



TOMMY MAC STORYTELLER LLC
DBA LIVIN IN FLOW MEDIA
Photography and Video Services

MARICOPA COUNTY COMMUNITY COLLEGE DISTRICT
RESPONSE TO REQUEST FOR PROPOSAL #3452-9
Proposal Closing Date: December 20, 2019 3:00 PM
2411 West 14th Street
Tempe, AZ 85821

ITEMIZED PRICE LIST**PHOTOGRAPHY SERVICES**

Action Photography (Candid Individual, Group, Environmental)	\$200/hr
Banquet/Dance/Formal Event Photography	\$200/hr
Classroom Photography	\$200/hr
Commencement, Other Public Event Photography	\$200/hr
Portrait Photography	\$200/hr
Sports Photography (Individual and Team)	\$200/hr
Campus, Architecture, Buildings, Landscape	\$200/hr
Photo Editing/Adobe Light Room*	\$75/hr

**Does not include Adobe Photoshop*

VIDEOGRAPHY SERVICES**Video pre-production**

Project Meetings	\$75/hr
Location Scouting	\$75/hr
Script Writing	\$75/hr
Storyboarding	\$75/hr
Set Design	\$75/hr

Video production*

B-Roll/Pre-Roll	\$250/hr
Interviews	\$250/hr
Public Speaking/Event Videography	\$250/hr
Coaching/Directing	\$250/hr
Model/Actor/Location Releases	\$250/hr
Audio Production	\$250/hr

**Includes two production assistants, six(6) hour minimum*

Video post-production*

Video Editing	\$75/hr
Illustration/Animation/2D & 3D Motion Graphics	\$75/hr
Audio Mixing	\$75/hr
Color Correction	\$75/hr
Color Grading	\$75/hr

**Includes data back up and storage*



ADDITIONAL SERVICES

Animal/Pet Photography	\$200/hr
Storytelling Consulting/Directing	\$200/hr
Podcast Production	\$200/hr
Podcast Post-Production	\$65/hr
Production Assistant, less than six(6) hours	\$25/hr

ADDITIONAL FEES*

Last Minute Reschedule- Photography	\$250
Last Minute Reschedule- Videography	\$650
Last Minute Reschedule- Extreme Weather	\$500
Last Minute Cancellation- Extreme Weather	\$500
Last Minute Cancellation- Photography	50% of total project invoice
Last Minute Cancellation- Videography	50% of total project invoice

**Cancellation/reschedule requests made five or more business days in advance incur no additional cost, per policy listed in 5.3.4 and Attachment E Deviations from RFP.*

Section Seven: PRICING SCHEDULE

Rev 090817

PRICING SCHEDULE

The undersigned has read and understands all conditions and terms of RFP 3452-9, is authorized to submit this proposal on behalf of the company, and hereby offers to perform the services per the attached pricing proposal. Proposer further understands they are the sole offeror herein and that the performance of any sub-contractors employed by the Proposer in fulfillment of this offer is the sole responsibility of the Proposer.

COMPANY: Tommy Mac Storyteller LLC "DBA" Livin in Flow Media **PHONE:** (517) 388-2545

ADDRESS: 21021 N. 56th St. Apt # 3067

FAX:

CITY, STATE, ZIP: Phoenix, AZ 85054

SIGNATURE:



DATE:

12/17/19

NAME (Print):

THOMAS MACDWICZ

TITLE: Owner

Submit a detailed pricing schedule as an attachment to this page.

Other-Services/Fees not specifically requested in the RFP (list below)

Storytelling Consulting/Directing	\$	200/hr
Podcast Production	\$	200/hr
Podcast Post-Production	\$	65/hr
	\$	

Costs/Fees listed above 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.

The signature page (Section 10) must be completed, signed and included with your proposal.

Section Ten: SIGNATURE PAGE

Rev 090817

SIGNATURE PAGE

Pursuant to Arizona Revised Statutes 35-391.06 & 35.393.06, proposer certifies that it does not have a scrutinized business operation in either Sudan or Iran.

SIGNATURE



PRINTED NAME

THOMAS MACHOWICZ

TITLE

Owner

COMPANY

Tommy Mac Storyteller LLC DBA Livin in Flow

ADDRESS

21021 N. 56th St. Apt # 3067

CITY, STATE, ZIP

Phoenix, AZ 85054

TELEPHONE

(517) 388-2545

FAX NUMBER N/a

E-MAIL

tommymac@livinflow.com

Is your firm a:

() Corporation* () Partnership (X) Individual () Joint Venture

▪ If a corporation, answer the following:

- a) Where incorporated: _____
- b) Date incorporated: _____
- c) Have your Articles ever been suspended or revoked? () Yes () No

If yes, when, for what reason, and when were they reinstated:

▪ Has your firm or its parent or subsidiaries ever been debarred or suspended from providing any goods or services to the Federal Government or other public entities?

If yes, when, for what reason, and when were they reinstated:

SECTION 3: SCOPE OF WORK

3.1 Photographer Scope of Work

3.1.1 Tommy Mac Storyteller LLC, herein referred to as Livin in Flow Media or “the Company,” submits a bid on the following photography services.

- Action photography (candid individual, group, environmental shots) \$200/hr
- Banquet/Dance/Formal Event Photography, MCCC and public functions. \$200/hr
- Classroom Photography \$200/hr
- Commencement, other public event photography \$200/hr
- Portrait photography \$200/hr
- Sports photography (Individual & Team) \$200/hr
- Campus and other architecture, buildings, landscape \$200/hr

3.1.2 Livin in Flow Media has experience in both digital and print photography, including portrait, environmental, action, candid, animal/pet, and architectural. Services have been rendered to non-profit organizations, such as the Arizona Cancer Foundation for Children, for-profit businesses, such as Armstrong Self Defense, and educational institutions in the Maricopa County Community College District.

