



REQUEST FOR PROPOSAL
URFP # 20-2625-3025
CITY OF NEWPORT NEWS
POLICE FEMALE RECRUITMENT VIDEO
ISSUE DATE: APRIL 2, 2020
RFP DUE DATE: APRIL 30, 2020 BY 3:00PM EST

BUYER: MIKE WHITE
ASSISTANT BUYER: SHAWNEEQUA TYLER

SUBMISSION DATE: APRIL 27, 2020

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SECTION C - 2.
TAB 1 / URFP COVER PAGE



**CITY OF NEWPORT NEWS
OFFICE OF PURCHASING**

2400 Washington Ave., 4th Floor, Newport News, VA 23607

REQUEST FOR UNSEALED PROPOSALS (URFP)

URFP #: 20-2625-3025 **ISSUE DATE:** April 2, 2020

TITLE: Police Female Recruitment Video

BUYER: Mike White, whitemt1@nnva.gov

ASSISTANT BUYER: Shawneequa Tyler, tylersd@nnva.gov

REPLY NO LATER THAN: April 30, 2020 at 3:00 p.m.
Please return your response to the Buyer with a copy to the Assistant Buyer at the email address above. Proposals may also be mailed to the Office of Purchasing at the address above. Fax: 757-926-8038; Call 757-926-8721 for additional information.

DEADLINE FOR QUESTIONS: April 9, 2020 at 3:00 p.m. Questions should be sent to: whitemt1@nnva.gov with a copy to Shawneequa Tyler, tylersd@nnva.gov

1. There is NO Public Opening for this URFP. Award shall be made to the responsible Offeror whose proposal is determined to be the most advantageous to the City taking into consideration price and the evaluation factors set forth herein.
2. The City requires the goods or services identified in the Scope of Work. Review the attached Submission Requirements Section and Terms and Conditions which apply to this purchase.
3. **Return this Page as the Cover Page with your proposal.**

Company (Offeror) Information

Company Name: Studio Center Corporation

Street Address: 161 Business Park Drive City: Virginia Beach

State: VA Zip Code: 23462 Federal Tax Identification Number: 54-0755882

Telephone No. 757-622-2111 Cell Phone: _____ Email: Lanley@studiocenter.com

Individual Name: Lanley Lakes (Print) Title: Account Manager

Signed: *R. Lakes*

Is your Company a certified Small, Woman or Minority Owned Business ___ Yes No

If yes, indicate the certifying entity (ex. [SBSD](#)) and Certification Number _____

NO RESPONSE:

If your firm is unable to provide a proposal, please return this page by fax or email with the following:

We do not provide this product/service No Response because: _____

SECTION C - 2.
TAB 2 / COMPANY PROFILE

TAB 2 / STUDIO CENTER / COMPANY PROFILE

STUDIO CENTER was one of the first production studios to specialize in the production of broadcast advertising. We have over 53-years of experience specializing in producing nationally acclaimed and award-winning content creation, distribution, and measurement. The Studio Center brand is renowned both for its high-end work and unmatched client service. Studio Center has ten distinct in-house divisions including Creative & Branding Services, Account Services, Digital Services and Media Services. Each of our divisions has dedicated individuals who are experts in their field. The company's work consists of, but is not limited to, radio and TV commercials, training videos, digital planning and implementation, sound design, voice overs, media planning and buys, 2D & 3D motion graphics, animation, websites, web videos, and foreign translations. We are a privately owned company that operates in five different locations, headquartered in Virginia Beach with hubs in Washington, DC, New York City, and Richmond, Virginia.

In the last 10 years, Studio Center has expanded to include traditional ad agency elements including Creative & Brand, Media Strategy & Buying, Paid Digital, Social Media Management, Print Design & Production, and Public Relation services. Our in-house account managers, coordinators, directors, writers, audio engineers, graphic designers, video producers, video editors and more have developed effective advertising for broadcast, online and mobile for over the past 30+ years. We've created campaigns for nonprofits, universities, restaurants, breweries, coffee roasters, banks, retail, state lotteries, and museums, just to name a few. We use the latest technology, tools and techniques to capture and tell our client's stories. It is our quest to make films that are effective and have the highest quality look, sound and feel.

We hope by building this hybrid agency model within Studio Center will give our clients the ease of a "one-stop shop" for all their advertising and marketing needs. No more having to make multiple calls to different companies and connecting with different contacts. Your creative, strategy, and media is all under one roof. More importantly, by creating this agency model we give you 100% transparency in all the projects we work with you on. We'll provide you an estimate up front and will only commence once you sign off. No worrying about retainer fees. Now you won't find that with other agency models.



All of your needs under ONE HOUSE.

