



COUNTY OF AUGUSTA
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July 17, 2019

Addendum No. 3

To: Potential Bidders
Reference: Shenandoah Valley Beerwerks-Video Project
Agency: Augusta County
Solicitation: RFP# 81050-19-01
Bids Due:

The following information is made to the original reference solicitation. Bid Due Date and time remains the same. Bidders shall acknowledge receipt of this Addendum on the Bid Form where indicated. Notice is hereby given that this addendum has been posted in full on the project's solicitation page of the Augusta County website and eVA.

Questions

A3.1 Question 1: The RFP States that we should submit five paper copies, and one electronic copy - do we need to submit five separate binders for each paper copy?

Response: It is up to each firm if they'd like to use binders, but proposals should be separate whether you choose to use binders, folders, presentation covers, staples etc.

A3.2 Question 2: Will the oral presentation occur in Shenandoah Valley? How much notice will offerors be provided?

Response: Yes, the interviews/oral presentations would occur in the Shenandoah Valley. The Interviews with the Selection Committee should occur the week of August 26 as noted on page 2 of the RFP. The Selection Committee will give as much notice as possible.

A3.3 Question 3: Under Proposal Preparation and Submission Instructions section B4. the RFP states "Provide detailed information about all staff members who will be assigned to this project." Are you looking for resumes or just short Bios? If full resumes, will those be included within the ten page limit?

Response: We are open to either or any combination but they must be included within the ten page limit.

A3.4 Question 4: How will the videos be distributed? Will they ever go broadcast? What online channels are the offerors designing for?

Response: These will not be broadcast for television. We will be distributing through social media, primarily through Facebook.

A3.5 Question 5: Do you envision the use of integrated graphics throughout the videos?

Response: Possibly, but would determine through final concepts.

A3.6 Question 6: Can you provide any context as to the desired number of actors / talent will be needed? Should this include Extras? Will we be following a small group of people, or are you trying to showcase a variety of backgrounds (race, ethnicity, gender, etc.)?

Response: We don't have a concept so would not know the required number of extras. We always try to showcase a variety of backgrounds but are focused on millennials and baby boomers.

A3.7 Question 7: We think that the videos will be strengthened with the usage of aerial photography. Are you open to using drones to capture aerial photography?

Response: Yes

A3.8 Question 8: Are the videos intended to be a part of a larger campaign? If so, can you please provide a little more context as to how they will be utilized?

Response: No

A3.9 Question 9: Do you envision any filming occurring in location(s) where cars cannot access?

Response: These details would be refined with selected firm and concept.

A3.10 Question 10: Do you foresee the need for the selected offeror to provide access to filming locations? I.e. provide filming permits, etc.

Response: If filming permits would be required, the selected offeror would handle those details.

A3.11 Question 11: Do you expect to feature outdoor recreation in the surrounding area? If so, will that be the responsibility of the vendor to coordinate?

Response: These details would be refined with selected firm and concept.

A3.12 Question 12: Is there a shot list that has been developed at this point?

Response: These details would be refined with selected firm and concept.

A3.13 Question 13: Under Scope of Services section 5. Editing the RFP states "Once videos are deployed and analytics reviewed, videos may need to be re-edited based on drop-off point. Please include edit rate per hour." How much notice will offerors have? Do you envision it requiring additional filming?

Response: As much notice as possible. Additional filming may depend on selected firm and concept.

A3.14 Question 14: Are you open to the development of a :15-second video in addition to the :30-second video, to potentially mitigate this risk?

Response: Would depend on concept.

A3.15 Question 15: Question 8 of the Specific Proposal Instructions states: “Include the name(s) of any vendors and/or companies your company may use to outsource certain elements of the videos” Does vendor include freelance individuals that might be a part of the film crew?

Response: Vendor and company names required - individual members of the film crew not required.

A3.16 Question 16: Is there an identified budget that has been earmarked for the video initiative? If so, are you able to share?

Response: The budget is \$20,000-30,000.

A3.17 Question 17: any examples of videos, in the industry or otherwise, you like the look/tone of?

Response: <https://www.youtube.com/watch?v=63qMXypa0kA&feature=youtu.be>

A3.18 Question 18: is there a pre-existing/planned campaign the commercials should have consistent branding/messaging with?

Response: No. Our website can be found at www.beerwerkstrail.com if you want a feel for our current branding/messaging.

A3.18 Questions 18: is there a number of locations you would like to film?

Response: Would be determined by selected firm’s concept

A3.19 Question 19: are there times of day you would like to film (for example sunset, after dark, etc.)

Response: Would be determined by selected firm’s concept