

Response for RFP# 3452-9
PHOTOGRAPHY AND VIDEO SERVICES

We'd love to work with



Let us tell your visual stories.

keith@theflipsidecommunications.com • 602-738-2308

theflipsidecommunications.com



The Flip Side Communications LLC
8400 E Dixileta Drive, Unit 120
Scottsdale, AZ 85266

Dear MCCCCD Team,

We would love for you to consider us to be part of your team for video services. Since 2009, we've produced videos for Fortune 500 companies, small businesses, government agencies, startups, nonprofits, athletes, educational organizations, trade groups and public events. We have provided educational-related videos for The Apollo Group, the City of Mesa, the Chief Science Officers program through the Arizona Commerce Authority and local schools. We have spoken about video storytelling to organizations including Arizona State University and the University of Miami. From one mile beneath the surface in a mine to flying above ground, our video projects span marketing, how-to, training, internal, PSAs, event and fundraising videos.

We specialize in producing professional video through good storytelling that helps personalize organizations. We believe attention to detail and planning are critical to the success of all projects -- from pre-production to production to post-production. We plan and consult with you on the scope, location, script and visual elements. We work with you post production to provide high-quality compatible formats for broadcast on television, websites, social media platforms and events. We continually keep up-to-date with the latest video marketing trends to ensure projects reach as wide of a target audience as possible.

We produce, shoot, write, voice and edit. Our video production equipment includes high-definition cameras, industry-standard professional lighting, shotgun and wireless microphones, a drone shooting 4K footage, a slider for cinematic shots and a GoPro for point-of-view shots. We use the latest video production software including applications that specialize in visual effects and audio. We have access to royalty-free music, voiceover talent and on-air talent. I am an FAA-certified drone pilot.

Video represents your brand. Video is much more than standing behind a camera and looking through a viewfinder. Good videos often depend on good interviews, which depend on asking the correct questions just the right way. As a television reporter, conducting on-camera interviews was part of my day for 17 years. Also, creative video needs clever writing. Several of my awards are for writing. The bottom line: We're not simply a video crew with a Sony on our shoulders. Thank you for the consideration.

Sincerely,

Keith Yaskin
President
The Flip Side Communications LLC
602-738-2308
keith@theflipsidecommunications.com

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.

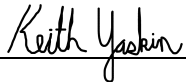
COMPANY: The Flip Side Communications LLC

PHONE: 602-738-2308

ADDRESS: 8400 E Dixileta Drive, Unit 120

FAX:

CITY, STATE, ZIP: Scottsdale, AZ 85266

SIGNATURE: 

DATE: 12-20-19

NAME (Print): Keith Yaskin

TITLE: President

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

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

	\$
	\$
	\$
	\$

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.

PRICING SCHEDULE

Service	Fee
Shooting video	\$100 per hour
Shooting video during weekends or outside regular business hours (8am to 6pm)	\$110 per hour
Editing video	\$100 per hour
Royalty free music	\$50-\$350 depending on level of protection MCCCCD seeks for licensing
Closed captioning	\$100 per minute of video
Voiceover	Depending on voice actor fee (Keith's fee is \$100 per video)
Travel outside Phoenix metropolitan area	\$0.58 per mile and reimbursement for hotel stays and meals

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 Keith Yaskin

PRINTED NAME Keith Yaskin

TITLE President

COMPANY The Flip Side Communications LLC

ADDRESS 8400 E Dixileta Drive, Unit 120

CITY, STATE, ZIP Scottsdale, AZ 85266

TELEPHONE 602-738-2308 FAX NUMBER _____

E-MAIL keith@theflipsidecommunications.com

Is your firm a:

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

■ If a corporation, answer the following:

- a) Where incorporated: Arizona
- b) Date incorporated: 4/10/09
- 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? **No**

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

SCOPE OF WORK

You may submit proposals on one, several, or all of the services listed in the scope of work. This is not an all or nothing proposal.

