



# MARICOPA

## COMMUNITY COLLEGES

### **RFP 3452-9 ADDENDUM #1 & ACKNOWLEDGMENT**

Description: Photography and Video Services

RFP #: 3452-9 Addendum #1

Date: December 6, 2019

The following clarifications, changes, additions or deletions for this project shall be made to the above mentioned RFP; all other conditions shall remain unchanged. The Addendum supersedes current conditions shown in the RFP document. This Addendum forms a part of the Contract Documents and modifies them as follows:

#### **CORRECTION: Scope of Work Section 3.2.5**

Section 3.2.5 is to be corrected as follows:

The videographer must utilize her or his own equipment, including backdrops, lighting, camera, sound, computer editing equipment and provide the digital masters to MCCCC on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCC within **seven (7)** business days of the shoot.

#### **QUESTIONS AND ANSWERS**

***No further questions will be answered.***

*Below are responses to the questions that were received regarding this RFP. If your question(s) was not specifically answered it may be because it was not pertinent to your ability to respond to the RFP; did not address what was requested in the RFP; was similar to a question previously asked; was information that only the successful proposer will need and will be provided when they start working on the project; and/or the answer is already contained in the RFP package or available on our website.*

*Please note the questions are in black, with the response following in blue. When possible wording for each question was kept in the same format as received but may have been edited to provide clarity. Questions may be placed in a different order and renumbered. Responses to questions received are as follows:*

Q1. What is the length of the contract, i.e.- Jan 1 -Dec 31, 2020 or ?? When is the expected contract selection, signing, and Start date.

- A1. A written Notice of Award with a specific contract start date will be made prior to commencement of performance. The initial contract term will end on June 30, 2021. MCCCDD may, at its discretion, exercise up to 4 one-year option renewal periods.
- Q2. What are the approximate number of events requiring video during this first contract period and do you have the dates currently scheduled?
- A2. Varies by College based on project need and budgets available
- Q3. What level of storyboarding is needed - i.e. full Hollywood color animation, or rough sketches?
- A3. Varies by college. Storyboarding can be rough sketches—detailed enough so client can understand an idea and flow of the video concept/story.
- Q4. What is meant by “Pre-roll Spot Creation”?
- A4. A pre-roll ad is a promotional video message that plays before the content the user has selected—Typicall :15 or :30 sec in length.
- Q5. Elaborate on what is meant/expected by Directing/Coaching.
- A5. If talent is involved in photography / video shoot—Directing / Coaching is instructing the subject to pose, act or speak in a particular way.
- Q6. For Audio Production, are you looking for Audio Engineer levels, for mixing and audio editing with effects, or basic audio capture?
- A6. The vendor must have the ability to capture audio and mix it with music or other effects.
- Q7. 3.2.5, Delivery times - in the RFP, it says, “five(7)”? Also, are you looking for the final edited footage/product within this time frame for ALL of the events captured, rough drafts, or just the unedited copy? What flexibility do we have for this?
- A7. The delivery time has been corrected to seven (7) business days in this Addendum. The 7 day time-frame refers to the final product AFTER all events have been captured.This timeframe is negotiable based on the complexity of the project.
- Q8. Final footage formats: Do you want delivery in one specific, i.e. .MOV or .MP4, or multiple file types? You mentioned a variety of final uses which could require different formats and the time and space requirements would radically change if multiples are needed.
- A8. Could be multiple file types. Uses could be for trade shows/presentations, social media campaigns, web site marketing, YouTube marketing.

- Q9. Clarify “log footage”. Is this a tracking log for editing, utilizing timecode identification for the various clips used?
- A9. In this case, log footage refers to the format in which the footage is recorded to allow for better color correction. Log isn't Raw; it's video. However, it's a special way of capturing that maximizes the tonal range of a sensor. Shooting in log is NOT a requirement, but if Log footage is available, we would like to have access to it.
- Q10. Will there be any occasions of Out of the County projects, i.e. Tucson, Flagstaff, Los Angeles?
- A10. We basically operate within Maricopa County, with the exception of Rio National. We don't anticipate any out-of-county shoots at this point.
- Q11. Section 5.4.1 talks about “cooperatively”. What does this mean specifically?
- A11. A cooperative contract would allow other entities to utilize MCCCCD's contract. Prior to award, MCCCCD will work with vendors to determine the cooperative nature of the contract.
- Q12. Are there any shooting locations that will require usage permits (re Sec. 9.10), and, if so, who is responsible for getting them?
- A12. Assuming shooting locations are on college campuses there shouldn't be any usage permits.
- Q13. Should ALL copies of the RFP be included in the sealed envelope?
- A13. Yes. All copies must be sealed.
- Q14. Elaborate on Script Creation – is this about creating a list of questions for the interviews, creating a documentary dialogue?
- A14. Could be creating interview questions or script for actor portrayal.
- Q15. Rainy conditions – if it's raining and there will be no covered area to shoot from, ie a sports event, is there an expectation/requirement to film it?
- A15. This will be determined on a case-by-case basis. For example, if we have talent scheduled for a specific day, we might consider rescheduling or changing location.
- Q16. What is the “reimbursement rate” of the school?
- A16. Costs/Fees shall include all overhead and profit. No billing will be accepted that shows any other costs than those listed in the pricing schedule. This includes, but is not limited to, travel, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, etc.

Q17. For bigger jobs/projects, are we allowed to sub-contract extra help and their added fees rolled into the invoiced costs?

A17. Yes

Q18. If revisions are needed, how many revisions before additional costs will be incurred?

A18. We usually expect three revisions to be included before additional costs are incurred.

Q19. Will all fonts, text for titles and names, logos, and graphics be provided for the final products, or are we required to create them?

A19. Both. Fonts, logos, colors and other branding requirements will be provided along with branding guidelines.

Q20. If music is required, will you provide, or will charging the licensing fee be allowed as an extra charge?

A20. Prefer photographer/agency to provide licensed music for fee, if necessary.

Q21. If delivery is on a hard drive, will it be returned? Same question re use of a thumb drive/memory stick.

A21. No, we will keep the hard/thumb drive. Please include this in your pricing.

**Please fill in the requested information below as acknowledgment that you have received this addendum as noted above and include IN YOUR PROPOSAL when it is submitted.**

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Fax # : ( \_\_\_\_\_ ) \_\_\_\_\_ Tel. #:( ) \_\_\_\_\_

Name:(Print) \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_