

**Great Falls Montana
Video Production Services
*Request for Proposals***

Great Falls Development Authority, Inc.

July 21, 2020

I. INTRODUCTION

The Great Falls Development Authority, Inc. (GFDA) is seeking a firm(s) with video production experience to write, produce, film and edit four short videos promoting living and doing business in the Great Falls trade area -- Montana's Golden Triangle.

We are approaching this project with a wide-open view of what creative messaging and video marketing techniques will be most effective in attracting talent and business/real estate investment in our market. The videos and video content will be used as part of our larger talent attraction and business development efforts. As funding permits and effectiveness is proven, we may engage the selected firm(s) to provide additional video production services.

Interested firms are encouraged to discuss this RFP with us, as detailed below. We also encourage creative partnerships of consultant teams.

II. BACKGROUND

Our EDO

GFDA is a regional public/private EDO which focuses its efforts on the 13-county Great Falls Montana trade area, also known as Montana's Golden Triangle. Great Falls Montana is a MSA with 86,000 population. Our trade area extends to the Canadian border, totaling about 209,000 population. We seek to generate business attraction leads for this entire metro/rural/tribal region.

Our EDO works on business attraction, business retention/expansion, business start-ups, and a wide range of efforts to make our region more competitive in attracting private investment and retaining/attracting talent. We are involved in downtown revitalization, brownfield redevelopment, workforce, infrastructure, and housing, amongst other things. We are a certified Community Development Financial Institution (CDFI) that provides gap and bridge financing to businesses, start-up entrepreneurs, real estate developers, and non-profits. We host a Small Business Development Center (SBDC), a Procurement Technical Assistance Center (PTAC), and a Montana Food & Ag Development Center. We provide office space for a team member of the Montana Manufacturing Extension Center. We have an

affiliate CDC which we staff, High Plains Financial, that we created to offer SBA 504 loans statewide. We are the developer of the Great Falls AgriTech Park, a BNSF-certified premier rail industrial park. Our newest initiative is talent attraction which we launched in January.

GFDA is formed as a non-profit 501 (c) 3 governed by a 37-member board comprised of community partners and our private investors. We have a 15-person staff, having grown from 9 people three years ago. Our business development team, which handles business attraction, business retention/expansion, and marketing all of our products and services, has grown to 5.5 FTE. The business development team is led by our Senior Vice President who leads business attraction efforts, and includes a Business Development Officer (BDO) who focuses on business retention/expansion and marketing logistics (events, materials, etc.), a downtown Great Falls BDO, a Content Marketing Manager who handles our web site, social media, and other digital marketing, our Food & Ag Development Center Director who focuses on food, ag and bio-processing business development, and a 0.5 FTE team member who manages our databases. Our President & CEO is also involved in business development.

GFDA is the first EDO in the Rocky Mountain West to earn accreditation from the International Economic Development Council. As a private sector driven EDO, we have a culture of continuous improvement, experimentation, and organizational entrepreneurship. We are results driven with an emphasis on providing value to our clients.

Marketing Objectives

Given the wide scope of our work, we have multiple marketing objectives that we would like to use video to increase our effectiveness. Our five marketing objectives are:

1) Local Market. Existing Businesses and Entrepreneurs. To increase awareness of our services and resources amongst existing businesses in the Golden Triangle, as well as amongst would-be entrepreneurs and referral sources (bankers, lawyers, accountants, community officials, etc.) so that we can increase our in-market lead generation, particularly amongst clients we rank high priority. Too few existing businesses are aware of GFDA, or of the breadth and depth of our services and resources.

2) Business Attraction. To increase the awareness of the competitive advantages of doing business in our region, particularly in our target industry clusters, so that we can increase our out-of-market lead generation. This leads to the attraction of businesses to expand into our region, and in real estate developers undertaking projects in our region. It also helps attract entrepreneurs to relocate to our region to start companies.

3) Talent Attraction. To increase the awareness of the advantages of living in our region, particularly amongst skilled people and present/future entrepreneurs, so that we can attract talent to relocate.

4) GFDA Investment. To increase awareness of how we cost-effectively use our investor dollars to produce real results that grow our regional economy and create economic opportunity so that we can increase our local fundraising and help us break into national foundations and CDFI lenders.

5) Special Projects. To increase awareness and generate high value leads for three special projects. A) Our statewide offering of SBA 504 loans through our affiliate, High Plains Financial. B) Our heavy industrial rail-served Great Falls AgriTech Park for which we need to attract both in-market and out-of-market businesses to purchase lots and build facilities that need rail services. C) Our targeted downtown Great Falls revitalization effort seeking to attract businesses to expand into the downtown, entrepreneurs to start companies, and developers to undertake redevelopment and new construction projects.

