



RurAL CAP
Rural Alaska Community Action Program, Inc.

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REQUEST FOR PROPOSAL (RFP)

RurAL CAP 60th Videography RFP

Prepared By: Darrel Behymer, CPP
Date: 7/19/2024

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE:

QUESTION SUBMISSION DEADLINE:

BID LOCATION: RurAL CAP Locations Around Alaska

Questions may be submitted in written form no later than to:

RFP Contact Name: Darrel Behymer

Email Address: dbehymmer@ruralcap.org

INTRODUCTION

Rural Alaska Community Action Program, Inc. (RurAL CAP) CDC Manager is requesting proposals from qualified licensed to do business in Alaska. Enclosed is pertinent information for use in preparing your bid. This information will be used as a guide in the preparation of any subsequent contract. Bids must be received via email to dbehymmer@ruralcap.org by 4:00 PM **July 31, 2024**. All bids must include the reference on email subject, "RurAL CAP 60th Videography RFP," and addressed to: Darrel Behymer, CPP. Bids received after the deadline specified above will be accepted. All questions regarding this bid request must be emailed prior to **July 26, 2024** at 4 pm (Alaska Standard Time). Responses to questions will be sent to all parties who have received bid packages, proposals and who have registered their email address. To register your email, email Darrel Behymer, CPP.

One (1) copy of your proposal is required for submission to RurAL CAP. Proposals are encouraged from Minority and Female owned business.

RurAL CAP reserves the right to reject any and all bids and waive informalities in procedures.

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SECTION 1: GENERAL INFORMATION

The Rural Alaska Community Action Program (RurAL CAP) is soliciting proposals from qualified videographers. In 2025, RurAL CAP will be celebrating its 60th Anniversary during a period of deliberate and energetic growth in how the agency works and serves to uplift Alaskans. In this environment of growth and a continued dedication to serving the evolving needs of Alaska, RurAL CAP looks to the next 60 years with new vision for its communications efforts, re-centering the agency in the state and to the people it serves.

The following proposal request will outline the project goals and detail the format you should submit your proposal. Please read the timeline carefully. In order for your proposal to be considered, your proposal must meet our deadlines included in the timeline under Section 3.

Preparation Costs & Fees

RurAL CAP shall not be responsible for bid preparation costs, nor for costs including attorney's fees associated with any (administrative, judicial or otherwise) challenge to the determination of the highest ranked bidder and/or award of a contract and/or rejection of bids. By submitting a bid each bidder agrees to be bound in this respect and waives all claims to such costs and fees.

SECTION 2: RULES GOVERNING COMPETITION

2.1 Examination of Bids

Bidders are encouraged to thoroughly review the complete RFP package prior to preparing and submitting a response.

2.2 Confidentiality and Public Information

The content of all bids will be kept confidential until the selection of the successful bid is announced. After contract award all bids will be open for review and will become public information.

2.3 Proposal Format

Bids are expected to be brief and specifically address the criteria listed under the scope of work.

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2.4 Signature Requirements All bids must be signed.

2.5 Bid Submission
Bids shall be emailed to dbehymmer@ruralcap.org

2.6 News Releases
News releases pertaining to any award that may result from the RFP shall not be made without prior written approval of the RurAL CAP CEO.

2.7 Disposition of Bids
All materials submitted in response to this RFP shall become the property of RurAL CAP. The original shall be retained for the official file and will become public record after the award of the Contract or Contracts.

2.8 Modifications/Withdrawal of Proposals

A respondent may withdraw a bid at any time prior to the final submission date by sending written notification of its withdrawal and signed by an agent authorized to represent the respondent. The respondent may thereafter submit a new or modified bid prior to the final submission date. Modifications offered in any other matter, oral or written, will not be considered. A final bid cannot be changed or withdrawn after the time designated for receipt except for modifications requested by RurAL CAP after the date of receipt.

2.9 Oral Change/ Interpretation

No oral change or interpretation of any provision contained in this RFP is valid.

2.10 Late Submissions

Bids received after the RFP deadline (date and time) will not be considered and will be returned unopened after recommendation of award.

2.11 Rejection of Proposals

RurAL CAP reserves the right to reject any or all bids if determined to be in the best interest of RurAL CAP.

2.12 Equal Employment Opportunity Reporting Requirements

The successful bidder may be required to execute and return EEO reporting forms if required.

2.13 License and Insurance Requirements

The successful bidder is required to provide, with the bid, a current Alaska Business License, Proof of Liability Insurance, Workers Compensation Insurance and other required federal, state or local licenses. Please review attached Schedule A, this covers RurAL CAP's insurance requirements to consider while submitting your bid.

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SECTION 3.0: SCOPE OF WORK

The Rural Alaska Community Action Program (RurAL CAP) is soliciting proposals from qualified videographers. In 2025, RurAL CAP will be celebrating its 60th Anniversary during a period of deliberate and energetic growth in how the agency works and serves to uplift Alaskans. In this environment of growth and a continued dedication to serving the evolving needs of Alaska, RurAL CAP looks to the next 60 years with new vision for its communications efforts, re-centering the agency in the state and to the people it serves.

RurAL CAP's priority is to create opportunities for Elders and community members in rural Alaskan communities to share their stories and experiences from the last 60 years of the organization's partnership with the people of Alaska.

The videographer would capture community members' participation including traveling to sites throughout the state to record stories and interviews, capture subsistence and cultural events representing the many cultures and peoples that our agency serves, or working with submitted footage.

The final product would reflect an episodic documentary featuring short, individual stories that tie into the agency's strategic future.

Video Objective

Our intent is not only to archive RurAL CAP's history as an organization, but to create distinct video pieces that position our agency as a quiet partner and advocate for all Alaskans experiencing poverty in the mind of the viewer.