3.1.3 The Company is familiar with MCCC privacy and permission policies around taking photos, both candid and stage, individually and with groups of varying size. On-site persons will be present to ensure all requirements are met to this end. Actor/model/location release waivers are obtained digitally or in hard copy as requested. The Company will lend MCCC additional expertise in this regard as needed.

3.1.4 Livin in Flow Media agrees provide all necessary equipment as requested at the location designated by MCCC. The Company will provide services at occasional last-minute or after hours/weekend shoots.

3.1.5 Livin in Flow Media agrees that all equipment used on set will be provided by the Company. Further, the Company agrees to provide MCCC with all digital masters using a hard drive or link for download within five(5) business days of the shoot.

3.1.6 Livin in Flow Media will provide RAW and .jpg images or other formats as requested by MCCC, as well as the appropriate signed authorization/release forms.



3.1.7 The pricing in this proposal is all-inclusive. No additional charges will be levied by Livin in Flow Media for overhead, profit, travel, or incidental expenses.

3.1.8 Livin in Flow Media agrees that MCCCCD shall retain exclusively all rights to all photographs/videos made from any session performed under this contract, except when, upon request by the Company, MCCCCD may grant the Company editorial usage rights in accepted media, contingent upon MCCCCD's prior written approval at MCCCCD's sole discretion.

3.2 Video Services

3.2.1 Livin in Flow Media hereby submits a bid on the following videography services.

- Shooting b-roll \$250/hr
- Video editing / Animation \$250/hr
- Pre-roll spot creation :15, :30 & :60 \$250/hr
- Script / Storyboard creation \$250/hr
- Directing, Coaching \$250/hr
- Audio Production \$250/hr

3.2.2 Livin in Flow Media has extensive experience in videography pre-production, production, and post-production. Services have been rendered to non-profit organizations, such as the Arizona Cancer Foundation for Children, for-profit businesses, such as JobDocs, and educational institutions, such as Phoenix College.

3.2.3 The Company is familiar with MCCCCD privacy and permission policies around taking videos, both candid and stage, individually and with groups of varying size. On-site persons will be present to ensure all requirements are met to this end. Actor/model/location release waivers can be obtained in digital or hard copy as requested. Livin in Flow Media will lend additional expertise in this regard as needed.

3.2.4 Livin in Flow Media agrees to bring/provide appropriate portrait backdrops, lighting, camera, sound, and other equipment as requested at MCCCCD's location, or other locations designated by MCCCCD. The Company agrees to provide last minute shoots and after regular MCCCCD business hours/weekend shoots as needed.



- 3.2.5 The Company agrees that all necessary equipment will be provided by Livin in Flow Media. Livin in Flow Media agrees to provide MCCCCD with all digital masters using a hard drive or link for download within seven(7) business days of the shoot.
- 3.2.6 Livin in Flow Media agrees to provide footage in various digital formats (log footage included) appropriate for broadcast, social media, video screen or other formats as requested by MCCCCD, as well as the signed appropriate authorization/releases forms.
- 3.2.7 The pricing in this proposal is all-inclusive. No additional charges will be levied by Livin in Flow Media for overhead, profit, travel, or incidental expenses.
- 3.2.8 Livin in Flow Media agrees that MCCCCD shall retain exclusively all rights to all photographs/videos made from any session performed under this contract, except when, upon request by the Company, MCCCCD may grant the Company editorial usage rights in accepted media, contingent upon MCCCCD's prior written approval at MCCCCD's sole discretion.



RESPONDENT QUESTIONNAIRE

5.1 COMPANY OVERVIEW

5.1.2 Livin in Flow Media has a long and successful history of providing photography, videography, and storytelling services to educational institutions, especially Maricopa County Community College Districts.

Over the past two years, the Company has worked on MCCC'D's Make It Happen enrollment campaign, EMCC's commencement ceremony, Mesa Community College's commencement promotional media, and additional projects for Phoenix College and Paradise Valley Community College.

As part of the Make It Happen Enrollment Campaign, the Company provided ten MCCC'D colleges with videography, pre-roll, 0:15 and 0:30 slots, and photography for digital and print ads. Ads were formatted for display in various sizes to be featured as train wraps, bus wraps, and billboards.

Estrella Mountain Community College hired Livin in Flow Media to photograph the May 2019 graduation ceremony. Similarly, Mesa Community College hired the Company to record promotional videos for graduation. Video footage was formatted for web and Instagram stories in real time.

Phoenix College hired Livin in Flow Media to create marketing photos, one-minute videos, and a short promotional video entitled "Heart of the Bear."

Livin in Flow Media created photos and videos for the Alumni and Development Program at Paradise Valley Community College to raise money for student scholarships. Twelve videos were created, each two to three minutes in length, featuring stories from a diverse group of twelve students. Videos were premiered at a viewing event to an audience of families, donors, faculty, staff and the college president.

Further work for Paradise Valley Community College involved working directly with the college president and Entrepreneurship Education Center to create a showcase video for a presidential award ceremony. This four-minute piece highlighted the excellent work done by the Entrepreneurship Education Center and was shown to presidential peers from community colleges nationwide.



Livin in Flow Media provides storytelling services to help mission-driven organizations make a positive impact. Videography and photography services were rendered to promote projects at Globalteer, a worldwide NGO that provides supplementary education programs to children in Cambodia. The Company also works with Arizona Cancer Foundation for Children to create videos and photos in order to raise funds for a new facility.

5.1.2 Livin in Flow media has two years of experience working with centers of higher education, non-profit organizations, NGOS, and for-profit companies. The Company provides full-service videography from pre production to post production, as well as photography in a diversified range of styles, and a variety of additional services to include set-design, directing, post-production, animation and illustration, social media management, storytelling coaching, and podcast production.

