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## *Request for Proposal: New Videos*

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ISSUED DATE: 7/14/2023

SUBMISSION DATE: 7/28/2023

**RFP COORDINATOR:**

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## **REQUEST FOR PROPOSAL (RFP)**

Visit Jacksonville issues this Request for Proposal for the production of new videos.

Video Concepts:

### **1. Meetings featuring testimonials from meeting and event planners:**

Visit Jacksonville has received some outstanding feedback from clients about our Sales and Destination Experience teams. We want the video to highlight these responses in a text format, possibly audio or video remotely if contacts agree, with accompanying music, photos, and Jacksonville b-roll. The message: why you should have your meeting or event in Jacksonville, and how easy it is to make that happen with Visit Jacksonville.

**Surveys and feedback will be provided. We can help reach out to the clients for connection and permissions.**

### **2. Military Groups, Conferences, and Reunions:**

Jacksonville is the perfect city to host a military convention or veterans' reunion. We are a proud military town, home to two Navy bases and thousands of active-duty personnel and veterans. The city has a unique mix of its military installations, historic sites and monuments, in addition to over 450,000 square feet of meeting space and 18,000 hotel rooms.

Why Jacksonville?

- Great military related activities.
- The most affordable meeting city in Florida.
- Can often accommodate tight schedules and budgets.
- A smaller, unique destination with all the perks of a big city visitors bureau, which means more individualized attention for groups.
- Easily accessible through Jacksonville International Airport & two major interstate highways.

Attractions may include:

- Veterans Memorial Wall, Second largest in the U.S
- USS Orleck Naval Museum
- Memorial Park
- Navy Memorial Statue, The Lone Sailor
- National POW/MIA Memorial
- Yellow Bluff Fort Historic State Park
- Jacksonville National Cemetery
- Naval Air Station Jacksonville, Birthplace of the Blue Angels
- Mayport Naval Station, second largest on the East Coast
- Alhambra Dinner Theater
- Veterans United Craft Brewery

- St. Johns River Taxi

There will be the opportunity for footage of military reunions in Jacksonville at the end of August 2023.

More info: <http://www.visitjacksonville.com/militarygroups>.

### #3      **The JIA Travel Experience**

Jacksonville International Airport (JAX) is a wonderful asset to travelers. The airport is clean and easy to navigate, with rental car facilities onsite. The airport also features an art collection, regularly changing exhibits and pet facilities. We are looking for a one-minute video highlighting the pleasant JIA Travel Experience. We will assist in arrangements with the Airport Authority for access to secure areas for filming. Videographer will be responsible for permission/waivers of interviewees as applicable.

### #4      **Jacksonville Jaguars Gameday Experience**

We are looking to create a one-minute video on the Jaguars Gameday Experience for 2023. The focus is things to do before the game within stadium grounds, restaurants and activities within the stadium during the game, views of the crowd, and other featured areas. We will connect your company with the Jaguars to arrange gameday access.

### #5      **Mayport Shrimp (from boat to restaurant to your plate)**

Jacksonville is famous for our Mayport Shrimp. Help us tell the story from shrimp boat to restaurant and market. This project is for a 1-2 minute video on shrimping locally and how it's then featured on local seafood menus and available for purchase at local markets.

#### **Additional Details:**

- **All videos MUST be complete by September 30, 2023. If you cannot meet this deadline, please don't submit responses.** Completion includes at least one review and edit opportunity for Visit Jacksonville prior to September 30, 2023, with final files received by that date
- Quote must be provided for each individual video. If bidding on multiple videos a discount may be offered in the quote for winning those bids.
- See Scoring and Evaluation section for how contract will be awarded.
- Each video must include a shortened teaser video of 15 seconds to use to promote the videos on social media and should include sizing for Facebook and Instagram stories (1080x1920 pixels for Instagram).
- Visit Jacksonville will have full and complete access to all video footage filmed during video shoots to use for future B Roll/videos.
- Visit Jacksonville will provide all final decisions regarding all content and editing.

- Visit Jacksonville videos become the property of the City of Jacksonville and as such may be used by the City at any point.

## **I. INTRODUCTION TO VISIT JACKSONVILLE**

Visit Jacksonville is a Destinations International accredited Destination Marketing Organization contracted since 1994 by the Duval County Tourist Development Council (TDC) to champion the growth of leisure and business tourism in Jacksonville. Additional information can be found at [www.visitjacksonville.com](http://www.visitjacksonville.com).

## **II. PAYMENT AND TERMS OF PURCHASE**

- A. Payment will be processed by Visit Jacksonville within 30 days of receipt of initial invoice and vendor may invoice after contract for services has been executed.
- B. Visit Jacksonville agrees to pay no more than a 50% deposit for the purchase of agreed upon items in the executed contract.
- C. The remaining balance will be paid within 30 days of receipt of completed and approved (edited) videos and final invoice.
- D. Delivery of all videos must be by September 30, 2023. Violation of this without Visit Jacksonville pre-approval may negate final payment or impact agreed upon rate for video production.

