

STATE OF NORTH CAROLINA

Department of Commerce

Request for Proposal #: 43-1383-25

**Professional Photography, Videography and Drone Videography
for Economic Development in Local Main Street Communities**

Date of Issue: June 30, 2025

Proposal Opening Date: July 24, 2025

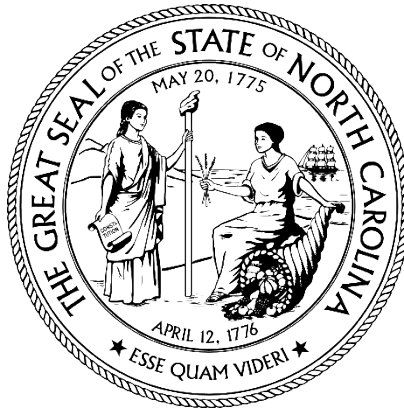
At 3:00 PM ET

Direct all inquiries concerning this RFP to:

Casey C. Jones

Purchasing Agent III

Email: casey.c.jones@commerce.nc.gov



STATE OF NORTH CAROLINA

Request for Proposal

43-1383-25

For internal State agency processing, including tabulation of proposals, provide your company's eVP (Electronic Vendor Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page shall be filled out and returned with your proposal.
Failure to do so may subject your proposal to rejection.**

Vendor Name

Vendor eVP#

Note: For a contract to be awarded to you, your company (you) must be a North Carolina registered vendor in good standing. You must enter the vendor number assigned through eVP (Electronic Vendor Portal). If you do not have a vendor number, register at <https://vendor.ncgov.com/vendor/login>

STATE OF NORTH CAROLINA Department of Commerce

Refer <u>ALL</u> Inquiries regarding this RFP to the procurement lead through the Message Board in the Sourcing Tool. See section 2.5 for details	Request for Proposal #: 43-1383-25
	Proposals will be publicly opened: July 24, 2025 At 3:00 PM
Using Agency: Rural Economic Development	Commodity No. and Description: 821300 Photographic Services
Requisition No. RQ137559	

EXECUTION

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this proposal, the undersigned Vendor understands that false certification is a Class I felony and certifies that:

- this proposal is submitted competitively and without collusion (G.S. 143-54),
- none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
- it is not an ineligible Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor's knowledge and belief, that:

- it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned vendor certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any State Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with the State, or from any person seeking to do business with the State. By execution of this response to the RFP, the undersigned certifies, for Vendor's entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this bid, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein**. These documents can be accessed from the Ariba Sourcing Tool.

Failure to execute/sign proposal prior to submittal may render proposal invalid and it MAY BE REJECTED. Late proposals shall not be accepted.

COMPLETE/FORMAL NAME OF VENDOR:		
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE & ZIP:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #21):		
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:		FAX NUMBER:
VENDOR'S AUTHORIZED SIGNATURE*:	DATE:	EMAIL:

VALIDITY PERIOD

Offer shall be valid for at least one-hundred and twenty (120) days from date of bid opening, unless otherwise stated here: _____ days, or if extended by mutual agreement of the parties in writing. Any withdrawal of this offer shall be made in writing, effective upon receipt by the agency issuing this RFP.

ACCEPTANCE OF PROPOSAL

If your proposal is accepted, all provisions of this RFP, along with the written results of any negotiations, shall constitute the written agreement between the parties ("Contract"). The NORTH CAROLINA GENERAL TERMS AND CONDITIONS are incorporated herein and shall apply. Depending upon the Goods or Services being offered, other terms and conditions may apply, as mutually agreed.

FOR STATE USE ONLY: Offer accepted and Contract awarded this _____ day of _____, 2025, as indicated on the attached certification, by _____.

(Authorized Representative of the North Carolina Department of Commerce)

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1.0 PURPOSE AND BACKGROUND

The North Carolina Department of Commerce, Rural Economic Development Division (REDD) is seeking a vendor for Photography, Videography and Drone Videography services for the NC Main to Main Trail program which promotes economic recovery and community development in 72 North Carolina Main Street communities by connecting the downtown districts with the natural and cultural assets of the regions for rich local experiences. This stage of the NC Main to Main Trail initiative is to provide local community photography, videography, and drone videography of the downtown districts in all 72 designated Main Street communities. The vendor requirements (photography, videography, and drone videography) are required for all 72 locations. Only the content will change, based on the community's assets. Most shoots will take place within the Main Street district, but there may be some that require travel within the county, depending on each individual community's identified assets. Vendors can access more information about the Main to Main Trail program by visiting the website <https://www.maintomaintrail.com>.

The North Carolina Main to Main Trail initiative is a community economic development project of the North Carolina Main Street & Rural Planning Center that leverages North Carolina's regional natural assets for prosperity and Covid-19 economic recovery in 72 North Carolina Main Street communities. The goals of this program include developing regional connections among neighboring Main Street programs, attracting new and diverse visitors to the regions, and enhancing local experience and livability within each community.

To make the NC Main to Main Trail program a success, local Main Street programs need professional assistance in their communities with professional photography, videography, and drone videography for their local individual community websites, social media and other digital media. This task has proven to be a struggle for most communities as they have not had strong support from their local or statewide tourism resources.

The North Carolina Main Street program is collaborating with NC Tourism and the North Carolina Department of Natural & Cultural Resources, Hello NC Initiative, to strategize best ways to use the NC Main to Main Trail tool to support local tourism. Currently there is no specific financial support for providing Main Street leaders the training and tools to ensure their local websites will attract visitors. REDD received a State Outdoor Recreation, Travel & Tourism Grant from the US Economic Development Administration (EDA). \$675,000 of that grant is earmarked for Main Street photography, videography, and drone videography.