3.1 Photographer Scope of Work

3.1.1 The following includes (but is not limited to) suggested photography services. Sessions will be scheduled on an as-needed basis. Contractors may bid on one or more of the following services. Please list all pricing (hourly rate) to which you are responding:

- Action photography (candid individual, group, environmental shots)
- Banquet/Dance/Formal Event Photography for MCCCCD and public functions.
- Classroom Photography
- Commencement, other public event photography
- Portrait photography
- Panoramic photography
- Sports photography (Individual & Team)
- Campus and other architecture, buildings, landscape
- Yearbook photography

3.1.2 MCCCCD is seeking a firm(s) or individual with broad photography experience (both portrait and environmental, digital and print) within a wide range of industries.

3.1.3 MCCCCD is seeking a firm(s) or individual with knowledge of all privacy and permission issues around taking photos, both candid and staged, individually and with groups of varying size.

3.1.4 The photographer must bring/provide an appropriate portrait backdrop, lighting, camera, sound, and other equipment as requested at MCCCCD's location, or other location designated by MCCCCD. Last minute shoots, or after regular MCCCCD business hours/weekend shoots may occasionally be needed.

3.1.5 The photographer must utilize her or his own equipment, including portrait backdrop, 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 five (5) business days of the shoot.

3.1.6 The photographer must provide images in RAW and jpg formats or other formats as requested by MCCCCD, as well as the signed appropriate authorization/releases forms.

3.1.7 Pricing shall be straightforward and all-inclusive. No additional charges will be allowed for overhead, profit, travel, or incidental expenses.

3.1.8 Usage Rights:

MCCCCD shall retain exclusively all rights to all photographs/videos made from any session performed under this contract. Upon request by the photographer, MCCCCD may, on a case-by-

Section Three: SCOPE OF WORK/SPECIFICATIONS

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case basis, grant the photographer editorial usage rights in accepted media. Such rights are contingent upon MCCCCD's prior written approval, which MCCCCD may withhold at its sole discretion.

3.2 Video Services

- 3.2.1 The following includes (but is not limited to) suggested video services. Sessions will be scheduled on an as-needed basis. Please list all pricing (hourly rate) :
- Shooting b-roll
 - Video editing / Animation
 - Pre-roll spot creation :15, :30 & :60
 - Script / Storyboard creation
 - Directing, Coaching
 - Audio Production
- 3.2.2 MCCCCD is seeking a firm(s) or individual with broad digital video experience within a wide range of industries.
- 3.2.3 MCCCCD is seeking a firm(s) or individual with knowledge of all compliance, privacy and permission issues around shooting video—individually and with groups of varying size.
- 3.2.4 The Videographer must bring/provide an appropriate portrait backdrop, lighting, camera, sound, and other equipment as requested at MCCCCD's location, or other location designated by MCCCCD. Last minute shoots, or after regular MCCCCD business hours/weekend shoots may occasionally be needed.
- 3.2.5 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 five (7) business days of the shoot.
- 3.2.6 The videographer must 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 Pricing shall be straightforward and all-inclusive. No additional charges will be allowed for overhead, profit, travel, or incidental expenses.
- 3.2.8 Usage Rights:
MCCCCD shall retain exclusively all rights to all photographs/videos made from any session performed under this contract. Upon request by the photographer, MCCCCD may, on a case-by-case basis, grant the photographer editorial usage rights in accepted media. Such rights are contingent upon MCCCCD's prior written approval, which MCCCCD may withhold at its sole discretion.

5.1 COMPANY OVERVIEW

5.1.1 Describe your company's history in successfully providing the services requested (in this RFP document) to previous clients, especially educational institutions.

We have provided educational-related videos for The Apollo Group, the City of Mesa, the Chief Science Officers program through the Arizona Commerce Authority and local schools. We have spoken about video storytelling to organizations including Arizona State University and the University of Miami. When he was a television reporter, Keith covered countless stories about education.