5.1.3 Tommy Mac, owner, will be the only key contact under this contract. A resume is provided as an attachment to this proposal. See Attachment C Resume.

5.2 QUALIFICATIONS

5.2.1 The Company continually invests in workshops and continuing education to create and maintain a deep knowledge base. Such investments include a recent storytelling workshop with National Geographic photographers in Ukraine.

Tommy Mac, owner of Livin in Flow Media, holds a Bachelor of Arts degree in Anthropology with Minors in Music and Philosophy. These degrees lend themselves to a comprehensive knowledge of human interest, marketing, and the science behind storytelling.

Livin in Flow Media has a two-year long working relationship with Maricopa County Community College District. This working relationship has been overwhelmingly positive and based on a shared vision and adherence to MCCCCD policies and procedures.

The positive nature of this ongoing professional relationship is evidenced in the Make it Happen enrollment campaign, which stood out among regional community colleges in the 2019 NCMPR Medallion Awards, where it won bronze in the video shorts (series) category and silver in the successful recruitment or marketing program category.



The Company has years of experience in a wide range of photography and videography styles and services, including all those listed herein, especially action and event, classroom, commencement, architectural, environmental, portrait and sport photography and videography, as well as video pre-production, production, and post-production.

The Company has expertise in gear from commercial and production level cameras, stabilizers, editing software, and animation suites, particularly Adobe Suite programs. Special expertise includes storytelling coaching, consulting, and directing. Services have been rendered in four different countries, with the help of translators and interpreters.

Based on these years of expertise and knowledge of MCCC'D's processes and procedure, Livin in Flow Media hereby acknowledges and agrees to comply with all requirements of this RFP.

5.2.2 Livin in Flow Media has provided similar services to the following clients for at least one year.

Arizona Cancer Foundation for Children

October 2017- Present

Chrisie Funari

(480) 350-7055

8149 E Evans Rd, Scottsdale, AZ 85260

- Videography, animation, and photography services to raise funds for a new facility.

Armstrong Self Defense

December 2018-Present

Tiffany Armstrong

(920) 246-4400

4727 E Bell Rd #45-369, Phoenix, AZ 85032

- Videography, photography, and online course curriculum creation to teach self defense skills to women.

Power House Women

September 2017-September 2019

Lindsey Schwartz

(602) 329-6952

29310 N. 19th Ln., Phoenix, AZ 85085

- Event videography



5.2.3 Work on MCCC's 2019 Make it Happen Campaign included photography and videography services. Ten(10) fifteen(0:15) second and ten(10) thirty(0:30) second pre-roll ads, plus billboards, bus stops, train wraps, and web ads were created for this project.

In 2019, Livin in Flow Media created fundraising videos for student scholarships and a four-minute video showcasing the Entrepreneurship Education Center for Paradise Valley Community College.

Commencement photography services were rendered to Estrella Mountain Community College and Mesa Community College in May 2019. Additional services to Mesa Community College included promotional commencement videos and photos formatted for use on the web and Instagram.

Mountainside Fitness hired Livin in Flow Media in May 2019 to create a commercial as well as interior and exterior architectural photography.

In July 2019, the global non-governmental organization, Globalteer, hired Livin in Flow Media to showcase their community education project and Elephant Valley project through photography and videography services.

Since 2017, Livin in Flow has had an ongoing professional relationship with the Arizona Cancer Foundation for Children. Services rendered include donor/sponsorship videos, an "About Us" video, and fundraising videos for the new facility, Ava's Treehouse.

For the past three years, Livin in Flow Media has done event photography and videography for Powerhouse Women. Additional services rendered include video-pre roll for the Powerhouse Women podcast.

Additional noteworthy work includes portrait photography for Maricopa County Community College District in 2018 and 2019, portrait and food photography for Sweet Life by Lex in 2019, and a 2019 commercial for the JobDocs phone application.



5.2.4 The following is a definitive list of services to be provided under this contract.

- Action Photography
 - Candid Individual
 - Candid Group
 - Environmental
- Event Photography
 - Banquet
 - Dance
 - Formal
 - Public
- Classroom Photography
- Commencement Photography
- Other Public Event Photography
- Portrait Photography
- Sports Photography
 - Individual
 - Team
- Campus Photography
- Architectural Photography
 - Interior
 - Exterior
- Building Photography
- Landscape Photography
- Photo Editing in Adobe Lightroom
- Video Pre-Production
 - Project Meetings
 - Location Scouting
 - Script Writing
 - Storyboarding
 - Set Design
- Video Production
 - B-Roll/Pre-roll
 - Interviews
 - Public Speaking/Event Videography
 - Coaching/Directing
 - Model/Actor/Location Releases
 - Audio Production
- Video Post-Production
 - Video Editing



- Illustration
- Animation
- 2D & 3D Motion Graphics
- Audio Mixing
- Color Correction
- Color Grading
- Data Back-up and Storage
- Animal and Pet Photography
- Storytelling Consulting and Directing
- Podcast Production
- Podcast Post-Production

5.2.5 Descriptions, capabilities, policies and procedures for the aforementioned services are listed in this section.

5.2.5.1 Livin in Flow Media provides all-inclusive services for videography, including such post-production services as animation, illustration, motion graphics, and audio engineering. Footage is edited in-house to meet the specifications of the platform to which it will be published. All necessary equipment and work will be provided by Livin in Flow Media and associated subcontractors.

Following the initial concept meeting/phone call, an authorized representative of MCCCCD will fill out a short questionnaire. Once the questionnaire is complete, all relevant parties will meet in-person to discuss the concept and vision. Livin in Flow Media will return with a project pitch and quote. Then, all logistics will be arranged, to include location, set design, script writing, and acquisition of talent.