The intent of this solicitation is to award an Agency Specific Contract.

1.1 CONTRACT TERM

The Contract shall have an initial term beginning on the date of final Contract execution (the "Effective Date") through December 31, 2026. The Vendor shall begin work under the Contract within **seven (7) business days** of the Effective Date.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

2.0 GENERAL INFORMATION

2.1 REQUEST FOR PROPOSAL DOCUMENT

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

2.2 E-PROCUREMENT FEE

ATTENTION: This is an NC eProcurement solicitation facilitated by the Ariba Network. The E-Procurement fee may apply to this solicitation. See the paragraph entitled ELECTRONIC PROCUREMENT of the North Carolina General Terms and Conditions.

General information on the E-Procurement Services can be found at: <http://eprocurement.nc.gov/>.

What is the Ariba Network?

The Ariba Network is a web-based platform that serves as a connection point for buyers and vendors. Vendors can log in to the Ariba Network to view purchase orders, respond to electronic requests for quotes, participate in Sourcing Events, and collaborate with buyers on contract documents.

For training on how to use the Sourcing Tool to view solicitations, submit questions, develop responses, upload documents, and submit offers to the State, Vendors should go to the following site:

<http://eprocurement.nc.gov/training/vendor-training>.

2.3 NOTICE TO VENDORS REGARDING RFP TERMS AND CONDITIONS

It shall be the Vendor's responsibility to read the Instructions to Vendors, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Vendors have questions, issues, regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If the State determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFP addendum. The State may also elect to leave open the possibility for later negotiation of specific provisions of the Contract that have been addressed during the question-and-answer period, prior to contract award.

Other than through the process of negotiation under 01 NCAC 05B.0503, the State rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Vendor's proposal or otherwise. This applies to any language appearing in or attached to the document as part of the Vendor's proposal that purports to vary any terms and conditions or Vendors' instructions herein or to render the proposal non-binding or subject to further negotiation. Vendor's proposal shall constitute a firm offer that shall be held open for the period required herein ("Validity Period" above).

The State may exercise in its discretion to consider Vendor proposed modifications. By execution and delivery of this RFP Response, the Vendor agrees that any additional or modified terms and conditions, whether submitted purposely or inadvertently, shall have no force or effect, and will be disregarded unless expressly agreed upon through negotiations and incorporated by way of a Best and Final Offer (BAFO). Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Vendor's proposal as nonresponsive.

2.4 RFP SCHEDULE

The table below shows the *intended* schedule for this RFP. The State will make every effort to adhere to this schedule.

Event	Responsibility	Date and Time
Issue RFP	State	June 30, 2025
Submit Written Questions	Vendor	July 8, 2025 by 2:00 p.m.
Provide Response to Questions	State	July 16, 2025 by 2:00 p.m.
Submit Proposals	Vendor	July 24, 2025 by 3:00pm
Contract Award	State	September 10, 2025

2.5 PROPOSAL QUESTIONS

Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the "Submit Written Questions" date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum.

Questions related to the content of the solicitation, or the procurement process should be directed to the person on the title page of this document via the Sourcing Tool's message board by the date and time specified in the RFP SCHEDULE Section of this RFP. Vendors will enter "**RFP 43-1383-25 WS#1627509184 – Questions**" as the subject of the message. Question submittals should include a reference to the applicable RFP section. This is the only manner in which questions will be received.

Questions or issues related to using the Sourcing Tool itself can be directed to the North Carolina eProcurement Help Desk at 888-211-7440, Option 2. Help Desk representatives are available Monday through Friday from 7:30 AM ET to 5:00 PM ET.

Questions received prior to the submission deadline date, the State's response, and any additional terms deemed necessary by the State will be posted in the Sourcing Tool in the form of an addendum and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any State personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors shall rely *only* on written material contained in the RFP and an addendum to this RFP.

2.6 PROPOSAL SUBMITTAL

IMPORTANT NOTE: This is an absolute requirement. Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delay. It is the Vendor's sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening. Failure to submit a proposal in strict accordance with instructions provided shall constitute sufficient cause to reject a Vendor's proposal(s). Solicitation responses are subject to Sealed Bidding requirements.

Vendor's proposals for this procurement must be submitted through the Sourcing Tool. For training on how to use the Sourcing Tool to view solicitations, submit questions, develop responses, upload documents, and submit offers to the State, Vendors should go to the following site: <https://eprocurement.nc.gov/training/vendor-training>

Questions or issues related to using the Sourcing Tool itself can be directed to the North Carolina eProcurement Help Desk at 888-211-7440, Option 2. Help Desk representatives are available Monday through Friday from 7:30 AM EST to 5:00 PM EST.

Tips for Using the Sourcing Tool

- Vendors should review available training and confirm that they are able to access the Sourcing Event, enter responses, and upload files well in advance of the date and time response are due to allow sufficient time to seek assistance from the North Carolina eProcurement Help Desk.
- Vendors may submit their responses early to make sure there are no issues, and then submit a revised response any time prior to the response due date and time. The State will only review the most recent response.
- Vendors should respond to all relevant sections of the Sourcing Event. Certain questions or items are required in order to submit a response and are denoted with an asterisk. The Sourcing Tool will not allow a response to be submitted unless all required items are completed. The Sourcing Tool will provide error messages to help identify any required information that is missing when response is submitted.
- Simply saving your response in the Sourcing Tool is not the same as submitting your response to the State. Vendors should make sure they complete the submission process and receive a message that their response was successfully submitted.
- **Only Proposals submitted through the Content Section of the Ariba Sourcing Event will be considered. Proposals submitted through the Message Board will not be accepted or considered for award.**

If confidential and proprietary information is included in the proposal, also submit one (1) signed, REDACTED copy of the proposal. Such information may include trade secrets defined by N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132- 1.2. Vendor may designate information, Products, Services or appropriate portions of its response as confidential, consistent with and to the extent permitted under the statutes and rules set forth above. By so redacting any page, or portion of a page, the Vendor warrants that it has formed a good faith opinion, having received such necessary or proper review by counsel and other knowledgeable advisors, that the portions determined to be confidential and proprietary and redacted as such, meet the requirements of the Rules and Statutes set forth above. However, under no circumstances shall price information be designated as confidential.

