

REQUEST FOR PROPOSALS #22-03
Video Production Services

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Exhibits:

Exhibit A	Vendor Registration Form
Exhibit B	Taxpayer Identification Form W9
Exhibit C	Purchasing Affidavit
Exhibit D	WV Ethics Commission Disclosure Statement
Exhibit E	Agreement Addendum
Exhibit F	Title Page

Questions will be received until February 11, 2022

Proposals will be received until 12:00PM EST, February 21, 2022

REQUEST FOR PROPOSALS

RFP #22-03 Video Production Services

SECTION 1: GENERAL INFORMATION AND STANDARD TERMS AND CONDITIONS

1.1 Purpose: The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified firms to provide video production services. Service includes a company who is able to shoot, edit, and finalize content, which includes, but is not limited to program and instructional videos. This contract will be in effective for three years from the award date.

1.2 Schedule of Events:

Release of RFP: February 4, 2022

Question Deadline: February 11, 2022

Addendum/Response to Questions: February 16, 2022

Proposal Due Date: February 21, 2022

Target Award Date: February 25, 2022

1.3 Bidder's Point of Contact: The sole point of contact for questions, clarification and inquiries concerning this Request for Proposal (RFP) is:

Kevin Cappello
Contract & Procurement Specialist
Blue Ridge Community and Technical College
13650 Apple Harvest Drive
Martinsburg, WV 25403
kcappell@blueridgectc.edu

1.4 Posting of Information: This RFP and any addenda, including answers to questions, will be posted <https://www.blueridgectc.edu/finance-office/purchasing/procurement/>

1.5 Questions and Answers: Questions concerning this RFP will be received in writing (via e-mail is acceptable) by the point of contact until the deadline identified in Section 1.2. When submitting questions by e-mail, please reference RFP 22-03 in the subject line. Questions, if any, will be answered by addendum and posted to the webpage identified in Section 1.4 above.

1.6 Proposal Submission: Deliver an original and four (4) copies of the proposal on or before the date required in Section 1.2. The outside of the envelope should sealed and prominently reflect "RFP #22-03 Video Production Services". All proposals must be received at 13650 Apple Harvest Drive, Martinsburg, WV 25403 by 12:00pm EST deadline.

In addition, a digital copy of the proposal must be submitted; the preferred method for submission of the digital copy is by flash/thumb drive which should be included with the original bid.

Proposals received after the due time and date will not be considered. It is the bidder's sole responsibility to ensure timely delivery of the proposal.

1.7 Proposals shall remain in effect ninety (90) days from the submission date.

1.8 Conflict of Interest: By signing the proposal, the bidder affirms that it and its' officers, members and employees have no actual or potential conflict of interest, beyond the conflicts disclosed in its' proposal. Bidder will not acquire any interest, direct or indirect, that would conflict or compromise in any manner or degree with the performance of its services under this contract. If any potential conflict is later discovered or if one arises, the bidder must disclose it to the institution promptly.

1.9 Independent Proposal: A proposal will not be considered for award if the price in the proposal was not arrived at independently, without collusion, consultation, communication or agreement as to any matter relating to such prices with any other offer or with any competitor. The price quoted in the bidder's proposal will not be subject to any increase and will be considered firm for the life of the contract unless specific provisions have been provided for adjustment in the original contract.

1.10 Rejection of Proposals: The Director of Purchasing reserves the right to accept or reject any or all proposals, in part or in whole, at her discretion. The Director reserves the right to withdraw this RFP at any time for any reason. Submission of, or receipt by, the Director confers no rights upon the bidder nor obligates the institution in any manner.

1.11 Expenses: The institution will not be held liable for any expenses incurred by any bidder responding to this RFP including expenses to prepare or deliver the proposal or attend any oral presentation.

1.12 Interviews: Discussions and/or interviews may be held with the bidders under final consideration prior to making a selection for award; however, the RFP may be awarded without such discussions or interviews.

1.13 Oral Statements and Commitments: Any oral representations made or assumed to be made during discussions held between the bidder's representatives and the institution personnel are not binding. Only the information issued in writing and added to the RFP by an official written addendum is binding.

