



**REQUEST FOR PROPOSAL
FREDERICK VISITOR CENTER ORIENTATION FILM**

Visit Frederick is seeking proposals from qualified agencies to submit proposals for the production of a new destination orientation film to play in our Visitor Center. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposal (RFP). Project development will begin in July 2022.

About Visit Frederick

Visit Frederick is the recognized destination marketing organization for Frederick County, Maryland. Visit Frederick works to enhance visitors' experiences by providing information, resources and trip planning tools that inspire travel and consistently convey the exceptional quality of the destination. In 2019, 56% of visitors to Frederick County were day trips and 44% were overnight visitors (traveling more than 50 miles). Visitors spent \$426.1M in 2019 and supported more than 7,000 jobs in Frederick County.

About Frederick County, Maryland

Frederick County, Maryland is located 45 minutes from Washington, DC and Baltimore, MD. It is centrally located along the Eastern seaboard in the mid-Atlantic. Frederick County is home to rich Civil War history, national & state parks, world-class restaurants, locally-owned boutique shops, the most wineries, breweries & distilleries in Maryland, and 5 Main Street communities. Visit visitfrederick.org to learn more.

Purpose

Visit Frederick plans to engage the services of an agency to shoot and edit an 8-12 minute Visitor Orientation Film. This video will be utilized as an interpretive exhibit at the Frederick Visitor Center and will be shown in a specially-designed theater that can accommodate an audience up to 60 at any one time.

The current version of the orientation film is on 4 different screens and can be viewed HERE:

<https://youtu.be/77M4Cmu8AjQ>

Visit Frederick plans to upgrade our video display system to accommodate a new orientation film to be viewed entirely on one screen.

The Visitor Orientation Film will support the visibility and interpretation of Frederick County as a popular visitor destination with a diverse group of offerings that clearly showcases the area's natural beauty, unique recreational opportunities, a rich historical heritage and cultural diversity, shopping, dining, craft beverages, and the arts through a multitude of visitor attractions, special events, and amenities.

In addition to the full length film to be shown in the Frederick Visitor Center, shorter cuts will be utilized for the visitfrederick.org website, [YouTube](#), [Facebook](#), [Twitter](#), [Instagram](#), and other areas of the Frederick Visitor Center where short form video is utilized.

The timetable of this project is dependent upon filming in Frederick County during various seasons throughout the course of a year.

Requirements, Roles & Expectations

- Must shoot video in 4K HD (1920x1080p) or better
- Must provide a drone and a licensed drone operator
- Multiple cameras for shot variety are beneficial (steady-cam, go-pro, etc.)
- Must be able to shoot quickly as production may cover multiple locations in a day
- Dependent on the agreed upon vision for the video:
 - ◆ Ambient and/or room lighting may be sufficient, so lighting equipment may not be required. However, a basic lighting package may be beneficial.
 - ◆ Sound/audio equipment may be required

- Selected agency will be responsible for, but not limited to:
 - Pre-Production
 - Work with Visit Frederick to develop a vision for the video
 - If talent is needed, source talent options for Visit Frederick review and selection, sign contracts/releases for selected talent and handle payment of talent. Full rights usage agreements required.
 - Working with Visit Frederick, coordinate travel logistics for vendor and talent
 - Working with Visit Frederick, handle final logistics for the video shoot (scheduling, permitting, insurance requirements, signed location releases, etc.)
 - Source music options for Visit Frederick review and selection and purchase music license and usage rights for Visit Frederick
 - Develop a shot list for the video
 - Work with Visit Frederick and talent to coordinate wardrobe and props for the shoot
 - Work with Visit Frederick to create production book
 - Production
 - In addition to the Videographer and their associated duties, provide an on-site Coordinator/Production Assistant to:
 - Work with Visit Frederick staff to manage filming schedule and communicate changes with locations/partners during filming
 - Manage logistics and talent on site
 - Obtain signed releases still needed for any locations
 - Obtain signed releases for any background talent
 - Post-Production
 - Edit videos to selected music
 - Incorporate title, graphics, logos, maps, etc.
 - Provide up to three edit proofs for review and comment by Visit Frederick
 - Delivery of final videos and all other assets

- Visit Frederick will be responsible for, but not limited to:
 - Pre-Production
 - Work with partners to choose filming locations and connect them with the vendor
 - Work with agency to select appropriate talent (if required)
 - Work with agency to establish filming schedule for the shoot
 - Work with agency to pre-select potential wardrobe for the shoot
 - Work with agency to select appropriate music for the video
 - Work with agency to create production book
 - Production
 - On-site staff person to manage shoot logistics with the agency's Coordinator/PA
 - Provide production books for shoot
 - Provide water and craft services for shoot
 - Post-Production
 - Provide logo, info for maps, information for lower thirds, etc. for inclusion in the video
 - Provide feedback/comments/revision suggestions on video proofs

Deliverables

- One 8-12 minute, color-corrected video shot in 4K HD 1920x1080p minimum
 - ◆ Exported in:
 - 16:9 format, widescreen
 - 4:5 format
 - If filmed in .mov format, in both .mov and .mp4 formats
- Three 15-30 second sizzle reels utilizing footage from the final video exported in both 16:9 and 4:5 format. And if filmed in .mov format, in both .mov and .mp4 formats.
- 5 short form cuts for social media (Instagram, Facebook, and Twitter)
- 4 short form cuts in format for other video display areas in the Frederick Visitor Center
- Copies of the split tracks (video only, graphics and music)
- All b-roll footage and all photographs, if any taken, with full rights usage, including talent
- Copies of all signed contracts, permits, releases, etc.

Proposal Format

Application Capability (Proposals are due in the format of a PDF):

- Background of the agency (No more than 2 pages)
- Team members that will work on the project, including biographies and a chart outlining each team member's role in the production (No more than 3 pages)
- Prior experience for at least two and no more than four current or recent completed projects similar in scope to this project with the following noted for each (No more than 2 pages per project)
 - Purpose of video
 - Primary Audience
 - Production Timeline
 - Other Relevant Information Regarding this Project
 - Links to view completed projects
 - Outcome
 - Budget
- Describe in summary form the agency's plan of action for completing this project (No more than 3 pages)
- The company's bid should include travel and transportation to, from and within Frederick County, Maryland. (No more than 5 pages)
 - Proposed budget and budget justification
 - Agency's fees and planned invoicing procedures
 - Proposed Timeline
 - Three References

Review Criteria

- Originality and creativity
- Evidence of past success in video/film production for similar projects.
- Ability to work within budget and within established timeframe.
- Sensitivity to the mission of the project.
- Meets project budget of up to \$150,000

Submission Details and Timeline

- Proposals are due in the form of a PDF on or before **June 30, 2022**
- Send proposals in the form of a PDF to bbickerton@fredco-md.net
- Please direct all questions to Becky Bickerton at bbickerton@fredco-md.net
- Proposals after the deadline will not be considered.