



**RFQ NO. 100124-FY18-12  
PHOTOGRAPHY & VIDEO PRODUCTION SERVICES**

**ADDENDUM NO. 2**

**SEPTEMBER 14, 2017**

*Please note the following responses to the questions received:*

1. Question: Would you consider an out-of-state vendor? We would need to add travel costs if we were to do the work there, would that be a covered expense?

Response: Yes. Pricing should include all labor, expenses, and travel to the Town.

2. Question: How many trips, or how many different video projects to you anticipate needing? We would want to consolidate trips and shoot several videos at one time if we could.

Response: We are looking for 30 second to 1 minute videos. Eight (8) business owner individual videos, First Friday event, Overall Quality of Life for Economic Development Video, and B roll footage.

3. Question: Do you have a not-to-exceed budget?

Response: In order to keep pricing in line with the Town's budget, please note that we have an annual not-to-exceed budget of \$15,000.

4. Question: Can we bid on just the video portion only, or do we need to bid on it all?

Response: Please submit a proposal for the services that you can provide to the Town.

5. Question: How much notice/lead-time would we have on video or photo projects?

Response: Town Staff will work with the awarded contractor to determine the shooting schedule to allow as much notice as possible, with a goal of at least 4 to 6 weeks lead-time.

6. Question: How often would you need us for photo or videos?

Response: 3 – 5 work days.

7. Question: Any interest in aerial photography or videography as a part of this project?

Response: Yes.

8. Question: In Section B, the RFQ states that "The Town is seeking 30 second to one-minute high-resolution videos about the Town of Leesburg with a focus on the Town's assets including a

variety of business locations, amenities, and attractions to the business traveler.” Can you confirm that this is thirty videos that are between 30 seconds to 1-minute in total running time?

Response: Yes, videos that are 30 seconds to 1 minute in length.

9. Question: In order to develop a proper estimate, can you confirm the number of filming days that will be required for this project throughout the year?

Response: 3 – 5 work days.

10. Question: Can you provide a link to sample videos that represent the intended production quality of the videos required for this project?

Response: <https://www.youtube.com/channel/UC44dsuG34JC6nSufPjbx2FA>

11. Question: Will video and photography services be independent activities or will photography always accompany video shoots?

Response: The Town needs photography of the businesses featured in the videos.

12. Question: Since script development is a requirement, can you identify whether each video will have a defined script (using talent or voiceover)? Or, will some videos not require voiceover (i.e., interview-based)?

Response: Some videos will not require voiceover. Each video will have a defined outline, and if voiceover is required, staff will work with vendor to develop the script.

13. Question: The scope of work for the video portion of this request is sufficient enough to generate a firm fixed cost estimate. The photography portion is incomplete as related to scope of work. Can you please provide some sort of quantity/ parameters for the scope of photography needed? Number of shoots and or events that need to be covered? Our industry runs completely on billable hours, without any knowledge of what that may be, we are unable to bid...

Response: Please see #2 of this addendum.

14. Question: Do you have a rough estimate of the amount of video or photography shoots will be called upon over the course of the contract period?

Response: Please see #9 of this addendum.

15. Question: Under section III.A.1 it states that "attachment will include a preliminary list of categories and individuals" Can you please provide that attachment? - I'm thinking this might help provide a baseline for how many shoots might occur under the contract year.

Response: Please see #2 of this addendum.

16. Question: Does the procurement officer have any recommendations about the overall length of the proposal? The RFQ mentions that proposals should be "concise," but also "thorough." In general terms, how long do you expect the material in Tab 2 and Tab 3 to be?

Response: Please limit your proposal to the items requested in the RFQ. No more than twenty (20) pages. Double-sided sheets are encouraged.

17. Question: How many 30-second to 1-minute videos is the town requesting? How many photographs/how many days of shooting?

Response: Please see #2 of this addendum.

18. Question: Does the Town have a firm they have worked with in the recent past to provide these services?

Response: Yes, LifeFocus Pictures.

19. Question: Where will the final video be viewed? (TV, website, youtube, etc)

Response: Primarily Youtube, Town website, and the Town's government access cable channel.

20. Question: Where, geographically, will video be viewed? (entire state of VA, east coast, mid atlantic region)

Response: For videos that are on the website and Youtube, there is no defined geography as the videos can be viewed from various locations.

21. Question: Is there a desired total run time for the final video?

Response: No more than one (1) minute each.

22. Question: Would we be responsible for finding the subject matter/people for the shoots?

Response: No, Town staff will select topics and schedule locations/people for the shoots.

23. Question: Is there a list of sites and locations already chosen for multiple stories?

Response: Not yet.

24. Question: Will we be able to reach out to corporate CEO's and Directors to highlight?

Response: Town staff will reach out to the people highlighted in the videos & photographs.

25. Question: Are public servants allowed to be participate in the messages?

Response: Yes.

26. Question: What is the approval process for developing the script, storyboard, and images for the messages?

Response: Town staff will develop the outlines and work with the vendor to develop scripts as necessary.

27. Question: What will be the end use of the photographs?

Response: Website and print. In some cases, large format prints.

28. Question: How many businesses are we focusing on for photos?

Response: Approximately eight (8) businesses.

29. Question: Would we be responsible for finding the subject matter/people for the shoots?

Response: Please see #22 of this addendum.

30. Question: “Photography shall be completed at various locations within the Town of Leesburg.” How many days of a photographer should we assume or is there a number of locations pre-determined?

