

MAR 13 2015

REQUEST FOR PROPOSALS
By the City of Homer, Alaska
For the Production of a Marine Trades Promotional Video

The City of Homer, Alaska is requesting proposals from qualified firms for video production services to create a short film for promoting the Homer Marine Trades Association and Homer Port and Harbor. Successful proposer will be contracted to produce such a video, and to furnish the necessary labor, materials, equipment, tools, supervision, and other facilities to perform under such contract.

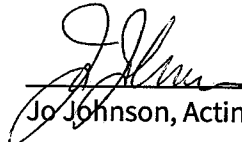
Plan holder registration forms, and Plans and Specifications are available on line at <http://www.cityofhomer-ak.gov/rfps>. **All proposers must submit a City of Homer Plan Holders Registration form to be on the Plan Holders List and to be considered responsive.** Sealed proposals shall be received at the Office of the City Clerk **no later than 4:30 pm, Friday, April 3, 2015.** Please direct proposal submission questions to Jo Johnson, City Clerk, at (907) 235-3130. Please direct technical questions regarding this proposal to the Port and Harbor Office in writing at bhawkins@ci.homer.ak.us, or to 4350 Homer Spit Road, Homer, AK 99603.

There will be an **optional** meeting/teleconference held prior to the closure of the RFP. This will give all proposers involved the opportunity for questions and answers with City Staff to ensure all information is open and concise. The OPTIONAL Pre-Close RFP meeting/teleconference will be held Wednesday, April 1, 2015 at 2:00 pm at the Homer City Hall Conference Room.

The City reserves the right to accept or reject any or all proposals, to waive irregularities or informalities in the proposals, and to award a contract to the respondent that best meets the selection criteria and the City's needs.

Dated the 13th day of March, 2015

CITY OF HOMER



Jo Johnson, Acting City Manager

Account #: 400-0600-5227
Published: March 19 & 26, 2015 – Homer News

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The City of Homer is interested in creating a short (3 to 5 minute) commercial video featuring marine trades of Homer and Homer's Port and Harbor for the purpose of attracting new business to Homer. The City is interested in using all available technologies in this production, including aerial videography. The commercial video shall be focused on all marine trades-related activity currently taking place in Homer, and also highlight Homer's location/connectivity, weather advantage in Alaska, and the skillset of our residential workforce. Proposers are asked to present a themed storyboard depicting "Homer is in the Business of Boats" to include, but not be limited to: various vessel sizes and capabilities, geographic advantages, climate, diversity of workforce, what skills are available, and Homer's connectivity by land, sea, and air.

The completed product will be used as a promotional tool at trade shows, posted on social media sites such as YouTube and Facebook, and for the City of Homer Port and Harbor's web page.

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SCOPE OF WORK:

Successful proposer shall provide all labor, expertise, and equipment necessary to create a professional commercial. Footage already owned by the firm can be used beneficially for these purposes. The finished product shall be property of the City of Homer. The City's budget limit for this project is \$7,000 – \$9,000.

TERM OF CONTRACT:

Successful proposer will be required to enter into a contract with the City of Homer no later than April 14, 2015. A completed product is requested to be done no later than **September 15, 2015**.

FUNCTIONAL REQUIREMENTS:

Successful proposer is responsible for the following:

- Safety.
- Obtaining State of Alaska Business License within 30 days of signing a contract with the City.
- Obtaining publication permission from all individuals and/or entities captured in video.
- Working collaboratively with Homer Marine Trades Association and City of Homer to produce a completed product, on-time and within the parameters of the agreed to project budget.
- Organizing milestone project review meetings with HMTA and City at 50%, 80%, 95% and 100% completion. The purpose of these meetings is to keep open a clear communication between the contractor and customer. The proposed work schedule shall be outlined within the contract.

INSURANCE:

Prior to commencement of work, the Proposer shall be required to provide proof of insurance and to keep it in full force and effect, at their expense, the following minimum policy limits. Also, the City of Homer shall be named as additional insured during the project's duration.

1. General Liability Insurance in the minimum amount of \$500,000.00 for any one person and not less than \$1,000,000.00 for any one accident or occurrence, for death, bodily injury, personal injury, and/or property damage.
2. Worker's Compensation in accordance with the laws of the State of Alaska, and Employer's Liability Insurance with minimum limits of \$1,000,000/\$1,000,000/\$1,000,000.
3. Property damage liability which shall include any and all property whether or not in control, custody or care of the contractor, in an amount of not less than \$1,000,000.00 on account of any one accident.
4. Automobile Liability Insurance covering owned, non-owned, or hired vehicles used by the firm, with limits not less than \$1,000,000 combined single limit for bodily injury and property damage.