Our deep-rooted knowledge of storytelling combined with our backgrounds in journalism and corporate communications give us a well-rounded, competitive edge to video production. We speak fluent video. In fact, Keith Yaskin regularly speaks to organizations about how to amplify their brands through video. We've produced videos in a wide variety of formats and styles for Fortune 500 companies, small businesses, government agencies, nonprofits, athletes, trade organizations and public events including news conferences. Our projects have included marketing, events, how-to, safety, transportation, PSAs and internal videos. We conceptualize, produce, shoot, voice, edit and work with you to promote your videos. We pride ourselves on being meticulous from pre-production planning and consulting to lighting to leaving a room the way we found it. It all matters to us. Video is a reflection of your brand. The way we work with you and the final outcome are a reflection of our brand.

We are hard working and creative. We are prompt and assertive. We are strong communicators. We are straight talkers. And we partner with you as an extension of your team. Your success is our success.

5.1.2 State the number of years of service and experience of your company.

We have been in business, providing video production services for 10 years.

5.1.3 Identify key contact personnel who may be involved with the contract including areas of specialization. Provide resume or work history of each person.

Keith Yaskin, President. Before joining The Flip Side in 2011, Keith was a TV news reporter for 17 years. He won three Emmys and three first place Associated Press Awards. The AP once named him Arizona's TV Reporter of the Year. As a TV reporter, he wore many hats including producing all aspects of stories including scripting, shooting and editing. Keith is responsible for all aspects of video production from start to finish.

Loren Yaskin, Founder, started the company in 2009. Previously, Loren worked in corporate communications on both the PR and internal sides, working with household names such as PetSmart, The Vanguard Group and Edelman Public Relations, the world's largest independent PR firm. In her corporate roles, Loren oversaw and implemented campaigns that included multimedia components such as video, marketing collateral, traditional and online media. Since 2011, Loren plays a significant role in the pre-production and production phases for all video projects.

Keith Yaskin

President, The Flip Side Communications

602-738-2308

keith@theflipsidecommunications.com

www.theflipsidecommunications.com

ABOUT KEITH

Keith Yaskin is president of The Flip Side Communications LLC, a media company that helps companies tell their stories through video production, public relations, media training and employee communications. Before joining The Flip Side in 2011, Keith was an award-winning TV reporter for 17 years, primarily as an investigative journalist. Keith turned his passion for journalism and helping people into working with companies to effectively tell their stories from the inside out.

ACHIEVEMENTS

- Three-Time Emmy Award Winner
- Three First Place Associated Press Awards
- Arizona's TV Reporter of the Year, Associated Press
- Gary Cummins Memorial Award, Top Broadcast Student, Northwestern University

EDUCATION

B.S. in Journalism, Northwestern University, Medill School of Journalism

TV REPORTER, 1994-2011

As a reporter, Keith covered everything from government to business to education. He has covered hurricanes and space trips to Mars and interviewed countless CEOs, public figures and celebrities such as Charlton Heston and B.B. King. Keith spent most of his time as an investigative journalist and special projects reporter working on longer format stories.



VIDEO PRODUCTION

Keith has turned his passion for storytelling and experience in front of and behind the camera (reporting, shooting and producing TV news stories) into helping organizations tell their stories through video. He has extensive experience in video production from start to finish including planning, shooting, editing and consulting with organizations on how to best market their videos. Keith also frequently speaks to organizations on topics about telling your story through video.

Loren Yaskin

Founder, The Flip Side Communications

480-205-4388

loren@theflipsidecommunications.com

www.theflipsidecommunications.com



ABOUT LOREN

Loren Yaskin is founder of The Flip Side Communications LLC. Her key responsibilities include assisting in all aspects of video production from planning (storyboarding and content) to production (set-up, lighting) to helping companies promote their videos. She also oversees PR and employee communications campaigns for The Flip Side's clients. Loren is a past president of the International Association of Business Communicator's Phoenix chapter.

