

PICTOU COUNTY REGIONAL ENTERPRISE NETWORK

ADDENDUM Request for Proposal Video Content Services

ADDENDUM NO: 1 DATE ISSUED: August 21, 2020

ISSUED BY: Heidi Sinclair, Communications and Community Outreach

DESCRIPTION: Request for Proposal – Website Development Services

INSTRUCTIONS: Addendum No. 1 – Extension of Closing Date and Additional Information for Proponents

Details of Addendum: Extension of Closing Date: The deadline for submissions has been extended to: September 4, 2020 4:00 PM Atlantic

The PCREN wishes to provide proponents with additional information in response to questions received that may be beneficial in the completion of their proposal.

1. Can you provide reference examples of the type of short/long vignettes that you want to create?

Response: We do not currently have specific examples.

2. Will the videos be profiles of specific businesses or attractions in Pictou County, or thematic pieces based on topics such as retail, tourism, etc?

Response: We are asking for a variety of videos. We will be asking for videos that will capture interviews of local business owners, attractions in Pictou County, and more thematic pieces.

How many locations do you anticipate covering - # of communities, # of specific locations?

Response: We are anticipating approximately 20 locations over 6 days of filming to create 10 short vignettes and 5 long vignettes, as well as 3D virtual reality videos. Locations are all within 20 minutes of each other.

3. What are you looking for in terms of building a video archive?

Response: A video archive will result in the PCREN owning all footage that is captured over the six days of filming.

What length of video are you referring to when you indicate short vignettes and long vignettes?

Response: We are anticipating the following:

- Short vignettes (x10) will be 1-2 minutes
- Long vignettes (x5) will be up to 3-5 minutes