If the Vendor does not provide a redacted version of the proposal with its proposal submission, the Department may release an unredacted version if a record request is received

2.7 SUBMISSION OF EXAMPLES OF RELEVANT WORK

To address potential issues related to large file sizes, all vendors are required to submit their examples of relevant work experience on a USB drive as outlined below.

Submission requirements:

- Vendors shall provide a sealed envelope containing a non-password protected USB drive that includes the required examples of work per section 4.8.
- The envelope must be clearly marked with the following information:

RFP Number: 43-1383-25

RFP Title: Professional Photography, Videography and Drone Videography for Economic Development in Main Street

Communities

Bid Opening Date and Time: July 24, 2025 at 3:00 p.m.

Submitted by: (Vendor's Name)

Attention: Casey C. Jones, Department of Commerce Procurement and Contracts Office

- The USB drive must include only the requested examples of relevant work experience and the narrative as described in Section 4.8. **No other forms, documentation or submission materials should be included in the envelope or on the USB drive. Any information beyond the required examples included in the envelope or on the USB drive will not be reviewed or considered.**
- **Vendors may either mail or deliver the envelope to the following addresses:**

Mailing Address for Delivery of Examples via US Postal Service	Physical Address for Delivery by any other means (Special delivery, Overnight, FedEx, UPS or any other carrier)
NC Department of Commerce Fiscal Department Attn: Casey Jones, Procurement and Contracts Office 4302 Mail Service Center Raleigh, North Carolina 27699-4302	NC Department of Commerce Fiscal Department Attn: Casey Jones, Procurement and Contracts Office 301 North Wilmington Street Raleigh, NC 27604

- It is the sole responsibility of the vendor to ensure that:
 - The USB drive is readable and functioning at the time of submission. The issuing Agency is not responsible for corrupted files or inaccessible content due to password protection or formatting issues.
 - The sealed envelope is clearly marked with all required information as outlined above.
 - The envelope is delivered to the appropriate address prior to the bid opening date and time.

PLEASE NOTE: Late submissions of work examples will not be accepted or considered, regardless of the reason.

2.8 PROPOSAL CONTENTS

Vendors shall provide responses to all questions and complete all attachments for this RFP that require the Vendor to provide information and upload them to the Sourcing Event in the Sourcing Tool. Vendors shall provide authorized signatures where requested. Failure to provide all required items, or Vendor's submission of incomplete items, may result in the State rejecting Vendor's proposal, in the State's sole discretion.

Vendors are required to organize and label their responses using the same section numbers and headings as outlined in this RFP. Each response must directly reference the corresponding section number and title from the solicitation document.

Vendor shall include the following items and attachments in the Sourcing Tool:

- Cover Letter, which must contain the following: (i) a statement that confirms that the proposer has read the RFP in its entirety, including all links, and all Addenda released in conjunction with the RFP; (ii) a statement that the Vendor agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Vendor's agreement to comply with all instructions, terms and conditions, and attachments.
- Title Page: Include the company name, address, phone number and authorized representative along with the Proposal Number.
- Completed and signed version of all EXECUTION PAGES, along with the body of the RFP.
- Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.

- e) Vendor's Proposal addressing all Specifications of this RFP. (Section 4.6 Vendor Experience, Section 4.8 Examples of Relevant Work Experience (**submitted on USB drive per instruction in Section 2.7**), Section 4.9 Descriptive Literature-Professional Camera and Editing Systems, Section 5.1 Tasks, Objective and Deliverables, Section 5.2 Project Organization, Section 5.3 Technical Approach/Work Plan)
- f) Completed version of ATTACHMENT A: *PRICING (this is the Last Page of this RFP)*
- g) Completed and signed version of ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION
- h) Completed and signed version of ATTACHMENT E: CUSTOMER REFERENCE FORM
- i) Completed and signed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR
- j) Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION

2.9 ALTERNATE PROPOSALS

Unless provided otherwise in this RFP, Vendor may submit alternate proposals for comparable Goods, various methods or levels of Service(s), or that propose different options. Alternate proposals must specifically identify the RFP requirements and advantage(s) addressed by the alternate proposal. Each proposal must be for a specific set of Goods and Services and must include specific pricing. Each proposal must be complete and independent of other proposals offered. If a Vendor chooses to respond with various offerings, Vendor shall follow the specific instructions for uploading Alternate Proposals in the Sourcing Tool.

2.10 DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

Relevant definitions for this RFP are provided in 01 NCAC 05A .0112 and in the Instructions to Vendors found in the Sourcing Tool, which are incorporated herein by this reference.

The following definitions, acronyms, and abbreviations are also relevant to this IFB:

- a) **"Itinerary" Video:** Short video clip that directs a visitor to the best assets in a community.
- b) **Donut:** is a special type of promotional audio or video file which lets promoters change the middle part of the ad.
- c) **"Main to Main Promo" Video:** A video created as a "donut" so that the branding and content is consistent for the Main-to-Main Trail with each of the different 72 communities featured. Each Downtown Director will receive the one featuring their community.
- d) **Outdoor Base Camp:** The downtown district which provides amenities for outdoor enthusiast.

