



MOUNT ROGERS

REGIONAL PARTNERSHIP

Request for Proposals Videography Project

RFP ISSUE DATE: June 3rd, 2024

PROPOSAL DUE DATE: June 21st, 2024

Mount Rogers Regional Partnership is seeking proposals from qualified videographers or videography firms for the production of two short, promotional videos for use in talent retention and attraction activities.

Purpose and Background

This project addresses key components of Mount Rogers Regional Partnership's Strategic Road Map, including the strategic priority to promote and communicate regional assets and the initiative to develop content for talent attraction and retention. Additionally, it addresses related milestones and deliverables across several active grants awarded to MRRP.

The purpose of this project is the creation of two short videos (appx. 2 minutes) for use in promoting the region and recruiting workforce.

- 🛡️ Video 1 will highlight entry-level jobs and career paths in manufacturing. Its intent will be to show recent high school graduates, community college students, displaced workforce, and other young/early-career adults that there are viable job options available to them in the region's manufacturing businesses. A sub-goal of the video is to dispel the stereotype that manufacturing work is "dirty" and "dangerous" by highlighting the clean, safe conditions found in the region's factories.
- 🛡️ Video 2 will highlight careers in manufacturing requiring advanced degrees, such as engineering jobs. Its intent will be to attract college students, recent college graduates, young urban professionals, etc. to the region by showing that high-paying careers are available here.
- 🛡️ Both videos will be adapted to different lengths for use in various platforms and applications. Videographer or firm will be responsible for editing the finished products down to shorter lengths for these purposes.
- 🛡️ All film footage, including B-roll, should be obtained from actual manufacturers within the Mount Rogers Regional Partnership's footprint, consisting of Bland, Carroll, Grayson, Smyth, and Wythe counties and the City of Galax in Virginia.
 - No stock footage or images.
 - MRRP staff is responsible for making arrangements with key contacts at manufacturing facilities to schedule and execute videography.

Scope of Work and Submission Requirements

The Mount Rogers Regional Partnership invites any qualified Offeror to respond to this RFP by submitting a proposal for videography services related to the development of two promotional videos consistent with the proposed scope of work below. Final scope of work and services will be negotiated with the successful Offeror.

Scope of Work

- 🔒 Work with MRRP staff to create a filming plan, schedule, and legal forms to share with the manufacturers whose facilities and staff will be filmed.
- 🔒 Visit locations to capture footage, stills, B-roll, dialogue, and any other assets needed.
- 🔒 Produce two videos (approximately two minutes each) that could be used in presentations, news features, television commercials, or other such applications.
- 🔒 Edit each of the videos to 30-second "highlight reels" for use on social media platforms including Facebook, Instagram, and LinkedIn.

Submission Requirements

The deadline for submission of proposals is Friday, June 21st, 2024 at 5 P.M. Proposals are to be submitted as a complete Adobe PDF file to mherbert@wcc.vccs.edu. Late proposals will not be considered.

The Mount Rogers Regional Partnership reserves the right to reject any and all responses to this RFP and to waive any informalities in the submissions. Offerors must clearly designate within the submitted proposals any information and material that is considered a trade secret or proprietary information along with a reason for the protection. An entire submission cannot be designated as a trade secret or proprietary information. Any submitted proposal entirely designated as a trade secret or proprietary information will be considered non-responsive.

Questions regarding this RFP should be directed to Morgan Herbert, Marketing and Communications Manager, at mherbert@wcc.vccs.edu.

The Mount Rogers Regional Partnership does not discriminate against any person or faith-based organizations based on race, color, religion, sex, national or ethnic origin, disability, age, marital status, genetic information, or any other protected characteristic or factor prohibited by state or federal law.

Specific Proposal Content

- 🛡️ **Statement of Interest/General Qualifications:** A statement of interest and general description of the qualifications, capabilities, and organization of the Offeror. Include the same about any project team members other than the Primary Offeror.
- 🛡️ **Relevant work samples:** Submit links to similar projects completed, particularly those in use by local government entities, tourism/destination marketing, workforce development, or related fields.
- 🛡️ **References:** Provide a list of three (3) past or current clients for whom you have completed projects like this RFP. Each reference should include organizational name, official address, contact person, phone number, and email address.
- 🛡️ **Ability to Perform in a Timely Manner:** The Mount Rogers Regional Partnership intends to select a winning proposal by June 28th, 2024 and enter negotiations with a videographer or videography firm. The Mount Rogers Regional Partnership and the selected Offeror would enter into agreement and work would start by July 15th, 2024. The target date for completion of the finalized video assets would be September 2nd, 2024. The Offeror should provide a statement that it will be able to complete the requested project in a timely manner. Included should be a description of other projects currently underway or planned that could potentially affect the ability to complete the videos within the specified time.
- 🛡️ **Price:** Prospective Offerors shall submit the price such Offeror proposes to charge for services. The Mount Rogers Regional Partnership is not bound to select the Offeror who proposes the lowest fees or most benefits for services. The Mount Rogers Regional Partnership reserves the right to negotiate fees and/or benefits with the selected Offeror.

Evaluation and Selection Process

Offerors will be evaluated for selection based on those most qualified to meet the requirements of this RFP. The Mount Rogers Regional Partnership will use a weighted scoring system when evaluating selection criteria. Major criteria to be considered in the evaluation may include, but shall not necessarily be limited to the following criteria:

Criteria	Maximum Points
Statement of Interest/General Qualifications	10
Relevant Work Samples	25
References	20
Ability to Perform in a Timely Manner	20
Price	25
Total Base Points Available	100

RFP & Project Timeline

The timeline associated with this project is as follows:

Milestone/Deliverable	Due Date
RFP Released to Public	6/03/2024
Proposals Due	6/21/2024
Offeror Selection	6/28/2024
Begin Work	7/15/2024
Completion	9/02/2024

Thank you for your interest in this request for proposals. If you have any questions, please contact Morgan Herbert, Marketing and Communications Manager, at mherbert@wcc.vccs.edu.