

Section A: General and Response Instructions

A.1 Introduction

Wasatch Tourism & Development (WTD) seeks proposals from qualified providers for the production of a series of tourism videos described hereafter.

A.2 Rights

This document invites proposals and is not an invitation to contract. WTD reserves the right to reject and any all proposals, to contract with other than the lowest bidder, and to generally act in the best interests of the organization -no language in this document or comment from staff shall be construed to the contrary.

A.3 Directions for Submission

Proposal must contain the following items in the order indicated:

- 1) A signed cover sheet that clearly indicates the name, address, phone number, and email address of the submitting organization. The cover letter must also indicate the total project cost.
- 2) Project Narrative Including:
 - a) A brief description of the organization's proposed creative and stylistic approach
 - b) A brief narrative description of the organization's proposed technical and logistical approach
 - c) Examples of similar products completed complete with links or DVDs to access the content
 - d) List of key personnel for the project, and the name of any subcontracting agencies utilized if known
 - e) An itemized budget indicating the cost of the proposed project in detail
 - f) Such other materials as may be useful in making a determination as to the merits of the offeror.

A.4 Deadline and Address

All proposals must be provided in triplicate. Proposals must arrive at the following address **by 4:30 PM on March 11th, 2011:**

**Luke Peterson
Wasatch Tourism & Development
475 North Main Street
Heber City, UT 84032**

B.1 Introduction

This is a request for technical and price proposals for the production of

- **Feature Video** | A high quality 2 to 4 minute tourism video that portrays the assets of Heber Valley in a compelling way. This video will be prominently featured on the redesigned tourism website of Heber Valley Utah.
- **Commercial Video** | A condensed thirty-second tourism video featuring the assets of Heber Valley in a compelling manner designed for use as an advertisement on television.

- **Economic Development Video** | A one minute video emphasizing Heber Valley as an ideal place to locate, expand, or start a business.
- **Film Commission Video** | A thirty-second video emphasizing the value of Heber Valley as a location for filming movies.
- **Luxury Video** | A thirty-second video emphasizing the highlights and assets of an area of our community slated for luxury commercial, hotel, and real estate development.
- **Vignettes** | BRoll video featuring the different tourism, lodging, event, and restaurant venues available in the Heber Valley formatted for easy editing into short segment videos.

While we seek a product of optimal quality, we hope to see creative efforts to ensure minimal production costs while providing the highest level of quality.

B.2 Description of Work

- a) The Producer will write, direct, and produce the video segments described in section B.1.
- b) Related Tasks include:
 - a. Preparing a detailed project plan with a production schedule and detailed cost estimates through to final deliverables
 - b. Subject Research
 - c. Script and produce sound tracks, music, voiceovers, and graphics
 - d. Coordination with website provider in order to ensure compatibility
 - e. Ongoing consultation with WTD
 - f. Shoot film in high quality format
 - g. Final editing and production
- c) Final delivery:
 - a. All videos formatted for high definition viewing on the websites sponsored by WTD, and easily integrated for full-screen viewing and for sharing through social media sites.
 - b. 100 DVDs of the **Jordanelle Video**.
 - c. 100 DVDs of the **Feature Video**.
 - d. 200 DVDs of the **Economic Development Video**.
 - e. 100 DVDs of the **Film Commission Video**.
 - f. B-roll
 - g. Master Production Files
 - h. Rights Documentation
- d) Timeline: Filming will occur between March 10th and November 10th of 2011. Final products ought to be delivered by or before January 10th, 2012.

B.3 Required Rights

WTD requires the rights to use, copy, stream, broadcast, publicly display, and otherwise distribute all materials and derivative works with the right to sublicense.

Section C: Project Objectives

C.1 Rebranding of Heber Valley

Heber Valley is a major tourist destination nestled between the Uintah and Wasatch Mountain ranges. It is a recreational paradise featuring 7 golf courses, an historic railroad, luxury resorts, excellent flyfishing, cross-country skiing, snowmobiling, hiking, ATV riding, and water sports to name just a few. Heber Valley has to-date attempted to establish a stand-alone brand. These videos are an essential component of a comprehensive effort to rebrand Heber Valley as the central point of Utah's mountain adventure country. We seek to highlight our unique assets while also emphasizing our proximity and connection to better known destinations, principally Sundance Resort, Deer Valley Ski Resort, and Park City.