3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS

North Carolina G.S. 143-52 provides a general list of criteria the State shall use to award contracts, as supplemented by the additional criteria herein. The Goods or Services being procured shall dictate the application and order of criteria; however, all award decisions shall be in the State's best interest. All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

While the intent of this RFP is to award a Contract(s) to a single Vendor, the State reserves the right to make separate awards to different Vendors for one or more line-items, to not award one or more line-items or to cancel this RFP in its entirety without awarding a Contract, if it is considered to be most advantageous to the State to do so.

The State reserves the right to waive any minor informality or technicality in proposals received.

3.1 CONFIDENTIALITY AND PROHIBITED COMMUNICATIONS DURING EVALUATION

While this RFP is under evaluation, the responding Vendor, including any subcontractors and suppliers, is prohibited from engaging in conversations intended to influence the outcome of the evaluation. See Paragraph 29 of the Instructions to Vendors entitled COMMUNICATIONS BY VENDORS.

Each Vendor submitting a proposal to this RFP, including its employees, agents, subcontractors, suppliers, subsidiaries and affiliates, is prohibited from having any communications with any person inside or outside the using agency; issuing agency; other government agency office or body (including the purchaser named above, any department secretary, agency head, members of the General Assembly and Governor's office); or private entity, if the communication refers to the content of Vendor's proposal or qualifications, the content of another Vendor's proposal, another Vendor's qualifications or ability to perform a resulting contract, and/or the transmittal of any other communication of information that could be reasonably considered to have the effect of directly or indirectly influencing the evaluation of proposals, the award of a contract, or both.

Any Vendor not in compliance with this provision shall be disqualified from evaluation and award. A Vendor's proposal may be disqualified if its subcontractor and/or supplier engage in any of the foregoing communications during the time that the procurement is active (*i.e.*, the issuance date of the procurement until the date of contract award or cancellation of the procurement). Only those discussions, communications or transmittals of information authorized or initiated by the issuing agency for this RFP or inquiries directed to the purchaser named in this RFP regarding requirements of the RFP (prior to proposal submission) or the status of the award (after submission) are excepted from this provision.

3.2 PROPOSAL EVALUATION PROCESS

Only responsive submissions will be evaluated.

The State will conduct a One-Step evaluation of Proposals:

Proposals will be received according to the method stated in the Proposal Submittal Section above.

All proposals must be received by the issuing agency not later than the date and time specified in the RFP SCHEDULE Section above, unless modified by Addendum. Vendors are cautioned that this is a request for offers, not an offer or request to contract, and the State reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of the State.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Vendor will be opened publicly and all offers (except those that have been previously withdrawn, or voided bids) will be tabulated. The tabulation shall be made public at the time it is created. When negotiations after receipt of bids are authorized pursuant to G.S. 143-49 and 01 NCAC 05B.0503, only the names of offerors and the Goods and Services offered shall be tabulated at the time of opening. If negotiation is anticipated, cost and price shall become available for public inspection at the time of the award. Interested parties are cautioned that these costs and their components are subject to further evaluation for completeness and correctness and therefore may not be an exact indicator of a Vendor's pricing position.

At their option, the evaluators may request oral presentations or discussions with any or all Vendors for clarification or to amplify the materials presented in any part of the proposal. Vendors are cautioned, however, that the evaluators are not required to request presentations or other clarification—and often do not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor.

Upon completion of the evaluation process, the State will make award(s) based on the evaluation and post the award(s) to *the electronic Vendor Portal (eVP)*, <https://evp.nc.gov>, under the RFP number for this solicitation. Award of a Contract to one Vendor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous and represented the best value to the State.

The State reserves the right to negotiate with one or more vendors, or to reject all original offers and negotiate with one or more sources of supply that may be capable of satisfying the requirement, and in either case to require Vendor to submit a Best and Final Offer (BAFO) based on discussions and negotiations with the State.

3.3 EVALUATION CRITERIA

BEST VALUE: "Best Value" procurement methods are authorized by N.C.G.S. §§143-135.9 and 143B-1350(h). The award decision is made based on multiple factors, including: total cost of ownership, meaning the cost of acquiring, operating, maintaining, and supporting a product or service over its projected lifetime; the evaluated technical merit of the Vendor's offer; the Vendor's past performance; and the evaluated probability of performing the specifications stated in the solicitation on time, with high quality, and in a manner that accomplishes the stated business objectives and maintains industry standards compliance. The intent of "Best Value" procurement is to enable Vendors to offer and the Agency to select the most appropriate solution to meet the business objectives defined in the solicitation and to keep all parties focused on the desired outcome of a procurement.

A ranking method of source selection will be utilized in this procurement using evaluation criteria listed in order of importance in the Evaluation Criteria section below to allow the State to award this RFP to the Vendor(s) providing the Best Value and recognizing that Best Value may result in award other than the lowest price or highest technically qualified offer. By using this method, the overall ranking may be adjusted up or down when considered with, or traded-off against, other non-price factors.

EVALUATION METHOD: Narrative and by consensus of the evaluating committee, explaining the strengths and weaknesses of each proposal and why the recommended awardee(s) provide the best value to the State.