One-Stop Shop. Makes it easier on YOU.

Our In-House Capabilities:

- Account Services
- Creative and Branding
- Audio Production and Sound Design
- Talent Casting
 - On-Camera
 - Voice Over
 - Union and Non-Union
- Video Production
- Video and Graphic Post Production
- Custom Jingles and Music
- Media Strategy and Buying
- Public Relations
- Digital and SEO Strategy
- Web Design, Development and Hosting
- Social Media & Reputation Management
- Print Design and Production
- Photography



Studio Center Randoms.

- Established in 1967.
- Clients in 50 States / 23 Countries.
- Five offices – Virginia Beach, VA (main hub). Richmond, VA. Washington, DC. New York City.
- Number of employees – 60.
- Number of coffee makers – 43.
- Official snack – Chocolate Chip Cookies.
- Number of cookies made a month – 1,200.
- Number of dogs in our offices – 9.
 - Ozzy, is the head AussieDoodle-In-Charge.
- Relieve stress - rubber band fights. (Including the CEO.)



TAB 2 / STUDIO CENTER / OWNER PROFILE

Meet William “Woody” Prettyman. Woody is the Chief Executive Officer of Studio Center, a 52-year-old, nationally acclaimed and award-winning firm specializing in content creation, distribution and measurement. William purchased Studio Center in 2004 and has been instrumental in the growth and success of the company, which specializes in audio production, video production, web design and development, branding, voice and on-camera talent, social media and media buying. William was born in Arlington, VA, majored in business at Radford University and enjoyed a decade -long radio career at Saga Communications before moving to iHeart Media as Vice President of Sales for Virginia until 2002. During William’s tenure at Studio Center, the company has received over 2,000 awards, including a Grammy, an Oscar and countless Telly Awards, which honor and showcase the highest standards of excellence in television commercials, video, film, and work created for the web. Under William’s leadership, Studio Center has donated millions of dollars in cash and services to charitable organizations including St. Jude’s Children’s Hospital, The American Heart Association, Operation Smile, CASA and the American Diabetes Association. William resides in Virginia Beach with his wife, two children and three dogs. Studio Center operates in five different locations and is headquartered in Virginia Beach (two locations) with hubs in Washington, DC, New York City, and Richmond, Virginia.

SECTION C - 2.
TAB 3 / UNDERSTANDING THE
SCOPE OF WORK

TAB 3 / STUDIO CENTER / UNDERSTANDING THE SCOPE OF WORK

City of Newport News Police Department (NNPD) is seeking a qualified contractor to provide several recruitment videos specifically targeting Women in Law Enforcement. Videos produced would be broadcasted on the Newport News TV channel along with the city's website and social media platforms.

The are two objectives of the videos 1) increase the number of female applicants to serve as a Newport News police officer and 2) encourage existing female Newport News Police Officers to apply for leadership positions and promotions.

Right now there are varying factors hindering people from applying to be or seek leadership roles. Some of the thought is the work is too dangerous, this is career for men only, crime is too high in the city, can't have a family-work balance, lack of confidence in existing female officers, females don't get to engage in the high-adrenaline positions within the force and the negativity from the public of being a police officer. The City of Newport News Police Department wants to change those attitudes through the production of these videos showing it's the opposite.

- Newport News crime has gone down!
- Reality of the number of times an officer discharges their weapon
- Number of times an officer is injured or dies is lower than thought
- Being an officer is no longer a male dominated field
- Family-life balance may be difficult when first becoming an officer or being promoted, but this can be temporary. There are options.
- Explain that all professions have "bad" people and counter this statement showing the actual number of complaints. The installation of body-cam has helped deter this bad behavior
- Show females DO get to engage in high-adrenaline positions by hearing from the NNPD SWAT leader who is a female. Along with others in positions deemed high-adrenaline.
- Build confidence in female officers to apply for other positions and promotions by conveying a "Can Do" attitude.

TAB 3 / STUDIO CENTER / UNDERSTANDING THE SCOPE OF WORK

These milestones can be met targeting the right group of females by selecting a media mix to deliver high viewing frequency. The city wants to reach those still in High School considering law enforcement; females under the age of 60; those previously enlisted or retired from the military; existing NNPD female officers; and those considering a switch in careers. Video messaging will be testimonial style showing diversity in the force and addressing the current attitude of the target audience

In the end, the city wants female viewers to leave feeling “You are going to love this job!” or “You are going to make an exceptional leader!”