RFP GENERAL REQUIREMENTS:

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals that do not address the items listed in this request may be considered incomplete and may be deemed non-responsive by the City. Interested firms should submit the completed proposal using the following instructions:

One original and one copy of the completed proposal in an opaque envelope marked as follows:

PRODUCTION CONTRACT FOR MARINE TRADES PROMOTIONAL VIDEO RFP

Homer, Alaska

PROPOSAL DATED: _____

Hard copy Proposal submittals shall be addressed to:

City of Homer, City Clerk

491 E. Pioneer Ave.

Homer, Alaska 99603

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There will be an **optional** meeting/teleconference held prior to the closure of the RFP. This will give all proposers involved the opportunity for questions and answers with City Staff to ensure all information is open and concise. **The OPTIONAL Pre-Close RFP meeting/teleconference will be held Wednesday, April 1, 2015 at 2:00 pm at the Homer City Hall Conference Room.** Proposers interested in participating via phone can call in at the following number: Virtual Conference Room: 907-235-8121, Extension #2299. Callers will be on hold until meeting begins

PROPOSAL FORMAT AND CONTENT:

Letter of Transmittal (one page maximum): The transmittal letter shall briefly state the firm's understanding of the City's request, make a positive commitment to provide the professional services specified, and give the name, title, address, and phone number of the person(s) authorized to make representations for the firm. The letter shall be signed by a corporate officer or other individual who has the authority to bind the firm.

Proposal Narrative (five pages maximum): The proposal narrative shall provide the following information:

1. **Proposed Cost Schedule:** Each Proposer shall submit a standard, all-inclusive cost schedule that they propose to use in this contract.
2. **Required Equipment/Facilities:** This section shall list the necessary equipment the firm must provide to accomplish the requirements outlined in this RFP.

3. Proposed Contract: Specify in detail the firm’s ability to fulfill the Scope of Work, Functional Requirements, Contract Term, and Insurance, that has been outlined in this RFP, including any additional contractual requirements the firm chooses to propose.
4. Proposed Contract Manager and Team Members: This section shall introduce the contract manager (Single Point of Contact) and members of the firm that will be performing the work under this contract and their experience with this type of work. Full resumes are not needed; one or two paragraphs on each member of the team will be sufficient. Any changes to the contract will not be valid unless agreed upon by both parties in writing.
5. References: List the names, titles, and phone numbers of at least three businesses that are familiar with your firm’s experience in maintenance and knowledge in the specified field.

EVALUATION CRITERIA AND SELECTION PROCESS:

The City of Homer reserves the right to reject any and all proposals submitted and shall not be liable for any costs incurred by any proposer in response to this solicitation or for any work done prior to the issuance of a notice to proceed or signed contract.

A selection committee will evaluate the proposals and make a recommendation to the City Council. Evaluators may discuss factual knowledge of, and may investigate proposer’s prior work experience and performance. This includes information referenced in the proposal, available written evaluations, and contacted references that were listed or other persons knowledgeable of a proposer's past performance. Factors such as overall experience relative to the proposed contract, quality of work, cost control, and the ability to meet schedules may be addressed during the evaluation. Submittals will be evaluated and scored in accordance with the following criteria:

1. Required Equipment	35 points
2. Proposed Storyboard/Contract to Fulfill RFP Requirements	20 points
3. Proposed Project Manager & Team, & their Experience	20 points
4. Proposed Cost Schedule	15 points
5. Pre-existing Footage Relevant to the Project	<u>10 points</u>
Maximum Score	100 points

The City of Homer reserves the right to award a contract to the highest ranked firm based solely on the written proposal or request oral interviews with a “short list” of the highest ranked firms. The highest ranked proposer will be invited to enter into negotiations with the City of Homer for the purposes of contract award. If an agreement with any proposer cannot be reached, the next highest ranked proposer may be contacted for negotiations. The City of Homer reserves the right to terminate negotiations with any proposer should it be in the City of Homer’s best interest.

PROPOSED TERM CONTRACT AWARD SCHEDULE:

RFP Advertisement	March 19 & 26, 2015 – Homer News
OPTIONAL Pre-Closing Meeting	April 1, 2015 at 2:00 pm
Proposals Due	April 3, 2015 at 4:30 pm
Review of Proposals & Choosing of Firm	April 6 - 8, 2015
City Council Award	April 13, 2015
Contract Signing/Notice to Proceed	April 14, 2015
Project Completion Deadline	September 15, 2015