



PA WILDS CENTER
FOR ENTREPRENEURSHIP



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REQUEST FOR PROPOSAL

The Wilds Are Working – Web Video Series

Proposals Due 4/11/2019 at 5:00 PM EST

The PA Wilds Center for Entrepreneurship (PA Wilds Center) is a 501(c)3 nonprofit organization. The official registration and financial information of PA Wilds Center may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

This organization is an Equal Opportunity Provider.

PAWilds.com WildsCoPa.org ShopThePaWilds.org



I. INTRODUCTION

The PA Wilds Center for Entrepreneurship (PA Wilds Center) requests a proposal from freelance producers, directors, multimedia production companies or creative firms detailing the entity's ability to brand and produce a new web video series titled "The Wilds Are Working," including the production of the first 4 (four) videos in the series, as outlined under Attachment A: Project Details. An example model is given in Attachment B: Case Study.

II. BUDGET

Contract Amount: \$35,000. The contract amount is inclusive of fees needed for subcontractors. The contract does not include additional funds for travel, except where indicated.

III. ORGANIZATIONAL BACKGROUND

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds.

The Pennsylvania Wilds, one of the state's 11 official tourism regions, is a large rural area that covers about a quarter of the Commonwealth and is home to about 4 percent of the state's population. The 12 1/2 –county landscape is known for its two million acres of public land — more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest skies in the country. It has a rich oil and lumber heritage, and a vibrant maker community working across a variety of mediums whose unique products allow visitors to "take home a piece of the Pennsylvania Wilds." More than 80 million people live within a day's drive of the Pennsylvania Wilds, creating real opportunities for local businesses and communities to secure a larger share of the \$29.1 billion spent annually on outdoor recreation in Pennsylvania. (Outdoor Recreation Industry 2017 Report)

Tourism currently accounts for about 11 percent of the region's economy. It is not the only piece of the pie, but it is an important piece, because in addition to the jobs it creates, it also creates amenities that make it easier for our region's larger employers to attract and retain talent and improves quality of life for residents. Visitors currently spend an estimated \$1.7 billion annually in the Pennsylvania Wilds.

Many local partners are involved in the effort to grow nature and heritage tourism in the region as a way to create jobs, diversify local economies, inspire stewardship, and improve quality of life. The PA Wilds Center is the coordinating entity among these partners.

The PA Wilds Center's work is sustained through program fees, philanthropic giving, government grants, and entrepreneurial activities related to the Pennsylvania Wilds brand.



PA Wilds Center Mission - To integrate conservation and economic development in a way that STRENGTHENS & INSPIRES communities in the Pennsylvania Wilds

IV. PROJECT VISION – “The Wilds Are Working” Web Video Series

The Pennsylvania Wilds is an economically-distressed rural area the size of Massachusetts that has seen multiple decades of population decline. The Pennsylvania Wilds initiative is a groundbreaking public-private effort that began in 2003 to brand and market this quarter of the Commonwealth as a nature and heritage tourism destination as a way to diversify local economies, create jobs, inspire stewardship and improve quality of life.

A Collaborative Effort of Many: The Pennsylvania Wilds Center is developing a new web video series titled “The Wilds Are Working” to help tell the stories of the many stakeholders working together on this initiative.

Major funding for this project includes grants from the PA Department of Conservation and Natural Resources and the West Penn Power Sustainable Energy Fund (WPPSEF).

The videos will feature selected PA Wilds stakeholders / partners – the people and projects that showcase quality work in the region that supports the mission of the PA Wilds Center (the PA Wilds is spotlighted by default via this narrative). Videos will be professionally produced, documentary-style web videos with high-quality visuals and well-produced and edited subject interviews.

Each video will have a unique theme with a dual objective: to showcase the different ways people and projects “work in the Wilds” and how the “Wilds initiative is working” or successful. Sub-themes may include our natural environment, conservation stewardship and economic development, workforce development, sustainable energy, mission-aligned entrepreneurship and our working forests.

This is an 18-month project where the contractor will be in charge of creatively branding the web series, overseeing a budget, sourcing and managing any sub-contractors, coordinating stakeholder meetings and feedback, and ultimately responsible for pre-production, production and post-production for the first four (4) videos in the web series. Since the PA Wilds Center is a nonprofit organization, proposals should utilize creative, cost-effective solutions.