SECTION C - 2.
TAB 4 / APPROACH & PROCESS

SEC C - 2. / TAB 4 / STUDIO CENTER / **APPROACH & PROCESS**

- Discovery & Research
 - Meet with client (Face-to-Face at NNPD or Studio Center in Virginia Beach)
 - Unless Stay-at-Home Order is still in place we can do the meeting vi aviseo
- Develop a Project Timeline
 - Including designating shoot date(s)
- Develop Requirements Document/Creative Brief
- Initial Storyboard Design Phase
- Present Storyboards/Rough Ideas/Issue Session
- Second Storyboards Based on Client Feedback
- Voice over Talent Auditions / Selection / Recording (if applicable)
- Video Shoot Planning
- Video Shoot
- Draft of Video for Presentation
- Revisions (if needed)
- Final Delivery to Client – Long Form
- Cutdown Versioning Delivery to Client

Discovery & Research

Studio Center will set up a in-person meeting with Newport News Police Department. This is dependent on Virginia's COVID-19 Stay-at-Home order otherwise will do meeting via video. During this meeting we want to discover thoughts and ideas you may have in regards to how you want the final video to look and feel. This will give our Creative Director ideas on where to start with the creative direction and storyboards initially to be presented to you.

Develop a Project Timeline

We'll develop a Project Timeline, with video shooting date(s) included, based upon on a final delivery date agreed upon during the Kick-off Meeting. We'll ensure there's enough time for feedback and revisions throughout. We've added a mock timeline for your reference based upon the project being awarded on May 1st.

Studio Center uses a project management tool called Basecamp. Basecamp is a user friendly web based tool for easy communication and organization of files. We will set up the Studio Center team along with the primary contact(s) from NNPD. We can also add whomever else requested to Basecamp to track progress on the progress. However, we still believe the best way of communication is a good old fashioned phone call.

SEC C - 2. / TAB 4 / STUDIO CENTER / APPROACH & PROCESS

Initial Storyboard Design Phase

We will have our Creative Director and Video Editor start on the initial creative direction & storyboard design. Before presenting to you, we will meet internally to make sure we are hitting items outlined during our in-person meeting.

Present Storyboards/Rough Ideas/Issue Session

Our next discussion, via video conference, will be to present the storyboard concept. At the conclusion of the meeting we'll take your feedback and make revisions, as needed. Our ultimate goal is customer satisfaction.

Second Storyboard Design Based on Client Feedback

Based on the feedback provided we will present revised storyboards for you to sign off on. Once we have storyboard approval we will move on to planning for the video shoot.

Voice Over Talent Auditions, Selection and Recording (if applicable)

Once the creative direction & are approved your assigned Casting Director will start the voice over talent auditions. They will take the specs discussed in the kick off meeting to select talent on our roster to read a select portion of the intended script. As our talent post their auditions you will be able to review them via the Studio Center Audition site. Once the audition has concluded it's now in your hands for selection. If there are talents that you are interested in, but want them to the re-audition we can do that. This is all at no charge to you. It's one of the advantages when you work with Studio Center. We want to be sure you have the perfect narrators for your video.

Once you have selected your talent(s) the Casting Director will set up a session time to record. NNPD is encouraged to supervise the audio session. This gives you the opportunity to direct the talent as to how you want the voice delivery to be.

Video Shoot Planning

With creative direction set, the venue and subjects involved will need to be determined. With input from the NNPD, we will build the shoot schedule based upon availability for each. We will provide information on number of crew and general equipment we will be using.

Video Shoot

Studio Center operates on 10-hour days for the purpose of full day video shoots. For shoots during which we are capturing interviews, the general number of crew ranges from 4-6. For b-roll only shoots, 3-4. We use a 4K High Definition Sony FS7 camera package with cinema lenses to capture our images.

SEC C - 2. / TAB 4 / STUDIO CENTER / APPROACH & PROCESS**1st Draft and 2nd Draft of Video for Presentation**

We will deliver the full rough cut for the long form video for initial review by the NNPD on or before the pre-determined date. When developing the timeline for the project we put in 1st Draft and 2nd Draft presentations. But if more revisions are needed, not a problem. We strive for customer satisfaction.

Final Revisions Before Final Delivery

If needed, we'll make any revisions before posting final deliverables.

Final Delivery to Client

Last step is the final delivery. We will provide you with any final file formats needed to place on your choice of outlets.

Cutdown Versioning

Once delivery of the primary long form video is completed, we will move on to production of the 30-sec and then 15-sec versions.

SECTION C - 2.
TAB 5 / QUALIFICATIONS OF
STUDIO CENTER STAFF

SEC C - 2. / TAB 5 / STUDIO CENTER / QUALIFICATIONS OF STUDIO CENTER STAFF

Collectively our producers, creatives and editors have over 80 years of experience in their respective fields. Here are some of the key players that will be on the Studio Center / NNPD team.

