



## **Request for Qualifications and Experience – Video Production**

**Introduction:** Rock Hill, SC Economic Development Corporation is seeking statements of Qualification and Experience for Video Production Services.

**Purpose:** the purpose of this (RFQ) is to solicit competitive proposals to identify a video production firm or individual that will develop economic development marketing videos for Rock Hill, SC based on RHEDC's new marketing and branding direction.

**Submission deadlines:** All submissions to this RFQ must be submitted on paper only to our office, as stated below, no later than:

**Friday, March 10, 2017  
No later than 4:00pm**

**Submission delivery address:**

The delivery address to be used for all submissions, questions and clarifications:

Cathy Murphy  
Downtown Development Manager  
Rock Hill Economic Development Corporation  
P.O. Box 11706  
Rock Hill, SC 29731

**Planned schedule:**

Event	Date
RFQ Release	2/10/17
Proposal Due Date	3/10/17
Contract Awarded	4/3/17
Final Video Production	6/15/17

**RHEDC Purpose and Objective:** The purpose of the Rock Hill Economic Development Corporation (RHEDC) is to further economic growth and development within the City of Rock Hill. The principal objective of the Corporation is to benefit the City economically by fostering increased employment opportunities and by expansion of business and industry, thereby lessening the burdens of government and combating community deterioration, as well as improving quality of life for our citizens.

**Background:** RHEDC approved a new branding and marketing strategy in June 2016 and began the development of a new website based upon the approved marketing strategy. We are on target to launch the new website in June 2017. We are in need of video production to accompany the new website.

**History:** Rock Hill, South Carolina is located in the north-central area of South Carolina, approximately 20 miles south along the I-77 corridor from Charlotte, North Carolina. Rock Hill offers unique options and benefits for business owners with which other cities and counties in the Charlotte metro area simply can't compete. Rock Hill also has advantageous tax laws and award-winning employee training programs. Deciding where to start or relocate a business depends largely on accessibility, and Rock Hill boasts numerous transportation advantages. I-77 runs directly through Rock Hill, and I-85 runs near the northwestern part of York County. Charlotte-Douglas International Airport is less than 30 minutes away, while the Port of Charleston, the busiest container port in the Southeast is only a short three hour drive away. Rock Hill is strategically located in the absolute center of the East Coast, and with only a two hour flight time or one day motor freight delivery time, businesses in Rock Hill can reach almost 60% of the nation's general population and its industrial base. In addition to business benefits, Rock Hill is a community that combines hometown charm with big-city amenities. The population is approximately 70,000.

Once home to a thriving textiles industry, the City of Rock Hill has re-emerged through the creation and implementation of many innovative economic development strategies using both public and private initiatives. Most recent is the development of the Knowledge Park District in Rock Hill, an approximate one and a half mile urban business park encompassing, University Center, Old Town and Fountain Park. It sits adjacent to Winthrop University and the Family Trust headquarters. The focus of Knowledge Park is the attraction of talent necessary to support a knowledge economy. Much of our marketing also focusses on finding ways to acknowledge our success thru innovation and start-ups and the attraction of a millennial audience. Rock Hill is also home to several quality business parks including nationally known corporations and companies like 3-D Systems, Atlas Copco, and Ross Stores. The last fifteen-twenty years have seen the development of the Celanese Road, Cherry Road, Dave Lyle Boulevard, and Medical corridors. More recent projects include Riverwalk: a multi-phased, mixed-use community village that boasts an unparalleled collection of amenities, including the 3-mile riverfront walk that is part of the greater Carolina Thread Trail system and the Cycling and Outdoor Center of the Carolinas. Riverwalk includes businesses such as and McKesson Pharmaceuticals.

#### **Video requirements and details:**

##### **Audiences:**

- Job seekers/millennials
- Brokers/developers/business decision makers
- Existing and prospective businesses

**Scope of Work: The successful firm or individual will be expected to produce all elements of the video(s), including, but not limited to:**

- |               |  |
|---------------|--|
| • Outlines    | • Lighting                                   |
| • Storyboards | • Graphics/animation                         |
| • Scripting   | • Editing                                    |
| • Voicing     | • Coding                                     |
| • Interviews  | • Music/voice-over                           |
| • B-roll      | • Rough cuts                                 |
| • Shooting    | • Finished tapes, cd's ,<br>electronic files |

## Video Requirements:

We will require three different video projects

1) An overall economic development video featuring existing business/successes, the attraction of new business and lifestyle features. We encourage you to be creative. Our current focus is on the Knowledge Park district, and features the attraction of job candidates, innovation and start-ups. It should tell our complete story while engaging the viewer.