ACHIEVEMENTS

- International Association of Business Communicators Copper Quill for electronic writing
- Pensions & Investments Magazine campaign winner
- Golden Trumpet Award, Publicity Club of Chicago
- International Public Relations Association Golden World Award winner

EDUCATION

B.S. in Communications, Northwestern University

MANAGER, INTERNAL/HR COMMUNICATIONS PETSMART 2002-2007

Built company's HR communications function from ground up. Developed and implemented communications strategies, provided communications counsel to various business teams and executives. Established unified brand for company's HR programs and external recruiting efforts.

EDUCATION CONSULTANT, THE VANGUARD GROUP 1999-2001

Developed and implemented all phases of integrated communications programs for companies to educate employees about investing and retirement planning. Led creative teams including writers, designers and production coordinators to produce multimedia campaigns.

DELTA DENTAL PLAN OF ARIZONA, 1997-1999

Developed company marketing collateral materials including newsletters, brochures, annual report, website and ads. Chaired Healthy Smiles Partnership, a public/private endeavor to raise awareness of oral health among Arizona youth. Oversaw strategic planning, fundraising, budgeting, advertising and PR.

ACCOUNT EXECUTIVE, EDELMAN WORLDWIDE 1997-1999

Conceived, planned and implemented national public relations programs for KFC. Organized and managed national events.

5.2 QUALIFICATIONS

5.2.1 Address in great detail your knowledge, expertise, and experience in providing the services requested in Section 3, Scope of Work, and your understanding & ability to comply with the requirements of this RFP.

Keith has been professionally shooting video since attending Northwestern University, when an NBC station included him among their on-air talent although he was still only a student. Northwestern's Medill School of Journalism named him its top broadcast journalism student the year he graduated.

During his nearly two decades as a television reporter, he frequently focused on long format storytelling, honing his skills on sharing stories through striking visuals. For the last decade, he has applied his knowledge, expertise and experience as president of The Flip Side Communications. He and his business partner and wife, Loren, are full-service consultants and not simply people pressing a record button. We are fully integrated consultants in the creative process. In addition to Keith's years on both local and national television, we provide media training, allowing us to assist people to feel comfortable on camera and ensuring they deliver their key messages. This aspect of our expertise also allows us to assist people in determining ideal times and locations for video shoots and even what to wear when in front of the camera. We regularly blog about these topics and national organizations frequently request permission to share our writing with their audiences.

We are experts with Adobe Premiere Pro's editing software. We also use Adobe's After Effects and Audition to create graphics and animation and fine-tune audio. Our cameras are the same used frequently by documentary filmmakers. We can shoot in Canon Log to offer increased dynamic range. We use Arri lights and additional battery-powered LED lighting when necessary due to the environment. Our microphones are top-of-the-line industry standard. Our camera slider allows us to create cinematic, sweeping shots. We use Adobe Media Encoder to transcode and output to almost any format. As an FAA-certified drone pilot, Keith can take video projects to a higher level. His FAA certification allows us to receive authorization to shoot cinematic footage in otherwise restricted airspace.

Loren's background in internal communications and public relations provides the perfect balance to Keith's experience. She understands the needs and challenges that corporations and organizations face to most effectively communicate with both their employees and customers. That balance is why we call our company The Flip Side.

Additionally, Keith's mother is a retired teacher of four decades, her experience stretching from middle school to the collegiate level. Her experience has inspired Keith to be a strong advocate for public education and the importance of finding ways to expand that opportunity to as many people as possible.

5.2 QUALIFICATIONS

5.2.2 Provide a list of 3-5 references of clients who have retained you, and/or to whom you have provided similar services to, for at least one year.

Valley Metro. Contact: Susan Tierney 602-523-6004 or STierney@valleymetro.org.