1.14 Award: It is anticipated that a single contract will be awarded for all services. However, the institution reserves the right to configure the contract in whatever manner is in its' best interests.

1.15 Public Record: All documents submitted in response to the RFP and any documents created as a result of this RFP are considered public record. All bids, proposals or offers submitted shall become public information and will be available for inspection during normal business hours at the institution.

The only exception for public record is disclosure information listed in WV Code § 29B-1-4. Primarily, only trade secrets are considered exempt from public disclosure.

1.16 Contract: The RFP and the bidder's response will be incorporated into the contract by reference. The order of precedence is the contract, the RFP and any addendum and the bidder's proposal in the response to the RFP.

1.17 Contract Term: This contract will be effective upon award and shall extend for a period of three (3) years. By mutual consent of the vendor and the institution, the contract may be renewed for an additional one (1) year.

1.18 Contract Changes: Any changes to the original contract will be made via a Change Order issued by the institution. No change is official until a signed Change Order is produced.

1.19 Contract Termination for Unavailability of Funds. If funds are not appropriated or allocated for the services provided under this contract, the institution may terminate the contract at the end of the affected current fiscal period without charge or penalty. The institution shall give the vendor written notice of such non-appropriation or non-allocation of funds as soon as possible after the institution receives notice.

1.20 Contract Termination for Failure to Perform: The institution may terminate the contract resulting from this RFP immediately at any time the vendor fails to meet the terms of the contract.

1.21 Payment of fees will be made upon successful completion of the required services. Progress payments for services satisfactorily completed may be made pursuant to a payment schedule which is deemed satisfactory to the Systems and is included in the bidder's response to this RFP.

1.22 Invoices: The vendor shall submit invoices, in arrears. State law prohibits payment of invoices prior to receipt of services. State law does not provide for interest payments on late payments. Invoices properly prepared and submitted in accordance with the terms and conditions of the contract are usually paid within thirty (30) days.

1.23 Governing Law: This contract shall be governed by the laws of the State of West Virginia.

SECTION 2: ELIGIBILITY REQUIREMENTS

2.1 Vendor Registration – WV Code § 5A-3-12. The West Virginia Code requires that all vendors be registered with the WV Department of Administration, Purchasing Division, prior to receiving a purchase order for competitive products and/or services exceeding \$25,000. See Exhibit A.

2.2 Debarment – WV Code §5A-3-33 through §5A-3-33F. Vendors that have been debarred by the federal government are not eligible to offer on or receive contracts to supply goods or services to the state and its subdivision for a specified period of time.

2.3 West Virginia Secretary of State. The vendor must be in compliance with the Secretary of State and should provide a copy of their business license with the proposal. For more information, contact the WV Secretary of State.

2.4 Taxpayer Identification Information. The Internal Revenue Service (IRS) requires the institution to request a taxpayer identification number (TIN) for tax reporting purposes. IRS Form W9 is used to obtain this information. See Exhibit B.

2.5 Purchasing Affidavit – WV State Code §5A-3-10a. WV State Code requires all vendors to submit an affidavit regarding any debt owed to the State. The Affidavit (Exhibit C) should be completed, signed and returned with the bidder's proposal.

2.6 WV Ethics Commission Disclosure Statement – WV State Code §6D-1-2 requires that for contracts with an actual or estimated value of at least \$1,000,000, the vendor must submit a disclosure of interested parties form prior to contract award. See Exhibit D.

SECTION 3: BACKGROUND INFORMATION

Blue Ridge Community and Technical College (BRCTC) is seeking proposals from a vendor to produce multiple program showcase and instructional videos highlighting training programs offered by the College. These videos will be produced from February 2022 – July 1, 2022. Video length will vary based on the objective of the video and may include 15-30 second commercials, 3-5 minute program videos, or 15-30 minute instructional videos.