Response: 3 - 5 work days.

31. Question: “The Town is seeking 30 second to one-minute high-resolution videos.” How many total videos should we assume?

Response: Please see #2 of this addendum.

32. Question: Are you looking for a one-year price or should we include 4 additional one-year options?

Response: Please see subsection C. Contract Period of SECTION III SCOPE OF WORK of the RFQ. Pricing shall be for one year.

33. Question: What is the best method to supply examples of video work and photography since the RFQ says proposals must be received via email?

Response: Please see subsection A. Submittal Instructions of SECTION V. SUBMITTAL INSTRUCTIONS of the RFQ. Proposals must be mailed to the address on Page 1 of the RFQ.

34. Question: III. Scope of Work, A. Photography, 1. “Attachment will include a preliminary list of categories and individuals.” I didn’t see an attachment of this nature. To assist us in building out photography pricing, how many photo shoots/hours do you anticipate wanting photography services for?

Response: 3 - 5 work days.

35. Question: Is hand delivery of proposals acceptable?

Response: Yes, so as long as the proposals are received by the due date.

36. Question: What is the anticipate number of projects (photography and video) per year?

Response: Please see #2 of this addendum.

37. Question: Is any paid talent required?

Response: Possibly.

38. Question: Is there a total annual budget allocated for this requirement?

Response: Please see #3 of this addendum.

39. Question: For the video production, will scripts be provided? Or will we be asked to provide scripting?

Response: Town staff will develop outlines and will work with vendor to develop scripts.

40. Question: For the video production, is there a need for motion graphics and/or animations?

Response: No.

41. Question: In section III. A., 8., "All photographs must be provided to the Town within six (6) business days of a photo shoot." Is this referring to RAW images or a contact sheet, OR is this referring to completed post production (ready for use) images?

Response: Ready for use.

42. Question: Will the Town of Leesburg be providing awarded offerer with a list of preferred shot locations? Or should the offerer select the most photogenic parts of town independently of the Town of Leesburg's Economic Development Department campaigns?

Response: Town staff will select preferred shot locations.

43. Question: Is there a missing attachment referred to in section III. A. 1., "Attachment will include a preliminary list of categories and individuals."?

Response: Please see #2 of this addendum.

44. Question: Section III. B. refers to "30 second to one-minute high-resolution videos". Approximately how many videos are expected?

Response: Please see #2 of this addendum.

45. Question: Likewise, approximately how many still (photography, i.e., non-video) photo shoots are anticipated per year?

Response: Please see #2 of this addendum.

46. Question: In order to accurately estimate costs, we would like to request an estimated number of locations for the photo and video shoots, and an estimated number of delivered photographs/scenarios.

Response: Approximately 10 – 15 locations.

47. Question: Section III, Scope of Work, B-1: Exactly how many video productions are we bidding, a single film or 30 segments to be stitched into a single film. Do we have to submit a price for 30 videos? Are we giving you a bid for 1 single video that you will multiply based on the number of videos you will require in a given year?

Response: Individual videos.

48. Question: Section III, Scope of Work, B-5: It is understood you want to be able to repurpose the video footage for additional videos but the purpose of bidding, is each original video limited to an individual subject? Downtown Leesburg, A single Corporate Headquarter per video, Police Dept. etc.

Response: Yes.

49. Question: Will there be narration required?

Response: Potentially, yes.

50. Question: Will there be any re-enactments required of any historic events?

Response: No.

51. Question: Will EDA help to obtain any necessary permits for filming and will those fees be waived?

Response: It is unlikely that any permits will be needed. If needed, Town staff will handle.

52. Question: Will EDA be the sole user of the video or will it be used by another division such as the Board of Tourism?

Response: Various departments within the Town (Economic Development, Town Manager's Office, etc.) will use the videos and photography. It is possible that photographs and/or video B-roll may be share with outside agencies such as Visit Loudoun or Loudoun County Economic Development.

53. Question: Section III, Scope of Work, B-7: 2 Editable Masters to be delivered, is there a particular editing software/format required ie: Adobe Premiere, Avid, etc.

Response: Adobe Premiere.

54. Question: Will EDA provide all necessary indica, wordmarks, logos, etc that need to appear in video? Will these be in a format usable and of the necessary quality to insert in the video or will they be components we must design and complete for use?

Response: Town will provide necessary logos.

55. Question: Given the contract is for a 1 year period with a renewable cycle, is it anticipated that there will be seasonal requirements to filming/photography: Spring, Summer Autumn Winter?

Response: Perhaps.

56. Question: Section III, Scope of Work A-1: Have locations for photography been predetermined?

Response: Not yet.

57. Question: Will locations be both exterior and interior photography? If interior photography will EDA help in scheduling access and permissions?

Response: Yes, locations will be both exterior and interior. Town staff will assist with scheduling.

58. Question: Will locations be both day and night photography?

Response: Yes.

59. Question: Will aerial/drone photography be allowed with proper permits?

Response: Yes.

60. Question: Will EDA help in scheduling specific shoots such as, but not limited to: Police, EDA Dev Team, Fire Department?

Response: Yes.

61. Question: Will there be seasonal photo requirements?

Response: Yes.

62. Question: Will there be any historic research requirements or will EDA provide any historic data needed for the film?

Response: Town staff will provide all necessary background information.

63. Question: Will graphics be required as part of the photos?

Response: No.

*For the Town of Leesburg,*

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