Current Awareness Efforts

We utilize a variety of platforms to engage our investors and community and share information about the services GFDA provides and the projects we've undertaken. The Top Ten is a weekly email with a 3,000 person reach that shares local business success stories and openings, markets GFDA services, and gives updates on our EDO's projects. The GrowGreatFallsMontana.org website provides extensive information on GFDA's mission, services, and projects. LiveinGreatFalls.com is our new talent attraction web site. The Great Falls Development Authority Facebook, Instagram, Twitter and LinkedIn pages and the Live in Great Falls Facebook and Instagram pages keep followers up-to-date.

We have begun to produce in-house "Doing Business in the Golden Triangle" videos that we publish weekly. Each video features one existing business. We recently retained DCI for a one year business lead generation program. We issued an RFP for talent attraction marketing services and are in the process of reviewing the proposals we received.

Over the years, we have invested in professional photography and have shot some video, but we have not engaged with firms to produce professional videos.

III. OBJECTIVES

The selected firm(s) will produce four short videos for use in GFDA's marketing and awareness efforts. Our hope is to use this first engagement to learn more about how produced video content can cost-effectively boost the results of our marketing efforts, then engage with the selected firm(s) to produce a variety of video content over the long-term.

We anticipate that these first four videos will be around 3 minutes in length but may be longer or shorter as best fit the objectives of each video. We are looking for effectiveness, not length, and will rely on the expertise of the selected firm(s) to guide us in this regard. The videos will be shared digitally on platforms including, but not limited to, our websites LiveinGreatFalls.com and GrowGreatFallsMontana.org, YouTube, Vimeo, Facebook, Twitter, Instagram, and LinkedIn. Snippets of the video content will be used for a variety of marketing purposes.

We want videos that get people to act -- to begin exploring opportunities in our region and/or to contact our team. We want videos that people want to share. Something they can't wait for their friends/families/colleagues to see. Most critically, we need videos that produce real results. Click throughs and viral viewing numbers are nice, but our Montana investors really only care about marketing that generates high value leads that ultimately result in actual things occurring, for example, talent relocating to our region, businesses expanding to our region, more local businesses utilizing our services, or lots sold and facilities built in our industrial park.

The themes and intended target audiences for the 4 videos are outlined as follows:

- 1. Talent Attraction.** "I can see myself living there." That's the reaction of this video. The largest fraction of the proposed budget will be directed towards the talent attraction video. This video will creatively showcase Great Falls and the surrounding region as a great place to live, work and play. Aspects to highlight include but are not limited to quality of life, work-life balance, affordability, renter- and owner-friendliness, and remote worker opportunities. This video will be an integral part of the large talent attraction marketing effort recently launched by GFDA and has potential for sequels. Video will direct viewers to LiveinGreatFalls.com for more information.

Target Audience. Individuals or families considering relocation to the Golden Triangle. This audience typically has previous connections to the Great Falls community in friends or family.

Examples of Talent Attraction videos we love include:

[Are You Right for Buffalo](https://www.youtube.com/watch?v=IMx6MO1IZCc) -

<https://www.youtube.com/watch?v=IMx6MO1IZCc>

Chattanooga Perfect -

<https://www.youtube.com/watch?v=yRIQCMmmMoA>

[Say Yes to Dallas Myth Buster Videos](https://sayingstodallas.com/category/myths/) -

<https://sayingstodallas.com/category/myths/>

2. Business Services. This video will showcase the variety of business services offered by GFDA through the lens of clients who have used these services, including financing, business planning, business coaching, marketing assistance, budget setting, brownfield cleanup, government contracting, food & ag business coaching, and supply chain navigation. This video will send the message, “*Here’s how GFDA has brought value to my business.*” We believe it is most effective to market our services by having our clients share how we have brought value to their enterprises.

Target Audience. Primarily existing businesses, entrepreneurs, would be entrepreneurs, and business people already located in the Golden Triangle who are already involved with GFDA but are unaware of the range of services we offer, or are not aware of GFDA or the services we offer. These sectors include but are not limited to recreation, food and drink, ag and bioprocessing, advanced manufacturing, back office services, aeronautics, distribution, and energy production. Secondly, the target audience includes site selection consultants, businesses and real estate developers outside of our market who we want to consider our market. This video will also be shared with GFDA’s investors and potential investors to help visualize the growth- and results-oriented work we do.

3. Business Attraction. This video will showcase the advantages of business and real estate investment in the Golden Triangle. Owners or managers of companies who have chosen the Golden Triangle to open or expand a business will directly or indirectly answer the questions, “*Why did your company choose the Golden Triangle?*”, “*What were the decision factors in choosing the Golden Triangle?*”, and “*What were the results?*”. The video will highlight workforce, cost of doing business, locations, transportation options, and incentives for opening a business in the Golden Triangle. Potential business leads will see this video and want to reach out to GFDA for more information on the Golden Triangle.