All qualified proposals will be evaluated, and award made based on considering the following criteria listed in descending order of importance, to result in an award most advantageous to the State:

- **Project Organization (Section 5.3)**
- **Technical Approach and Equipment (Section 5.4)**
- **Vendor Experience and Examples of Relevant Work (Section 4.6 and 4.8)**
- **Pricing (Attachment A: Pricing)**
-

3.4 PERFORMANCE OUTSIDE THE UNITED STATES

Vendor shall complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR. In addition to any other evaluation criteria identified in this RFP, the State may also consider, for purposes of evaluating proposed or actual contract performance outside of the United States, how that performance may affect the following factors to ensure that any award will be in the best interest of the State:

- a) Total cost to the State
- b) Level of quality provided by the Vendor
- c) Process and performance capability across multiple jurisdictions
- d) Protection of the State's information and intellectual property
- e) Availability of pertinent skills
- f) Ability to understand the State's business requirements and internal operational culture
- g) Particular risk factors such as the security of the State's information technology
- h) Relations with citizens and employees
- i) Contract enforcement jurisdictional issues

3.5 INTERPRETATION OF TERMS AND PHRASES

This RFP serves two functions: (1) to advise potential Vendors of the parameters of the solution being sought by the State; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. The use of phrases such as "shall," "must," and "requirements" are intended to create enforceable contract conditions. In determining whether proposals should be evaluated or rejected, the State will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy the State's needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in the State exercising its discretion to reject a proposal in its entirety.

4.0 REQUIREMENTS

This Section lists the requirements related to this RFP. By submitting a proposal, the Vendor agrees to meet all stated requirements in this Section as well as any other specifications, requirements, and terms and conditions stated in this RFP. If a Vendor is unclear about a requirement or specification or believes a change to a requirement would allow for the State to receive a better proposal, the Vendor is urged to submit these items in the form of a question during the question-and-answer period in accordance with the Proposal Questions Section above.

4.1 PRICING

Proposal price shall constitute the total cost to the State for complete performance in accordance with the requirements and specifications herein, including all applicable charges for services, materials, travel related expenses, administrative and miscellaneous expenses. Complete ATTACHMENT A: PRICING form, which is the last page of this RFP, and include it when you upload all the pages of this RFP with your bid response. The pricing provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

4.2 ESTIMATED QUANTITIES

The quantities indicated herein are estimates only and are provided for informational purposes based on the anticipated usage. No maximum or minimum quantities are guaranteed. It shall be understood and agreed that the State may purchase more or less than the estimated quantities during the contract period.

The State reserves the right to increase or decrease the quantities as needed. The State shall not be obligated to purchase more than its normal requirements. The State will be responsible only for items requested and received.

4.3 INVOICES

Vendor shall invoice the Purchasing Agency. The standard format for invoicing shall be Single Invoices meaning that the Vendor shall provide the Purchasing Agency with an invoice for each period of performance.

Invoices shall include detailed information to allow the Purchasing Agency to verify pricing at point of receipt matches the correct price as quoted on this RFP. The following fields shall be included on all invoices, as relevant:

- a) Invoices must bear the correct purchase order number to ensure prompt payment. The Vendor's failure to include the correct purchase order number may cause delay in payment.
- b) Invoices must also include an invoice number, invoice date, the Vendor's name, address, Federal ID number, and additional backup documentation as requested by REDD including copies of products produced by the vendor for each community as it applies to each invoice.

INVOICES MAY NOT BE PAID UNTIL SERVICES HAVE BEEN PERFORMED AND RURAL ECONOMIC DEVELOPMENT HAS RECEIVED ALL THE REQUIRED SUPPORTING DOCUMENTATION.

4.4 FINANCIAL STABILITY

As a condition of contract award, the Vendor must certify that it has the financial capacity to perform and to continue to perform its obligations under the Contract; that Vendor has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Vendor that could materially adversely affect performance of this Contract; and that entering into this Contract is not prohibited by any contract, or order by any court of competent jurisdiction.

Each Vendor shall certify it is financially stable by completing ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION. The State is requiring this certification to minimize potential issues from contracting with a Vendor that is financially unstable. From the date of the Certification to the expiration of the Contract, the Vendor shall notify the State within thirty (30) days of any occurrence or condition that materially alters the truth of any statement made in this Certification. The Contract Manager may require annual recertification of the Vendor's financial stability.

4.5 HUB PARTICIPATION

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFP will serve to identify those Vendors that are minority owned or have a strategic plan to support the State's Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

4.6 VENDOR EXPERIENCE

In its Proposal, Vendor shall demonstrate experience with public and/or private sector clients with similar or greater size and complexity to the State. Vendor shall demonstrate experience in the creation of similar projects within their proposal. Vendor shall provide information as to the qualifications and experience of all executive, managerial, legal, and professional personnel to be assigned to this project. Resumes citing experience with similar projects and the responsibilities to be assigned to each person shall be provided for all Key collaborators.

Vendor's proposal shall demonstrate knowledge and experience with archiving and transferring high-resolution digital files.

4.7 REFERENCES

Vendor shall upload to the Sourcing Tool at least three (3) references, using ATTACHMENT E: CUSTOMER REFERENCE FORM, for which it has provided Services of similar size and scope to those proposed herein. The State may contact these users to determine whether the Services provided are substantially similar in scope to those proposed herein and whether Vendor's performance has been satisfactory. The information obtained may be considered in the evaluation of the Proposal.

4.8 EXAMPLES OF RELEVANT WORK EXPERIENCE

The vendor shall submit the following examples of relevant work experience on a physical USB drive. Please see Section xx for specific submission instructions. The information submitted on the USB drive shall include the following:

- A short narrative and examples that show a demonstrated knowledge of working with NC Main Street & Rural Planning Center and their work that includes photography, videography, drone videography, branding, marketing, wayfinding, community engagement or any combination thereof.
- Two (2) sets of high-resolution photography highlighting multiple communities' best assets (minimum five (5) photos per set)
- Two (2) examples of drone videography highlighting multiple communities' best assets
- Two (2) examples of videography highlighting multiple communities' best assets

The following file types are permitted for the submission of examples: PDF, JPEG/JPG, PNG, ZIP or MP4.