On the day of the shoot, Livin in Flow Media will arrive early with ample time to set up, shoot/record the footage, and take it back for editing. A rough cut of video will be provided to MCCCCD per project deadline. MCCCCD may submit up to three revisions before the final product is delivered via hard drive or link for digital access.

For the safety of all crew and on-set persons, the Company adheres closely to a risk management policy based on industry safety standards. The physical safety of all persons is ensured by taping down all cords and properly all mounting equipment. Footage that is shot in dental, medical, science, or career/technical labs, will require on-set persons, especially student volunteers and actors to be properly dressed in personal protective equipment at all times. To protect the mental and emotional wellbeing of actors, volunteers and interviewees, all interviews and subject matter are created with the express intent to respect personal boundaries and not to press issues that may trigger mental or emotional discomfort.

5.2.5.2 Livin in Flow Media will provide onset personnel to distribute and obtain digital talent release forms or print talent release forms as requested. Digital talent release forms are collected using a mobile application. The Company is familiar with and will comply with Maricopa County Community College District's digital release policy.



- 5.2.5.3 All footage will be packaged, organized, and delivered as requested by Maricopa County Community College District. MCCCDC will relay their delivery specifications at the beginning of each project, and the Company will ensure all content is delivered as specified. Raw photos and video footage will be delivered upon request via hard drive and/or link for digital access.
- 5.2.6 An example storyboard created for Mountainside Fitness is attached to this proposal. See Attachment D Work Sample. Additional work samples have been compiled and stored for review by MCCCDC on the enclosed USB and at the following live link: <https://livininflowmedia.com/rfp>.
- 5.2.7 It is the purpose of Livin in Flow Media to help mission driven organizations make huge, positive impacts through videography, photography, and story telling. MCCCDC's mission, "to provide open access to higher education to diverse students and communities," and particularly its 2020 Strategic Commitments are ones that can certainly be accomplished through photography, videography, and digital storytelling.

Livin in Flow Media will seek to achieve the 2020 Strategic Commitments of Maricopa County Community College District in the following ways:

- I. "Build a Thriving Community Through Access and Success"
 - a. The Company proposes a series of short videos designed to make community college more accessible to students on the autism spectrum. The proposed project includes video walkthroughs of the campus and facilities to highlight key details like noise levels, interaction levels, and what students should do when they first arrive. On this matter, Livin in Flow Media may consult a board of individuals with expertise on autism spectrum disorders, so that all content created will help students on the spectrum feel more comfortable when considering and attending a college within MCCCDC, thereby improving the likelihood of student success.
 - b. Livin in Flow Media proposes creating a series of engaging video interviews and/or promotional materials to distribute directly to area high schools. The proposed videos would showcase the simple and fast application and acceptance system at MCCCDC in order to increase enrollment.



- c. The Company proposes a series of informational videos to improve internal communications and streamline MCCCCD systems in order to streamline the student experience and support an influx of new enrollment.
- II. “Be a Driving Force for Economic and Workforce Development in Arizona”
 - a. The Company will accept and provide internship opportunities for film and photography students from MCCCCD colleges. A partnership program with Livin in Flow Media will provide students with hands-on experiences at the pre-production, post-production, and production levels. Tommy Mac will also serve as a mentor and guide for special student projects in support of MCCCCD, as requested.
 - b. Livin in Flow Media proposes a video campaign to highlight the benefits of hiring a community college graduate to community partners such as GM and Honeywell. Livin in Flow Media knows these benefits directly because the Company hires Maricopa County Community College graduates for videography and photography services on an ongoing basis.
- III. “Attain Recognition as an Innovator Among Institutions of Higher Education”

To this end, Livin in Flow Media recommends using strong photo and video content to amplify the areas in which each college excels. Examples of such work include the Entrepreneurship Education Center video created for Paradise Valley Community College and the award-winning enrollment campaign, Make It Happen. As the strategic partnership evolves, all content created will have a consistent, elevated voice that represents MCCCCD as a leader and innovator in the higher education space.



5.3 OPERATIONS

5.3.1 Scheduling Procedure

1. The client makes contact via phone call to Livin in Flow Media.
2. The following items are discussed during the initial phone call.
 - a. Client vision
 - b. Problem to solve
 - c. Plan to realize vision and/or solve problem
 - d. Set deadlines and delivery specifications
 - e. Review client questionnaire or complete after call, if preferred
 - f. Schedule planning meeting
3. The following items are discussed with all those present at the planning meeting.
 - a. Project concept
 - b. Logistical needs
 - c. Involved departments
 - d. Location consideration and access
 - e. Set design
4. The Company scouts and confirms locations.
5. The client schedules a shoot date. Livin in Flow Media ensures that a crew is available on the date requested.

5.3.2 Livin in Flow Media requires a minimum advance notification time of twenty-four hours for all requested services. The Company will endeavor to meet all last minute service requests. However, due to logistical difficulties, services requested with less than twenty-four hours notice may not be fulfilled.

5.3.3 Livin in Flow Media will arrive with ample time to set up equipment in preparation for the shoot. It is estimated that crew will arrive between ninety and one hundred-twenty (90-120) minutes early for videography and thirty to sixty (30-60) minutes early for photography. The Company and crew will require a thirty-minute lunch break during shoots lasting six hours or more.

5.3.4 Clients may cancel or reschedule services by contacting Livin in Flow Media by phone or email. Clients must provide notice of cancellation five(5) business days in advance of the scheduled shoot date. Last minute cancellations made less than five(5) business days in advance will incur a fee of fifty(50) percent of the total invoice to cover all pre-production costs. Clients may reschedule services up to five business days in advance of the scheduled shoot date. Services that are rescheduled within five business days of the scheduled shoot date will incur additional fees of \$650 for videography and \$250 for photography. If extreme weather events make it impossible to shoot as scheduled, the shoot may be cancelled or rescheduled. Last minute cancellations due to extreme weather will incur a \$500 fee to cover pre-production costs.

