#### REQUEST FOR PROPOSALS

**Employer Services**

**Video Production Services**

**Issued: May 17, 2024**

**Due: June 17, 2024**

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**Director**

**Mayor’s Office of Employment Development**

**Brandon M. Scott**

**Mayor**

**City of Baltimore**

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**REQUEST FOR PROPOSALS**

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**SECTION I**

**REQUEST FOR PROPOSALS**

**Employer Services Video Production Services**

**PURPOSE/BACKGROUND**

**PURPOSE OF FUNDS**

The Baltimore City Mayor’s Office of Employment Development (MOED), on behalf of the Mayor and City Council, requests proposals for video production services to promote employer-focused programs such as sector partnerships, small business support, entrepreneurship, and apprenticeships. The contracted organization will provide high-quality professional video production expertise, skills, and services to successfully write, produce, shoot, and edit video content.

**BACKGROUND**

MOED is Baltimore’s workforce development agency and American Job Center operator. MOED serves as the City’s primary agent of workforce development services for employers, career seekers, people with disabilities, career changers, returning citizens, laid-off workers, and youth. More information on MOED is available at <https://moed.baltimorecity.gov>.

MOED’s mission is to deliver economic justice to Baltimore residents. To MOED, economic justice means creating an equitable workforce system that responds to all residents’ needs and provides viable economic opportunities to all residents especially those who have been generally and systemically disadvantaged. We believe that every resident deserves the right for meaningful work and a hopeful future.

MOED’s Employer Services Division (ESD) strives to meet the hiring needs of the Baltimore City business community by helping employers find talent. Services provided include no-cost job posting; recruitment, prescreening, and assessment of applicants; job fairs and onsite recruitment; tax credit and labor market information; and training for new employees. Last year, ESD provided services to 375 employers and placed 2,747 Baltimore City residents into jobs paying an average of $21 an hour.

**CONTRACT TERMS**

The selected vendor will have up to three months commencing on or about September 1, 2024, and ending no later than November 30, 2024, to produce, shoot, and edit a video approximately five minutes in length, and to create excerpts of three to five shorter clips from the video for use in time-limited contexts. The contract amount may not exceed $10,000.

This RFP does not commit MOED to direct the award of a final contract agreement and MOED will not pay any costs incurred in the preparation of a proposal to this request. MOED reserves the right to request additional data, discussion, or presentation in support of written proposals. MOED may reject any or all proposals received and reserves the right to cancel in whole or in part this RFP if it is in the best interest of the agency to do so.

**SCOPE OF WORK**

**The proposal shall include a stated commitment to complete the following tasks and deliver the following services/products:**

* Provide creative and professional guidance to ensure a high quality product is produced during each shoot
* Work cooperatively with multiple MOED staff, partners, and clients
* Shoot on site at ESD’s offices, partner organizations, or job sites
* Provide all equipment and staffing necessary for successful shoots
* Conduct approximately 10-12 on-camera interviews of MOED staff, participants, and partners
* Provide all graphics, chyrons, music, or voiceover required to enhance the final product
* 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 MOED website and social media pages, as well as providing backup hard copies of both raw footage and the final videos
* Meet established deadlines for projects

**QUALIFIED APPLICANTS**

The selected vendor must have at least five years of proven experience in video production and editing. The vendor must provide a portfolio of their projects. The vendor must also have all facilities and equipment required to produce all elements of the Employer Services video (such as voiceover, lighting, graphics, editing, and music) and to film in multiple locations, including the ESD offices, partner organizations or job sites.

**PROPOSAL SUBMISSION**

Proposals must include:

1. Cover page (see Section III)
2. Abstract (see Section III)
3. Proposal narrative (see Section III)
4. Sub-contractor agreements, if applicable (see Section III)
5. Letters of reference (see Section III)
6. Program budget (see Proposed Budget and Budget Narrative Template)
7. Portfolio

The required proposal document must be prepared using 12-point font, double spaced, and on numbered pages. The proposal narrative must be limited to 10 pages.

Submit your application via email to [moedrfp@baltimorecity.gov](mailto:moedrfp@baltimorecity.gov) **by 4:30 PM on June 17, 2024.**

**CLARIFICATION PROCEDURES**

All clarifications or changes to submitted proposals must be in the form of a written addendum and received prior to **June 21, 2024.**

**WITHDRAWALS**

A submitted proposal may be withdrawn by submitting a written request to withdraw the proposal electronically to [moedrfp@baltimorecity.gov](mailto:moedrfp@baltimorecity.gov).