4.9 DESCRIPTIVE LITERATURE-PROFESSIONAL CAMERA AND EDITING SYSTEMS

Vendor's response shall include a comprehensive list of the professional camera and editing systems required (per Section 5.1) that are to be utilized for this project. **Failure to include such information shall be a sufficient basis for rejection of vendor's proposal.**

4.10 PERSONNEL

As many Key collaborators as possible should be full-time employees of the vendor. Freelance talent may be considered for crewing positions during production, but not for the supervision, management, creative execution, editing, or delivery of this project.

Vendor warrants that qualified personnel shall provide Services under this Contract in a professional manner. "Professional manner" means that the personnel performing the Services will possess the skill and competence consistent with the prevailing business standards in the industry. Vendor will serve as the prime contractor under this Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by the State. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor's obligations hereunder. Vendor will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

Should the Vendor's proposal result in an award, the Vendor shall be required to agree that it will not substitute key personnel assigned to the performance of the Contract without prior written approval by the Contract Lead. Vendor shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Vendor's recommended substitute personnel. The State will approve or disapprove the requested substitution in a timely manner. The State may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, the State may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

4.11 VENDOR'S REPRESENTATIONS

If Vendor's Proposal results in an award, Vendor agrees that it will not enter any agreement with a third party that may abridge any rights of the State under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Vendor's proper performance, provision and delivery of the Service and deliverables under a resulting Contract, or are an inherent part of or necessary sub-task included within such Service, they will be deemed to be implied by and included within the scope of the Contract to the same extent and in the same manner as if specifically described in the Contract. Unless otherwise expressly provided herein, Vendor will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecommunications equipment, software, supplies and materials necessary for the Vendor to provide and deliver the Services and/or other Deliverables.

4.12 AGENCY INSURANCE REQUIREMENTS MODIFICATION

A. Default Insurance Coverage from the General Terms and Conditions applicable to this Solicitation:

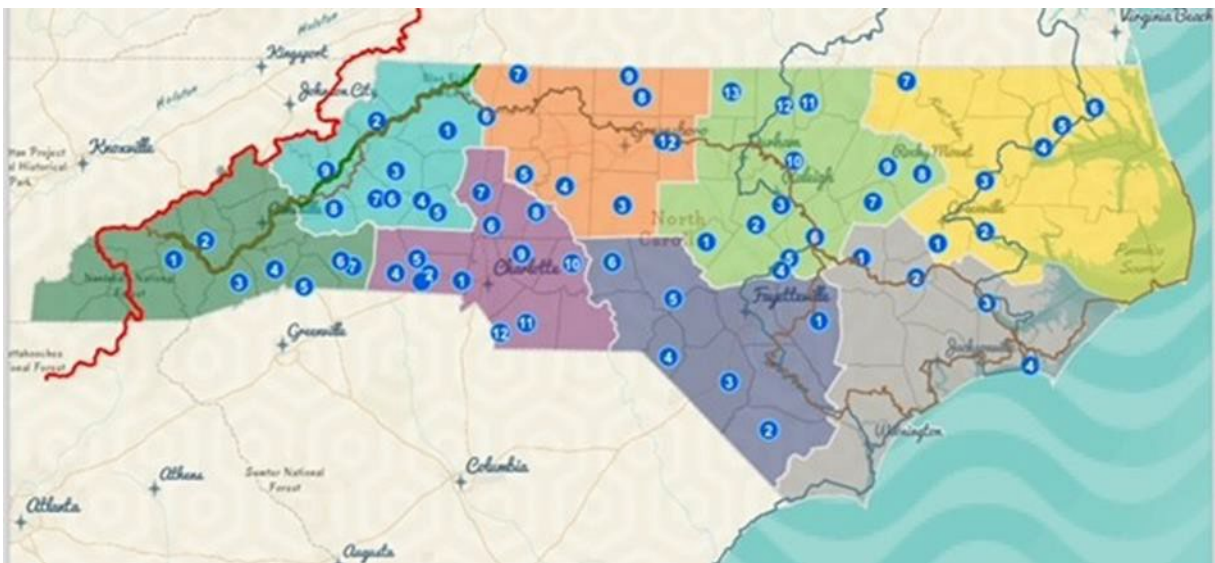
- ☐ Small Purchases
- ☒ Contract value in excess of the Small Purchase threshold, but up to \$1,000,000.00
- ☐ Contract value in excess of \$1,000,000.00

5.0 SPECIFICATIONS AND SCOPE OF WORK

Local downtown photography, videography, and drone videography for 72 designated NC Main Street communities* that will highlight the assets of downtown and the broader community to be used for a wide range of uses including for theatrical, broadcast, digital, and social media.

A dedicated professional team shall be established and maintained throughout the entirety of the production cycle. The continuity of this team will ensure consistency across all deliverables, while simultaneously empowering diversity of content, and safeguarding against repetition.

*Benson, Dunn, Fuquay-Varina, Garner, Henderson, Oxford, Pittsboro, Rocky Mount, Roxboro, Sanford, Smithfield, Tarboro, Wake Forest, Wilson, Zebulon, Ayden, Edenton, Elizabeth City, Hertford, Manteo. Roanoke Rapids, Washington, Williamston, Boone, Hickory, Lenoir, Marion, Morganton, Newton, North Wilkesboro, Spruce Pine, Valdese, Asheboro, Burlington, Eden, Elkin, Elon, Lexington, Mebane, Mocksville, Mount Airy, Pilot Mountain, Reidsville, Aberdeen, Clinton, Laurinburg, Lumberton, Troy, Whiteville, Goldsboro, Kinston, Morehead City, New Bern, Albemarle, Belmont, Bessemer City. Cherryville, Concord, Monroe, Mooresville, Salisbury, Shelby, Statesville, Waxhaw, Brevard, Forest City, Hendersonville, Murphy, Rutherfordton, Sylva, Tryon, Waynesville