V. FORMAT OF YOUR PROPOSAL

Based upon the specifications provided at the end of this RFP, it is expected that you will provide the following information:

- A. An introductory statement which reflects your understanding of this project.
- B. A statement detailing the capacity and credentials of your firm, including relevant experience in similar roles.



- C. General description of your operation (include total number of staff, and identify who will be assigned as the lead in your organization for fulfilling the contract) and mission statement (if applicable).
- D. A list of not less than three (3) professional references, customers who have used your services within the last four (4) years.
- E. Overview of how you will meet our objectives
- F. Proposals must address all items set forth in Section XI. "Scope of Services." Additional information which, in your opinion, should be included must be clearly identified.
- G. Description of projects/experience that are similar in scope (portfolio samples, storyboard samples, etc.)
- H. Proposed timeline of production activities and project milestones
- I. Detailed, estimated budget
- J. Terms and Conditions
- K. Anything else you would like us to consider or that you deem relevant

Expenses related to the preparation and completion of a response to this RFP are the sole responsibility of the vendor.

VI. PROCESS TIMELINE OVERVIEW

RFP Published Date:	3/25/2019
Proposal Due Date:	4/11/2019 at 5:00 PM EST
Decision Announced:	4/19/2019
Contractor Onboarding Begins:	4/22/2019
Filming Begins:	6/3/2019
Video 1 Complete:	11/8/2019
Videos 2 & 3 Complete:	1/20/2019
Video 4 Complete:	8/20/2020
Project Complete:	9/17/2020

VII. EVALUATION CRITERIA

Proposals will be evaluated per the following criteria:

- Responsiveness to the items listed in the RFP
- Capability of the service provider
- Credentials of the service provider



VIII. CONTRACTOR REQUIREMENTS

- Contractor must have experience developing similar video projects – including production budget management and sourcing / management of sub-contractors (if sub-contractors will be utilized)
- Contractor shall furnish all camera/video equipment, sound and lighting, editing software applications, and other equipment required to produce a professional product.
- We are seeking proposals from Pennsylvania Wilds firms or contractors; Proposals from out-of-state video producers will be accepted if there is a demonstrated ability to remotely produce videos within the designated budget.

IX. CONTRACT INFORMATION

Contracting Agency: The PA Wilds Center for Entrepreneurship

Direct proposals and questions to:

Kristin Lewis

Communications Director

M: (814) 558-3705

E: klewis@pawildscenter.org

Please submit your proposal in pdf format to Kristin Lewis, by 5:00 PM EST April 11, 2019 with subject line “Wilds Are Working Proposal”. Files over 5MB should be sent using a Dropbox or similar file share method.

X. PROJECT OVERVIEW

Web Video Series – Highlight Deliverables

1. **VIDEOS:** Four videos to be completed - see Attachment A: Project Details
 - Video 1 - PA DCNR and PA Outdoor Corps: approximately three to four (3-4) minutes in length
 - Video 2 – Kane, PA Rural Community Revitalization & Energy Sustainability: approximately three to four (3-4) minutes in length
 - Video 3 – PA Wilds Media Labs Energy Sustainability (complement piece to Video 2) approximately one to one and a half (1 – 1 ½) minutes in length
 - Video 4 – PA Wilds Outfitters & Outdoor Recreation Economy: approximately four (4) minutes in length (this last video theme has not been finalized, and is subject to change)
2. **PHOTOGRAPHY:** Contractor shall submit a minimum of 32 (thirty-two) highresolution digital photographs of its activities in this contract.



