



**ADDENDUM NUMBER ONE  
REQUEST FOR QUALIFICATIONS (RFQ)**

**DATE:** January 21, 2021  
**TO:** ALL QUALIFIERS OF RECORD  
**FROM:** Lyn Majeski, Purchasing Manager  
**RFQ FOR:** **OAK RIDGE CORRIDOR VIDEO PROJECT**

This addendum forms a part of and modifies the RFQ specifications for the above item for the City of Oak Ridge, Tennessee.

**ITEM 1 – Comments/Questions Received from Potential Qualifiers**

1. Scope of work: Video production work appears to be at the core of this project. Per language in the RFQ, specifically under Project Overview, are we to understand that the scope of work will also include a marketing plan, a social media strategy, SEO work, or other marketing materials or services? ?

Answer: Video production work is the core of this project. We would also like the firm to provide any of the following services: a marketing plan, a social media strategy, any experience with SEO work. Refer to the RFQ's section 1.2 for an overview.

2. If a marketing plan is being requested, can you please provide more details as to the content you will want included so as to provide the appropriate examples of work?

Answer: A marketing plan should include the strategies and platforms it will use to promote the video and its message of showcasing Oak Ridge and the Oak Ridge Corridor, as described in Appendix 1. It should explain how will we share the video(s) and get them out there. The marketing plan should include a social media strategy. Refer to the RFQ's section 1.1 for an overview.

3. RFQ Schedule: At what point in the selection process would the Oak Ridge team and New Frame Creative team discuss specifics around project deliverables and budget / fees?

Answer: This would initiate during the candidate meeting sometime between February 11-22, 2021, prior to the selection notice to proceed but could be ongoing as the project progresses. Refer to section 1.3 for the schedule.

4. Project Timeline: The RFQ states a project timeline of March 2021 - June 2021. To clarify, does the project timeframe run from March 1 - June 30?

Answer: The contract will be for a one (1) year period with the option to renew up to two-and-a-half (2.5) years. The expectation is that the initial scope of work is to be completed by June 30 with continuation up to one year anticipated, per section 1.1.

5. Whether companies from Outside USA can apply for this?  
(like, from India or Canada)

Answer: Prospective respondents are expected to perform their own due diligence to determine whether they can meet all the requirements as provided in the RFQ. Section 2 describes many of these requirements; Section 2.9 contains language requiring certificates of insurance as required by Tennessee statutes.

6. Whether we need to come over there for meetings?

Answer: While it is unclear to what “come over there” refers, a combination of in-person and virtual/electronic meetings is anticipated. If in-person meetings are requested, these would follow all current and relevant COVID-19 protocols.

7. Can we perform the tasks (related to RFP) outside USA?  
(like, from India or Canada)

Answer: See responses to questions #5 and #6 above.

8. Can we submit the proposals via email?

Answer: No. Proposals shall be enclosed in a sealed envelope or package, addressed to the City of Oak Ridge. The name and address of the firm, the RFQ Title – Oak Ridge Corridor Video Project, shall be placed on the outside of the package. Proposals submitted by email, facsimile, or other electronic means will not be accepted. See Section 1.3 of the Request for Proposals for an overview and City of Oak Ridge mailing address.

9. How is conflict of interest defined as it relates to the City of Oak Ridge Request for Qualifications-Oak Ridge Corridor Video Project? Is our role as public relations support for Explore Oak Ridge considered to be a conflict of interest?

Answer: Refer to Section 1.4 to review criteria. Performing work for a local organization such as Explore Oak Ridge would not typically be deemed a conflict of interest. If there are any questions, as stated, the City reserves the right to obtain clarification or additional information with any firm in regard to its proposal.

10. Would bios instead of resumes be acceptable?

Answer: Respondents should provide sufficient information about each proposed key team member to demonstrate the team member's relevant background, expertise, and contributions related to the scope of work.

11. Do we need to provide script writing services?

Answer: Yes. The agency would work with the City to draft up a script as part of the video production. See Section 1.2 for a Project Overview.

12. What is your annual budget for this project?

Answer: At this time, the budget is to be determined.

13. How many videos per year? And would each correspond to a specific marketing plan?

Answer: There is no set number of videos per year. The marketing plan developed at the beginning of the project should detail the best strategies and number of videos possible to produce. Refer to the RFQ's section 1.1 for an overview.

14. Will there be a separate budget for talent?

Answer: No.

15. Do you have a central digital asset management system?

Answer: No, but we could discuss the best option for all parties involved during the candidate meeting as detailed in section 1.3.

16. Do you have any audience research available we could access for our discovery session, if awarded this work?

Answer: No, but we may be able to assist in collaboration with the project team.

17. Is there a total budget for this project?

Answer: At this time, the budget is to be determined.

18. What is the timeline for this project?

Answer: The contract will be for a one (1) year period with the option to renew up to two-and-a-half (2.5) years. The expectation is that the initial scope of work is to be completed by June 30 with continuation up to one year anticipated, per section 1.1.

19. Does the vendor need to be local?

Answer: No. Prospective respondents are expected to perform their own due diligence to determine whether they can meet all the requirements as provided in the RFQ. Section 2 describes many of these requirements; Section 2.9 contains language requiring certificates of insurance as required by Tennessee statutes.

20. How many total video do you need produced?

Answer: There is no set number of videos per year. The marketing plan developed at the beginning of the project should detail the best strategies and number of videos possible to produce. Refer to the RFQ's section 1.1 for an overview.

21. How many locations are you looking to shoot in?

Answer: There is no set number of locations. Refer to the RFQ's section 1.1 for an overview.

22. Will actors need to be hired?

Answer: If it is determined that actors will be needed for the videos, actors will need to be acquired.

23. Can you let us know the top three qualities/characteristic you are looking for from the vendor(s) you will be choosing?

Answer: Video production work is the core of this project. We would also like the firm to provide any of the following services: a marketing plan, a social media strategy, any experience with SEO work. Refer to the RFQ's section 1.2 for an overview.

24. I am having a difficult time identifying a standard format for answering the question in the RFQ related to "financial capacity." Is there a specific formula or standard documentation you'd like us to provide? So there is an apples to apples comparison across the board.

Answer: As detailed in Section 2.9 of the RFQ, the selected firm will be required to provide **certificates of insurance** and copies of their **insurance policies** evidencing coverage for professional liability in the minimum amount of \$1,000,000; automobile liability in the minimum amount of \$1,000,000; commercial general liability in the minimum amount of \$1,000,000; and workers' compensation insurance as required by Tennessee statutes. Also, include an active business license stating where from, physical location and the overall fiscal health of the company that could be demonstrated by number of full/part-time employees, active accounts/clients, etc.

**\*\*\*\*\* Acknowledge receipt of this addendum when you submit your bid \*\*\*\***