ACCOUNT SERVICES**William Prettyman, Account Director**

Years Experience: 34 Years / **Time @ Studio Center:** 16 Years

Role: Manage Studio Center's NNPD team. Ensure strategy in accordance to exceed goals.

Lanley Lakes, Account / Project Manager

Years Experience: 16 Years / **Time @ Studio Center:** 3 Years

Role: NNPD day-to-day contact. Oversees all aspects of the project. Deliver on time & on budget.

CREATIVE SERVICES**Jaydee Jana, Creative Director / Copywriter**

Years Experience: 19 Years / **Time @ Studio Center:** 2 Years

Role: Concept, write and storyboard the script. Direct talent.

VIDEO PRODUCERS**Erik Schirmer, Executive Producer**

Years Experience: 16 Years / **Time @ Studio Center:** 5 Years

Role: Supervise the entire production from estimating to delivery. Supervise the Video Team.

Dwenda Mosely, Senior Producer

Years Experience: 10 Years / **Time @ Studio Center:** 2 Years

Role: Manage the production day-to-day. Scheduling. Manage resources and crew.

VIDEO & GRAPHIC PRODUCTION**Chris Karvellas, Director of Photography**

Years Experience: 20 Years / **Time @ Studio Center:** 12 Years

Role: Direct. Manage lighting. Run camera.

Oz Halik, Video Editor

Years Experience: 34 Years / **Time @ Studio Center:** 1 Year

Role: Manage files. Select footage. Edit video.

Seth Wilder, Sr. Motion Graphic Artist

Years Experience: 15 Years / **Time @ Studio Center:** 5 Years

Role: Design and animate graphics.

Joe Armstrong, Motion Graphic Artist

Years Experience: 5 Years / **Time @ Studio Center:** 4 Years

Role: Design and animate graphics.

AUDIO PRODUCTION & SOUND DESIGN**Graham Harris, Audio Engineer**

Years Experience: 30 Years / **Time @ Studio Center:** 21 Years

Role: Record and mix audio. Design sound.

SECTION C - 2.
TAB 6 / PROOF OF WORK

SEC C - 2. / TAB 6 / STUDIO CENTER / **PROOF OF WORK / WE'RE QUALIFIED**

WE'RE QUALIFIED! Our directors, writers, producers and editors have developed effective advertising for broadcast, online and mobile for over the past 30+ years.

We've created videos for nonprofits, universities, restaurants, breweries, coffee roasters, banks, retail, state lotteries, and museums, just to name a few.

We use the latest technology, tools and techniques to capture and tell our client's stories. It is our quest to make films that are effective and have the highest quality look, sound and feel.

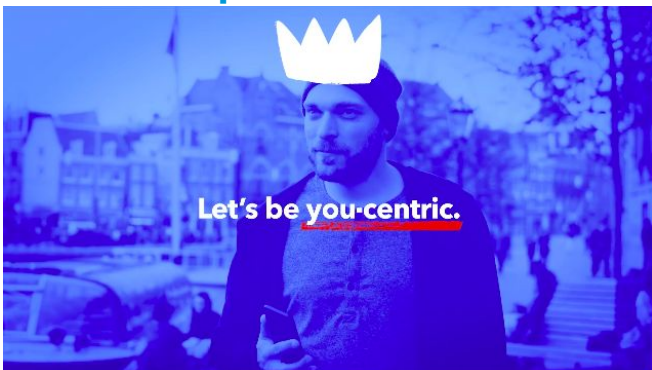
Show Reel



Type the URL into your browser to view our **Show Reel:**

https://reel.io/_Ux4KD

Motion Graphics Reel



Type the URL into your browser to view our **Motion Graphics Reel:**

https://reel.io/_M15hl

BEHIND THE SCENES





We're
QUALIFIED



CHESTERFIELD POLICE DEPARTMENT

Project Description: Recruitment

Video A / "Make a Change"



Type the URL into your browser to view:

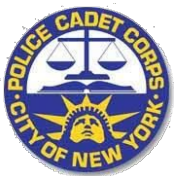
https://reel.io/_1KLJZ

Video B / "Character and Willingness"



Type the URL into your browser to view:

https://reel.io/_fyChs



NEW YORK POLICE DEPARTMENT CADETS

Project Description: Recruitment

"Opportunity Like No Other"



Type the URL into your browser to view:

https://reel.io/_9F5w4

SEC C - 2. / TAB 6 / STUDIO CENTER / **PROOF OF WORK / TESTIMONIALS**



Type the URL into your browser to view:

https://reel.io/_uG2B7



Type the URL into your browser to view:

https://reel.io/_0CGMD



Type the URL into your browser to view:

https://reel.io/_TT9aP



Type the URL into your browser to view:

https://reel.io/_dR9xW



ELEVATE EXPECTATIONS[®]

Type the URL into your browser to view:

https://reel.io/_cVzAG





Type the URL into your browser to view:

https://reel.io/_NXi37



Type the URL into your browser to view:

https://reel.io/_Qz8wv



Type the URL into your browser to view:

https://reel.io/_bpvUA



TAB 6 / STUDIO CENTER / PROOF OF WORK / WE'RE LOCAL!