C.2 Investments

Heber Valley is making significant investments to upgrade our tourism website www.gohebervalley.com, and our economic development website www.wasatched.com. We will also launch a film commission website, and a website to feature the luxury development area. These investments, along with the videos slated to be created under this RFP would form the foundation of our rebranding efforts. These videos will not only serve as the key media on our websites, but will also be used in commercial advertisements designed to draw viewers to our websites to learn more and ultimately visit our valley.

C.3 Goal

The central objective of this project is to create products that will be so compelling as to make the average viewer who has never so much as heard of Heber Valley have the desire to visit/relocate a business to/film a movie/invest in luxury property in the valley after viewing the video.

Additionally, the goal for the vignettes and B-roll is to be able to create stand alone videos to promote individuals lodgings, restaurants, events, and venues in a compelling manner. These videos may ultimately be placed on secondary pages of the WTD websites or on the homepages of the respective businesses and entities featured.

Section D: Filming Locations

D.1 Locations

Footage will need to be shot at all of the following locations and times:

1. *Soldier Hollow: Snow Tubing/snow shoeing (March); Golf (June, July, August, or September)*
2. **Heber Valley Railroad: (May*, June, July, August, or September)**
3. **St. Regis – Deer Valley (March)**
4. *Red Ledges Golf Course (June, July, August, or September)*
5. *Deer Creek Reservoir Ice Fishing (March) Water Sports (June, July, or August)*
6. *Jordanelle State Park (June, July, August, or September)*
7. *Victory Ranch Golf Course (June, July, August, or September)*
8. **Fly-Fishing & Rafting on the Provo River (June, July, August, or September)**
9. **Blue Boar Inn (June, July, August, or September)**
10. **Zermatt Resort (June, July, August, or September)**
11. **Homestead Resort (June*, July, August, or September)**
12. **Daniels Summit Lodge (March)**

13. The Angry Bull Restaurant (Any)
14. 2 Other Restaurants (Any)
15. *Crater at Homestead (March*, Any)*
- 16. Wasatch Mountain: Golf, Hiking, ATV (Any)**
17. Heber City Airport (June, July, August, or September)
18. Provo Canyon (June, July, August, or September*)
19. *Sundance (Any)*
20. *Park City (Winter)*
21. *Wasatch High School (Any)*
22. *Heber City Concerts in the Park (June, July, or August)*
23. *Jordanella Plant (Any)*
24. Wolf Creek Area (June, July, August, or September)
25. Barbecue Competition (May)
- 26. Heber Pow Wow (June)**
- 27. Midway 4th of July Celebration**
- 28. Fair Days (Late July, early August)**
29. *Hot Air Balloons (July, or August)*
30. *Panoramic Shots (March, July, & September)*
31. Swiss Days (Labor Day weekend)
- 32. Soldier Hollow Sheep Dog Classic (Labor Day Weekend)**
- 33. Heber Valley Civil War Reenactment (September)**
- 34. Heber City Cowboy Poetry Festival (First Week in November)**

KEY

* Indicates a preferred time

Bold indicates a site that will require more shooting time than average

Italics indicates that a site will require minimal shooting time

Section E: Inspection and Acceptance

E.1 Inspection

Work will be subject to periodic inspections by WTD to assure satisfactory progress, to determine quantities of work performed for payment purposes, or to be certain that work is being performed in accordance with contract specifications and to determine if corrections are necessary.

E.2 Meetings

Meetings will be held at crucial junctures (e.g., before storyboard development, for approval of script/story board, before filming commences, before final editing, etc.) . These meetings will be agreed upon between the buyer and WTD. These meetings may be done via conference call or videoconference as necessary.

E. 3 Schedule of Payments

Phase 1: Signing of Contract

15% of project total paid

Phase 2: 50% Completion of Filming
30% of project total paid

Phase 3: Filming Completed
30% of project total paid

Phase 4: Approved Final Product Created and Delivered
25% of project total paid

Section F: Evaluation Criteria

Each proposal will be evaluated according to all the criteria stated below. Both the content of the proposal as well as samples of previous work will be used to evaluate each proposal with regard to the criteria below.

F.1 Technical and Creative

- Originality and Creativity
- Evidence of understanding of subject
- Evidence that the proposed project will achieve the stated objectives of the RFP
- Soundness of Technical Approach
- Qualification of key personnel

F.2 Cost & Performance

Total cost of the project as well as any evidence of offering deliverables on-time and on-budget. Evidence that the offeror has taken a creative approach to ensure high quality while eliminating unnecessary costs will be considered favorably.