**PUBLIC RECORDS**

Applicants are advised that documents in possession of the Mayor’s Office of Employment Development are considered public records and subject to disclosure under the Maryland Public Information Act.

**TENTATIVE SCHEDULE**

RFP issued: May 17, 2024

Written questions due on or before: May 27, 2024

Response to questions posted: May 31, 2024

Proposals due: June 17, 2024

Award announced on or about: July 1, 2024

Final qualification documents due from selectees: July 12, 2024

Contract completed and approved by: August 30, 2024

Start of video production: on or about September 1, 2024

Delivery of finished product: November 30, 2024

**SECTION II**

**REQUEST FOR PROPOSALS**

**Employer Services Video Production Services**

# QUALIFICATIONS AND RESPONSIBILITIES

All businesses/organizations must meet a minimum level of administrative and fiscal capacity in order to contract with MOED. Therefore, all applicants *given selection notification* must provide the following Documentation of Qualifications by May 10, 2024. Failure to satisfactorily provide the following documentation could result in disqualification of proposed award.

**Documentation of Organizations’ Qualifications**

* In good standing with the Maryland Department of Assessments and Taxation at time of proposal submission
* Legal entity (Proof of Incorporation, 501c (3), etc.)  *<Must submit document proving legal entity if applicable.*
* Ongoing quality assurance process for services <*Must submit descriptions of process*.>
* Proven fiscal capacity including capacity for fund accounting. *<If the organization was audited within the past three years, the organization must submit a copy of the most recent formal audit completed within the last year. Must satisfactorily address all findings. If audited statement is unavailable, submit copies of unaudited financial statements for the three (3) most recently completed years.>*
* Verify that the program has procured and will maintain during the life of the contract the following required insurance coverage: professional liability; commercial general insurance, including contractual liability insurance; worker’s compensation coverage; and employee dishonesty insurance *<Must submit copies of certificates of insurance with contract. >*

**Documentation of Qualifications Submission**

* Do not include any information that is not specifically requested.
* Include a cover letter properly identifying the organization and signed by an individual authorized to represent the organization, to act on behalf of it, and to legally bind it in all matters related to a contract.

**SUBCONTRACTOR RESPONSIBILITIES**

Program success is contingent upon the ability of the subcontractor to meet the demands of managing and administering the service. The contract awarded will be based on cost reimbursement with allowable costs limited to those reasonable and necessary for the effective and efficient performance of the contract services. With the advance written approval of MOED, the subcontractor may be permitted to subcontract specific activities, with conditions.

**NOTE:** **It is suggested that the organization has a minimum of three months operating capital on hand throughout the term of the contract.**

Subcontractor responsibilities include but are not limited to:

1. Oversight of other subcontractors
2. Program operations and fiscal management
3. Timely billings
4. Cooperation and coordination with MOED staff
5. Achieving outcomes stated in contract

**SECTION III**

**REQUEST FOR PROPOSALS**

**Employer Services Video Production Services**

# TECHNICAL PROPOSAL FORMAT

**COVER PAGE**

A one-page cover page should include the name of the organization, address, telephone number, email address, and the name and title of the person authorized to answer any questions about the proposal, negotiate the contract terms and contractually bind the proposer. The cover page should be signed by the signatory authority for the organization.

**ABSTRACT**

The one-page abstract should describe the proposed product, experience with producing similar products, and an overview of the organization’s equipment and facilities access.

**TECHNICAL PROPOSAL NARRATIVE FORMAT**

(Maximum 10 pages)

The Technical Proposal Narrative should contain the following:

* *Scope of Work.* An overview of the proposed video production that includes: (a) commitment to provide creative and professional guidance to ensure a high-quality final product; (b) commitment to work cooperatively with multiple MOED staff, partners, and clients; (c) capability to shoot on site at MOED’s Employer Services Division and at partner or employer locations; (d) equipment and staffing to successfully complete production; (e) description of all proposed activities and methodologies for project completion; (f) ability to successfully conduct on-camera interviews; (g) ability to provide graphics, chyrons, music, and/or voiceover as required; (h) ability to provide video editing; (i) ability to render final videos in high-quality formats compatible with MOED’s website and social media pages; (j) ability to provide backup hard copies of raw footage and final product to MOED upon project completion; and (k) commitment to meet all established deadlines for this project.
* *Experience and Qualification.* A summary of the proposer’s qualifications with regard to the selection criteria identified in this RFP. The summary should contain information on projects of similar nature that the vendor and/or firm has completed, including brief descriptions, dates, and names of contact persons. **Please include links to and/or examples of relevant work.**
* *Project Management and Key Technical Staff.* Designation of a project manager and the responsibilities of the manager and any key personnel. Please include resumes for the project manager and key personnel. Note that the resulting contract will require commitment of the specified personnel. An outline showing estimated hours by each staff member by task shall be provided.
* *Timeline for the project activities with clearly identified deliverables at each stage.* This section should include the date when key staff will be hired, the date filming will begin, the date filming will end, and the date the final product will be delivered to MOED.
* *Other Information.* Any other relevant material that the proposer wishes to provide.