5.3.5 If errors occur within the reasonable technical or on-set control of Livin in Flow Media, the Company takes all responsibility to schedule retakes at no additional



cost to the client. If retakes are requested due to factors outside of the Company's control, the client will be billed for the additional day of shooting.

5.4 OTHER

5.4.1 Livin in Flow Media hereby expresses willingness to allow other entities to utilize this contract cooperatively.

5.4.2 The following additional services, which are not identified in the RFP, are provided by Livin in Flow Media and are available to MCCCCD under this contract.

- Podcasting
 - Podcast production
 - Podcast editing
- Storytelling Consulting
 - Understand project goals
 - Identify the goal behind the message
 - How to conduct interviews
 - How to write scripts for maximum impact
 - Plan story within a scientifically proven story telling framework.
- Directing
 - Livin in Flow Media is available to direct projects managed by MCCCCD in-house videographers, photographers, and social media managers, as needed.



ATTACHMENT A

BIDDER'S STATEMENT

Interested Bidders are asked to review and provide, as completely and accurately as possible, a written response on each applicable section below:

TYPE OF BUSINESS ORGANIZATION

Please check the appropriate box(es).

_____ The Bidder represents that it operates as:

_____ A CORPORATION incorporated under the laws of

the State of _____

_____ An INDIVIDUAL

X A PARTNERSHIP

_____ A NON-PROFIT ORGANIZATION

_____ A JOINT VENTURE

Federal Employer Identification Number: 82-5287124

PARENT COMPANY and IDENTIFYING DATA

A "parent" company, for the purposes of this provision, is one that owns or controls the activities and basic business policies of the Bidder. To own the Bidding company means that the "parent" company must own more than 50 percent of the voting rights in that company. A company may control a Bidder as a "parent" even though not meeting the requirements for such ownership if the "parent" company is able to formulate, determine or veto basic policy decisions of the Bidder through the use of dominant minority voting rights, use of proxy voting or otherwise.

The Bidder:

_____ IS X IS NOT owned or controlled by a "parent" company.

If the Bidder IS owned or controlled by a "parent" company, Bidder shall provide the name, address, phone and fax numbers, and Federal I.D. No. of the company.

ATTACHMENT A
BIDDER'S STATEMENT (continued)
BIDDER REFERENCES
Private Business Contracts

MCCCD requires a minimum of three (3) current and local references for which you are providing same or similar products and services specified herein. Please indicate below the businesses for which you have provided such during the past two (2) years:

- 1 Company Name: Arizona Cancer Foundation for Children
Address: 8149 E. Evans Rd, Scottsdale, AZ 85260
Phone #: (480) 350-7055 Fax #: n/a
Contact Person: Chrisie Funari
Contract Period: From: Oct. 2017 To: Present
Describe Services: Videography, Animation, Photography

- 2 Company Name: Armstrong Self Defense
Address: 4727 E Bell Rd #45-369 Phoenix AZ 85032
Phone #: (920) 246-4400 Fax #: n/a
Contact Person: Tiffany Armstrong
Contract Period: From: Dec. 2018 To: Present
Describe Services: Videography, Online Course Curriculum Creation, Photography

- 3 Company Name: JobDocs
Address: Unlisted / Web: getjobdocs.com
Phone #: (480) 773-8246 Fax #: n/a
Contact Person: Lisa Porter
Contract Period: From: March 2019 To: December 2019
Describe Services: Videography

ATTACHMENT A

BIDDER REFERENCES (continued)

Federal, State or Other Political Subdivision Contracts

MCCCD is also interested in speaking with public agencies or educational institutions for whom you have provided such products and services covered herein:

- 1 Company Name: Paradise Valley Community College Development, Alumni & Community Relations
Address: 18401 N. 32nd Street, Phoenix AZ 85032
Phone #: (602) 787-6684 Fax #: n/a
Contact Person: Jessi Wright
Contract Period: From: September 2019 To: November 2019
Describe Services: Videography, Photography
- 2 Company Name: Phoenix College Development
Address: 1202 W. Thomas Rd. Phoenix, AZ 85013
Phone #: (602) 285-7652 Fax #: n/a
Contact Person: Christy Flora
Contract Period: From: February 2019 To: April 2019
Describe Services: Videography
- 3 Company Name: Estrella Mountain Community College Marketing and Communications
Address: 3000 North Dysart Rd. Avondale, AZ 85323
Phone #: (623) 935-8057 Fax #: n/a
Contact Person: Trineka Greer
Contract Period: From: May 2019 To: May 2019
Describe Services: Photography



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 MCCCCD on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCCD 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. MCCCCD 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—Typically :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: Tommy Mac Storyteller LLC DBA Livin in Flow

Address: 21021 N. 56th St. Apt # 3067

Phoenix, AZ 85054

Fax #: (N/a) Tel. #: (517) 388-2545

Name:(Print) THOMAS MACHOWICZ Title: Owner

Signature:  Date: 12/17/19

E-Mail: tommymac@livininfow.com

ATTACHMENT B

ACKNOWLEDGEMENT OF MINIMUM REQUIREMENTS

- 4.1.1 Licensure is available if requested services require.
- 4.1.2 The detailed price sheet and owner signature are attached per RFP.
- 4.1.3 All parts of the RFP have been reviewed, and it is hereby certified that the Proposal is made in accordance therewith.
- 4.1.4 The Signature Page is complete and attached per RFP.
- 4.1.5 Written answers are submitted and numbered in order per RFP.

MISSION STATEMENT

I help mission-driven organizations make a huge, positive impact with all-inclusive photography, videography, and storytelling services.

