



Request for Proposals

For

Hillsborough County Marketing Video

Issued by:

Film Tampa Bay

RFP #001

Issue Date: 8/13/2018

Response Due Date: 9/3/2018

Purpose

This Request for Proposals (RFP) provides interested service providers with sufficient information to prepare and submit proposals for consideration by Film Tampa Bay to satisfy a need for a marketing video to advertise Hillsborough County as a premier filming destination. The budget allocated for all services and deliverables is \$50,000.00. Including but not limited to, pre production, principal photography, post editing and graphics, VO, music, and audio finishing.

Issuing Office

This RFP is being issued by the issuing office listed below. The issuing office is the sole point of contact for this RFP. Please refer all inquiries to:

Film Tampa Bay

ATTN Tyler Martinolich

201 N Franklin St

Suite 2900

Tampa FL 33602

813-218-3302

tmartinolich@visittampabay.com

Proposals must be received by Monday September 3, 2018, 5:00 PM, EST. Bidders should submit all requested materials via e-mail or file sharing services such as dropbox. If bidder does not have the capability to provide materials electronically, hard copies can be submitted to the above address.

From the issue date of this RFP until a determination is made regarding the selection of a service provider, all questions concerning this RFP must be made in writing through Film Tampa Bay. Any violation of this condition is cause for Film Tampa Bay to reject a service providers proposal. If it is later discovered that any violations have occurred, Film Tampa bay may reject any proposal.

Pertinent Dates:

- Questions accepted in writing up through: Thursday, August 30st 2018, 5:00 PM EST
- Responses to questions posted; as received, final responses posted by Friday, August 31st 2018, 5:00 PM EST
- Submission Deadline: Monday September 3rd, 2018, 5:00 PM EST
- Finalists notified: Thursday September 13th, 2018, 5:00pm EST
- On-site presentations (if a finalist) to be scheduled week of September 17th 2018
- Project Awarded: Monday, October 1st, 2018
- Deliverables Due: Monday November 26th, 2018, 5:00 PM EST

Terms and Conditions

Cost

Film Tampa Bay will pay service provider no more than \$50,000.00. Any/all extensions must be agreed upon in writing.

Rejection

Film Tampa Bay Reserves the right to reject any and all responses received from service providers as a result of this RFP and to cancel this solicitation at any time prior to the execution of a contract.

Incurring Costs

Film Tampa Bay is not liable for any costs or expenses incurred by service providers in preparation or submission of this proposal or for attendance at any conferences or presentations related to this RFP.

Response Date

To be considered, proposals must be received at the issuing office on or before Sept 3rd 2018 5:00 PM EST. Bidders mailing proposals should allow sufficient delivery time to ensure timely receipt of their proposals. Late submissions will not be accepted.

Public Records Act

If Film Tampa Bay issues a final award, all documents, including the final contract, are subject to disclosure to any/all public information requests.

Scope of Work

Objective

- A. The intent of this RFP is to provide service providers the opportunity to submit proposals to create a marketing video for the use of Film Tampa Bay with the objective of marketing Hillsborough County as a premier filming destination.
- B. Specifics.
 - a. Conceive and produce a marketing video that speaks directly to why agencies, brand advisors, and production companies should choose to film within Hillsborough County.
 - b. Provide a 30, 60, and 90 second variant of video for release on multiple platforms.
- C. Deliverables must be received no later than November 26th 2018 5:00 PM EST

Film Tampa Bay is tasked with marketing Hillsborough County as a premier filming destination. To assist with this, we are looking for a production company to facilitate a video (30, 60, and 90 second variants) highlighting what makes Hillsborough County a unique filming destination. Videos should contain a montage of various locations showing the environmental diversity within the County, paying attention to our waterfront, and other key features that make us different from neighboring communities such as Orlando and St Petersburg.

As many of our prospective clients have not been to the Tampa Bay area, it is important to convey our area as distinct from other more well-known Florida cities such as Orlando and Miami. We are looking for videos with attitude, and style.

NOTE: This is not a tourism video. Put yourself in a potential client's shoes. If your agency was in Chicago, and you had no idea what Tampa Bay looked like, what would you want to see in a marketing video intended to attract you to Tampa Bay to film your next project?

Technical Proposal

While bidders are encouraged to submit the most creative, cost effective proposal possible, please keep in mind finalists will be presenting to a mix of private and governmental entities. Please keep presentations to under 30 minutes, with a focus on clear messaging.

Cost Section

As part of the final proposal, please provide a budget top sheet covering all projected costs within the allotted budget.

Selection Criteria

1. Best pricing offered within the allotted budget.
2. Competence and Experience relating to similar projects.
3. Demonstrating an understanding of Hillsborough County, and what unique features are attractive to production companies.
4. Suggested timeline for production and post deliverables.
5. Presentation