

## The PA Wilds Center for Entrepreneurship

### Videographer – Producer

### Request for Proposals

#### Summary

This RFP is for a videographer to produce a 5-minute video about the [PA Wilds Design Guide for Community Character Stewardship](#), a free planning resource for communities in the Pennsylvania Wilds. Our goal is to make a video that inspires developers, architects, business people and local governments in the region to use the *Design Guide* when embarking on new construction or renovations, and informs them on how to do that.

RFP Issued: Sept. 20, 2016

Responses Due: Sept. 30, 2016 (COB – 5 p.m.)

Send questions and proposals to: Jodi Brennan, Design Guide Committee Chair, [jbrennan@clearfieldco.org](mailto:jbrennan@clearfieldco.org)

Contract Amount: \$5,000

Timeline: Have contractor in place by Oct. 7, 2016. Shoot some footage prior to leaves dropping. Complete final video by March 15, 2017.

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#### About Our Organization

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to work with partners to grow the nature and heritage tourism industry in the Pennsylvania Wilds region in a way that creates jobs, diversifies local economies, inspires stewardship and improves quality of life.

Many local partners are involved in the regional movement to marry conservation and economic development through nature and heritage tourism development. The PA Wilds Center is the coordinating entity among these partners. The PA Wilds Center's work is sustained through program fees, foundation and government grants, private-sector donations and entrepreneurial activities related to the Pennsylvania Wilds brand.

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.

Community character stewardship is an important component of the Pennsylvania Wilds effort. The *Design Guide* is our main resource for helping communities be good stewards of their community character as they grow.

#### Project Scope

The goal of this project is to produce a 5-minute video about the [PA Wilds Design Guide for Community Character Stewardship](#), a free planning resource for communities. Our goal is to make a video that inspires developers, architects, business people and local governments in the Pennsylvania Wilds to use the *Design Guide* when embarking on new construction or renovations, and informs them on how to do that.

[T&B Planning](#), the firm we worked with to develop the first Design Guide in 2007, is now working on an update to the Design Guide. T&B Planning will provide a draft script for the video. The PA Wilds Center and the Design Guide

Committee will provide feedback on the project at established intervals. Still images collected for the print edition of the Design Guide will be made available for stills for the video.

The videographer/producer will be a collaborator in this process. The ideal candidate will be able to take our script and make it sing. The contractor will be responsible for collecting live footage of certain Design Guide case studies around the region (up to 8 sites), and incorporating these into the video; incorporating still images into the video; leading the team on decisions related to voiceover vs live interviews, and then recording and incorporating these interviews and/or voiceovers. Contractor will provide up to 3 rounds of edits. Contractor would be responsible for lining up all shooting dates and related permissions from subjects or property owners.

### **Timeframe**

Work on this project will begin immediately. The main rush is to collect the footage from the 8 site visits prior to the fall leaves dropping. Once this is done, a more measured timeline will be established to line up interviews/voiceovers, incorporate stills, conduct editing, etc. The goal is to have the final video in hand by March 15, 2017.

### **Equipment Requirements**

Contractor must have all equipment needed to produce a high quality video, including being able to do live interviews or voiceovers.

### **Budget Details**

As listed in the summary, our budget for this project is \$5,000. This amount would be paid to the contractor at regular intervals as the work is accomplished. Travel is included in this budget amount.

### **Proposal Requirements**

Please submit your proposal in pdf format to Jodi Brennan, Design Guide Committee Chair, at [jbrennan@clearfieldco.org](mailto:jbrennan@clearfieldco.org) by COB Sept. 30, 2016. Files over 2MB should be sent using a Dropbox or similar file share method. Include the following in your proposal response:

- Cover letter summarizing your qualifications
- General description of your company, and the main people who would be working on this project.
- How you would envision tackling the project, and any tools or platforms you use to work with partners to track project progress.
- Related experience: Have you worked on similar video projects? If so, please explain and offer links to those videos.
- Equipment: Briefly describe the equipment you would bring to bear on this project.
- Permissions: Do you require media releases from subjects you film? If so, please explain the process/requirements and any insurances you carry that would cover a project like this.
- Social Media: Is your company active on social media? If so, please explain which channels/platforms and roughly how often you post to them. Would you be willing to do periodic posts about this project as it is being undertaken that we could share on our social media channels? Can you assist us in preparing the video for easy download/sharing on social media? If so, what would be your strategy?
- Please list 3-5 references

### **RFP & Project Timeline Details**

RFP Issued: Sept. 20, 2016

Responses due: Sept. 30, 2016 (COB)

Project Kick-off: Oct. 7, 2016

Project Conclusion: March 15, 2017.

Thank you for your interest in responding to this RFP. We look forward to your response.