Great Parks of Hamilton County
Request for Proposal
Video Concept, Filming, Editing, & Production
August 4, 2023

A. Introduction & Overview

Great Parks of Hamilton County (Great Parks) has issued this Request for Proposal (RFP) to hire an experienced vendor (Supplier) to provide services including the Development (creative concepts, storyboarding, script writing etc.), Pre-production, Production, and Post-production for a 90-second or less video and a 30-second or less vignette utilizing content from the aforementioned 90-second video. The theme of the video should follow “The Seeds of Change are in Your Hands” messaging with a focus on the work being done at Great Parks’ Shaker Trace Seed Nursery.

The videos requested will be debuted this October at Rootball 2023, Great Parks Forever annual fundraising event. Attendees include major donors, sponsors, community partners, and board members. This video will kick off the event and set the tone and inspiration for the evening. The goal of the video is to immerse viewers in the inspiring and lasting conservation work that takes place at Great Parks, and it should inspire viewers to want to be a part of our conservation legacy by donating.

If selected, this document shall be part of the Supplier’s proposal and shall serve as the contract for services.

B. Background

Great Parks has been protecting greenspace and providing recreational and education opportunities to Hamilton County residents for over 90 years. Since 1930, Great Parks has put the power of wild and promise of well within reach. What started as a single site has grown into an unmatched system of 22 parks and conservation areas spread across our region. Recently we have undergone an extensive brand overhaul to modernize the identity of Great Parks. Our Acorn logomark and new tagline, Find Your Wild, is the first major initiative in line with the themes and priorities of the agency’s master plan.

Numerous capital projects across our system are prioritized in the master plan and raising capital funds is critical to supporting these projects. In partnership with our Philanthropic arm, Great Parks Forever, we are looking for ways to leverage our new brand and create the momentum needed to raise our brand’s awareness and increase funding.
C. **Scope of Work**

The Supplier will provide the following services as necessary based on the following guidelines:

a. Ability to develop video concepts and storyboards in partnership with Great Parks Marketing & Brand Strategy team (MBS).

b. Ability to write script copy in partnership with the Great Parks MBS team.
   i. Great Parks must be offered the opportunity to review and revise the script if needed.

c. Supplier must be located in the Greater Cincinnati/Tri-State Area and have the ability for on-site meetings at Great Parks operations office located at our Winton Woods location.
   i. Supplier must be available to meet in-person or over Teams on a regular basis to keep with the production timeline and goals.

d. Supplier will mine through existing b-roll and footage to identify usable content to meet video requirements.
   i. Supplier will identify gaps in footage (if any) and make needed shot recommendations

e. Supplier must have capability to film on-site and help coordinate shot lists and schedule with the Great Parks MBS team if additional footage is needed.

f. The supplier is expected to be the primary project manager, and will sub-contract any additional talent, services, or equipment that may be required as part of this agreement.

g. Video concepts may include an animation portion. The supplier must have animation capabilities or a reputable sub-contractor to manage this component of the project.

h. Supplier must have access to a wide variety of reputable voice-over artists and the capacity to recommend at minimum three V/O artists to Great Parks who will make the final selection. V/O work should be included in this proposal.
   i. Music and audio production must be included in the proposal price
   ii. Great Parks reserves the right to request additional V/O options if needed.

i. Supplier must provide all creative assets and editable video files at the conclusion of this project.

j. Supplier will develop, produce, edit, and deliver the video by Wednesday, October 18th.

k. Supplier must provide the first version of the video to Great Parks to review by September 25th to allow time for review and possible revisions.

D. **General RFP Requirements**

Please provide a documented overview of your company, its services related to this RFP and why it is the best solution for Great Parks’ needs. An itemized synopsis should include the following:

- Company history and the number of employees who would work on this project.
- History of working with Great Parks or other public agencies
Please provide three short video examples of your work; if possible, videos should be for similarly aligned goals or organizations. An overview of the additional types of services you offer that may be of benefit to Great Parks, if any.