AAA. Contact: Michelle Donati-Grayman, 602-650-2726 or michelle.donati@arizona.aaa.com.

Arizona Complete Health. Contact: Monica Coury at 480-567-9083 or Monica.h.coury@AZCompleteHealth.com.

The following **testimonials** illustrate the depth of our video production expertise and experience:

From Michael Trailor, Director at Arizona Department of Economic Security

Keith knows how to capture the moment. He is meticulous in his set up and produces great quality video. He is personable and helps his subjects relax and be themselves. He creatively mixes video, music, photography and copy that will exceed your expectations.

From Hillary Foose, Communication & Marketing Director, Valley Metro

Keith was excellent to work with. He took a quick video concept and made a lively, energetic, storytelling video on an expedited timeline. He and his product were incredibly professional and of high quality. We look forward to working with him again.

From Chip Scutari, Co-Founder at Scutari & Cieslak Public Relations

Keith possesses the unique talent of telling the story behind the story, digging deep beneath the surface to find a nugget or sound bite that resonates with an audience. Thanks to his Emmy Award-winning journalism skills, he's much more than a videographer; he's a true partner. He's super smart, ultra prepared, collaborative and conscientious. My advice to anyone that cares about quality and top-notch customer service: Hire him.

From Audra Koester Thomas, Transportation Planning Program Manager at Maricopa Association of Governments (MAG)

I had a fabulous experience working with The Flip Side productions. We had a very short-lead, rush concept that we needed produced. Keith was patient, extremely responsive and flexible - - even when we couldn't return the favor. We were thrilled with the final product. Highly recommend this team.

From Michelle Donati-Grayman, Government & Public Affairs Lead, AAA

I've had the pleasure of working with Keith for many years. Most recently, he's assisted me with several video production projects. Keith's audio, camera work, lighting and editing is extraordinary. His skill, combined with his collaborative work style, ensures project objectives are met successfully. He is a creative professional and a delight to work with.

5.2 QUALIFICATIONS

5.2.3 Provide a detailed description of similar work performed by your firm during the past five years.

Valley Metro. December 2018 - present. This is an ongoing client. Videos include recognizing the opening of the light rail's new 50th Street station and celebrating the 10-year anniversary of light rail. Keith and Loren Yaskin collaborate with Valley Metro to plan, shoot and edit videos. Contact Susan Tierney 602-523-6004 or STierney@valleymetro.org.

AAA. February 2019 - present. This is an ongoing video client. Keith and Loren Yaskin regularly shoot and edit internal videos for AAA. We regularly communicate with the organization to discuss conceptualizing, scheduling, shooting, scripting and editing the videos for AAA employees in the Western region which includes multiple states. Topics range from new facilities to everyday heroes. Contact: Michelle Donati-Grayman, 602-650-2726 or michelle.donati@arizona.aaa.com.

Arizona Complete Health. August 2018 - present. This is an ongoing series of videos sharing the stories of the organization's employees, participants and partners to demonstrate how they are transforming the health of the community. Keith and Loren Yaskin regularly communicate with the organization to discuss conceptualizing, scheduling, shooting, scripting and editing the videos. We also conduct pre-interviews with interviewees prior to the day of the shoots themselves to ensure efficiency and to better frame our questions. Contact Monica Coury at 480-567-9083 or Monica.h.coury@AZCompleteHealth.com.

United Rentals. 2013 - 2018. Keith and Loren Yaskin planned, shot, edited, scripted and provided voiceover for monthly safety videos distributed to the company's branches in the United States and Canada. We regularly met with our client contact to brainstorm creative themes for each video, identify shoot locations, employees to interview, interview questions and key visual elements to incorporate into each video. Contact Leslie Beckhoff at 480-281-6848 or lbeckhoff@ur.com.

