



2023 Videos RFP – Submitted Questions with Answers

7/24/2023

Overall Questions/Answers:

Question: Is Visit Jax/City of Jacksonville looking to own the copyright to all footage produced or just looking to acquire an unlimited usage license?

Answer: We are looking for an unlimited usage license.

Question: Are there plans to use this footage for broadcast television or just web advertisements?

Answer: We may use footage for both. We often receive requests from media across the country for Jacksonville b roll. If any of the footage would not be acceptable for broadcast, we just need to know that postproduction.

Question: Is there any sort of pre-conceived budget in-place for these videos? Just so that we can potentially work within what's already allocated or modify our production plans to fit more efficiently.

Answer: There is no set budget for these videos, in the past we have paid on average anywhere from \$7,500-\$20,000 for a single video depending on the number of locations required for filming.

Question: Are you looking for one proposal to include the several quotes or would you prefer a separate proposal document for each individual video quote?

Answer: One proposal document will be fine. Be sure to include cost and concept for each individual video.

Question: Are we allowed to deliver our bid via pdf electronically?

Answer: Bids may be submitted via e-mail to: tchalifourdrahman@visitjacksonville.com.

Question: If official contract signature takes place after 8/4, will the 9/30 deadline be pushed forward by the exact amount of days beyond 8/4?

Answer: Final deadline is 9/30. We will not move deadline forward.

Question: For any of the videos, are you planning on directing us to any must have events or locations, people, anything else?

Answer: This would depend on the video. For the military reunion video, it would need to include at least a few of our military sites listed. The airport would require JAX, same with the Jaguars. The others do not have required locations.

Question: Will a Visit Jacksonville representative be with us on any of the shooting locations?

Answer: Visit Jacksonville is happy to assist and be onsite at filming locations. With that being said, we are also open to making arrangements in advance and allowing video crews to film without staff present. This is done on a video-by-video basis depending on the location and the comfort of the crew.

Question: Are you expecting narration/voiceover in any of these videos? (outside of on-camera interviews/testimonials)

Answer: That would be for an individual company to decide when you submit your video concept. We do not have a preference.

Question: For any narration spoken/voiceover words, will Visit Jacksonville be providing the script?

Answer: No, Visit Jacksonville would work with the company selected to approve the storyboard and script prior to filming. After being selected, Visit Jacksonville will meet with selected vendors to discuss video process and ideas and to finalize all details prior to shooting.

Individual Video Questions/Answers:

Question: Video 1 (Meetings) How long are you expecting this video to be?

Answer: 1 minute

Question: For Video 2: Will we have access to any veterans or military personnel that can tour some of the Jacksonville Military Attractions with us, or should we plan on allocating budget to hire talent?

Answer: Visit Jacksonville works with military reunions groups regularly, we are hopeful we can arrange for filming to happen during one of the upcoming military reunions so we can film with a group experiencing the destination. If that does not work out, Visit Jacksonville will assist with access to locations throughout the destination. If your specific concept requires experienced talent, you should include that in the bid.

Question: Will Visit Jacksonville secure permissions for our crew to film on military installations?

Answer: Yes, Visit Jacksonville will assist in gaining access to military installations.

Question: Video 2 (Military) How long are you expecting this video to be?

Answer: 1 minute

Question: For Video 3: Will we have access to any airport staff that could be in scenes with us or should we hire talent?

Answer: This video should be from the point of view of a visitor, if your concept includes talent you should include that in the proposal. Airport staff may be in the shots in their normal day-to-day roles, but would not be available to serve as talent.

Question: For Video 3: Will we have access to airport restaurants and staff?

Answer: Conditionally, yes, if we are promoting a specific business, most often the business has been very open to including their employees. We would work to arrange availability in advance.

Question: For Video 3: Will we be able to film anything outside the airport, such as air traffic controllers, baggage handlers, or planes on the runway from a distance?

Answer: We have a good working relationship with the airport and most likely they will be able to assist us with this request. There may be limitations around security for some access.

Question: For Video 4: Will we be needing any actual game footage?

Answer: The concept of this video is about the stadium experience. Visit Jacksonville will assist in securing permission to film at a game, but we will not pay for usage of players likenesses or in game footage. Crowd shots and stadium experiences should be the focus from within the stadium. No actual onfield game footage is needed.

Question: Will Visit Jacksonville secure permissions from the National Football League to utilize footage captured at the game, during game play, in the inner bowl? Will Visit Jacksonville pay the NFL for said permissions?

Answer: The concept of this video is about the stadium experience. Visit Jacksonville will assist in securing permission to film at a game, but we will not pay for usage of players likenesses or in game footage. Crowd shots and stadium experiences should be the focus from within the stadium.

Question: Is it expected for our crew to film during the first regular season Jaguar game on 9/17? Or only the Pre-Season game on 8/26?

Answer: We only expect one game will be needed for the video filming. Which game is chosen will be decided once a winner has been selected.