Studio Center was founded in Norfolk, Virginia in 1967. (Yes, we are that old!) We are now headquartered right down the road in Virginia Beach. The majority of Studio Center employees are based out of this location. We also have a Richmond location in Scott's Addition that houses audio production, video and animation production, web development and cyc for studio shoots. While we work with clients worldwide the majority of our clients are right here in Virginia. Take a look at some of the projects we've worked on for local companies.



Type the URL into your browser to view:
https://reel.io/_amJkz



Location Shoot: Williamsburg
 Edited: Studio Center / Virginia Beach



Type the URL into your browser to view:
<https://reel.io/P5o6y>



Location Shoot: Hampton
 Edited: Studio Center / Virginia Beach



Type the URL into your browser to view:
https://reel.io/_5ewCD



Location Shoot: Throughout Virginia
 Edited: Studio Center / Virginia Beach



Type the URL into your browser to view:
https://reel.io/_HzX9L



Location Shoot: Studio Center / Virginia Beach
 Edited: Studio Center / Virginia Beach



Type the URL into your browser to view:
https://reel.io/_FlyzV



Location Shoot: Studio Center / Virginia Beach
 Edited: Studio Center / Virginia Beach



We love where we live and we were honored to be a part of Virginia Beach’s 2020 campaign “We’re Open”. This campaign was an idea Pharrell Williams ideated for his hometown and asked us to bring the idea to life. So, we did – and then some.

The Ask

Take “We’re Open” and make it something Virginia Beach and it’s people can own. Something we can be proud of and place in our windows all over town.

The Work

We started by collaborating with a local sign artist and created a custom “We’re Open” sign. Then we filmed two commercials in local businesses as they get ready to open and when they are open. The campaign extends to online ads, video and static outdoor boards, wrapped lightrails, various banner placements, from NYC to DC to South Carolina.

Type the URL into your browser to view **TV #1 Sunrise Over Virginia Beach:**
https://reel.io/_FlfH6

Type the URL into your browser to view **TV #2 The Sun is Shining:**
https://reel.io/_iZYVI

TV #1 / Sunrise Over Virginia Beach





We've long been advocates of changing the region's name to help with tourism and to better connect the communities of Southeastern Virginia. Over the years, we've been honored to work with city leaders, municipalities, businesses and organizations throughout the region. Finally, someone is doing something to get everyone's attention and we were honored to play a part.



The Ask

i am OTHER, Pharrell Williams' media company, asked us if we could organize, film and edit a three to four minute video with 38 local celebrities – for a meeting that was happening in six days and we'll be dubbing Pharrell's voice over the celebrities. We said, "let's roll."



The Work

After a few sleepless nights and Uber Eats' deliveries, we produced a very powerful video – with a very powerful message. The video played at a 200+ person town hall and left everyone inspired and ready to take action. Watch the full video below.

Type the URL into your browser to view [757 Branding Video](https://reel.io/_LRsVp):

https://reel.io/_LRsVp



The Approach

The goal was to create a lot of hype and excitement for this year's tournament – we wanted to give it a lot more edge and use the player's personalities to convey the competitive nature of the MEAC conference tournament.

The Work

We invited the two top players from each team to our studio and let them loose. We filmed them working out, going through game-time rituals, trash talking and good old fashion posturing. The environment was raw and industrial and really captured the grit and love these athletes have for the game and their schools.

The Results

The Celebration Bowl at the Mercedes Benz Stadium in Atlanta was sold out. MEAC has named Studio Center their agency of record, including the men's and women's basketball tournaments, along with football – including social media and media placement.

The Ask

Create a television commercial for the Mid-Eastern Athletic Conference (MEAC) to promote the athletes, the schools, the conference, and their championship game in Atlanta.

MEAC Football TV



Type the URL into your browser to view
MEAC - Football:
https://reel.io/_8mOBA

MEAC Basketball TV



Type the URL into your browser to view
MEAC - Basketball:
https://reel.io/_3d3CW

SECTION C - 2.
TAB 7 / PROJECT TIMELINE

SEC C - 2. / TAB 7 / STUDIO CENTER / PROJECT TIMELINE

Sample Project Timeline based on being awarded the project on May 1, 2020.
 Final deliverables to client on Friday, July 24th. Timeline can be adjusted if there's a particular date your trying to hit.