5.1 TASKS, OBJECTIVE AND DELIVERABLES

The selected vendor shall provide the following components:

a) MEDIA ASSETS:

Equipment/Footage Standards:

- All video assets shall be captured at a minimum of 5K resolution.
- Drone footage shall be captured at a minimum of 4K resolution.
- All video and photography shall be in a horizontal (landscape) format.
- Level of quality for professional cinema camera systems are to be utilized
- Footage shall be captured using cinema prime lenses. Zoom lenses and/or stills lenses may only be used for specialty applications.
- All videos will require voiceovers and background music. No on-camera host or talent is anticipated for any of the videos. If determined to be necessary, the host community will provide local talent.
- No local archived media will be available for the vendor's use. If a specific season or event is needed, the vendor shoot will be scheduled to accommodate that.
- Aerial/Drone cinematography shall be included within the vendor's bid amount and utilized as needed.
- All videos will need to play with visual detail and fidelity across all distribution venues from large screen theatrical

b) In-House Post-production Capabilities:

- Vendor shall provide all core post-production services, including but not limited to, capture, archiving, organizing, editing, sound editing, and the provision of in-house animation.
- Color Grade and Sound Mix may be provided by a subcontractor under the vendor's supervision.

c) Editing/Viewing Systems:

- Vendor shall only utilize Adobe Premiere, Avid or Davinci editing system in the creation of this project in the interest of preserving continuity and easing integration with future projects.
- Vendor shall provide the State of NC, REDD access to Frame.io (or similar) systems free of charge to enable simple, remote viewing and commenting for all footage assets and edits. Access shall be provided until the final receipt of all deliverables.

d) Color Grade / Sound Mix:

- Vendor shall include color grading and correction. Vendor shall utilize professional tools such as DaVinci Resolve (or similar).
- Sound mixing shall be conducted separately from picture edit, utilizing ProTools (or similar).

e) Storage/Security/Archiving:

- Vendor shall store all captured footage assets both on-site and off-site with multiple redundancies for assured security of the media.

For example, an ideal storage configuration could be:

- 1) SSD for initial capture from card
- 2) RAID 10 or similar server for active collaborative workflow during the edit
- 3) LTO 9 or similar long-term archiving/storage.

All three (3) modes of storage should be simultaneously maintained until the final receipt of all deliverables to State of NC, REDD to ensure maximum security for the captured assets. At least one (1) of the modes of storage shall be housed at an off-site location to account for potential fire damage, etc.

- Footage logs and a complete catalog of archived assets are to be provided to the State of North Carolina, REDD and maintained throughout the contract period.

f) DELIVERABLES/TECHNICAL SPECIFICATIONS FOR DELIVERY:

The primary deliverable for this project will be the creation of video content and still images for each of the seventy-two (72) locations across North Carolina. These will be:

- Seventy-Two (72) x 1-2 minute "Itinerary" Videos for theatrical/broadcast/digital/social media distribution
- Seventy-Two (72) x 30-60 second Cutdown edits for broadcast/digital/social media distribution
- One (1) x "Main to Main Promo" videos for theatrical/broadcast/digital/social media distribution. This cut will mention and tie the community to the Main to Main Trail
- Seventy-Two (72) x 10-15 second Teaser edits for social media distribution
- All raw footage, assets, and project files related to the creation of the project.
- Twenty-Four (24) x Finished Still Images for each location (total)
- All unfinished stills captured for the project.

All video deliverables shall be provided in multiple resolutions, file formats, and codecs including but not limited to: 4K .mov, Full HD .mov, 4K .mp4, Full HD .mp4, versions of each video optimized for YouTube, and versions of all deliverables resized for various social media platforms including Facebook, Instagram, and LinkedIn.

- All video deliverables shall be organized, firstly, into digital file folders by community; then, secondly, in consistent categories for each community throughout the cataloguing process. The designated categories will be provided by the project coordinator and will include similar to the following: events, shopping, dining, outdoors, and sample itinerary type, i.e. Arts, Culture & Music; Food & Flavor; Holiday Traditions; Legends & Lore; Local Rediscovery; Outdoor Basecamp; Shopping Therapy.
- All video deliverables, after being organized and catalogued by community and categories, must be successfully delivered digitally to each of the directors of the seventy-two (72) Main Street communities. A list of community directors' email addresses will be provided by the Main to Main Trail project manager after this bid has been awarded.

Provision of Footage/Project Files:

- All footage, media assets, project files, edits, versions, etc., captured for use in this project shall be furnished free of charge and free of any restriction to the State of North Carolina, REDD for current or future use, globally, and in perpetuity.
- All rights to each of these assets (including unused footage and all versions of project files) permanently will be the sole property of the State of North Carolina REDD, and all rights to the same will be relinquished by the vendor in favor of the State without reservation.
- For the avoidance of doubt, no further compensation beyond the approved budget will be furnished to the vendor for the provision of these assets and services.
- The State Project Manager will be the primary point of contact between the vendor and the Downtown Director in each community. The vendors will work with the Downtown Directors onsite during execution based on a predetermined plan of work with the State Project Manager. The State Project Manager will have final approval of the work created.

5.2 ADDITIONAL INFORMATION

The State Project Manager will coordinate the community shoot schedule and content between the downtown directors and the vendor. The schedule will take seasons and events into consideration. Shoots will be scheduled in regional clusters to keep vendor travel as efficient as possible. We anticipate each shoot will take an average of one day. Some may require more, some less based on the list of assets/locations selected by the State Project Manager in conjunction with the Downtown Directors. The schedule may also flex based on the skill sets and personnel supplied by the vendor.