- Any additional information deemed necessary to support your proposal
- Project timeline and process overview
- Complete the sample pricing grid on page 7

**E. RFP Deadline and Submittal Requirements**

Proposals are due by 10:00 a.m. EST on **Wednesday, August 16, 2023**. The entire signed and initialed Request for Proposal, including any additional documents provided by the Supplier, shall be submitted to Rachel Doellman, Chief of Marketing & Brand Strategy, Great Parks of Hamilton County, 10245 Winton Road, Cincinnati, Ohio 45231.

RFPs shall be submitted in one (1) digital PDF format via email. RFP files shall contain the firm’s name and the subject line shall be “Video Concept, Filming, Editing, & Production”. To be considered, all pages of this RFQ document must be initialed, page 6 must be completed and signed and the pricing grid on page must be completed.

Proposals shall be submitted to Rachel Doellman per the contact information listed above. The digital response should also be emailed to rdoellman@greatparks.org by the specified deadline. The Supplier is responsible for ensuring the submittal has been received by the deadline.

Any questions before the proposal deadline shall be directed to Rachel Doellman by email at rdoellman@greatparks.org or by phone at 513-245-7467.

**F. General Notes**

1. The Supplier shall furnish all labor, material, and appurtenances necessary for a complete project or operating system as outlined in the plans, specifications, and this Request for Proposal.
2. Great Parks is tax-exempt.
3. Great Parks reserves the right to reject any and all Request for Proposals

**G. Submission of Invoices**

The Supplier shall submit proper invoices via email directly to ParkDistrictAP@avidbill.com. A proper invoice will include the account number, description of service, location, quantity delivered, per unit price, total amount, shipping date, invoice number, invoice date, and Great Parks’ purchase order number.
H. Acceptance of Proposal & Contract Award

Great Parks intends to award a contract, provided the proposal has been submitted in accordance with the requirements of this Video Concept, Filming, Editing & Production document. Great Parks shall have the right to waive informalities and irregularities in a proposal received and to accept the proposal, which in Great Parks’ judgment, is in Great Parks’ own best interests.

In determining the best proposal, the following items will be considered.

1. Summaries of staff qualifications and experience
2. The Supplier’s history and experience
3. The Supplier’s record in performing other Great Parks projects or similar publicly funded projects
4. The Supplier’s record, experience, and ability to execute services of like character, scope, and size
5. The Supplier has adequate equipment and facilities to perform the services promptly and expeditiously
6. The Supplier has the appropriate technical experience with projects of similar scope and conditions
7. Cost of the services
8. Timeline to complete the project
9. Scope or capabilities
10. Project coordination experience

Prior to acceptance of the proposal and prior to performing work, the Contractor shall furnish proof of the below required documents:

1. Certificate of Insurance, listing Great Parks of Hamilton County as additional insured.
3. New Vendor Form (if applicable, for GPHC Finance Department purposes).
4. List of emergency contacts and their contact information.
5. Signed and completed Indemnification section (page 7).
6. Signed RFP Form & pricing request (page 8-9).
7. Initial all pages in the area provided on the footer of each page (pages 1-10).
I. **Certificate of Liability Insurance Requirements**

Insurance coverage shall not be less than the following:

**Comprehensive General Liability (including Completed Operations, Blanket Contractual, Independent Contractors, and Personal Injury):**
- a. Bodily Injury $1,000,000 Each Occurrence; $2,000,000 Aggregate
- b. Property Damage $1,000,000 Each Occurrence; $1,000,000 Aggregate

**Automobile Liability (including Owner, Non-owned and Hired):**
- a. Bodily Injury $1,000,000 Each Occurrence; $1,000,000 Aggregate
- b. Property Damage $250,000 Each Occurrence; $250,000 Aggregate

J. **Safety of Persons and Property**

The Supplier shall be responsible for initiating, maintaining, and supervising all safety precautions and programs in connection with the performance of this work.