May 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					JOB AWARDED: SCHEDULE PRE- PRO MEETING WITH CLIENT	
3	4	5	6	7	8	9
			PRE-PRO MEETING WITH CLIENT			
10	11	12	13	14	15	16
					CREATIVE / STORYBOARDS POSTED FOR CLIENT	
17	18	19	20	21	22	23
	CONFERENCE CALL TO REVIEW CREATIVE		FEEDBACK DUE ON CREATIVE / STORYBOARDS		REVISED STORYBOARDS POSTED	
24	25	26	27	28	29	30
	MEMORIAL DAY HOLIDAY		CONFERENCE CALL TO DISCUSS SHOOT PLAN			
31		Notes:				

June 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	LOCATION SCOUTING	LOCATION SCOUTING	SHOOT DATE 1	SHOOT DATE 2		
7	8	9	10	11	12	13
14	15	16	17	18	19	20
		ROUGH CUT DUE - LONG FORM VIDEO ROUGH CUT			CLIENT FEEDBACK DUE - LONG FORM ROUGH CUT	
21	22	23	24	25	26	27
		REVISED LONG FORM ROUGH CUT POSTED		CLIENT FEEDBACK DUE - REVISED LONG FORM ROUGH CUT	REVISED LONG FORM ROUGH CUT 2 POSTED	
28	29	30				
		FINAL CLIENT FEEDBACK DUE - LONG FORM VIDEO				
		Notes:				

SEC C - 2. / TAB 7 / STUDIO CENTER / PROJECT TIMELINE

Sample Project Timeline based on being awarded the project on May 1, 2020.

Final deliverables to client on Friday, July 24th. Timeline can be adjusted if there's a particular date your trying to hit.

July 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			APPROVAL CUT POSTED	FINAL EDITS / COLOR CORRECTION	AUDIO MIX / POST DELIVERABLES FOR LONG FORM VIDEO	4TH OF JULY HOLIDAY
5	6	7	8	9	10	11
	BEGIN CUTDOWN VERSION EDIT - 1x:60	1x:60 CUTDOWN VERSION POSTED		CLIENT FEEDBACK DUE - 1X:60 CUTDOWN	REVISED 1X:60 CUTDOWN POSTED	
12	13	14	15	16	17	18
	FINAL EDITS / AUDIO MIX - 1X:60 CUTDOWN	DELIVERABLES POSTED - 1X:60 CUTDOWN	BEGIN EDITS FOR 2X:30 CUTDOWN	2X:30 CUTDOWN POSTED		
19	20	21	22	23	24	25
	CLIENT FEEDBACK DUE - 2X:30 CUTDOWN	REVISED 2X:30 CUTDOWN POSTED		CLIENT FEEDBACK DUE - REVISED 2X:30 CUTDOWN	FINAL EDITS / AUDIO MIX / DELIVERABLES POSTED - 2X:30 CUTDOWN	
26	27	28	29	30	31	
	3X:15 CUTDOWN POSTED		CLIENT FEEDBACK DUE - 3X:15 CUTDOWN	FINAL EDITS/ AUDIO MIX / DELIVERABLES POSTED - 3X:15 CUTDOWN		
		Notes:				

SECTION C - 2.
TAB 8 / SECTION G REFERENCES

SEC C - 2. / TAB 8 / SECTION G / STUDIO CENTER REFERENCES

Police Female Recruitment Video

URFP 20-2625-3025

**SECTION G
REFERENCE PAGE**

MUST BE FOR EQUIVALENT SERVICES
(Completed Form Shall Be Provided with the Proposal)

COMPANY NAME: Studio Center

REFERENCE 1

Name of Business, City, County or Agency: i Am Other / Something in the Water

Address: _____

Contact Person Name: Robby Wells, Head of Strategy

Contact Person Phone: (214) 457-7398

Contact Person Email Address: robbywells@iamother.com

Value of Contract: \$350,000.00

Description of Work:

Video shoot & post production for web video, broadcast TV, social media videos; distribution of spots to stations; graphic design; logo concept & design; outdoor billboards; light rail creative; flag pole banners

REFERENCE 2

Name of Business, City, County or Agency: Mid-Eastern Athletic Conference

Address: _____

Contact Person Name: Marquis Bryant, Director of Multimedia and Marketing

Contact Person Phone: (757) 274-6366

Contact Person Email Address: bryantm@meacsportst.com

Value of Contract: \$252,000.00

Description of Work:

Video concept & production; radio production; media planning and placement

REFERENCE 3

Name of Business, City, County or Agency: Gourmet Gang

Address: _____

Contact Person Name: Mia Guinan, Owner

Contact Person Phone: (757) 617-0033

Contact Person Email Address: mia@gourmetgang.com

Value of Contract: \$52,000.00+

Description of Work:

Website content creative, development and maintenance; video production, social media content & management

SECTION C - 3.
PRICE PROPOSAL

SEC C - 3. / STUDIO CENTER / PRICE PROPOSAL

Studio Center has based the estimate on the following with recommended video lengths:

- 3 Day Shoot in Newport News
 - 2 days to be used to shoot testimonials with Newport News Police Officers and City Leadership selected by the department
 - 1 day of shooting will be focused on capturing B-Roll
- Video Length: (1x) 3 Minute; (1x) 60 Second; (2x) 30 Second; (3x) 15 Second

Studio Center to Provide:

Production

- Creative Services / Script Writing / Storyboarding
- Casting Services
- Director of Photography
- Producer
- Location Scout
- 4K Camera Package
- Still Photographer
- Audio / Gaffer / Grip
- Hair & Makeup
- Craft Services
- Props
- Media Management/Hard Drives
- Behind the Scenes Video - NO CHARGE!

Post-Production

- Video Edit (x) up to 3 minutes final length
- Additional video cut downs
 - (1x) 60 second; (2x) 30 second & (3x) 15 second
- 2D Graphics
- Audio Mix & Sound Design
- Music & Sound Effects Package
- (1x) Announcer Voice Over Talent
 - Web / Paid Digital / Social Media with buyout usage included (broadcast usage not included)
 - Studio time
- Stock Picture Package
- Footage Archival
- Link to downloadable deliverables in 1080p

NNPD to Provide:

- Editorial Guidance thru Post-Production
- Vector art for logos and graphics
- Shoot Location(s)
- Talent for shoot
- Setting up interviews with Newport News Police Department leadership and officers

SHOOT + POST PRODUCTION ESTIMATED COST:

\$ 29,650.00

SECTION E
**SMALL, WOMEN-OWNED,
MINORITY-OWNED AND SERVICE DISABLED
VETERAN-OWNED BUSINESS
REQUIREMENTS**

SECTION E / STUDIO CENTER / SMALL, WOMEN-OWNED, MINORITY-OWNED AND SERVICE DISABLED VETERAN-OWNED BUSINESS REQUIREMENTS

Police Female Recruitment Video

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**SECTION E
SMALL, WOMEN-OWNED, MINORITY-OWNED AND SERVICE DISABLED
VETERAN-OWNED BUSINESS REQUIREMENTS**

Rev: 8/1/2019

(Completed Form may be submitted with the Proposal or be submitted prior to award)

BIDDER/OFFEROR NAME: Studio Center Corporation

It is an important business objective of the City to promote the economic enhancement of small businesses, women-owned businesses, minority-owned businesses and service disabled veteran-owned small business (SDV), collectively known as SWAM. The success of the City to track the amount of business provided by SWAM firms (whether as a prime contractor or a subcontractor) is dependent upon City Contractors partnering with us in this important endeavor.

BIDDER/OFFEROR'S RESPONSIBILITIES:

A. Affirmative Steps: Bidders/Offerors shall take affirmative steps prior to submission of bids/proposals to facilitate participation in contracts by SWAM firms by providing subcontractor or sub-consultant opportunities or by partnering with a SWAM firm. Such efforts may include:

(1) Establish and maintain a current list of small, women-owned, minority-owned and service disabled veteran sources available to provide goods/services.

(2) When feasible, segment total work requirements to permit maximum SWAM participation through subcontracts or partnerships.

(3) Assure that SWAM firms are solicited whenever they are potential sources of goods or services. This step may include:

a. Sending letters or making other personal contact with SWAM firms and SWAM related associations. SWAM firms should be contacted when other potential subcontractors are contacted, within reasonable time prior to bid/proposal submission. Those letters or other contacts should communicate the following:

- (i) Specific description of the work to be contracted;
- (ii) How and where to obtain a copy of plans, specifications or other detailed information needed to prepare a detailed price quotation;
- (iii) Date the information is due to the Bidder/Offeror;
- (iv) Name, address, and phone number of the person in the Bidder/Offeror's firm whom the prospective SWAM subcontractor should contact for additional information.

b. Using the services and assistance of the Small Business Administration (SBA) and the Department of Small Business and Supplier Diversity of the Commonwealth of Virginia (SBSD) or other resources to obtain certification or identify subcontractor or sub-consultants.

B. Bidders/Offerors are required to respond to 1-3 below to be deemed *responsive*. This information *may be* submitted with their bid/proposal or prior to award.