It is the awarded vendor's responsibility to develop the creative direction and scripts for each of the "itinerary" films, the cutdown edits, and the "Main to Main Promo" films with guidance and approval from the State Project Manager.

Established brand guidelines for the NC Main to Main Trail which will be provided to the awarded vendor.

All work by the vendor shall be completed by December 31, 2026.

5.3 PROJECT ORGANIZATION

Vendor shall describe the organizational and operational structure it proposes to utilize for the work described in this RFP and identify the responsibilities to be assigned to each person Vendor proposes to staff the work.

5.4 TECHNICAL APPROACH (WORK PLAN)

Vendor's proposal shall include, in narrative, outline, and/or graph form the Vendor's approach (work plan) to accomplishing the tasks outlined in the Scope of Work section of this RFP. A description of each task and deliverable and the schedule for accomplishing each shall be included.

6.0 CONTRACT ADMINISTRATION

All Contract Administration requirements are conditioned on an award resulting from this solicitation. This information is provided for the Vendor's planning purposes.

6.1 CONTRACT MANAGER AND CUSTOMER SERVICE

The Vendor shall be required to designate and make available to the State a contract manager. The contract manager shall be the State's point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

Contract Manager Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

6.2 POST AWARD PROJECT REVIEW MEETINGS

The Vendor, at the request of the State, shall be required to meet periodically as requested, with the State for Project Review meetings. The purpose of these meetings will be to review project progress reports, discuss Vendor and State performance, address outstanding issues, review problem resolution, provide direction, evaluate continuous improvement and cost saving ideas, and discuss any other pertinent topics.

6.3 CONTINUOUS IMPROVEMENT

The State encourages the Vendor to identify opportunities to reduce the total cost the State. A continuous improvement effort consists of various ways to enhance business efficiencies as performance progresses.

6.4 ACCEPTANCE OF WORK

Performance of the work and/or delivery of Goods shall be conducted and completed at least in accordance with the Contract requirements and recognized and customarily accepted industry practices. Performance shall be considered complete when the Services or Goods are approved as acceptable by the Contract Manager.

The State shall have the obligation to notify Vendor, in writing ten (10) calendar days following completion of such work or delivery of a deliverable described in the Contract that it is not acceptable. The notice shall specify in reasonable detail the reason(s) it is unacceptable. Acceptance by the State shall not be unreasonably withheld; but may be conditioned or delayed as required for reasonable review, evaluation, installation, or testing, as applicable to the work or deliverable. Final acceptance is expressly conditioned upon completion of all applicable assessment procedures. Should the work or deliverables fail to meet any specifications, acceptance criteria or otherwise fail to conform to the Contract, the State may exercise any and all rights hereunder including, for Goods deliverables, such rights provided by the Uniform Commercial Code, as adopted in North Carolina.

6.5 DISPUTE RESOLUTION

During the performance of the Contract, the parties agree that it is in their mutual interest to resolve disputes informally. Any claims by the Vendor shall be submitted in writing to the State's Contract Manager for resolution. Any claims by the State shall be submitted in writing to the Vendor's Project Manager for resolution. The Parties shall agree to negotiate in good faith and use all reasonable efforts to resolve such dispute(s).

During the time the Parties are attempting to resolve any dispute, each shall proceed diligently to perform their respective duties and responsibilities under this Contract. The Parties will agree on a reasonable amount of time to resolve a dispute. If a dispute cannot be resolved between the Parties within the agreed upon period, either Party may elect to exercise any other remedies available under the Contract, or at law. This provision, when agreed in the Contract, shall not constitute an agreement by either party to mediate or arbitrate any dispute.

6.6 CONTRACT CHANGES

Contract changes, if any, over the life of the Contract shall be implemented by contract amendments agreed to in writing by the State and Vendor. Amendments to the contract can only be through the contract administrator.

6.7 ATTACHMENTS

Attachment A: Pricing is below within this solicitation document. All **other** attachments to this RFP are the copies found within the Ariba Sourcing Tool, and are incorporated herein, and shall be submitted by responding in the Sourcing Tool.

ATTACHMENT A: PRICING**FURNISH AND DELIVER:**

Vendor shall provide pricing in the table below for one (1) community. The unit costs submitted should reflect the total cost to furnish and deliver each line item as described in the RFP Scope of Work. These costs will be used to calculate the Grand Total Cost across the 72 communities.

Please ensure that costs provided are all-inclusive, meaning they should cover all applicable expenses such as labor, travel, overhead, materials, and any other costs necessary to meet the requirements of the RFP. **No additional charges outside of the submitted costs will be considered or allowed.**

LINE	QTY	UOM	DESCRIPTION	COST
1	1	Each	1-2 minute "Itinerary" Film for theatrical/broadcast/digital/social media distribution	\$
2	1	Each	30-60 second Cutdown edit for broadcast/digital/social media distribution	\$
3	1	Each	"Main to Main Promo" Film for theatrical/broadcast/digital/social media distribution	\$
4	1	Each	10-15 second Teaser edits for social media distribution	\$
5	1	Each	Set of 24 Finished Still Images	\$
6	1	Each	All raw footage, assets, and project files	\$
7	1	Each	All unfinished stills captured for the project	\$
8	1	Each	Photography Services	\$
9	1	Each	Videography Services	\$
10	1	Each	Drone Videography Services	\$
11	1	Each	Additional post-production services	\$
12	1	Each	Additional services as detailed (if applicable) :	\$

TOTAL PER COMMUNITY: \$ _____

Note: The Total Per Community Cost must reflect the sum of all 12 line items.

GRAND TOTAL : \$ _____

Note: The Grand Total Cost must reflect the total for all 12 line items, multiplied by the 72 communities.

Proposal Number: 43-1383-25

Vendor: _____