

REQUEST FOR PROPOSAL

Video Production Consultant

August 11, 2022

The Pittsburgh Parks Conservancy (PPC) is soliciting proposals to establish a contract with one (1) qualified video production consultant. PPC is seeking a consultant to create a series of five (5) videos or a single video that capture two decades of tree research projects in Pittsburgh's parks. Additionally, the consultant will be required to provide video clips suited for social media platforms, include TikTok and Instagram Reels. The project is anticipated to begin in mid to late September 2022 and final video files should be delivered to PPC by December 15, 2022.

Proposal Submission:

- Qualified candidates are invited to submit a proposal meeting the requirements described herein. Hard copy or digital proposals will be accepted. All proposals, including mailed proposals, must be received by PPC no later than 4:00 p.m. ET on August 31, 2022.
- Digital proposals must be submitted in a pdf format to: awenk@pittsburghparks.org with a subject line: Video Production RFP
- Failure to clearly label proposals "Video Production RFP" may result in premature disclosure of your proposal. It is the responsibility of the bidder to ensure that proposals comply with the above instructions and submission deadline. Late proposals will not be considered.

Projects with associated videos proposed in this scope of work include:

- Elm Tree Study
 - This observational study was conducted in the interest of determining if any elm tree cultivators would produce viable seed back to a parent tree that is known to be environmentally invasive. We were thrilled to partner with the Penn State Extension program for at-risk youth in planting these trees, and it was recognized as the top project of the year by the International Society of Arboriculture. Parks Conservancy staff will continue to monitor these trees in the years to come.
- Chestnut Tree Planting and Study
 - We conducted our first chestnut tree planting in 1999 with city forester Dale Vezzetti and volunteers in Highland Park. In this study, we planted hybrid chestnut trees throughout the park system in the hopes of expanding Pittsburgh's chestnut tree population.
- Genetic Study of the London Planetrees
 - This study came about when the Parks Conservancy was developing Schenley Plaza and the organization's desire to understand the potential problems of having hundreds of the same tree species in a small geographical area. This was a first of its kind study with the assistance of Dr. Cynthia Morton, and the associated published paper continues to be referenced by others. Additionally, Dr. Morton received a national award for her research from the Garden Clubs of America.

- Genetic Study of Red Maple Trees
 - As the Red Maple is the most widely planted tree across the United States, the horticulture and forestry team selected a handful of cultivators to see if the results were similar to the London Planetree study. This study validated our concerns that replacing an existing urban forest, which has significant genetic diversity, with cultivar trees that have no genetic diversity, is not successful.
- Schenley Park Genetic Tree Research Grove
 - The Schenley Park Tree Research Grove is allowing the Parks Conservancy to learn more about how to create a resilient urban forest in response to global warming. This study is allowing the staff to research, identify, and plant tree species whose range is just south of Pittsburgh and which will likely arrive in our area as the climate continues to warm.

Exhibit A

Capturing a Legacy: Tree Research Video Series Budget

Line Item	Cost	Description
Video Production	\$15,000	Cost of a film crew for 2 full days of filming, editing, and final production of 5 videos ranging from 5-7 minutes in length or a single video ranging from 45 minutes to one hour in length. Additional deliverables include raw footage and video clips suited for TikTok and Instagram Reels.

Response Format:

Responses should be concise and include the materials which are requested within this RFP. Generic marketing and promotional materials are neither required nor desired. Responding candidates should concisely but completely describe the scope of services they feel are appropriate to PPC.

PROPOSAL SUBMISSION SPECIFICATIONS

Responses to this RFP must cover the following components:

1. Consultant Background Information

- Consultant and Organization Name
- Office Address
- Website
- Contact Information
 - Name and Title

- Phone
- Fax
- Email

2. Consultant's Structure

- Describe the ownership and structure of your business.
- Number of years in existence.
- Describe your firm's expertise in video production.

3. Proposed Service Approach: Please address the following questions in your proposal.

- Describe your understanding of desired services.
- Please include a proposed timeline of completing the video series
- State any difficulties foreseen in fulfilling the Scope of Work and how you might address them.

4. Proposed Fee Structure / Pricing

- Funds allocated are \$15,000. The information requested in this section is required to support the reasonableness of your fees.
 - Please provide a cost proposal for providing the Scope of Work, with cost breakdowns for each portion of the scope and broken into two phases. The cost proposal should include:
 - itemized breakdown of billing rates and hourly costs
 - additional costs for services that may be requested in addition

PPC is not obligated to select the business with the lowest fee proposal to perform these professional services.

IP Indemnity/Work Made for Hire

The bidder shall hold Pittsburgh Parks Conservancy, its officers, agents, and employees, harmless from liabilities of any nature or kind on account of use of any copyrighted or uncopyrighted composition, secret process, patented or unpatented invention, article of appliance furnished or used under this RFP. All videos files created for this project shall be the exclusive property of PPC and all copyrightable materials shall be "works made for hire," as such phrase is defined and used in Section 101 of the Copyright Act of 1976.

Proprietary Proposal Material

PPC respects your professional privacy; any proprietary information revealed in the proposal should, therefore, be clearly identified as such. Bidders are advised that all submissions (including those not selected for engagement) may be made available to the public on request upon completion of the process and award of a contract(s).

Equal Opportunity Compliance

PPC requires all vendors to comply with Federal, State, and Local policies and regulations concerning equal opportunity and agrees not to discriminate in its employment because of the employee's or applicant's race, religion, national origin, ancestry, sex, sexual orientation, age, physical handicap or any other trait or characteristic protected by law.

Selection Process

All eligible proposals will be reviewed by a committee and rated for their qualifications, experience, price, and suitability to complete the Scope of Work for this RFP. PPC, at its discretion, may request presentations and interviews with the selection committee from a short list of firms and/or request additional clarification information from any or all bidders. Pittsburgh Parks Conservancy reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially with the most favorable terms, from technical, customer service, and price standpoints, which the bidder can propose. Notice to selected bidder to proceed with scope of work is anticipated by September 1, 2022. Initial proposal evaluation shall be based solely on the information provided in the proposal submittal package. Be sure to include all relevant information and evidence of your firm's record of performance and ability to perform the work.

Right to Reject:

PPC reserves the right to reject any and all proposals received in response to this RFP. PPC reserves the right to request modifications to any and all proposals to meet the needs of the Conservancy. A contract for the accepted proposal will be based upon the factors described in this RFP. PPC reserves the right to waive informalities or irregularities in bids. In case of deviation from enclosed specifications, the bidders shall indicate in writing the exception(s) from the specifications. If no exception(s) is noted, it is understood that the specification will be complied within detail as requested WITHOUT EXCEPTION.

AUTHORIZATION:

The undersigned hereby asserts that he/she is duly authorized to submit this proposal, that all information contained in it is true, correct and complete, and that the undersigned is authorized to enter into a contract with the Pittsburgh Parks Conservancy on behalf of the bidder should the bidder be selected and approved for services, as negotiated.

Name of Business [Bidder]

Name of Principal/Owner

Phone

Address City/State/Zip

Date