Contractor Work Requirements - Under this proposal, we're looking to contract with a firm that can do the following:

- Lead overall video production project
- Manage production budget and crew
- Project Planning
- Concept Development / Branding of Web Video Series
- Pre-Production for four (4) Videos
- Production for four (4) Videos
- Post-Production of four (4) Videos
- Project delivery

Web Video Series Objectives

- Utilize creative storytelling devices to inform, educate, inspire and engage those living in the Pennsylvania Wilds, or those considering moving here, about the PA Wilds initiative and the diverse stakeholders working to make the Pennsylvania Wilds a better place to live, work and play
- Educate and inspire investors to invest, travelers to visit and workers to move here
- Showcase work in action and people and projects making an impact
- Showcase the relationships between industry, tourism and our natural environment
- Showcase theme of collaboration; Inspire viewers to become involved
- Include stewardship messaging and energy sustainability
- Highlight diversity

XI. WORK SCOPE / SCOPE OF SERVICES

BUDGET / CREW

- Manage an overall production budget of \$35,000 to complete all work identified in the proposal work scope
- Contractor will source any subcontractors / crew needed for completion of the project, including camera operators or videographers, assistants, graphic designers, etc.
- The number and type of subcontractors needed is at the discretion of the Contractor selected for this RFP. Contractor will be responsible for setting up any sub-contracts, payment terms and issuing payment for any / all crew. Sub-contractors will be paid by Contractor out of the overall production budget of \$35,000.
- Contractor is responsible for sourcing equipment to produce all elements of the video, including but not limited to voiceovers, lighting, graphics, animation, editing, and music.
 - Note: we have a preferred relationship with a seasoned, on-location videographer and a relationship with an instrumental band for film scores (both are members of the Wilds Cooperative of Pennsylvania)
- Contractor must have their own facilities for post-production (or utilize facilities of sub-contractors)



PROJECT PLANNING

- Contractor will host a project kick-off / initial creative consultation meeting in partnership with PA Wilds Center to bring together various stakeholders / funders that will participate in video planning, production and distribution
 - Kick off meeting / tour to take place over 1 day in Kane, Pennsylvania
 - PA Wilds Center will take contractor and stakeholders on field tour of potential filming sites in Kane, PA
- Contractor must submit filming schedule to PA Wilds Center within 1 week of the kick-off meeting
- Contractor is expected to be in contact with the designated PA Wilds Center staff throughout all phases of the project by providing a bi-monthly progress report, either verbally or by email

CONCEPT DEVELOPMENT / BRANDING OF WEB VIDEO SERIES

- Contractor is responsible for developing storyboards for videos. Storyboards must be approved by PA Wilds Center before project can continue.
- Contractor is responsible for development and refinement of the “Wilds Are Working” theme, including at a minimum:
 - Written narrative / boilerplate description of the web series (minimum of 250 words) to be used for development, marketing and promotion of the web series
 - Basic branding for the “Wilds Are Working” including custom graphics, fonts and/or logo for the web series
 - See Example –The Quiet Ones in “Attachment B - Case Study”

PRE-PRODUCTION

- Contractor is responsible for all planning aspects of the video production before filming begins, including:
 - Scriptwriting / interview questions
 - Scheduling & logistics
 - Administrative duties
 - Securing model releases and filming waivers if needed
 - Coordinating filming locations
- PA Wilds Center will either help coordinate or introduce Contractor to all persons being filmed/photographed

PRODUCTION

- Contractor is responsible for all aspects of capturing video content and filming of subjects, including but not limited to:
 - Directing video shoot
 - Managing crew
 - Interviewing subjects
 - Securing b-roll footage



POST-PRODUCTION

- Contractor is responsible for all aspects of post-production, including overseeing sub-contractors (if applicable), to ensure a high quality finished product, including but not limited to:
 - Selecting video clips / video editing
 - Voiceovers
 - Music selection; including sourcing of music and securing of usage rights

PROJECT DELIVERY

- Videos must be delivered in both high-definition and webcast quality
- Videos must also be delivered in a file format for use on the PAWilds.com website, YouTube.com and/or other video streaming or social media platforms. Videos to be promoted on dedicated “The Wilds Are Working” video page of website www.pawilds.com as well as listed throughout website in relevant sections
- Contractor shall submit a minimum of 32 (thirty-two) high resolution digital photographs of its activities in this contract

Attachment A: Project Details

Draft Language Only: The following video titles / descriptions are draft only; contractor will be responsible for finalizing video titles and description copy.