5.2 QUALIFICATIONS

5.2.4 Provide a definitive list of services the firm will provide.

Pre-production

- Planning
- Content Development
- Scriptwriting
- Scheduling
- Location Identification
- Outlining Video Components
- Client Meetings
- Pre-flight drone check

Production

- Producing
- Scripting
- Shooting video in variety of locations
- Audio production
- Lighting expertise
- Shoot drone footage
- Visual observing for drone
- Access to license-free music
- Access to voiceover talent
- On-air talent

Post Production

- Video editing
- Expertise in Adobe* Premiere Pro, After Effects, Adobe Audition
- Cineware for After Effects
- Regularly include animation, graphics and infographics
- Ability to provide variety of formats for deliverables outlined in scope of RFP

Throughout the entire project, we work and coordinate closely with an organization, providing a combination of good communication and attention to detail. We are straight shooters and consider ourselves an extension of your team.

5.2.5 Describe services, capabilities, policies and procedures for the service/s on which you're bidding:

5.2.5.1 Video capabilities (shooting, editing, publishing).

Our approach begins with a face-to-face meeting with an organization to fully understand what goals it hopes to achieve through a video project. We believe it is our responsibility to come to the table with creative ideas. We learn about the video's target audience, key messages and any points the video should include to help distinguish the project from previous ones or any perceived competition. We also learn if the video should address and correct any misconceptions an organization is attempting to overcome.

Next, we discuss the length of the video, where to shoot the video, what visuals to include and whom to interview for the video. We learn if visuals should include other elements such as previously shot pictures and video that can further visually enhance the project. We discuss important statistics and how we can relay them to everyday audiences. In addition, we talk about whether the video should include narration and background music. Next, we discuss the video's tone and style (documentary, tie-in to pop culture, feel of a news story, humorous, serious) in an effort to ensure the video is as creative and dynamic as possible.

We are able to provide voiceover talent and as a former television reporter, Keith can act as on-air talent if requested.

After shooting all video and interviews, we log the video and can provide an organization with a written script or storyboard for approval. We then edit the video and submit it for approval and any necessary revisions.

We are happy to provide best practices on how to publish and promote your videos to ensure their success, which a variety of metrics can determine.

Throughout this process, we work and coordinate closely with an organization, providing a combination of good communication and attention to detail.

5.2.5.2 Gathering digital talent release forms from all subjects.

We have our own digital talent release form and are happy to use an organization's form if preferable. We would send the signed release forms to you after each shoot.

5.2.5.3 Packaging, Organizing and Delivery of Picture Packages for Distribution

We are flexible and can provide a variety of formats appropriate for broadcast, social media, events or other formats as requested by MCCCCD.

5.2 QUALIFICATIONS

5.2.6 Provide examples of work for each type of service you are responding for (i.e. portrait, architectural, sports photography, etc.)

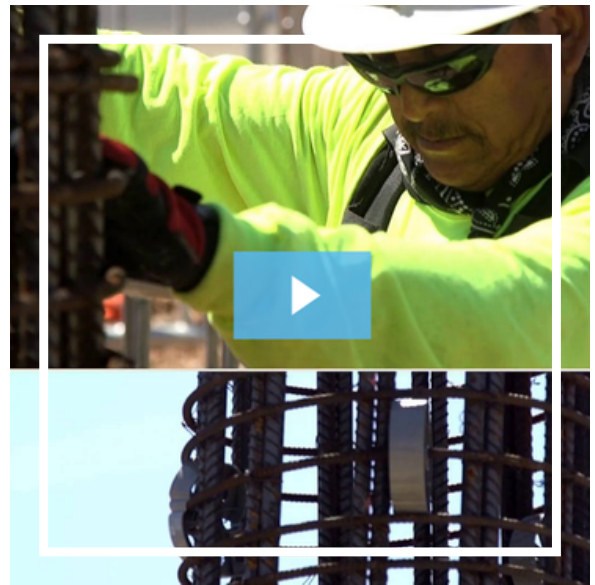
Please click on the thumbnails below or go to the following URLs to watch the sample videos.