## **III. PURCHASE SPECIFICATIONS**

General Minimum Requirements:

- Videos must be completed no later than September 30, 2023. Do not bid on multiple videos if you cannot accommodate this cut-off date.
- Videos must contain all content requirements listed above in the video details section.

Specific Requirements:

- Shoots
  - Please note that all lighting, equipment, travel, materials, talent and time should be accounted for in the total bid price submitted.
- Editing
  - Music bed selection cost included in production.
  - At least one round of edits from Visit Jacksonville after reviewing initial draft.
- Talent sourcing
  - The videographer is responsible for sourcing all talent.

## **IV. BID SUBMISSION**

- A. Bids may be submitted in-person/hand delivery to Visit Jacksonville at 100 N. Laura Street,

Ste 120, Jacksonville, FL , 32203; via mail sent to address above, ATTN: Tess Chalifour-Drahman or via e-mail to: [tchalifourdrahman@visitjacksonville.com](mailto:tchalifourdrahman@visitjacksonville.com).

- B. DEADLINE: Bids must be received no later than 5:00 p.m., Friday, July 28, 2023. This includes bids delivered via mail or hand delivery. It is the full responsibility of the bidder to ensure that Visit Jacksonville receives the bid by the deadline date and time. Visitor Center operating hours at the in-person delivery location will not be altered for the purpose of bid receiving. Late bids will not be accepted.
- C. Questions may be submitted via email until Friday, July 21 at 5:00pm EST, and responses to questions will be sent to all who have submitted an email with an intent to bid by Friday, July 21 at 5:00pm EST. Email responses to all questions received will be sent to all who have expressed their intent to bid no later than Monday, July 24, 5:00pm EST.

**Key Dates**

| Event | RFP Issued   | Intent to Respond and Questions Due | Answers Provided | Proposals Due | Winning Bids Selected No later than |
|-------|--------------|-------------------------------------|------------------|---------------|-------------------------------------|
| Date  | 7/14/2023    | 7/21/2023                           | 7/24/2023        | 7/28/2023     | 8/4/2023                            |
| Time  | 12:00 PM EST | 5:00 PM EST                         | 5:00 PM EST      | 5:00 PM EST   | 5:00 PM EST                         |

**V. GENERAL INFORMATION AND REQUIREMENTS**

- A. Describe professional experience in video production and editing, demonstrating your company's ability to meet the requirements stated above.
- B. Provide examples of video work that you have produced similar in nature, structure or requirements to the requested videos.
- C. Bidders may choose to submit proposals for one or many of the videos that are listed in the RFP.
- D. Describe in writing the concepts for each video you are bidding on and how you plan to accomplish the request.
- E. Quote/pricing must be provided for each individual video.
- F. The proposal must be submitted by a person or officer who is authorized to submit such proposal on behalf of the responding entity.
- G. Any changes to a proposal must be made by the respondent in writing and must be received by Visit Jacksonville prior to the original due date.
- H. Respondent shall not provide gifts or anything of value nor have any business arrangement with any employee, official, or agent of Visit Jacksonville that might constitute a conflict of interest according to the State and Local Government laws, as well as Visit Jacksonville's policies and procedures.

- I. All bids will be kept confidential during the process of negotiation.
- J. Visit Jacksonville is wholly committed to equal opportunity for all potential respondents and does not discriminate in its award selection based on race, national origin, religion, age, sex, sexual preference, or handicap status.
- K. If any of the provisions in the RFP conflict with applicable laws, rules, regulations, and/or other codes of professional ethics, the latter shall prevail over the provisions of this RFP.
- L. Visit Jacksonville reserves the right to reject all proposals. Responding to this request does not guarantee any bidder revenue or compensation in regard to this Request for Proposal.
- M. Visit Jacksonville shall not reimburse any bidder for any expenses incurred to prepare and deliver its response to this request.

## **VI. SCORING AND EVALUATION**

Contracts are awarded based on both best value considerations and the ability of vendor to produce a quality product based on experience and sample(s) provided. Bidders should consider all cost components necessary to execute the project and provide a competitive bid in order to be awarded the contract.

- A. All proposals received by the submission deadline will be evaluated and scored by an RFP committee based on the requirements detailed in all of the paragraphs above.
- B. All bidders will be notified via e-mail as to acceptance or rejection of bid. Include an email address in contact information for the company when bidding for primary communication during the process.
- C. The winning bidder(s) will receive notice no later than Friday, August 4, so that execution and deliverance of videos can occur by the deadline of September 30, 2023.
- D. If no bids received are found acceptable to Visit Jacksonville, Visit Jacksonville reserves the right to accept none of the bidders for the projects.