

**PICTOU COUNTY  
REGIONAL ENTERPRISE  
NETWORK**

**Pictou County Regional Enterprise Network  
Request for Proposal (RFP)**

**Videography Content Services**

**Date Issued: August 19, 2020**

**Submission Deadline: August 28, 2020**

**Pictou County Regional Enterprise Network (PCREN)**

**112 Provost Street, Suite C, New Glasgow,  
NS, B2H 2P4**

The Pictou County Regional Enterprise Network reserves the right to reject any or all proposals or to accept any or all proposal or part thereof considered to be in its best interest. We thank all submissions in advance and advise that only those proposals selected will be contacted. Proponent(s) should be prepared to make a presentation or provide additional information as required.

## **Purpose**

The purpose of this RFP is to set forth requirements and seek proposals from potential vendors to capture videos that will be used on the Pictou County Regional Enterprise Network website and embedded in 3D scans to support the development and launch of a virtual community. The overall goal of this project entails converting Pictou County into a "Virtual Community", turning the Pictou County Regional Enterprise Network's website into a portal, through which consumers can: virtually visit local businesses; shop online; explore regional sites (whether recreational, tourism, retail or investment focused) and access many of the business products and services available in the region. The virtual community will be presented through a combination of 3D scanning, links to ecommerce platforms, virtual reality technology, videography, photography, and storytelling. The site will be highly accessible, easily navigable, and ensure continued access to local businesses even when customers cannot visit the businesses in person, whether due to geography or pandemic related restrictions.

This site will use innovative, cutting edge technology to build our local economy's resiliency and ensure Pictou County and its businesses remain accessible, year-round, and even during a continuation of the pandemic.

Pictou County Regional Enterprise Network's intention is to select a candidate organization from proposals submitted to negotiate a formal contract to provide videography services.

## **About Pictou County Regional Enterprise Network (PCREN)**

The Pictou County Regional Enterprise Network (PCREN) initiates, leads and contributes to sustainable economic growth in Pictou County by fostering a culture of collaboration, navigating organizations to the resources they need, and engaging in meaningful economic development projects.

## **Administrative Requirements**

For tendering, legal and billing purposes, the client is Pictou County Regional Enterprise Network. Submissions in response to this request for proposal assumes acceptance of all terms described herein.

## Eligibility

Vendors must be registered companies, with the legal authorization to conduct business in the Province of Nova Scotia. Any vendor consultants proposed for this project must be legally entitled to work in Canada. Upon award a request for proof of insurance will be made.

## Enquiries and Proposal Submissions

All enquiries and proposals are to be directed electronically to:

Heidi Sinclair, Communications and Community Outreach,

Phone: (782) 440-3480 Email: [heidi.sinclair@pcren.ca](mailto:heidi.sinclair@pcren.ca)

Enquiries and responses may be recorded and may be distributed to all proponents at the option of Pictou County Regional Enterprise Network. Please provide proposal submissions electronically to [heidi.sinclair@pcren.ca](mailto:heidi.sinclair@pcren.ca).

## RFP Guidelines and Schedule

Schedule:

- Questions can be submitted to Pictou County Regional Enterprise until 4 p.m. AST August 26<sup>th</sup>
- Proposals will be accepted until 4 p.m. AST on August 28<sup>th</sup>

Any proposal received after the deadline will not be considered. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costing in the proposal must be all inclusive and include any outsourced work. All proposals recommending outsourcing must provide a name and description of the organizations they plan to partner with.

## Project Goals

The purpose of this project is to increase web traffic and sales to local businesses and to position Pictou County as an attractive place to live, to work, to play and to do business.

## **Project Scope**

Project Scope: The scope of this project includes the delivery of the following services:

- Video shooting – archival footage
- Creating & Editing – short vignettes (x10)
- Creating & Editing – long vignettes (x5)
- Music licensing
- 360 VR videos (x3)
- Videography project management

All intellectual property, source files, digital assets, and related permissions will be transferred to Pictou County Regional Enterprise Network upon completion of the project.

It is the Pictou County Regional Enterprise Network goal to have content ready by end of October 2020.

## **Success Criteria**

The following criteria must be met:

- Visually and aesthetically captures
- Ability to work closely with members of Pictou County Regional Enterprise Network on coordination of tasks and resources
- Ability to successfully partner with local organizations to coordinate staged captures

## **Pricing**

All proposals must include proposed costs to complete all services. Vendors are asked to provide pricing models that are scalable and provide economies based on project size. They are also asked to provide pricing models broken out for the following services:

- Costs to create capture and create content
- Project management
- Vendors may also include modular pricing for other services they would see as providing value that are not included in the RFP document

## **Value Add**

Respondents are invited to include in their proposal any service(s) or component(s) that add(s) value to their submission or which provide(s) a unique offering not included in this RFP. This will include a description of the service/component/offering and associated cost (if not included in the requested breakdown of fees and rates).

## **Bidder Qualification**

We ask Bidders to follow the following format for their proposal:

- Business name and contact information
- Qualification and experience of firm
- Qualifications and experience of key staff allocated to the project
- Project management methodology: Description of how they will plan, build and deploy their solution. As well an outline of how they will manage disputes and resolutions
- References from previous clients
- Pricing
- Proposed Schedule

## **Proposal Evaluations Criteria**

To ensure consideration for this RFP, your proposal must be complete and include all of the following:

- Overall proposal suitability: proposed solutions must meet the scope needs included and be presented in a clear and organized manner (15%)
- Capacity: evidence that the proposer can carry out the project on time/budget (15%)
- Awareness and understanding of the project goals and objectives (15%)
- Organizational experience: bidders will be evaluated on their experience as it pertains to the scope of the project (15%)
- Pricing and Value Add: bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of the project as well as any value added components that may wish to provide to their proposals. If bidders intend to provide valued added items to their proposal they should be listed separately with estimated values attached (40%)

## **Notification of Proponents**

Note that while pricing is an important factor, the lowest price bid will not necessarily determine the winning proposal.

Pictou County Regional Enterprise Network may contact individual respondents during this process for clarification or elaboration of proposal elements. Selected proponents may also be expected to meet with Pictou County Regional Enterprise Network virtually to present their proposals.

Pictou County Regional Enterprise Network reserves the right to negotiate the final scope and price of the project with the selected proponent.

## **Submission**

- Please provide proposal submissions electronically to [heidi.sinclair@pcren.ca](mailto:heidi.sinclair@pcren.ca) until 4 p.m. AST on August 28th