REACH ME AT:

Cell: 517-388-2545
Instagram: @livininflowmedia
tommymaceliviniflow.com
www.liviniflowmedia.com
21021 N. 56th St. Suite # 3067
Phoenix, AZ 85054

PROJECT HIGHLIGHTS

- Make It Happen Enrollment Campaign, MCCCCD
- Entrepreneurship Education Center Showcase, PVCC
- Online Course Curriculum, Armstrong Self Defense
- Videography, Photography, and Animation, Arizona Cancer Foundation for Children

SPECIALIZATIONS

Commercial photography, digital photography, print photography, videography, editing, illustration, animation, audio production, story consulting, story planning, direction, podcast production, podcast editing, aerial drone photography and videography

TOMMY MAC

VIDEOGRAPHER, PHOTOGRAPHER
STORYTELLING COACH



WORK HISTORY

Tommy Mac Storyteller LLC, DBA Livin in Flow

OWNER AND STORYTELLER, 2017 TO PRESENT

- Provide all-inclusive photography and videography services, from pre to post production.
- Partner with private sector businesses, such as Mountainside Fitness, on commercial marketing campaigns.
- Support non-profit organizations, such as the Arizona Cancer Foundation for Children, through media campaigns designed to raise awareness and funds.
- Boost enrollment, raise funds, and showcase achievements for institutes of higher learning, such as Maricopa County Community College District.

Fuji Sports

SOCIAL MEDIA MANAGER, JANUARY-DECEMBER 2017

- Consulted with Fuji Sports to align their vision for social media story telling.
- Strategized social media campaign across platforms to reach target audiences.
- Created one-of-a-kind photography and videography content.
- Managed social media content scheduling and posting.

PREVIOUS EDUCATION

Western Michigan University

*BA MAJOR IN ANTHROPOLOGY, 2011
MINORS IN MUSIC AND PHILOSOPHY*

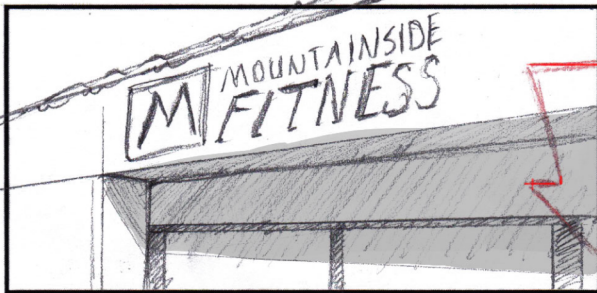
Planned, filmed, edited, and produced a documentary style video showcasing drum and dance music in West Africa.

ATTACHMENT D

WORK SAMPLES

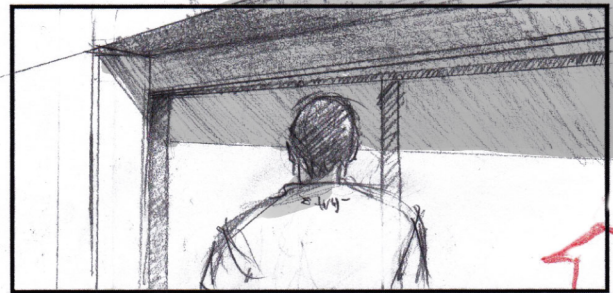
Additional work samples have been compiled and stored for review on the enclosed USB and at the following live link: <https://livininfLOWmedia.com/rfp>.





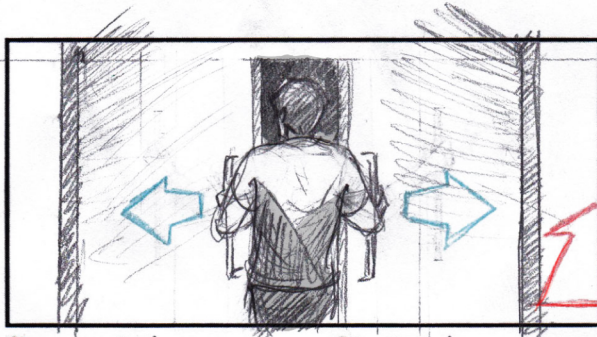
Scene # 1 Shot # 1

Gym Exterior - Camera tilts down
Continuous shot →



Scene # 1 Shot # 1

→ Member comes into view,
Camera follows behind, continuous shot →



Scene # 1 Shot # 1

→ Member opening both doors,
transitions to rowing in the next shot
Cut to next shot →



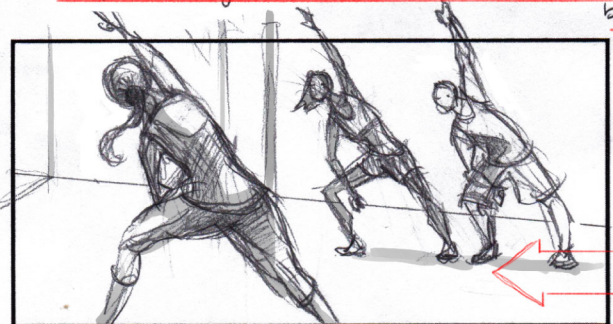
Scene # 2 Shot # 1

Member rowing + personal trainer,
camera swings around left to zoom in on her back



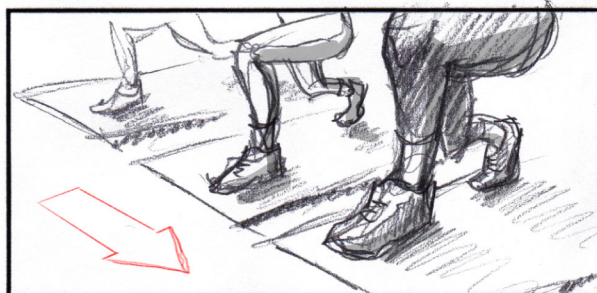
Scene # 2 Shot # 1

Continuous shot from before.
back of trainer transitions into instructor →
Cut to next



