



King County Library System
960 Newport Way NW
Issaquah, WA 98027

September 4, 2009

REQUEST FOR PROPOSALS # 09-07
FOR
FILM/VIDEO PRODUCTION COMPANY

Proposals Due:

OCTOBER 15, 2009, 5:00 P.M.

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SECTION ONE – PURPOSE AND BACKGROUND

The King County Rural Library District, (dba King County Library System), is seeking proposals from qualified vendors for the purpose of obtaining information and firm bids for a film/video production company to develop and produce high-end (35mm film or equivalent quality production) television and radio public service announcements on a variety of library-related subjects. Work also includes producing high-end quality children’s educational entertainment utilizing a narrative style involving professional quality puppets and Puppeteers, original music score and stagecraft that combines shooting with puppet staging and choreography.

The King County Library System (KCLS) is one of the top three largest circulating libraries in the United States. Located in the Puget Sound area, KCLS serves over one million residents at its 44 community libraries, 1 institutional library and a Traveling Library Center. KCLS provides access to a broad array of information resources ranging from electronic databases to books to music and video. KCLS is also the community resource for a wide variety of programs and activities for people of all ages. Established in 1942, KCLS is a special purpose government that is governed by a five-member Board of Trustees and operates under the constitution and laws of the State of Washington.

Each year, KCLS produces a variety of television and radio public service announcements and videos in support of programs, campaigns, services and other initiatives. The number, type and scope of productions vary by year based on need and available budget.

SECTION TWO – SCOPE OF SERVICES

The selected vendor shall provide the following services, at KCLS’ direction, to assist the library system in developing and producing television, radio PSA’s and high-end children’s entertainment. The selected vendor will provide the technical/creative know-how for:

- A. Creative consultation, development and research.
- B. Scriptwriting/Story-boards.
- C. Production. On-location crew/Director, etc.
- D. Support animation and computer graphics.
- E. Original music composition and production
- F. Post-production/editing.

Below is a list of ***potential projects*** to base your bid upon. These have been identified for comparative purposes only. ***(Please note that these projects may or may not be selected, and specifications are subject to change):***

- 1) ONE 10-MINUTE STORYTIME, TAPED AT A LIBRARY LOCATION. A “CELEBRITY” WILL READ TO CHILDREN. SUPPORT ANIMATION AND/OR GRAPHICS TO COMPLEMENT THE BOOK BEING READ. **Give production quotes based on 35mm or equivalent format.**
- 2) ONE 30-MINUTE WORKSHOP VIDEO WITH AN INSTRUCTOR TEACHING PARENTS ON A PARTICULAR SUBJECT, WITH APPROPRIATE GRAPHICS. **Give production quotes based on 35mm or equivalent format.**

- 3) ONE :30 RADIO PSA (FOR SELECTED THEME) FEATURING ORIGINAL CREATIVE AND MUSIC.
Produced for radio.
- 4) ONE 30-MINUTE CHILDREN’S ENTERTAINMENT PUPPET SHOW (WITH TWO PUPPETS/TWO PUPPETEERS) WITH A “SESAME STREET” APPROACH. **Give production quotes based on 35mm or equivalent format.**

SECTION THREE – PROPOSAL REQUIREMENTS

Firms interested in providing the services described above are requested to submit the following information. Responses to each item should appear in the same order as in this RFP and should designate by heading and paragraph the item to which the response applies. Please limit the length of your proposal, including appendices, to 30 pages, and please limit your proposal to one bound volume. Do not include any material outside of this volume.

Part One – Executive Summary

Each proposal should be accompanied by an executive summary not exceeding two pages which summarizes key points of the proposal and which is signed by an officer of the firm who is responsible for committing the firm’s resources.

Part Two – Cost of Services

A. For each project listed above, include and break-out specific costs for all associated services, noting the rate, total estimated time and total amount:

- A. Creative consultation, development and research.
- B. Scriptwriting/Story-boards.
- C. Production. On-location crew/Director, etc.
- D. Support animation and computer graphics.
- E. Original music composition and production
- F. Post-production/editing.
- G. Any costs related to the following:
 - 1) MP3, H-Def Master and Duplications for disbursement.
 - 2) Compression services
 - 3) DVD Authoring and replication.
 - 4) Any additional costs not identified within this RFP that are standard for your company that should be noted.

