



Finance Department, Purchasing Division

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RFP No. 22-226
Videographer for Juneau Douglas City Museum

Issued by: Shelly Klawonn, Senior Buyer, CBJ Purchasing Division

Date of Issue: January 13, 2022

Proposal Deadline: January 28, 2022, prior to 2:00 p.m. Alaska Time

Contact & Questions: CBJ Purchasing Division of Finance is the sole point of contact for all matters pertaining to this solicitation. No oral interpretations will be made. Submit any interpretation requests in writing, noting issuing buyer, solicitation number and title, via email to purchasing@juneau.org or the Public Purchase "Ask Questions" link or Fax to (907) 586-4561. *Request must be received a minimum of five (5) business days prior to the solicitation deadline.*

Submission Instructions: Timely responses are accepted via Electronic Submission* at Public Purchase www.publicpurchase.com the CBJ's eProcurement Provider. Upload submittals in PDF format. **Late responses will not be accepted.**

To Respond, Vendors must complete the free, easy, and quick online registration.

- *Registration is a two-step process; be sure to complete both steps.*
- *Get help registering using the [Public Purchase Help Menu Tab](#).*
- *Register early to avoid missing a deadline as Registration may take up to 24-hours to complete.*

FOR YOUR RESPONSE TO BE CONSIDERED:

Vendors must acknowledge or upload the following required documents.

1. Online acknowledgement of the Terms & Conditions (ATTACHMENT A).
2. Online acknowledgement of the Insurance Requirements (ATTACHMENT B).
3. Online acknowledgement of the City and Borough of Juneau standard contract sample (ATTACHMENT C)

Vendors are provided the opportunity to acknowledge, acknowledge with exceptions, or not accept the required documents.

1. **Intent.** The City and Borough of Juneau (CBJ) Juneau-Douglas City Museum (JDCM), seeks proposals from qualified firms for the provision of video production. It is the intent of the CBJ to contract with this successful Proposer to produce twelve (12) short artist statement films.
2. **Contract Period.** The contract period will be from date of award through September 9, 2022.
3. **Grant Funding.** Funding for this procurement is to be provided by the **Federal American Rescue Plan Act via the Institute for Libraries and Museums and the Alaska State Libraries, Archives, and Museums. (CFDA: 45.310; Name: "Grants to States/ARPA"; Agency: IMLS; FAIN: LS-250194-OLS-21).** Contractor must comply with all Federal Guidelines and rules governing the use of Federal monies. Upon conclusion of the solicitation and prior to award, vendor's compliancy and good standing with U.S. Government System for Award Management (SAM) will be verified.
4. **Contract Administration & Compliance.** In an effort to maintain the expected level of services and ensure that the Contractor is fulfilling all duties and reporting requirements, CBJ will assign Beth Weigel, Museum Director or other designee as Contract Administrator for this project.
5. **Review of General Terms & Conditions, Insurance & Contract.** Attached to this RFP are documents required for this project (ATTACHMENTS A, B & C). Vendors should carefully review all these attachments. Awarded Vendor is expected to comply with these requirements.
6. **Scope of Work.** Contractor will plan, schedule, manage, film, and edit twelve (12) basic in-person artist interviews. Interviews will capture artist statements and any additional images or footage of their artwork. Artists to be interviewed are Juneau based, however, if an artist is not available in person, a video conference interview may be substituted. The artwork is part of the COVID-19 Pandemic ArtWorks Collection. Artwork is located in the permanent collection of the JDCM, CBJ facilities and public spaces throughout Juneau. Locations for interview and filming will need to be determined. Contractor must supply all their own equipment to complete the project.

Project will include editing, audio work, motion graphics, tilting and inclusion of additional images and artwork as needed to provide visual context. Export of final video to a standard viewing format will include the ability to be stored on an external drive and upload to a YouTube channel. All audio, images, and footage, including raw and unused, will be provided to JDCM on an external drive in an agreed upon format. CBJ will retain all rights and ownership for all items and images produced as a result of this contract.

Contractor will meet with Beth Weigel, JDCM Director, within fourteen (14) days after contract award to establish a schedule for interviews, filming and bi-weekly status meetings. Status meetings will be conducted to review footage and make decisions in regards to editing. Contractor will produce at least two (2) films per month of contract period with all twelve (12) videos complete and ready for publication by the end of the contract period, September 9, 2022.

JDCM will provide introductions and contact information for artists, access to artwork, and high quality photo(s) of artwork.

7. **Proposal Requirements.** Each proposal will be given a numerical score and then ranked. The proposal with the **lowest** total ranking (high score) will be selected for contract negotiations. Proposers may be asked to clarify their proposals during the evaluation process. Proposals will be no more than two (2) pages long. Provide the following information in your proposal:
- Title page and transmittal letter.** Include the number and title of the RFP, the name of your firm, name of the contact person, address, telephone and fax number, email address and date of submission. A person who has authority to bind the company must sign the transmittal letter and provide their title.
 - Understanding and Methodology. (Weight 30%)** Briefly describe your understanding of the project, the services required and your proposed method to accomplish the project.
 - Experience & Qualifications. (Weight 25%)** Specify each person who will provide services to CBJ under this Contract, their role, and a brief summary of qualifications and specialized experience. Specify project manager, their availability and anticipated scale of involvement.
 - References. (Weight 25%)** Describe two projects accomplished by the proposed personnel which are similar in concept and scope. Provide client names, individual contact persons, and telephone numbers for these projects.
 - Fee proposal. (Weight 20%)** Provide a price proposal for the compensation that you expect to receive for the performance of the contract. Include a breakdown of costs per task and approximate timeline for the project. Price is determined by the overall value of the services offered. The following formula will be used:

$$\text{Points Awarded} = \frac{(\text{Lowest Price Proposal}) \times (\text{Maximum Points for Price})}{\text{Price of This Proposal}}$$

8. Evaluation Form

Evaluator No. ____ Proposer _____			Maximum Score Achievable = 1,000 points
CRITERIA	Weight %	Score (0 – 10*)	Total Points = (Numerical Score X Weight)
Understanding & Methodology	30		
Experience & Qualifications	25		
References	25		
Price proposal (determined using formula)	20	Determined by Purchasing	
Rank _____	Grand Total		
*Point Guide: Outstanding (10 points)_Adequate to Good (6 to 8 points) Marginally Acceptable (3 or 4 points)_Unacceptable (0 or 1 point)_No scores using numbers 2, 5 or 9			