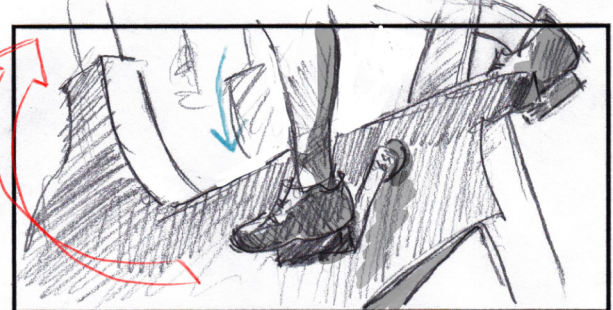
Scene # 3 Shot # 1

Fitness class, camera is panning right
Cut to next shot →



Scene # 3 Shot # 2

Fitness class closeup on feet,
transition from these to pedaling feet next
cut to next shot →



Scene # 4 Shot # 1

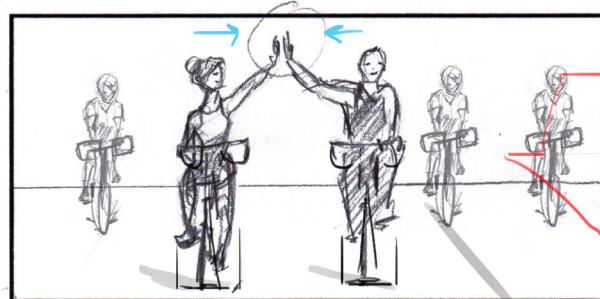
Pedaling feet closeup in cycling class
Camera pans up and swings left to
face cyclist next - continuous shot →



Scene # 4 Shot # 1

Closeup of member on bike.

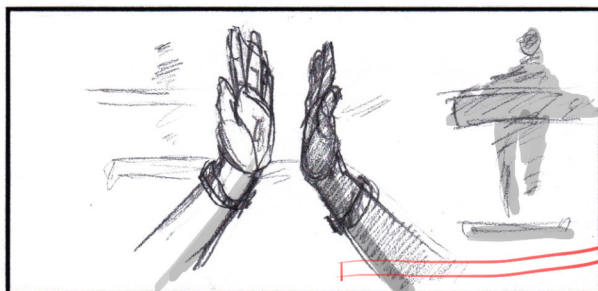
cut to next →



Scene # 4 Shot # 1

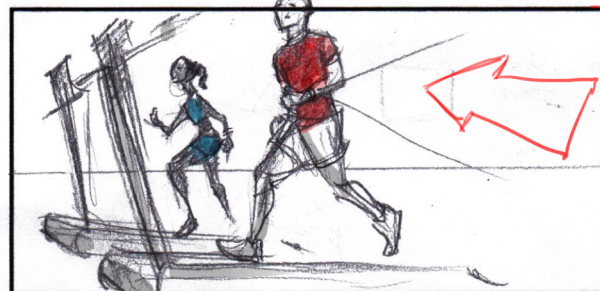
Members high five, pedaling slows down

cut to closeup of hands →



Scene # 5 Shot # 1

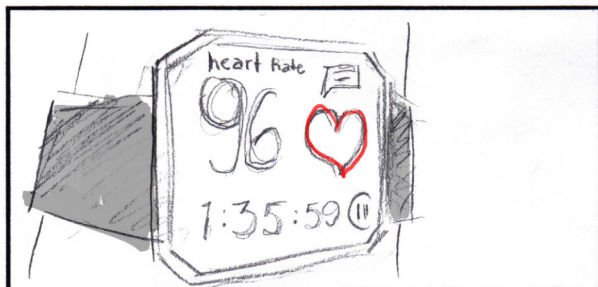
closeup of different high five, camera zooms out and swings to side, next



Scene # 5 Shot # 1

Members exercising, treadmills?

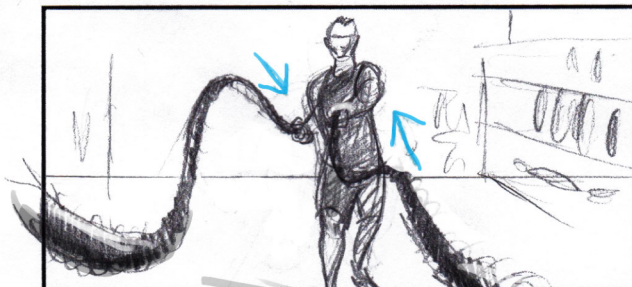
zoom in to man's heart monitor screen? zoom to next →



Scene # 5 Shot # 1

Closeup of heart monitor screen

cut to next shot →



Scene # 6 Shot # 1

Low angle - person doing battle ropes

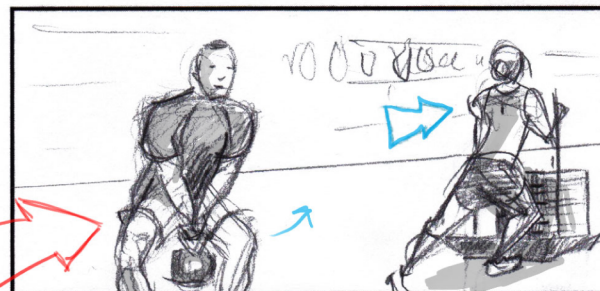
cut to next →



Scene # 7 Shot # 1

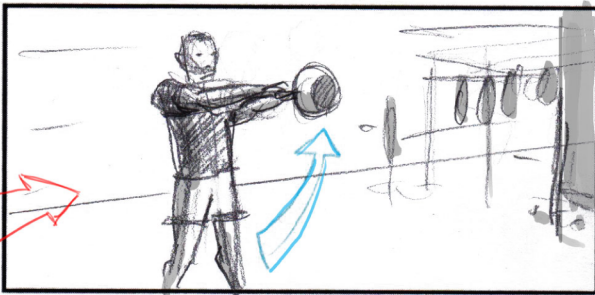
Pushing a sled, camera follows behind at quarter angle to right.