Style of Video – Documentary Style, Celebrating RurAL CAP's 60th Anniversary

- Documentary style anthology format
- 3-5 mins per story
- Strategic items may be longer based on interviewee
- Able to be broken out as individual stories with overarching theming

Target Audience

Primary

- Partners, Private/Public Funders, Government Entities, and ARAs

Secondary

- Staff, Board of Directors, Historic Leadership

Participants

- Elders & Youth Conference Attendees
- Alaskans
- The General Public

Video Creative Brief

- A clear, bright, and grounded collection of stories that, while acknowledging the challenges communities and individuals throughout Alaska face, maintains an optimistic attitude.

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- Content must align with our agency core values of Action, Effectiveness, Honesty, and Respect for People

Project Deliverables

- Finalized documentary style episodes of RurAL CAP's history and future

Video Specs

- Short stories in short, digestible segments from 30 second clips to 5-minute shorts for social media promotions, with a long-form compilation video lasting up to 45 minutes - all timing is subject to change

Timeline

- Raw footage collected by March 1, 2024
- First edited versions available by June 1, 2025
- Final version by August 1, 2025

Assets Provided

- Brand Guidelines
- Creative brief and oversight
- Collaboration of storyboard
- List of interviewees and locations
- On-site travel expenses from pre-identified location list

SECTION 4.0: PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform and expedited review process and ensure the maximum degree of comparability, it is required that the bids be organized in the manner specified. One page shall be interpreted as one side of single lined, typed, 8 1/2" x 11" paper.

4.1 Title Page

Show the bid name (RFP), bidders name, company name if applicable, address, telephone number and date.

4.2 Table of Contents

Clearly identify the materials by section and page number.

4.3 Letter of Transmittal (limited to 1 page)

- Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified.
- Give the name of the person who is authorized to make representations for your company if applicable, their titles, address, and telephone numbers.

4.4 Proven Experience

The bidder must describe their experience as described under the scope of work. Please include

- Specific or specialized training or qualifications
- Filming Equipment for traveling to remote villages in Alaska.

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- Include 3 references (name, phone number and/or e-mail address)
- Provide sample links of your films to view of your works

4.7 Proposed Fee Schedule/Costs/Budget Limits

Bids must be submitted, for services described under this scope of work. The email must clearly state the RFP title and company name.

SECTION 5.0: EVALUATION & SELECTION PROCESS

5.1 Criteria

The criteria that will be considered during evaluations, and the associated point values, are as follows:

Costs and Fees	55 points
Meeting the requirements of the RFP*	10 points
Videography Experience	10 points
Sample Links of Your Film Work	20 Points
Minority and Women Owned Business	5 points
References	5 points
Total	100 Points
*Bid Packet requirements, copy of your business license, Certificate on Insurance	

5.2 Evaluation Process

A committee of RurAL CAP staff will evaluate and rank all bids received prior to the deadline.

Oral interviews are not expected to be used in the selection of the successful bidder however, RurAL CAP reserves the right to interview the highest ranked bidder if deemed necessary.

5.3 Selection Process

The highest ranked bidder may be invited to enter final contract negotiations with RurAL CAP for the purposes of contract award. If an agreement cannot be reached, the second highest bidder may be contacted for negotiations. RurAL CAP reserves the right to terminate negotiations with any bidder should it be in RurAL CAP's. RurAL CAP reserves the right to reject any and all bids submitted.

Appendix A

Schedule A INSURANCE & INDEMNIFICATION

CONTRACTOR shall comply with the provisions herein entitled, Schedule A Insurance & Indemnification. CONTRACTOR, at its sole cost, shall purchase and maintain the required insurance with coverages, endorsements, waivers, and limits as described therein.

All insurance shall be maintained continuously during the life of the Contract. CONTRACTOR shall furnish to Rural Alaska Community Action Program (RurAL CAP), certificates showing the type, amount, class of operation, effective dates and dates of expiration of policies. Such evidence is to be provided by CONTRACTOR to RurAL CAP no less than ten (10) days prior to CONTRACTOR commencing work. It is understood and agreed that RurAL CAP shall be entitled to notification at least 30 days prior to the expiration of such policies. Failure by CONTRACTOR to maintain insurance coverage as agreed shall be a material breach of this Contract and will result in termination of this Contract. Certificates shall be addressed to: Rural Alaska Community Action Program (RurAL CAP).

RurAL CAP shall not be required to confirm that CONTRACTOR has provided evidence of coverage and/or renewals and no waiver by RurAL CAP of any of CONTRACTOR's obligations pursuant to this or any other provision of this Contract shall occur or be inferred or implied by any failure of RurAL CAP to insist upon strict performance of this or any other section of this Contract.

All insurance required to be maintained by CONTRACTOR shall be primary to any and all insurance (including self-insurance) obtained or maintained by, or otherwise available to RurAL CAP and all policies shall be endorsed accordingly. RurAL CAP's insurance shall not be called upon to contribute or participate with CONTRACTOR's insurance on any basis.

Except for Worker's Compensation and Professional Liability, each and every insurance policy required of CONTRACTOR shall include an insurer's waiver of subrogation rights in favor of RurAL CAP. Each and every insurance policy required of CONTRACTOR shall be endorsed to name RurAL CAP as Additional Insured with respect to liability arising out of CONTRACTOR's operations and/or its services hereunder.

In the event the terms of the current Contract and this Schedule A conflict, the terms of the contract shall control.

Insurance Type and Limit Requirements:

- Workers Compensation for not less than \$ 500,000.00 per occurrence
- Commercial General Liability not less than \$ 1,000,000.00 per occurrence
- Automobile Liability Insurance not less than \$ 1,000,000.00 per occurrence for bodily injury and property damage