**SUBCONTRACTOR AGREEMENTS**

* *Subcontractor Agreements.* Drafts of agreements with all planned subcontractors, if applicable.

**LETTERS OF REFERENCE**

* *Letters of Reference.* Three letters of reference from previous or current clients which include contact information (phone number, email address, etc.).

**SECTION IV**

**REQUEST FOR PROPOSALS**

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# FUNDING/BUDGET GUIDELINES

The funding for the agreement will not exceed $10,000 for the term of the agreement. This amount is provided as a planning figure only and does not commit the MOED to award a contract for this amount.

The selected program operators will not be required to leverage additional resources in order to complete this project; however, they are strongly encouraged to do so. List other resources that contribute to the delivery of the finished product. Include expense category (ex., staff, operating, etc.), brief description, actual or estimated amount, and sources that contribute to the delivery of the proposed product. Include letters of support for all leveraged resources.

**SECTION VI**

**REQUEST FOR PROPOSALS**

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# EVALUATION CRITERIA

All proposals will be evaluated on the basis of technical merit and proposed cost. This is not a low-bid procurement. Technical merit includes delivery of requested product, as well as staff experience and qualifications. Teaming is permissible but the contract will be with a single prime contractor.

MOED reserves the right to negotiate with respondents selected on the basis of the technical merit of their proposal and proposed cost. Respondents may be asked to provide additional information on proposals.

A total score of 100 points is possible.

**Scope of Work (30 points)**

* Does the proposal evince a commitment to provide creative and professional guidance to ensure a high-quality final product and to work cooperatively with MOED staff, partners, and clients?
* Does the applicant demonstrate capability to shoot on site at MOED’s Employer Services Division and at partner or employer locations, and to provide equipment and staffing to successfully complete production?
* Does the applicant have the ability to successfully conduct on-camera interviews; provide graphics, chyrons, music, and/or voiceover as required; and provide video editing?
* Does the proposal show an ability to render final videos in high-quality formats compatible with MOED’s website and social media pages and provide backup hard copies of raw footage and final product to MOED upon project completion?
* Does the applicant demonstrate commitment and capability to meet all established deadlines for this project?

**Experience and Qualifications (25 points)**

* Does the applicant outline experience, at least five years in length, of providing video production and editing services?
* Does the applicant provide a summary of projects of similar nature completed by the vendor, including brief descriptions, dates, and names of contact persons?
* Does the applicant provide links and/or examples of work similar or relevant to the proposed project? Do the provided links and/or examples demonstrate an ability to produce quality finished work similar or relevant to the proposed project?
* Does the proposal include at least three letters of reference from previous or current clients, including contact information? Are these letters in reference to projects similar or otherwise relevant to the proposed project?

**Project Management and Timeline (25 points)**

* Does the proposal identify a project manager and any key staff or personnel? Are the roles and responsibilities of staff clearly outlined?
* Are resumes for the project manager and any key staff or personnel included?
* Does the proposal include an outline showing estimated hours for each staff member by task? Does the outline reasonably account for and assign all tasks and responsibilities outlined in the scope of work?
* If the proposal includes plans to subcontract any project activities, are drafts of subcontractor agreements included for any and all planned subcontracts?
* Does the proposal contain a timeline for project activities with clearly defined deliverables, such as hire dates, filming start and end dates, and final product completion? Does the timeline reasonably account for and include all tasks and responsibilities outlined in the scope of work?

**Budget (20 points)**

* Does the proposal include a completed Proposed Budget and Budget Narrative Template?
* Is the proposed budget within the $10,000 limit set for this contract?
* Does the budget outline all costs necessary for completing the project? Are the proposed costs reasonable and do they constitute an effective use of resources?