1. Is your business a SWaM firm? Yes No

SECTION E / STUDIO CENTER / SMALL, WOMEN-OWNED, MINORITY-OWNED AND SERVICE DISABLED VETERAN-OWNED BUSINESS REQUIREMENTS

Police Female Recruitment Video

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If you are a SWaM firm please indicate type(s) below:

Small Business Woman-Owned Minority-Owned

Service Disabled Veteran (SDV)

Disadvantaged Business Enterprise (DBE) Federal Designation

Certification by (SBSD, Other U.S. State Entity, Local Government, etc.):
attach certificate if available _____

Certification #: _____

2. In the spaces below, state the anticipated dollars that you intend to subcontract to each business type if a contract is awarded to your firm. (If you do not intend to sub-contract any work to others, even if you are a SWAM business enterprise, put zeros in the spaces below).

<u>Total dollars to be sub-contracted:</u>	<u>Company Name:</u>
Total Small Business \$ _____	_____
Total Woman-Owned \$ _____	_____
Total Minority-Owned \$ _____	_____
Total SDV Dollars \$ _____	_____
Total DBE Dollars \$ _____	_____

3. If you do not plan to utilize such firms in this contract, state your reasons:
We are able to handle everything in house and do not have a need for outside sources.

RESOURCES

For your reference a link to the Virginia Department of Supplier Diversity (SBSD) SWAM Directory is provided here: <https://www.sbsd.virginia.gov/directory/>

Other Resources

National Minority Supplier Development Council	www.nmsdc.org
Carolina-Virginia Minority Supplier Diversity	www.cvmsdc.org
Small Business Administration	www.sba.gov

Offerors and potential subcontractors are encouraged to communicate and collaborate using the B2B Connect through the B2B Connect tab on the solicitation webpage on eVA. This a tool to aid in establishing prime and subcontractor relationships.

SECTION F
PROPRIETARY INFORMATION

SECTION F / STUDIO CENTER / PROPRIETARY INFORMATION

Police Female Recruitment Video

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SECTION F
PROPRIETARY INFORMATION
(Completed Form Shall be Submitted with the Proposal)

OFFEROR NAME Studio Center Corporation

Trade Secrets or Proprietary information submitted by an Offeror or Contractor in connection with a procurement transaction shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror or Contractor must invoke the protections of this section prior to or upon submission of data or other materials to be protected and state the reasons why protection is necessary. *Price quotations in proposals submitted to the City are not "proprietary" or "confidential". They are considered public information. Information leading to the decision to award, including prices and other factors, shall be made public (section 2-557.2 of City Code).*

Please mark one:

No, the unsealed proposal does not contain any trade secrets and/or proprietary information.

Yes, the unsealed proposal does contain trade secrets and/or proprietary information.

If YES, please list the *page numbers* and the *reasons* why the information is considered a trade secret or proprietary information. These pages shall be conspicuously labeled "PROPRIETARY INFORMATION" in red ink at the top and bottom center of each page. **Do Not Mark the Whole Unsealed Proposal Proprietary. Offerors are encouraged to provide a single redacted electronic copy of the proposal (i.e. CD or Thumb Drive) with the Original paper proposal if proprietary information is contained in the proposal.**

ADDENDUM 1
QUESTIONS AND ANSWERS

ADDENDUM 1 / QUESTIONS AND ANSWERS



ADDENDUM NO.1
ISSUE DATE: April 15, 2020

CITY OF NEWPORT NEWS
OFFICE OF PURCHASING
2400 Washington Avenue, 4th Floor
Newport News, VA 23607
Phone: (757) 926-8721/ Fax: (757) 926-8038
www.nnva.gov/purchasing

Solicitation Number: URFP # 20-2625-3025

Solicitation Name: Police Female Recruitment Video

Bids Due: April 30, 2020 at 3:00 p.m. (UNCHANGED)

This Addendum supplements or modifies the original Solicitation noted above and is made part of the Unsealed Request for Proposals. This Addendum consists of six (6) pages (including cover page).

Note the following changes and prepare your submittal accordingly:

1. Questions and Answers

Please sign and include this Addendum with the Proposal to certify the information contained in this Addendum is incorporated in your submittal.

Company Name: Studio Center Corporation

Print Name: Lanley Lakes Title: Account Manager

Signature:  Date: April 27, 2020

This Form Must Be Signed.

Michael T. White, Senior Buyer

STUDIO CENTER
CONTACT INFORMATION

STUDIO CENTER / CONTACT INFORMATION

Lanley Lakes **Account Manager**

Lanley@StudioCenter.com

757.622.2111 (o) / 703.789.7161 (m)

161 Business Park Drive • Virginia Beach, VA 23462

StudioCenter.com

Thank You.