



REQUEST FOR PROPOSAL:
BRING IT HOME! JAX VIDEO

ISSUED DATE: 2/9/2024

SUBMISSION DATE: 2/24/2024

RFP COORDINATOR:

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REQUEST FOR PROPOSAL (RFP)

Visit Jacksonville issues this Request for Proposal to produce a new video for **the Bring It Home! Jax Initiative**.

Video Concept:

The purpose of the video is to bring attention to the Visit Jacksonville initiative “Bring It Home! Jax.” This program aims to engage the Jacksonville business community to encourage their company, organizations they belong to, and hobby groups to host their meetings and conferences here in Jacksonville.

We know that Jax is a great city to live, work, and play in, and we want our community partners and leaders to use their influence and affiliations to attract more meetings and conferences here to show off the city and bring a positive economic impact.

You know that conference you travel to every year? Wouldn't it be amazing to skip the airport and have that meeting right here in Jacksonville? You can still stay in a hotel – in fact, we encourage it!

Incentives to highlight for our community:

- Visit Jacksonville can help at zero cost to you or your organization.
- Be a hero, help us show off your hometown
- Jacksonville is a smaller, unique meeting destination focusing on meeting sizes from 10 to 10,000. Visit Jacksonville professionals provide individualized attention to planners and groups.
- Hosting creates a positive impact on our local economy

All locals have to do is reach out to Visit Jacksonville to show interest and let us know they would support the meeting and we will be their advocate by contacting national headquarters, corporate offices, organizing committee and planners to let them know Jax is interested in hosting a future event.

This video's audience will be Jacksonville's business community and leaders. The video will be used to both bring awareness to the Bring It Home! Jax initiative and Visit Jacksonville as a meetings, conferences, and events partner.

We would like the video to be a mix of direct-to-camera interviews (locals who have used Bring It Home! Jax and a member of the Visit Jacksonville sales team explaining how easy it is), b-roll, and shots of conventions or events in Jacksonville if available. We will be able to connect you with the interviewees and event organizers. However, we are very open to any other suggestions you have for the creative look and feel of the video and production.

More information: <https://www.visitjacksonville.com/meetings/bring-it-home/>

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.

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 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 the completed and approved (edited) video and final invoice.
- D. Delivery of video must be by May 31, 2024. Violation of this without Visit Jacksonville pre-approval may negate final payment or impact agreed upon rate for video production.

III. PURCHASE SPECIFICATIONS

A. General Minimum Requirements:

- Video must be completed no later than May 31, 2024. Do not bid on this RFP if you cannot accommodate this cut-off date.
- Video must be no longer than 1 min 30 seconds.
- Video must contain all content requirements listed above in the video details section.
- Local Jacksonville businesses will be given priority selection.
- Delivery includes a full-length video for YouTube and Visit Jacksonville website, and a teaser trailer for social media.

B. 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 , 32202; via mail sent to address above, ATTN: Tess Chalifour-Drahman or via e-mail to: tchalifourdrahman@visitjacksonville.com.

- B. **DEADLINE:** Bids must be received no later than 5:00 p.m., Friday, February 24, 2024. 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 Wednesday, February 14th 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, February 17 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 Friday, February 17, 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	2/9/2024	2/14/2024	2/17/2024	2/24/2024	3/8/2024
Time	12:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST

V. SUBMISSION GUIDELINES

Please address each of the following within the Response. Your submissions will not receive scores for those items that are not addressed.

- 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 video.
- C. Describe in writing the concepts for the video and how you plan to accomplish the request.
- D. Quote/pricing must be provided.

VI. GENERAL INFORMATION AND REQUIREMENTS

- A. The proposal must be submitted by a person or officer who is authorized to submit such proposal on behalf of the responding entity.
- B. 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.
- C. 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.
- D. All bids will be kept confidential during the process of negotiation.

- E. 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.
- F. 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.
- G. 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.
- H. Visit Jacksonville shall not reimburse any bidder for any expenses incurred to prepare and deliver its response to this request.

VII. SCORING AND EVALUATION

- A. 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.
- B. 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.
- C. 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.
- D. The winning bidder(s) will receive notice no later than Friday, March 8, 2024 so that execution and deliverance of video can occur by the deadline of Friday, May 31, 2024.
- E. If no bids received are found acceptable to Visit Jacksonville, Visit Jacksonville reserves the right to accept none of the bidders for the projects.

VIII. SCORING MATRIX

Component of Evaluation:	Point Value Range:
Price provided for video; lower price may provide higher point value	0 or 5
Value of Video Estimate	0-5
Video ideas explained clearly and creatively	0-10
Proposed video length included	0 or 5
Confirmed teaser will be provided for use on social media	0 or 5
Confirmed VJ will have access to all footage filmed	0 or 5

Confirmed VJ will provide final decisions regarding content & editing	0 or 5
Confirmed video will be completed by 4/30	0 or 5
Professional Experience appropriately described	0-5
Example of video provided	0 or 5
Described video concept and components and plans to accomplish	0-10
Overall Quality Rating of Video Examples	0-10
Overall Rating of Experience in Providing Video that Meets Needs	0-15
Overall Rating of Proposal	0-10