VIDEO 1	SPECIFICATIONS
Length	Approximately three and a half to four (3 ½ - 4) minutes in length
GENERAL:	
Topic / Subjects	PA Department of Conservation and Natural Resources (DCNR) and their Pennsylvania Outdoor Corp
Video Theme	Explore how the Pennsylvania Outdoor Corps prepares youth for career opportunities, the impact of their work in the Pennsylvania Wilds, the importance of conservation stewardship, and the outdoor recreation economy in the PA Wilds. The Pennsylvania Outdoor Corps offers work experience, job training, and environmental educational opportunities to young people who complete recreation and conservation projects on Pennsylvania’s public lands. Outdoor Corps members will tackle hands-on projects in state and local parks, state forests, and other public lands, such as:



Video Theme (Continued)	<ul style="list-style-type: none"> • Trail restoration • Habitat enhancement • Tree planting • Light construction • Shoreline restorations • Invasive species management • Specialty projects in relation to recreation and conservation, which may include public outreach, research, and assessments
Interviews	<p>TBD (To be determined)</p> <ul style="list-style-type: none"> • DCNR Staff, Cindy Adams Dunn – PA Secretary of DCNR • John Norbeck, Deputy Secretary for Parks and Forestry • Michael D. Piaskowski, Manager - Pennsylvania Outdoor Corps • Youth members of Outdoor Corps
Video Timeline Key Milestones	<ul style="list-style-type: none"> • Filming to begin in June of 2019 <ul style="list-style-type: none"> ○ Outdoor Corps crews will be working in-region June 24 – August 2, 2019 • Video must be complete by November 8, 2019
Links	<p>About the Program: https://www.dcnr.pa.gov/outdoorcorps/Pages/default.aspx</p>

VIDEO 2	SPECIFICATIONS
Length	Approximately three and a half to four (3 ½ - 4) minutes in length
GENERAL:	
Topic / Subjects	Kane, PA Rural Community Revitalization, Innovative Partnerships & Energy Sustainability



Video Theme	<p>Explore how rural communities in the Pennsylvania Wilds are combatting declining populations with innovative public/private sector partnerships, community character stewardship, energy sustainability and place-based entrepreneurship. Capture the story of the Laughing Owl Press, a niche letterpress printing and design business with national clients and their historic main street building revitalization. Explore the question: Why is it important for rural communities to preserve their community character (preserving historic downtowns versus tearing down); How can entrepreneurs / private sector tackle the challenging economics of historic building preservation – including costly energy / utilities, and modernize these buildings for long-term sustainability? How can innovative public / private sector partnerships help offset these complex economics? In this case study, viewers will see how an innovative public / private sector partnership between a community anchor business, The Laughing Owl Press, the non-profit PA Wilds Center, and the non-profit West Penn Power Sustainable Energy Fund (WPPSEF) added to the growing spark of a major local community revitalization effort and regional revitalization. Kane, estimated population of 3,200 residents, is gaining state-wide recognition for these innovative economic & community development partnerships; the PA Wilds has received nationwide recognition for their efforts. The PA Wilds is currently in the planning / pre-construction stage of building out a Media Lab / Business Incubator on the second floor of the Laughing Owl Press. WPPSEF is a key investor in the project.</p>
Interviews	<p>TBD (To be determined)</p> <ul style="list-style-type: none">• TBD - PA Wilds Center Executive Director and/or staff• Laughing Owl Press founders• WPPSEF representative - why WPPSEF invested in the project and how their investment added momentum to local and regional revitalization efforts• Other Kane entrepreneurs or leadership – Kane Mayor Brandy Schimp



Video Timeline Key Milestones	<ul style="list-style-type: none"> • B-Roll already being captured via a sub-contract with a videographer • Filming estimated to begin June 2019 • Video must be complete by January 20, 2020
Links	<ul style="list-style-type: none"> • About Laughing Owl Press: http://laughingowlpress.com/ • About PA Wilds Media Labs: https://thompson.house.gov/media-center/press-releases/thompson-announces-98000-grant-pa-wilds-establish-business-incubator • Media Labs Promo Video: http://www.wildscopa.org/Media-Labs