<https://theflipsidecommunications.wistia.com/medias/21okhqutb9>

<https://theflipsidecommunications.wistia.com/medias/c1hp5ujyqp>

<https://theflipsidecommunications.wistia.com/medias/vrask51khx>

<https://theflipsidecommunications.wistia.com/medias/zfux35kemy>



For more examples of our video work, please visit:

<https://www.theflipsidecommunications.com/video-production/>



5.2.7 Describe any other qualities, qualifications, and/or examples that further demonstrate your abilities to provide the services requested in the RFP.

We speak fluent video. In fact, Keith regularly speaks to organizations about how to amplify their brands through video.

Keith has spoken to:

- Arizona State University
- Vistage International
- Greater Phoenix Chamber of Commerce
- Society of Professional Journalists
- Better Business Bureau
- Public Relations Society of America
- University of Miami
- City of Phoenix
- National Academy of Television Arts & Sciences
- International Association of Venue Safety Managers
- Arizona Small Business Association
- SCORE
- Water Strategies
- International Association of Business Communicators
- Business Wire
- Kiwanis Club
- National Scholastic Press Association
- Arizona Business Alliance

5.2 QUALIFICATIONS – ADDITIONAL INFORMATION



City of Phoenix



5.3 OPERATIONAL

5.3.1 List your company's procedures for scheduling a photography or video services.

Before scheduling a video shoot, we discuss with an organization what days and times might provide the most striking visuals with the least amount of distractions such as background noise. When shooting video outdoors, we discuss the best times to prevent harsh shadows that often are less flattering. On the day prior to a video shoot, we communicate with our main point of contact to confirm the next day's schedule. When requested, we contact and schedule interviewees. In addition, we are as transparent as possible when estimating the length of a video shoot to avoid surprises and to be respectful of everybody's time.

5.3.2 Minimum advanced notification time to request services.

We attempt to ensure our schedule is as flexible as possible and have not set a minimum time to request our services depending on our schedule. Generally speaking, we find a best practice is to try to allow at least a week's notice.

5.3.3 List your company's policy for arrival times at a shoot location.

Particularly with video shoots with more complex setups such as lighting, we arrive 90 minutes prior to a shoot's start to make sure setup is complete and we are prepared to go. Punctuality is key for us and, prior to leaving for a video shoot, we consider factors such as traffic, parking and additional time we may need to transport our equipment to a location.

5.3.4 List your cancellation policies, procedures, and time frames.

We respectfully request letting us know about a cancellation or postponement 24 hours prior to the start of a video shoot.

5.3.5 List your policies and procedures for scheduling retakes.

If a reshoot is necessary due to an issue we created, we would not charge any additional fee. If a reshoot is necessary due to an organization receiving new information or "having a change of heart" on how to approach a project, we would discuss prior to the reshoot an additional fee for our time.

5.4 OTHER

5.4.1 Would your company be willing to allow other entities to utilize this contract cooperatively?

In the past, organizations have utilized their contracts with us to allow other entities to use our video production services.

5.4.2 List any related additional services that your company provides that are not identified specifically by this RFP.

While professional still photography is not one of our core services, we generally shoot high-quality still photos during each video shoot for an organization to use. Our company also provides public relations, media training, crisis communications and employee communications.

