Submit two hard (paper) copies of your proposal in writing to:

2018 Task Force Video Project Proposal
c/o Scott R. Koons, Executive Director
The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, Florida 32653-1603

Electronic and facsimile copies shall not be accepted.

A maximum of three finalists may be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by email at dopp@ncfrpc.org or by telephone at 352.955.2200, extension 109.