VIDEO 3	SPECIFICATIONS
NOTE:	*Note: Video 3 is a shorter, complementary supplement to Video 2. Production efficiencies can be reached by overlapping filming schedules, utilization of B roll and limited interviews for Video 3. This video does not have to carry the full Wilds Are Working series theme and branding.
Length	Approximately one to one and a half (1 – 1 ½) minutes in length
GENERAL:	
Topic / Subjects	PA Wilds Media Labs Energy Sustainability
Video Theme	Draft – Focus in on the second floor PA Wilds Media Labs – How have these partners worked together to design, plan for, and implement a remodel that optimizes energy sustainability? Why was energy sustainability prioritized in the build out? Discuss cost efficiencies and environmental impact. Through a grant from WPPSEF, the firm Envinity was hired to complete an energy audit of the historic building and advise on construction plan. This short video will explore more of the specifics on sustainable design, construction and energy management and the WHY.



Interviews	TBD (To be determined) <ul style="list-style-type: none"> • Envinity project managers • Laughing Owl Press founders • WPPSEF • Staff • General Contractor/construction-renovations
Video Timeline Key Milestones	<ul style="list-style-type: none"> • B-Roll already being captured • Filming to begin June 2019 • Video must be complete by January 20, 2020
Links	<p>Envinity: http://www.envinity.com/</p> <p>"Envinity is an employee-owned company rooted in the comprehensive systems approach to sustainable design, construction, and energy management for residential and commercial clients. Our integrated team of engineers, building scientists, and artisans create economic value and restore our environment."</p>

VIDEO 4	SPECIFICATIONS
Length	Approximately four (4) minutes in length
GENERAL:	
Topic / Subjects	PA Wilds Outfitters & Outdoor Recreation Economy



Video Theme	<p>Nature-based outfitters are a critical service provider in the tourism and outdoor recreation economy of the Pennsylvania Wilds. Outfitters in the region are typically small businesses powered by a passion for getting people into the outdoors and a love for the natural environment. Environmental stewardship goes hand in hand with this work. These businesses are also seasonal and weather dependent, and face many business challenges.</p> <p>The Pennsylvania Wilds has the greatest concentration of public lands in the Commonwealth -- 2.4 million acres – and is coming of age as a destination when outdoor recreation is booming nationally. More than 80 million people live within a day’s drive of the Pennsylvania Wilds, creating real opportunities for local businesses and communities to secure a larger share of the of the \$29.1 billion spent annually on outdoor recreation in Pennsylvania (Outdoor Recreation Industry 2017 Report).</p> <p>Why do they do it? This video will explore the relationship our region’s outfitters have with the natural environment, and how / why they connect people with the outdoors (community / public, tourists, environmental groups, youth, etc.) Touch on the vital role they play in environmental stewardship of our waterways and public lands. Explore the “work” side of outfitting – it can be grueling! – and the passion behind it. Touch on the emotional impact of the work – connecting with nature, unplugging – why it matters.</p>
Special Requirements:	<p>Two outfitter business / nature guides in separate locations at a minimum must be included. A minimum of 3 activities must be spotlighted – kayaking / canoe river trip is essential; other choices include camping, stargazing, backpacking / hiking, youth programming, rock climbing, winter activities and others. Contractor will be invited to participate in one (1) overnight outfitter guided experience and nighttime footage will be encouraged (stargazing, campfire interview, etc.) PA Wilds Center will cover any costs incurred with an outfitter for an overnight experience.</p>



Interviews	TBD (To be determined) <ul style="list-style-type: none">• Outfitter business owners• Nature guides, outfitter guests• Customers - youth / families• DCNR representative
Video Timeline Key Milestones	<ul style="list-style-type: none">• Filming to begin in summer of 2019 - TBD• Video must be complete by August 2020
Links	<ul style="list-style-type: none">• https://pawilds.com/activity/outfitter-experiences/• Example business – https://www.alleghenyoutfitters.com/ <p>AO is a year-round, four-seasons operation providing robust outfitting services including kayak and canoes rentals and guided river trips, courses and workshops, backpacking gear rental, an outdoors store, youth programs and volunteer conservation stewardship opportunities. Since 2006, AO has grown from putting 2,000 people out on paddling and backpacking adventures each summer, to more than 12,000. More than half their customers now come from Pittsburgh, Cleveland and Buffalo. Their work has helped to grow Western Pennsylvania, Warren County, the Allegheny River and the Pennsylvania Wilds as premier outdoor recreation destinations, and has improved participation and public awareness of the need for conservation of our waterways and public lands. AO organizes this event: http://www.alleghenyrivercleanup.com/</p>

Attachment B: Case Study

West Penn Power Sustainable Energy Fund (WPPSEF)

'The Quiet Ones' web video series

WPPSEF, one of the funders of this video contract, is a nonprofit organization that was founded to promote the deployment of sustainable energy technologies that benefit West Penn Power ratepayers in Pennsylvania. WPPSEF is a partner and funder of the PA Wilds Center.