Our final positioning statement and tagline for the new website are as follows:

**Positioning Statement:** It's time to reconsider what you thought you knew about Rock Hill. Right where North and South Carolina meet, and in close proximity to Charlotte, NC, this progressive place encourages big ideas and business innovation. With some of the area's brightest minds and most passionate visionaries, Rock Hill is quickly becoming the regional center for technology and creativity. Combined with the Region's most comprehensive array of outdoor amenities and a reimagined downtown, the transformative spirit is contagious.

**Tagline:** **Connecting Bright Minds and Big Ideas**

This video should be no longer than 5 minutes long

Video must be broadcast quality-HD full screen

Must be able to be changed in size without effecting quality

Must compliment all social media and website platforms

### Resources/examples:

<http://universitycenter-rh.com/>

<https://www.youtube.com/watch?v=jf08mBfJRG4>

[https://www.youtube.com/watch?v=aXaanozKY\\_Q](https://www.youtube.com/watch?v=aXaanozKY_Q) (Love the way this feels, without the narrator)

<https://www.youtube.com/watch?v=xenPufOA3M8> (Great feel for the Knowledge Park District we are working to establish)

<http://easternidaho.org/> (this one works too without sound!)

2) These videos will be shorter in length and will tell multiple stories based upon a theme of "Own It", "Make it Your Own" or some similar message.

They must each be no longer than one minute in length

We will require 6-8 separate stories

### Examples:

<http://www.comehomelouisiana.com/>

<http://www.alpharetta360.com/video#/alpharettas-millennials/>

3) These videos will be shorter in length and will tell multiple business success stories

**Example:**

<http://www.alpharetta360.com/video#/a-minute-with-digital-scientists/>

They must each be no longer than one minute in length

We will require 6-8 separate stories

**Assumptions and Constraints:**

- Our desire is to have the videos available for the same timing as the new website-June 2017. We realize this is a tight time frame and while we are open to changes in the time line, they should be minimal. We are willing to start with the shorter selections so there is more time to capture footage for the longer video.
- The firm or individual must be willing to enter into a professional services agreement to perform video production, not to exceed one year.
- We will interview at least three candidates.
- We will provide data, people to interview and any addition photos that may be needed.

**Qualifications:**

- Extensive experience in video production, preferably for a municipality
- Qualified, experienced staff
- 3 video production samples (as prepared for other clients) should be provided as references (including at least one public sector entity)-samples or links, your references should be accompanied by the name of the contact person, title of the person, address and phone number.

**Submission Requirements:**

Please include the following information in your proposal:

**1. Proposed Plan for Video Production:**

- a. Summarize your understanding of the Scope of Work and your proposed methodology as to how you will meet each of the requirements identified in the Scope of Work.
- b. A Project Schedule.
- c. Related experience of Project Manager and team

**2. Staff Support:**

- a. Please indicate how many employees you will provide to work on this campaign.
- b. Name of main point of contact.
- c. Name of person who will ensure that the Scope of Work is completed efficiently and on time.
- d. Name of any subcontractors that will be used in order to complete the Scope of Work.
  - i. Please indicate company name, type of service provided, and the point of contact.
- e. Please indicate the time frame necessary to complete the Scope of Work identified in this RFP.
  - i. Include project stages and milestones.

**3. Financial Needs:**

- a. Please indicate the costs associated with your service.
- b. Please indicate the payment schedule, including amount of payments, and when payments will be due.

**4. Examples:**

- a. Please include three (3) video campaigns you have produced that showcase your ability to meet the Scope of Work identified in this RFQ.

**5. Signature:**

- a. This proposal must be signed by a duly authorized official of the proposing company.

**Attachments Required:**

1. Please provide a minimum of three references including the name of person(s) who may be contacted, title of the person, addresses and phone number.
2. The references should be able to discuss your successes and strengths as a company.

**Terms and Conditions**

The recipient of this proposal must be willing to enter into a Professional Services Agreement to perform marketing consultant services for a period not to exceed one (1) year. Agreement may be renewable annually based on available funding. Agreement terms will be negotiated and may include performance, termination and renewal options. The firm or individual selected for this proposal must maintain, and provide proof of appropriate licensing and insurance for the entirety of the Agreement; failure to do so will result in immediate termination of Agreement.

**Ownership:**

All work produced by the Video Producer for this project will be on a “work for hire” basis. This means RHEDC will be the sole owner of all rights, including without limitation, the copyright, in the work which includes all raw video footage, production components, and the final videos. The Video Producer will also separately assign all present and future rights in the work and the associated materials of the project to RHEDC and may not reproduce or reuse the work or associated materials for any purpose whatsoever without written permission from RHEDC that cites the particular work or associated materials. Any mention of RHEDC by the Video Producer or any authorized subcontracted party in promotional materials of any kind, including without limitation, on websites, in press releases, etc., must be approved in writing by RHEDC. The Video Producer must secure RHEDC’s written permission to post, screen or reproduce video footage or submitted videos derived from the work or the associated materials for awards and public recognition. RHEDC will not be required to acknowledge the Video Producer in the video content produced.