



RFP Video Storytelling Project

Addenda

Question	Answer
Do you have a budget?	We would like to stay between \$10,000 and \$12,000 for this project.
You mention the word "training" and elude to other services such as social media and PR. Are you looking for definitions of those methods and prices for those services or just a consultative approach in pricing?	We are looking for a consultative approach in pricing.
Is there a specific video style you have in mind? For instance, narrative with actors vs. documentary style? This will greatly help with anticipating costs and developing an approach.	We are looking for more of a moving documentary style with real people, including Library staff and community members/patrons.
Are you looking for specific creative concepts within the proposal?	No, that's not necessary.
If so, how much will that count towards the decision?	It will not count towards the decision.
We noticed that the RFP is called "Library Video Storytelling Project;" however, having read through the RFP, we aren't sure how the 2-3 short videos to educate the public on library services and values translates to what we understand as a "storytelling" project. Can you please specify what you mean by storytelling project?	This project is part of a larger video storytelling project the Library is implementing. These personal stories will also include snippets on the services and values. We are looking for a company to help guide us on the process as well as create 2-3 professional videos. The guidance will include training and recommendations for social media/PR.



<p>How much does price factor into the decision? Production companies can unintentionally disqualify their bid by bidding too high, only because they are under the assumption that there will be actors and other higher costs, so it would be helpful to have an understanding of budget constraints to make sure all companies can propose their best ideas possible within your budget limitations.</p>	<p>We do have a limit on what we can spend--this is a project that's being funded by the Cedar Rapids Public Library Foundation. However, we are very interested in finding the right partner and hope cost will not keep us from success in that endeavor.</p>
<p>If price is a major factor, can you please specify either 2 or 3 short videos specifically, as that changes the price as well?</p>	<p>Not knowing the cost of production, it's difficult to specify. We would like to get three professional videos out of the process; however that can range from 30 seconds to 2 minutes in length.</p>
<p>To what extent will graphics and animation be needed? I.e. would it be a minor part of a video or is there an anticipation that an entire video might be animated?</p>	<p>We are not looking for animation for these videos.</p>
<p>Would all the videos be delivered at the same time, or over a span of time between the award and October 2017?</p>	<p>Over a span of time.</p>
<p>Is there any preference given to local companies?</p>	<p>No</p>
<p>Is there any preference given to traditionally disadvantaged businesses, such as women or minority owned companies?</p>	<p>No</p>
<p>Has CRPL spoken with any production company to develop this RFP, or is there a company CRPL has worked with before that would receive preference in the evaluation process?</p>	<p>No, this RFP was put together internally with the help of previous City RFPs.</p>
<p>The RFP requests a detailed cost proposal for "a series of 2 – 3 short videos...". Would you like a price for one video, allowing you to extrapolate from there? What will be most helpful for you?</p>	<p>That would be good information to have but not required.</p>



<p>Is the Library presently doing any paid online marketing or online promotion beyond social media?</p>	<p>The Library uses paid social media promotion, but no other online paid marketing at this time.</p>
<p>Will the finished videos be able to be shown on the Library's website? On monitors inside the Library?</p>	<p>Not on monitors inside the Library (as of today that capability isn't available; that may change in the future), however our goal is to share these videos on our website and using social media, as well as any other recommended channels.</p>
<p>Who will be involved in the vendor selection process on behalf of the Library? Will the same people manage the project's development?</p>	<p>There is a small team of people developing the Library's Video Storytelling Project internally, including the Programming Manager, a Public Service Specialist and the Community Relations Manager. The same group will manage the project with the Community Relations Manager as the project manager.</p>
<p>Would an online link be sufficient for our past project examples? Or is a physical copy required (DVD, USB etc)?</p>	<p>Yes, that's acceptable.</p>
<p>Can you clarify 2.3.1 b) Staff Training on creating and disseminating video projects</p>	<p>We are looking for some guidance on how to create a story for video, best editing methods for video, and recommendations on distributing video for greater exposure. We are looking for a company to consult with us to help us become better at doing this internally, as our funding for this project is grant based and therefore limited.</p>