With respect to all Work performed, the Supplier shall:

1. Comply with the requirements of the Occupational Safety and Health Act of 1970 (Public Law 91-596) and the requirements of Title 29 of the Code of Federal Regulations, Paragraph 1918, as published in the "Federal Register" Vol. 36. N.75 Saturday, April 17, 1971, and as amended from time to time.
2. Exercise every precaution at all times for the prevention of accidents and the protection of persons (including employees) and property.
3. Maintain at its office and in delivery vehicles all articles necessary for giving first aid to the injured and shall make standing arrangements for the immediate removal to a hospital or doctor's care of persons (including employees) who may be injured at the delivery site.
4. Comply with and give notices required by applicable laws, statutes, ordinances, codes, rules and regulations, and lawful orders of public authorities bearing on the safety of persons or property or their protection from damage, injury, or loss.
5. When the use of storage of explosives or other hazardous material or equipment or unusual methods is necessary for the execution of the Work, the Supplier shall exercise the utmost care and carry on such activities under the supervision of properly qualified personnel.
6. Promptly remedy damage and loss (other than damage or loss insured under property insurance required by the contract) to property caused in whole or in part by the Supplier or anyone directly or indirectly employed by any of them or by anyone for whose acts they may be liable and for which the Supplier is, except damage or loss attributable to acts or omissions of the Great Parks or anyone directly or indirectly employed by them, or anyone for whose actions may be liable, and not attributable to the fault or negligence of the Supplier. The foregoing obligations of the Supplier are in
addition to the Supplier's obligations for Indemnification.

7. Designate a responsible member of the Supplier’s organization at the site whose duty shall be the prevention of accidents. This person shall be the Supplier’s superintendent unless otherwise designated by the Supplier in writing to Great Parks.

K. Cancellation

This agreement may be canceled by either party thirty (30) days after written notice is given. Notwithstanding these provisions, failure to either meet contract specifications or comply with delivery requirements shall cause immediate cancellation.

_________________________
L. **Indemnification**

To the fullest extent permitted by law, the Contractor shall indemnify and hold harmless, GHPG, GPHC’s consultants, agents, vendors and employees of any of them from and against claims, damages, losses and expenses, including but not limited to attorneys’ fees, arising out of or resulting from performance of the Work, provided that such claim, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or to injury to or destruction of tangible property (other than the Work itself), but only to the extent caused by the negligent acts or omissions of the Contractor, a Subcontractor, anyone directly or indirectly employed by them or anyone for whose acts they may be liable. Such obligation shall not be construed to negate, abridge, or reduce other rights or obligations of indemnity which would otherwise exist as to a party or person described in this section.

In claims against any person or entity indemnified under this section by an employee of the Contractor, a Subcontractor, anyone directly or indirectly employed by them or anyone for whose acts they may be liable, the indemnification obligation under this section shall not be limited by a limitation on amount or type of damages, compensation or benefits payable by or for the Contractor or a Subcontractor under workers’ compensation acts, disability benefit acts or other employee benefit acts.

Company: __________________________________________

Address: ________________________________

City, State, Zip: ________________________________

Office Phone: _______________ Mobile Phone: __________

Email: ________________________________ Fax: __________

Authorized By: _______________________ Title: ______________________
Request for Proposal Form

We, the undersigned, having familiarized ourselves with the Request for Proposal prepared by Great Parks of Hamilton County, do hereby propose to furnish all labor, materials, equipment, tools, expendable equipment, temporary services, and supervision required for:

Great Parks of Hamilton County
Video Concept, Filming, Editing & Production
Request for Proposal

COMPANY: __________________________________________________________

BY (Name, Title): ______________________________________________________

SIGNATURE: __________________________________________________________

DATE: __________________________________________________________________

COMPANY ADDRESS: ____________________________________________________

________________________________________________________________________

WORK NO: __________________________________________________________________

MOBILE NO: __________________________________________________________________

EMAIL ADDRESS: __________________________________________________________

State whether a: Corporation (___), Partnership (___), Sole Proprietorship (___)
Please complete the following pricing request. The proposal should include all related fees such as, but not limited to file set-ups, voice-over artists, sub-contractors if needed, and freight if applicable.

<table>
<thead>
<tr>
<th>Description of Service</th>
<th>Quantity</th>
<th>Cost of Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Concept/Storyboard, Filming, Editing, Production, &amp; File Delivery Services (inclusive of potential Voice-Over artists, models, actors, etc.)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Rush Delivery Fee</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Additional Fees or Services</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>