



Request for Proposal for

**Jefferson County Development Authority Video Production
May 2, 2011**

Submission Deadline

Thursday, May 12th, 2011, 3:00pm

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Request for Proposals (RFP) for JCDA Video Production
May 2, 2011

This request for proposals is for the development of 5 short videos for use by JCDA to promote Jefferson County, WV as an attractive place to do business across several media sectors, online and on air. The goal of the project is to increase awareness of the Jefferson County, WV location, recruit businesses looking to relocate or expand and to showcase the area's business assets. Our target audience is entrepreneurs, business owners/decision makers, site selection agencies and those that represent the real estate community in general.

For background on JCDA, please visit:

www.jcda.net

1) Introduction

The Jefferson County Development Authority is inviting all interested parties to respond to a Request for Proposal for video production that showcases Jefferson County WV as an ideal place for a new or expanded business location in an area with a unique quality of life.

2) Project Description

The following sets out the general project parameters which must be addressed in each proposal submitted:

- Manage all aspects of a video project, including project planning, coordination, supervision, directing, editing, and post-production
- Five to seven short interviews shot in Jefferson County offering testimonial style completed video (approximately 30 seconds) showcasing area industries such as, Higher Education, Research/Development/Health, Manufacturing, Small Business, etc.
- On site shooting at company locations determined in first point
- One voice talent will be required throughout each video (except during the interviews)
- Each script will be drafted by hired consultant with assistance from JCDA
- One longer video featuring Jefferson County WV as a whole is desired. At recommendation, this video is expected to be 2 – 5 minutes and could cover the area's business climate, quality of life and utilize some of the short commercials
- All proposals are to be submitted by May 12th with selection occurring on May 16th. Videos are to be completed by June 17th.

- Those wishing to bid on project should supply 3 separate proposals fulfilling a budgeted amount of less than \$2,500, less than \$5,000 and less than \$10,000 to showcase a range of basic production to one with all the creative bells and whistles.
- Please include a production schedule/timeline to ensure completion by June 17th and samples of your work.
- Submissions can be mailed to JCDA, PO Box 237, Charles Town, WV 25414 or emailed to info@jcda.net

JCDA would like to utilize the videos online and on-air and would expect final copies in all viewable formats determined at project onset. All final copies become JCDA property. A distribution strategy is also welcome, but not required.

3) Fees and payment schedule

The budgeted amount shall cover all costs of the full production services and delivery in multiple formats, including labor, materials, travel, etc.

4) Review of proposals

The JCDA will review all proposals received by the deadline of May 12, 2011, before 3:00pm.

5) General Requirements

It is understood and agreed that the prospective contractor claims no proprietary rights to the ideas and written materials contained in or attached to the proposal submitted.

JCDA is not responsible for any costs incurred prior to the effective date of the awarded contract.

It is not expected that the vendor will be required to make an oral presentation, unless proposal clarification is needed.

The lowest priced bid will not necessarily be accepted. Acceptance of any proposal will depend on meeting the project requirements at the best value for the project. Criteria used for the evaluation will include: cost, responsiveness to specifications, references/previous performance, ability to provide services and unspecified value-added offerings by the vendor.