

Request for Proposals  
(RFP)

Short Videos for Social Media

May 6, 2019

Prepared by:

Gunnison County Library District  
Office of the Executive Director  
307 North Wisconsin  
Gunnison, CO 81230

## **Introduction**

Gunnison County Library District (“District”) is seeking a qualified firm, company, or individual to produce a one minute video that tells the story of Gunnison County Libraries.

## **Project Summary & Scope**

The District is interested in producing a one minute video that is divisible into a mini series of two to four 15 second shorts. The videos will help share the story of the libraries by highlighting programs, classes, collections, short interviews, and other library related content. The successful respondent will be responsible for the following:

### **Part 1: Create a Storyboard for the Videos.**

The successful respondent will work with Library staff and other community members to understand and arrange library activities in a storyboard format that will help with the production of compelling video and each video short.

### **Part 2: Develop Content**

The successful respondent will work with Library staff to develop content by attending library events and conducting patron interviews. The respondent will provide all equipment, expertise, and software necessary for developing the video content.

### **Part 3: Edit and Deliver Videos**

The successful respondent will provide two opportunities for library staff to comment and provide feedback on video content during the editing process; prior to the final delivery of the videos. The successful respondent will deliver a one minute video along with two to four shorts edited from the one minute video in both MP4 and MOV file formats by June 20, 2019.

## **Submission Requirements**

Responses to this RFP solicitation must include the following information and materials. The District shall not be liable for costs incurred in the preparation of a response to this RFP or in conjunction with any presentation associated with the response to this RFP.

Responders must submit an electronic document in .pdf format that addresses the requirements of the RFP. Samples of similar video work is welcomed and encouraged and electronic copies of video files or links to video content will be accepted.

#### **A. Interest**

- In a statement, indicate your interest in furthering library services in Gunnison County by helping to design a new public library facility.

#### **B. Experience and Professional Qualifications**

- The status of the organization (partnership, corporation etc.)

- Identification and brief resumes for all key individuals who would work on the project. Including what each individual's project role would be.
- Past experience summary – identify similar, relevant projects the firm has been involved with. Include specific experience involving video production for social media or similar applications.
- Any material which further identifies experience or qualifications of the respondent.

C. Contact information

- Please fully identify your organization and the person in your organization who will serve as our point of contact, including name, email, address and telephone.

**District Contact:** All proposals must be submitted my electronic mail to:

Drew Brookhart | [drew@gunnisoncountylibraries.org](mailto:drew@gunnisoncountylibraries.org)

Proposals must be received no later than 5:00 p.m. MST on Tuesday May 16, 2019.

The District will answer written questions from potential respondents. All such questions and the District's answers thereto, will be provided to any potential respondent upon written request.

**Evaluation Criteria and Review Process**

In addition to the qualifications of the responders, the evaluation of each proposal will be based on the degree to which the proposal meets the requirements and preferences stated in this RFP. Representatives of the District will assess the degree to which each proposal meets the requirements and responds to the preferences stated herein. The District reserves the right to reject any or all proposals. The proposal or proposals viewed most favorably may be asked to participate in a presentation process with District representatives. Firms should expect that submitted proposals would be public documents.

**Final selection authority and selection process decisions rest with Gunnison County Library District.**

**Timetable:** A summary of the responder selection process and timetable are as follows:

May 6, 2019	Request for Proposals is advertised
May 16, 2019	Request for Proposals responses due to Gunnison County Library District
May 17, 2019	Review of Proposals by District Representatives
May 2019	Decisions on interviews and contract negotiations will follow the District's review on May 17, 2019.

---

**General Conditions**

**Reserved Rights:** The District reserves the right to:

- Modify or cancel the selection process or schedule at any time.

- Waive minor irregularities.
- Reject any and/or all responses to this RFP and seek new proposals when it is in the best interest of the District to do so.
- Seek clarification or additional information from respondents as necessary to the evaluation of the response.
- Request any additional information or evidence from individual respondents.
- Judge the respondents' written and oral representations as to their veracity, substance and relevance to District goals, including seeking and evaluating independent information on any responding firm.
- Incorporate this RFP and the selected team's response to this RFP as a part of any formal agreement between the District and the respondent.

**Hold Harmless:** By participation in this RFP process, responders agree to hold harmless the District, their officers and employees from all claims, liabilities and costs related to all aspects of the responder selection process.

**Public Information:** All documents, conversations, correspondence, etc., between the District and respondents are public information subject to the laws and regulations that govern the District, unless specifically identified otherwise.

**Expenses:** All expenses related to any firms response to this RFP, or other expenses incurred while the selection process is underway, are the sole obligation and responsibility of that firm.