Target Audience. National and international businesses, particularly in our target industries, and real estate developers primarily in the mountain west.

4. Great Falls AgriTech Park. This video will build interest amongst businesses searching for rail-served heavy industrial sites in the Mountain West.

Target Audience: National and international businesses, as well as site selection consultants, searching for rail-served, heavy industrial sites.

This is a team approach and we expect to work closely with the selected firm. We are a creative economic development firm with a growth-oriented strategy. We are open to an array of storytelling approaches but do not want videos that are simply a string of sit-down recorded interviews or voiceovers.

We like partnerships whenever they can be used to produce better results and/or increase the ROI on our limited resources. We realize that work-related travel with the restrictions and cautions in place due to COVID-19 will be prohibitive for some firms. We strongly encourage all interested firms to submit a proposal – if travel is not possible, there may be opportunities to partner with local video production companies for footage or other necessities.

V. SCOPE OF WORK

The scope of work is to produce four effective videos. The firm(s) will be responsible for the entire process of video creation, including concept creation, script writing, pre-production planning, video shooting, video editing, and video coding. The scope of work should be clear as to the services proposed to be offered by the consultant, and the time and resources that our staff team will need to expend. GFDA will be responsible for arranging for local people to be subjects of the video and will handle the logistics of scheduling with these people. At the conclusion of the work, GFDA will have the raw footage to utilize as we need, but more importantly we will have 4 high-quality videos to use for marketing.

Please detail a recommended scope of services and base your cost proposal on this scope of work. We anticipate beginning services on or before September 1, 2020.

We encourage team submittals that may pair local videography expertise with video production/editing capabilities that may or may not be available locally. We value and always want to use local businesses; however, our primary determination is always based on how we believe we can produce the best return on investment for our limited resources.

VI. CONSULTANT QUALIFICATIONS

We seek firm(s) that have successful experience in producing high-quality and creative video content. Our dream respondent(s) would have:

- 1) Proven experience in producing cost-effective video for non-profit, small business, or preferably economic development entities;
- 2) Proven experience in creating video content that produced results;
- 3) Creative methodology(s) throughout the production process, from conception through writing, filming, and editing;
- 4) Ability and interest in developing a long-term working relationship with EDO staff;

5) Excellent reputation amongst previous clients.

VII. PROPOSAL REQUIREMENTS

An electronic copy of the proposal should be submitted in PDF format by email, Dropbox or other electronic file sharing method by 5:00 PM MST on Tuesday, August 11, 2020 to:

Soren Chargois
Soren@GrowGreatFalls.org

We plan to distribute the proposals to our business development staff team and Executive Committee and, therefore, discourage the submittal of printed materials. We welcome inclusion of online URLs that would allow us to view past work.

The submittal should follow the order below and include, at a minimum the following information:

- A cover letter signed and dated by the person or an authorized representative of the firm making the submittal.
- A brief statement of your firm's understanding of the goals of this effort and of the services requested in this RFP.
- A brief statement of the history of your team, including relevant projects.
- A brief statement of what your firm does best, or different, in comparison to other firms.
- A proposed work plan with timeline indicating how your firm proposes to perform the project as defined in your scope of work. This work plan should be detailed enough to demonstrate your familiarity with this type of project. It should include information on your firm's methodology for completing the scope of work requirements. It should include the firms or sub-consultants and individuals that will prepare each major task or work product.
- Qualifications of key individuals to be assigned to this project, their availability during the relevant time periods, and their recent experience on similar projects.
- Examples and explanations that demonstrate the return on investment produced for similar clients.
- References from at least five clients that the firm has recently produced high-quality video content for and sample videos.

VIII. PRICE

The consultant will present a budget based on the Scope of Work and Objectives of the RFP. While price is a consideration, our assessment of the potential return on investment will be a higher determinant in the selection of firm(s). Respondents

should take into consideration within their proposed prices the amount of staff time GFDA will need to dedicate to identifying interviewees, assisting in organizing interviews and shooting locations, and other necessary work.

For our FY 2021 fiscal year (July 1, 2020 – June 30, 2021), we have budgeted for \$18,000 in talent attraction videography and photography, and \$15,000 in business development videography and photography, so our budgets are limited. We hope to produce more video content than these first four videos within these budgets, particularly in talent attraction. Firms that have the capability shoot photography and aerial content (as appropriate) while shooting the videos would make more effective use of our time and funds, and the time of the people involved in the video content.