continuous shot →

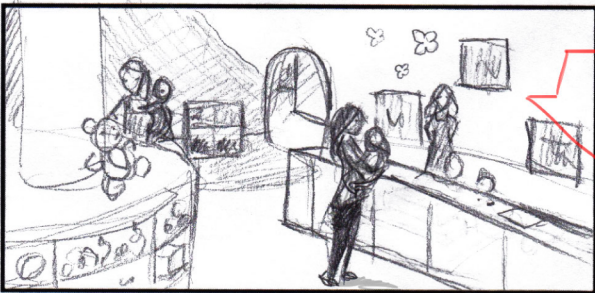


Scene # 7 Shot # 1

Sled moves past member swinging kettle bell, camera slows to focus on him continuous shot →



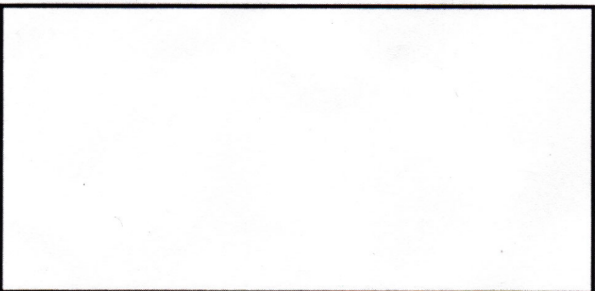
Scene # 7 Shot # 1
Member swings kettlebell up, transition to member lifting up child next.
cut to next →



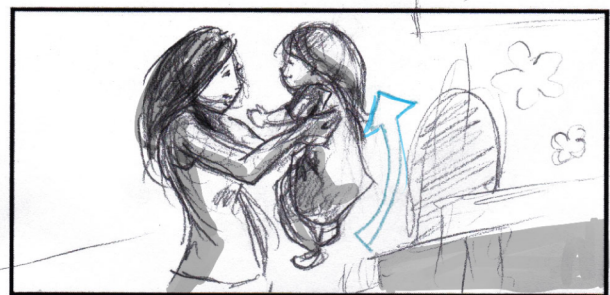
Scene # 8 Shot # 2
Wide shot of daycare facility.
cut to next →



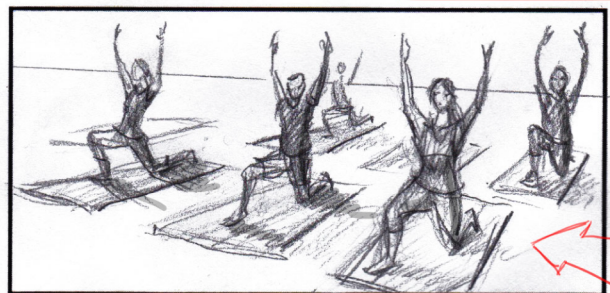
Scene # 9 Shot # 2
Closeup of member in yoga class.
Fade to end card →



Scene # Shot #



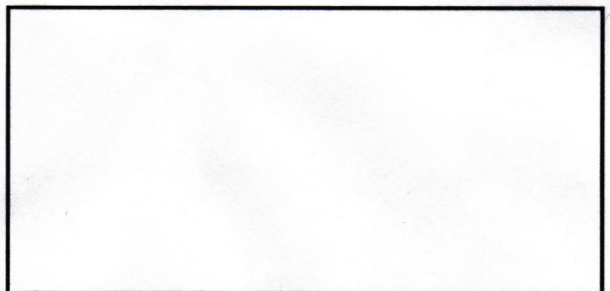
Scene # 8 Shot # 1
Member picking up child from daycare closeup.
cut to next shot →



Scene # 9 Shot # 1
Wide shot of yoga class, camera panning left.
cut to next →



Scene # 10 Shot # 1
Call to action



Scene # Shot #

ATTACHMENT E

4.2 DEVIATIONS FROM RFP

The following Additional Terms are proposed, per the policies listed in section 5.3.

Livin in Flow Media requires a minimum advance notification time of twenty-four hours for all requested services. The Company will endeavor to meet all last minute service requests. However, due to logistical difficulties, services requested with less than twenty-four hours notice may not be fulfilled.

Clients may cancel or reschedule services by contacting Livin in Flow Media by phone or email. MCCCCD must provide notice of cancellation five business days in advance of the scheduled shoot date. Last minute cancellations made less than five business days in advance will incur a fee of fifty percent of the total invoice to cover all pre-production costs.

MCCCD may reschedule services with up to five business days in advance of the scheduled shoot date. Services that are rescheduled within five business days of the scheduled shoot date will incur additional fees of \$650 for videography and \$250 for photography.

If extreme weather events make it impossible to shoot as scheduled, the shoot may be cancelled or rescheduled up to five business days in advance of the scheduled shoot date for no additional fee. Last minute cancellations due to extreme weather will incur a \$500 fee to cover pre-production costs.

If errors occur within the reasonable technical or on-set control of Livin in Flow Media, the Company takes all responsibility to schedule retakes at no additional cost to the client. If retakes are requested due to factors outside of the Company's control, MCCCCD will be billed for the additional day of shooting.

Livin in Flow Media and crew will require a thirty-minute lunch break during shoots lasting six hours or more.



ATTACHMENT F
VALUE ADDED OFFERINGS

The Company is open to future negotiations regarding one time or recurring discounts, incentives or rebates, and other creative solutions, including an incentive program for referring industry partners to Livin in Flow Media.

