



Request for Proposals – Boston Neighborhoods Video Campaign

The Greater Boston Convention & Visitors Bureau (GBCVB) is seeking proposals from qualified firms to produce twelve promotional videos about Boston's neighborhoods that are aimed primarily at the leisure traveler, but also at meeting planners and convention attendees.

Introduction, Background and General Information:

The GBCVB is a 501c(6) nonprofit organization charged with marketing Boston, Cambridge and the region as a compelling destination for visitors. With over 1,200 member companies, the GBCVB is an economic engine for greater Boston and looks to enhance the impact of visitor spending.

The objective of this project is to create a more authentic Boston experience, to tell a broader Boston story, and to bring visitor dollars to all of Boston's neighborhoods. The GBCVB is collaborating with the Boston Main Streets organization to identify alluring areas within each neighborhood to feature in the videos.

Subject matter for the videos will include interviews with local business owners and community ambassadors, urban green space, unique events and festivals, restaurants and nightlife, outdoor scenery, storefront and street scenes, and the vibrant public art that exists throughout all of Boston's neighborhoods.

Project Details

- **Running Time:** The GBCVB wants each video to be a maximum of 2 minutes
- **Project Completion Date:** End of June 2020
- **Projected Budget:** Not to exceed \$65,000

Required Proposal Submission

Interested parties should provide the GBCVB with five copies of a proposal, including the sections outlined below.

Include descriptions of the following:

- Name and location of company.
- Key staff members' experience and expertise.
- Local/national experience, especially in the hospitality/tourism industry.
- At least three references from recent clients for video production services.
- Case studies or samples of previous work, particularly any pertaining to the hospitality/tourism industry.
- If subcontractors or joint ventures will be used, please provide the above information for those entities.
- Pricing structure within the parameters of the proposed budget. Should include any costs for conducting interviews, post-production, music, etc.
- Duplication costs, with the understanding that any duplication falls outside of the budget set.

Deliverables

One high definition video for each neighborhood, totaling 12 neighborhood videos in all. One 15-second promotional cut for each neighborhood video to be used on GBCVB social media channels. A copy of all the footage shot on a hard drive.

The GBCVB will reserve right of ownership of all video footage.

Selection Criteria

- Competence to perform the services as reflected by technical training and education; general experience; experience in providing the required services, notably videography and production skills; and the qualifications and competence of persons who would be assigned to perform the services.
- Results of discussions with other clients.
- The firm's completeness and timeliness in its response to us.
- Proposed Fee.

Proposals received in response to this RFP will be reviewed by the GBCVB staff and member representatives. A firm will be selected based on the needs of the GBCVB. In its sole discretion, the GBCVB may determine the qualifications and acceptability of any party or parties submitting proposals in response to this RFP. Preference will be given to firms that are members of the GBCVB.

Whenever the GBCVB deems it to be in the GBCVB's best interest, the GBCVB reserves the right, in its sole discretion, to cancel this RFP, to reject any and all proposals, to waive minor irregularities or informalities in a proposal; to re-

advertise; and to proceed in a manner other than awarding a contract under this RFP. The GBCVB reserves the right to modify or amend any provision of the RFP at any time.

Copies of proposals must be received at the address below by **5 p.m. on Friday, January 31**. It may be mailed or hand-delivered to:

David O'Donnell
Director of Strategic Communications
Greater Boston Convention & Visitors Bureau
2 Copley Place, Suite 105
Boston, MA 02116

All questions regarding this RFP may be addressed to David O'Donnell at 617-867-8214 or dodonnell@bostonusa.com

MISCELLANEOUS

Expenses incurred in the preparation of submittals, presentations and other incidental activities related to this solicitation are solely the responsibility of the respondent.

All data, documents and other information provided to the GBCVB by the respondent because of this RFP shall become property of the GBCVB.

Respondent shall keep all communications between itself and GBCVB confidential, including but not limited to its Proposal. Respondent, however, should be aware that GBCVB may disclose the Proposal if required to do so by statute, regulation, or lawful order.

Any reliance on these contents, or any communications with the GBCVB, or any of its officers or employees, shall be at the recipient's own risk. Prospective bidders should rely exclusively on their own investigations, interpretations, and analyses in connection with this matter. The RFP is being provided by the GBCVB without any warranty or representation, expressed or implied, as to its content, accuracy or completeness. No warranty or representation is being made by the GBCVB that any response conforming to these requirements will be selected for consideration, negotiation, or approval.