Part Three – Company Qualifications

A. Company Information

1. Provide your company’s vision and customer service goals.
2. Describe what your company can do as a partner with KCLS to maximize cost savings.
3. Provide a brief bio of key company personnel

4. Provide a "Demo Reel" (or URL Link) of 5 projects that you have completed and demonstrate the following:
 - a) A creative approach to "issue advocacy."
 - b) A children's program involving animation or live-action
 - c) A radio PSA related to learning or education
 - d) A creative way that you have made a clients program thrive, with measurable results
5. Provide a sample of Scriptwriting and/or Story-boards.
6. Provide a DVD sample of work for high-end quality children's educational entertainment

B. Current Customers

Provide a list of 5 to 10 customers for which you currently provide film/video service for, indicating whether any of them are public sector clients. The list should include the following:

- a) Name and address of customer
- b) Number of years service provided
- c) Size of client (number of employees)
- d) Types of services provided

C. References

List at least three references for which similar work is or has been conducted and give the name, title and telephone number of persons who may be contacted for reference concerning the services you provided.

D. Competitive Advantage

1. Describe the main competitive advantage of your firm.
2. Please describe any specialized services as they relate to the film/video category.
3. Please describe your breadth of offering. Include any factors that clearly show this breadth of offering.
4. Please describe your customer/client service model.

E. Production Process

1. Please describe your production process.
2. KCLS would prefer that vendor's current website allow remote access to content for review and revision sessions. Can your company meet this requirement?

3. KCLS would prefer vendors that have a process of creating a standard level of quality assurance (QA). Does your company meet this requirement? If so please describe your QA process.

SECTION FOUR – SUBMISSION REQUIREMENTS

One executed original proposal, clearly marked on the cover, and three (3) copies of the proposal shall be submitted. The proposal shall be clearly marked on the outside of the transmittal package with the following information:

Organization's Name
FILM/VIDEO PRODUCTION VENDOR Proposal

The proposal must be received no later than 5:00 P.M. on October 15, 2009 at:

King County Library System
Attn: Purchasing
960 Newport Way NW
Issaquah, WA 98027

Proposals received by KCLS after 5pm (Pacific Time), October 15, 2009, will not be considered. Late proposals will be destroyed. Proposals received before the due date will be held in a secured area until the time of opening.

Proposals must be signed by a corporate official, owner or a person who has been authorized to make such a commitment.

KCLS does not conduct a public opening of proposals, nor are evaluation "progress reports" available. Notification of award will be sent to all bidders.

The Proposal should clearly state the total length of time during which the services, and any related prices presented in the proposal are valid and reliable. It is required that this time period be no less than one hundred twenty (120) days from the date the proposals are due.

Organizations shall respond to each and every requirement contained in the "Proposal Requirements" section of this RFP. Responses must be in the same order in which the points appear in the RFP. The proposal must be clear, unambiguous, and capable of being understood without reference to other documentation. Failure to address a particular requirement shall be presumed to mean that the function or requirement is unavailable.

Vendors are advised that the submission of multiple proposals, or alternative approaches to specific sections of the requirements will be considered non-compliant and those proposals will be disqualified. We are relying on the vendor as the expert to identify in its proposal the approach which is believed to be the most effective to produce the required systems and services.

No substitutions will be accepted on any of the components unless the vendor can provide proof that the substituted equipment meets or exceeds the specifications, reliability, warranty and pricing of the equipment specified by the King County Library System.

Failure to comply with the requirements of this RFP may result in disqualification.

The organization must clearly state that the proposal submitted presents a true offer of services and/or materials. It must be clearly stated that the proposal is not a result of any direct or indirect coordination or collusion with other firms submitting a proposal in response to this RFP.

An organization may withdraw or modify its proposal in writing by delivery service, certified U.S. Mail, or by hand delivery at any time prior to the RFP deadline for submission.

SECTION FIVE – REQUESTS FOR CLARIFICATION

Questions and requests for clarification concerning this RFP shall be submitted **IN WRITING** no later than **5:00 P.M. PST Friday, September 18, 2009** to:

King County Library System
Attn: Purchasing
960 Newport Way NW
Issaquah, WA 98027

The words “**FILM/VIDEO PRODUCTION VENDOR Proposal Inquiry**” shall appear on the envelope. Inquiries shall state the page and the applicable RFP section or paragraph to which the question(s) pertain. Faxed requests for clarification will not be accepted. Confirming receipt of questions is the responsibility of the submitting organization.