IX. FIRM SELECTION

Firms that respond to this RFP will be evaluated and ranked. This evaluation will be based on the submitted proposals and, at the discretion of the Committee, on interviews with those consultants who appear to be particularly well-qualified, as determined from their written proposals.

The consultants will be evaluated and ranked in accordance with the following factors, which are weighted as shown:

- The consultant’s experience with similar projects (20%)
- The breadth of the consultant’s experience, including the qualifications and availability of the key personnel who would be assigned (20%)
- The methodology and scope of services to be provided (30%)
- Proven ability from examples and explanations provided that the firm can produce high-quality, innovative and unconventional video production services could bring significant awareness to the services provided by our EDO and to the projects our EDO has undertaken (30%)

Negotiations will commence with the highest ranked firm(s). Upon reaching agreement on a final work plan and price, the Great Falls Development Authority will award the contract(s). If agreement cannot be reached with the highest ranked consultant(s), negotiations may proceed with lower ranked consultant(s).

X. ADDITIONAL INFORMATION & CONDITIONS

A. STATEMENT OF NONCOMMITMENT

Issuance of this RFP does not commit the Great Falls Development Authority, Inc. to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP. The GFDA reserves the right to reject any or all proposals and re-advertise. All proposals become the property of the GFDA.

B. EQUAL EMPLOYMENT OPPORTUNITY

Successful contract bidders must comply with provisions of all applicable federal law, Title VI and Title VII of the Civil Rights Act of 1964. Any subcontracting by the successful bidder subjects subcontracting firm(s) to the same provisions of federal law.

In accordance with state and federal requirements, the consultant (hereinafter referred to as "contractor") must agree as follows:

1.) COMPLIANCE WITH TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 FOR FEDERAL AID CONTRACTS

(a) Compliance with Regulations. The Contractor shall comply with all Regulations relative to nondiscrimination in Federally-assisted programs of the Department of Housing and Urban Development, 24 CFR Part 1, as they may be amended (hereafter referred to as the Regulations), which are incorporated by reference and made part of this Agreement.

(b) Nondiscrimination. The Contractor, with regard to the work performed by it during the Agreement, shall not discriminate on the grounds of sex, race, color or national origin in the selection and retention of subcontractors, including procurement of materials and leases of equipment. The Contractor shall not participate either directly or indirectly in the discrimination prohibited in 24CFR Part 21.

(c) Solicitations for Subcontractors, Including Procurements of Materials and Equipment. In all solicitations, whether by competitive bidding or negotiation by the Contractor for work to be performed under a subcontract, including procurements of materials or leases of equipment, any potential subcontractor or supplier shall be notified by the Contractor of the Contractor's obligations under this Agreement and the Regulations relative to nondiscrimination.

(d) Sanctions for Noncompliance. In the event of the contractor's noncompliance with the nondiscrimination provisions of this Agreement, GFDA may impose sanctions as it determines appropriate, including, but not limited to withholding payments to the Contractor under the Agreement until the Contractor complies, and/or cancellation, termination or suspension of the agreement in whole or in part.

2) COMPLIANCE WITH THE MONTANA GOVERNMENTAL CODE OF FAIR PRACTICES, 49-3-207. MCA

In accordance with 49-3-207, MCA, the Contractor agrees that for this agreement all hiring will be made on the basis of merit and qualifications and that there will be no discrimination on the basis of race, color, religion, creed,

political ideas, sex, age, marital status, physical or mental disability, or national origin by persons performing the Agreement.

3) *COMPLIANCE WITH MINORITY & WOMEN BUSINESS ENTERPRISES*

Contractor will make efforts to encourage the use of minority and women's business enterprises in connection with Agreements activities in accordance with 24 CFR Part 85.36(e) which describes the actions to ensure that minority and women's business enterprises are used when possible in the procurement of property and services.

C. VENUE

The laws of the State of Montana govern this contract. The parties agree that any litigation concerning bid, proposal, or subsequent contract must be brought in the Eighth Judicial District of Cascade County, State of Montana and each party shall pay its own costs and attorney fees. (Reference 18-1-401 MCA)

D. INSURANCE

Certificates of Insurance, indicating compliance with the required overage, must be filed with the Great Falls Development Authority within ten (10) working days of the Notice of Award. The proof of insurance/exemption must be valid for the entire contract period.

E. RFP AUTHORITY

This RFP has been issued in accordance with Title 18, Montana Code Annotated and the Administrative Rules of Montana, Title 2, Chapter 5. The RFP process is a procurement option, allowing award to be based on stated criteria or evaluation factors. The evaluation factors to be used in this procurement have been specified in this RFP.

F. ADDITIONAL INFORMATION

For more information regarding this RFP, please contact:

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