WPPSEF worked with a marketing firm to develop the creative strategy for a web series promoting its work. The end result was branded “The Quiet Ones.” This series will serve as an inspirational model for the Wilds Are Working Video Series.

See case study from the creative firm who produced the videos and watch videos – Elliance – including one that featured the Pennsylvania Wilds:

<http://casestudies.elliance.com/west-penn-power.html>

The Quiet Ones – video series narrative description

The Quiet Ones. In more ways than one.

WPPSEF is not an organization that speaks loudly about itself, nor is it one that merely funds green projects and walks away. They become an integral and valued collaborator to the people behind the businesses they choose to fund. Not surprisingly, they liked it when we suggested that they let their customers do the talking. With that thought in mind, we launched a video series championing “The Quiet Ones” – the leaders of businesses whom WPPSEF has chosen to fund because they, too, go quietly about the work of taking care of the environment. WPPSEF doesn’t have to say a word.

Narrative Intro to Quiet Ones Series from WPPSEF: You’re looking at a random sampling of their handiwork. No, it’s not their creation, but they do just about everything in their power to protect it and keep it just as it is. They avoid the limelight, and they’re not after 15 minutes of fame; they just insist on doing the right thing: Creating opportunity, conserving energy and protecting the environment. We call them the Quiet Ones. And as the saying goes - they’re the Quiet Ones. They’re the ones you have to look out for, the Quiet ones. Those who build what others don’t, or won’t. The sun and the wind power their thoughts. So does biomass and good health and how it relates to sustainable energy. So do buildings that can think for themselves. For 15 years, they’ve demonstrated relentless commitment to innovative uses of power, and because of them, we now have the foresight that will carry us well into our future. It’s just what they do. Our list of champions and projects grows larger every day because among good men and women, nothing eclipses good conscience. The Quiet Ones are people like you who think a little deeper, who work a little harder, and whose collective hearts and minds are committed to preserving what we know and love. You may not remember their names, but you will remember their work. They’re the ones lighting the way, saving energy, creating healthy places to live and work, and preserving what’s truly precious. And we - we’re simply here to help.



Attachment C: Additional Background Information

PA Wilds Conservation & Stewardship Narrative:

Natural resources are the heart of the Pennsylvania Wilds lifestyle and economy, and stewardship of the natural environment is our way of life. The Pennsylvania Wilds is a special place in America with 50 state game lands, 29 state parks, 9 state and national forests, and 16,000 miles of streams and rivers. It's a lot to take care of, and throughout history, it hasn't always been easy. It has been our spirit of stewardship and conservation that has made the Pennsylvania Wilds home to 70% of our nation's finest headwaters, a \$1.7 billion tourism industry, and to many people and industries who are able to make their living from the woods.

Today, many people and organizations in the Pennsylvania Wilds are working as stewards of the region's natural resources. From private citizen conservationists, to County Conservation Districts and Planners, State and Federal land managers, local land trusts, watershed organizations, sportsmen's groups, wildlife conservation non-profits and private sector companies – an entire movement is dedicated to sustainable resource management. These dedicated individuals strive to maintain the legacy of conservation that occurred in the region a generation ago and the assets that are here today because of it.

Watch the PA Wilds Conservation Stewardship & Legacy Video: <https://www.youtube.com/watch?v=VtXA7-5LH6g>

Learn more about the PA Wilds Center: www.pawildscenter.org

See how we market the region: www.pawilds.com

Browse our value chain of product and experience makers: www.wildcsopa.org

Or take home a piece of the Pennsylvania Wilds: www.ShopThePAWilds.org