The organization shall be responsible for requesting clarification concerning the RFP to allow the organization to respond specifically, thoroughly, and clearly to every specification, requirement, or question presented in the RFP. KCLS shall in no way be responsible for any errors or ambiguities in the RFP. A failure of KCLS to respond to any request for clarification shall not be considered by any organization that KCLS agrees or disagrees with any statement, which may be contained in the request for clarification.

All clarifications to the RFP will be distributed in writing to all organizations that have provided contact information for this purpose. The source of an inquiry occasioning a clarification shall not be given.

Any information provided after distribution of the RFP is for clarification only and not binding on KCLS.

SECTION SIX – EVALUATION

KCLS intends to select the proposal that is most advantageous to itself. The responses to this RFP will be evaluated by a Selection Committee to be established for such purpose. The evaluation will include a review of all proposals based on the following criteria:

1. Understanding the needs of KCLS. Responsiveness to the scope of services outlined in this RFP, and soundness of approach
2. Cost;
3. Qualifications of vendor, including previous experience with similar work, and
4. Accuracy and quality of deliverables, adherence to schedules, and relative success/quality of products (as determined through reference checks)

KCLS reserves the right to reject any and all proposals for any reason.

KCLS reserves the right to accept other than the lowest priced proposal and to negotiate with any organization when the best interests of the Library are served by so doing.

KCLS may invite one or more representatives from any organization to meet or talk with KCLS representatives for the purpose of clarification of the vendor's proposal.

KCLS may at its sole discretion waive any irregularity or informality in a proposal submitted by any organization.

SECTION SEVEN – SCHEDULE

KCLS has set the following tentative schedule for the selection process:

9/4/2009	RFP Issued
09/18/2009	Deadline for receipt of written requests for clarification
09/25/2009	Responses to written requests for clarification
10/15/2009 5:00 P.M.	Deadline for receipt of proposals
10/15/2009	Opening of proposals
10/15/2009	Evaluation of proposals begins

SECTION EIGHT – SPECIAL CONDITIONS

Organization Responsibility

1. Any organization submitting a response agrees to all the rules and conditions required in this RFP. All materials submitted in response to the RFP shall become the property of KCLS. The organization's proposal and the RFP shall become part of any contract that is negotiated with the successful organization unless modified in writing by the contract.
2. The successful organization shall be required to assume responsibility for delivery of goods and/or services as defined in the contract.
3. The organization shall be required to demonstrate that there is in effect all licenses, permits and authorizations to provide all products and services it proposes.

4. It is the organization's responsibility to ensure that the RFP is not defective and does not inadvertently restrict competition. Protests to the RFP must be in writing and be made prior to the due date to permit time for revisions to be issued.
5. The cost for developing proposals in response to this RFP is entirely the obligation of the organization and shall not be charged to KCLS in any manner.

Alternate Organization Selection. If KCLS fails to negotiate a contract with the organization of first choice, KCLS shall reserve the right to enter into new contract negotiations with an alternate organization(s).

Payment Schedule. KCLS payments, subject to negotiations, shall be made to the organization not more than forty-five (45) days after KCLS receives the organization's invoice for goods/services received as specified in the contract between KCLS and the organization selected.

Wages. The organization shall be required to pay any wages or salary required by the laws or regulations of any government entity having jurisdiction.

News Release. Mention of KCLS, staff, or programs in advertising, customer lists, photographs, or articles in the professional literature pertaining to an award resulting from proposals made in response to this RFP shall not be made by any organization without prior written approval from the KCLS administration.

Written Contract. KCLS and the selected organization shall negotiate a contract and nothing shall be binding on either party until the contract is in writing and signed by both parties, except organization is obligated to keep its proposal in effect for period specified in this RFP.

SECTION NINE – PROTESTS TO AWARD

Protests concerning the award of this RFP shall be submitted in writing to:

King County Library System
Attn: Business and Finance Manager
960 Newport Way NW
Issaquah, WA 98027

Protest to Award of FILM/VIDEO PRODUCTION VENDOR

Organizations should clearly state the grounds for their protest and the requested action. Faxed protest letters will be accepted if received by the deadline below. Confirming receipt of fax is the responsibility of the protesting organization.

Deadline. Letters of protest must be received by KCLS no more than one week after RFP award has been announced.

Response to Protest. Written response to protest letters will be composed jointly by the Selection Committee and the Business and Finance Manager. Responses will be available within approximately

two weeks of receipt of protest. Written responses are mailed via certified mail to the protesting organization.