SECTION 4: SCOPE OF SERVICES

The selected vendor shall have the ability to:

- Shoot on site at any BRCTC campus or off site location
- Provide all equipment and staffing necessary for a successful shoot
- Provide all video editing, with the final videos rendered in high quality for both web and television broadcasting
- Provide final videos in a video format compatible with the BRCTC website and social media pages
- Provide creative and professional guidance to ensure a high quality product is produced during each shoot
- Work cooperatively with multiple BRCTC staff and students
- Meet established deadlines for projects

The video producer must have a production facility and equipment to product the elements of these videos, including but not limited to, voice over, lighting, graphics, stock images, animations, editing, and music.

Currently, there are two known projects:

- Gaming Careers Institute – Must be completed by March 31, 2022
- Instructional Support Videos – Must be completed by March 31, 2022

Future projects will be included under the scope of services included in this RFP with an expiration of three years from the RFP award date.

SECTION 5: VENDOR INFORMATION AND QUALIFICATIONS

Provide a statement/response to each of the following:

- 5.1 Identify and provide a statement of qualifications of individuals to be assigned direct responsibility for the services.
- 5.2 Describe the experience that key personnel have, their length of service with the firm, as well as other relevant skills.
- 5.3 Describe the Firm's size, illustrating its ability to fulfill the terms of the RFP.
- 5.4 Describe any related experience.
- 5.5 Provide a complete description of how the work will be conducted including all quality assurances that are provided in the firm's process for this type of work, and detail the amount of time and effort that will be required of the entities' personnel. Include in this description an explanation of the tools/technology used to collect/coordinates requested items.
- 5.6 Provide at least 5 samples of similar work.
- 5.7 Provide the names, telephone numbers and mailing addresses of at least three higher education clients and the contact person from whom references may be obtained for both the firm and the key personnel assigned to the engagement. References should be from clients comparable to the type and scope of services solicited in this RFP.

SECTION 6: BIDDER RESPONSE AND EVALUATION CRITERIA

- 6.1 Economy of Preparation: Proposals should be prepared simply and economically, providing a straightforward, concise description of the bidder's ability to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
- 6.2 Proposals should be limited to ten (10) pages. Additional material may be presented as exhibits to the main proposal.
- 6.3 A Title Page (Exhibit F) should be provided. The Title Page includes the RFP Number, Addenda Received check boxes, the Bidder's business name, business address and telephone

number, a contact name and e-mail address and includes a signature line and date for the individual authorized to obligate the business. Note: The Title Page is the preferred method of providing the bidder's information. If the bidder does not utilize the Title Page, the bid must provide a cover letter with, at a minimum, the signature of an individual authorized to obligate the company and a date.

6.4 The proposal will be evaluated on a one hundred (100) point scale with points assigned as outlined below.

6.4.1 Qualifications, Prior Work Samples Provided, Experience and Company Background – 40 points

6.4.2 Services – 30 points

Responses to Section 4 and 5 not included above will be reviewed and evaluated here.

6.4.3 Price – 30 points

The low bid will receive the full 30 points. Each higher bid will receive a percentage of the 30 points on a ratio basis compared to the low bid cost.

NOTE: ALL PRICES ARE TO BE PROVIDED IN A SEPARATE SEALED ENVELOPE LABELED AS PRICING INFORMATION.

6.5 Award will be made to the bidder receiving the highest point total.

6.6 In the event that mutually acceptable terms cannot be reached within a reasonable period of time, with the highest ranked bidder, the institution reserve the right to undertake negotiations with the next highest ranked bidder and so on until mutually acceptable terms can be reached.

SECTION 7: ADDITIONAL INFORMATION

7.1 By submitting a proposal in response to this RFP, a firm shall be deemed to have accepted all the terms, conditions, and requirements set forth in herein unless otherwise clearly noted and explained in writing. Any exception(s) or additional terms and conditions a firm wishes to offer for consideration must be clearly itemized and explained. Otherwise, the RFP in total shall be incorporated into the contract by reference. The Systems may accept or reject the Firm's proposed exceptions as it deems appropriate and in the best interests of the Systems.

7.2 The State's Agreement Addendum (WV-96) is attached to demonstrate the State law and guidelines which must be adhered to in any contracts presented to the Systems for execution (See Exhibit E). A copy of additional terms and conditions that a firm wishes to offer for consideration should be enclosed with the proposal. The West Virginia Attorney General's Office must accept or reject proposed modifications to the WV-96.