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 Arizona

☐ An INDIVIDUAL

☒ A PARTNERSHIP

☐ A NON-PROFIT ORGANIZATION

☐ A JOINT VENTURE

Federal Employer Identification Number: 45-3060538

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 ☒ 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 Complete Health
 Address: 1850 W Rio Salado Pkwy #201, Tempe, AZ 85282
 Phone #: 480-567-9083 Fax #: _____
 Contact Person: Monica Coury
 Contract Period: From: August 2018 To: present
 Describe Services: Video production to share the stories of the organization's employees, participants and partners to demonstrate how they are transforming the health of the community.
- 2 Company Name: AAA
 Address: 2375 E Camelback Rd Suite 500, Phoenix, AZ 85016
 Phone #: 602-650-2726 Fax #: _____
 Contact Person: Michelle Donati-Grayman
 Contract Period: From: February 2019 To: present
 Describe Services: We shoot and edit internal videos for AAA employees in the Western Region. Topics range from new facilities to everyday heroes.
- 3 Company Name: Olympic gold medalist Misty Hyman
 Address: _____
 Phone #: misty@mistyhyman.com Fax #: _____
 Contact Person: Misty Hyman
 Contract Period: From: June 2017 To: present
 Describe Services: We shoot and edit event and instructional videos.

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: Arizona Department of Housing
 Address: 1110 W Washington St # 280, Phoenix, AZ 85007
 Phone #: (602) 861-0208 Fax #:
 Contact Person: Michael Traylor
 Contract Period: From: September 2012 To: September 2017
 Describe Services: We produced videos about housing for people who need a helping hand and for events.

- 2 Company Name: Valley Metro
 Address: 101 N 1st Ave #1400, Phoenix, AZ 85003
 Phone #: 602-523-6004 Fax #:
 Contact Person: Susan Tierney
 Contract Period: From: July 2018 To: present
 Describe Services: Video projects include recognizing the opening of the light rail's new 50th Street station and celebrating the 10-year anniversary of light rail.

- 3 Company Name: Roosevelt Water Conservation District
 Address: 6937 E Elliot Rd, Mesa, AZ 85212
 Phone #: (480) 988-9581 Fax #:
 Contact Person: Shane Leonard
 Contract Period: From: 2014 To: present
 Describe Services: We've produced how-to videos, educational videos, event and anniversary videos.

ATTACHMENT A

BIDDER'S STATEMENT (continued)

ADDITIONAL BUSINESS INFORMATION

Standard Business Hours

- 1 Days of week available for services: Every day of the week
- 2 Business hours of operation: 24 hours a day
- 3 On-call/Emergency service hours: 24 hours a day
- Phone Number(s): 602-738-2308 and 480-205-4388
- Web Address: www.theflipsidecommunications.com
- FAX Number: _____

General Information

- 4 Business License Number: _____
- 5 Number of years in business under current name: 10
- 6 Number of offices in the State of Arizona: 1
- 7 Business Classification (check applicable category)
- Minority Owned Business (MBE) _____
- Woman Owned Business (WBE) _____

Does your firm hold this certification from any other agencies or companies?

No: _____ Yes: _____ With Whom? _____

- 8 Name and address of office assigned to handle the MCCCCD account:
- The Flip Side Communications LLC
- 8400 E Dixileta Drive, Unit 120
- Scottsdale, AZ 85266
- 9 Account Manager Information:
- Name: Keith Yaskin
- Office Phone: 602-738-2308
- Cell: 602-738-2308
- 10 Contractors License Number(s): TYPE _____ NUMBER _____
- 11 Do you ever sub-contract any of your services? NO ✓
- YES _____
- If YES, which services?: _____

ATTACH ADDITIONAL SHEETS IF NECESSARY TO FURTHER DESCRIBE THE EXPERIENCE AND QUALIFICATIONS OF YOUR FIRM FOR PROVIDING THE PRODUCTS/SERVICES UNDER THE CONTRACT

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: The Flip Side Communications LLC

Address: 8400 E Dixileta Drive, Unit 120

Scottsdale, AZ 85266

Fax # : () Tel. #:() 602-738-2308

Name:(Print) Keith Yaskin Title: President

Signature:  Date: 12-20-19

E-Mail: keith@theflipsidecommunications.com



Thank you for the consideration.



Let us tell your visual stories.

keith@theflipsidecommunications.com • 602-738-2308

theflipsidecommunications.com