



Department of Purchasing & Contract Compliance

Felicia Strong-Whitaker, Director

Date: October 20, 2015

Re: 15CT99722A Videography & Video Production Services.

Dear Quoter(s):

Attached is one (1) copy of Addendum No. 3, hereby made a part of the above referenced **15CT99722A, Videography & Video Production Services**. Except as provided herein, all terms and conditions in quote referenced above remains unchanged and in full force and effect.

Sincerely,

Cheryl Cochran/for

Carolyn Towns
Procurement Officer

Winner 2000 - 2009 Achievement of Excellence in
Procurement Award • National Purchasing Institute



15CT99722A Videography & Video Production Services.

Addendum No. 3

Page Two

This Addendum forms a part of the contract documents and modifies the original quote documents as noted below:

- The RFQ due date and time have changed from Wednesday, October 21, 2015 at 2:00P.M. legal prevailing time to Friday, October 23, 2015 at 2:00 P.M. legal local prevailing time.
- All responses to questions submitted by interested Quoters are listed on the attachment to this addendum.

ACKNOWLEDGEMENT OF ADDENDUM NO. 3

The undersigned Bidder acknowledges receipt of this addendum by returning one (1) copy of this form with the quote package to the Department of Purchasing & Contract Compliance, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the quote due date and time October 23, 2015 at 2:00 P.M. legal prevailing time.

This is to acknowledge receipt of Addendum No.3, _____ day of _____, 20__.

Legal Name of Bidder

Signature of Authorized Representative

Title

Responses To Questions Submitted By Interested Quoters

1. **QUESTION:** Will you be accepting out of state submissions?

ANSWER: Yes

2. **QUESTION:** If we are unable to attend the pre-quote conference on October 15th, will you allow for a phone conference?

ANSWER: No

3. **QUESTION:** What is the due date for all five (5) videos?

ANSWER: The Purchase Order (PO) term is from date of award through September 29, 2016. The due date for each video will be determined between the successful vendor and the department on an as needed basis during the PO term.

4. **QUESTION:** Do you have an ideal shooting time frame?

ANSWER: The time frame will be determined between the successful vendor and the department on an as needed basis during the PO term.

5. **QUESTION:** How many locations will be utilized in the video?

ANSWER: There will be various locations around metro Atlanta/within Fulton County, based on the agreed upon production plan/storyboard.

6. **QUESTION:** On page five of the RFQ, it states "Each video will be recorded on High Definition Film." By "High Definition Film," do you mean high definition video or are you planning on shooting this on 35mm Film?

ANSWER: High Definition Digital Video.

7. **QUESTION:** Will there be any formal health related education/training sessions or workshops that the PICH leadership will want captured on film?

ANSWER: Footage from events may be captured, but there will not be a need for a training event or workshop to be captured in its entirety.

8. **QUESTION:** As for video, will all of the deliverables be digital and what codec you want used?

ANSWER: Yes. The codec will depend on the specific video/clip's use. We will look to the selected vendor to offer their expertise in this area in determining which codec is appropriate.

9. QUESTION: Will Dream Factory be expected to conduct uploading or will your team handle this part?

ANSWER: Video uploading to any of our media platforms will be conducted by Fulton County staff, with advice from the selected vendor if necessary.

10. QUESTION: The RFP mentions that the 5 videos (at 3-4 min each) will be used for web and TV. However, normally, TV broadcast revolves around 30 or 60-second spots, not long-form videos. Does this imply that there will be TV cut-downs of the videos?

ANSWER: This is a RFQ and not a RFP. TV cut downs are possible; however, a full video could run as a part of a Fulton County Government TV (FGTV) broadcast segment

11. COMMENT: Your team had mentioned that you would supply all of the talent (real people) for the production company to interview.

QUESTION 1: How many talent/interviewees would we need to interview per video?

ANSWER: +/- 3 to 5

QUESTION 2: Would there be additional people besides the interviewees that will appear in the b-roll? If so, how many extra per video, and will you provide them as well?

ANSWER: Yes.

QUESTION 3: Would we need to pay them or would their pay-to-appear be taken care of internally?

ANSWER: This will be covered internally. Interviewees will consist of community/strategic partners.

12. QUESTION: How many locations would you want to shoot for each video? Also, would all of those locations be secured by your team and therefore free of charge? Or would we need to secure a location scout?

ANSWER: Various locations around metro Atlanta/within Fulton County, based on the agreed upon production plan/storyboard upon selection of the successful vendor. The number of locations will vary based on the production plan/storyboard. We will look to the selected vendor to offer their expertise in this area. Location scouting is listed as a deliverable under No. 4 Product /Service Specifications of the RFQ.

13. QUESTION: The photos you mention that would be in the video --- would those be provided by you as already existing, or would the production company also need to provide the photographer as well as the videographer/Director/DP?

ANSWER: Yes, photographs will be provided. Photography services are being requested through a separate RFQ.

14. QUESTION: Do you see these videos as having a Voiceover throughout? Or being woven together by the interviews only?

ANSWER: Some of the videos may include voiceover. We have communication staff members available to provide voiceover.

15. QUESTION: Do you envision music accompanying the videos? If so, I'm assuming around 3 drops of music per video.

ANSWER: Yes. We will look to the selected vendor to offer their expertise in this area.

16. QUESTION: Please confirm that the only Motion Graphics that are mentioned in the RFP are non-complex lower-thirds that would call out the name/title of people, location, etc. No complex animation is needed?

ANSWER: We do not anticipate the need for complex animation.

17. QUESTION: Is there a budget you are trying to stick to for all 5 videos total?

ANSWER: The estimated budget for this project is \$25,000.

18. QUESTION: Do you foresee any use of props that would not already be provided by your team?

ANSWER: No

19. QUESTION: You'd mentioned that the first video would shoot in December....what would the due date be for that one? And when are the deadlines for the other 4?

ANSWER: The due dates will be determined between the successful vendor and the department upon issuance of a PO. If the PO is issued by the end of October, we would like to begin production immediately (early November) and proceed in the most feasible manner possible with as swift of a turnaround as possible.

20. QUESTION: The specification states that the videos should “*Be recorded on High Definition film*”. At this point all of our output is digital – none of our customers have asked for film for several years. Is film output a requirement, or can the videos be supplied only in a High Definition digital format?

ANSWER: Yes, High Definition Digital Video Format is what we’re looking for.

21. QUESTIONS: We applied for and received the e-Verify code today. In the event we should pursue more than one of the solicitations, we will have to complete the e-Verify form and have it notarized for each response, correct?

ANSWER: Yes.

22. QUESTIONS: However, the e-Verify code number remains the same for each proposal, correct?

ANSWER: Yes, for each quote. This is not a proposal.

23. QUESTION: Also, if we are not subcontracting work to another company, do we still have to complete that form?

ANSWER: Just put not-applicable, if you are not subcontracting any portion of the work.

24. QUESTION: On the back side of the first page for graphic designer (item 4), it says that the vendor will provide a minimum of 5 examples. Then, further down the page (item 8), under Special Conditions/Instructions, it says the vendor will provide a minimum of 3 examples of similarly produced and completed products for reference...

Are you requesting 5 pieces or 3 pieces for your reference? Or are you seeking a total of 8 graphic designs?

ANSWER: Five videos will be required by the successful vendor during the PO term; however, a minimum of three examples of similarly produced and completed work products will be required to be submitted with you quote.

25. QUESTION: Who provides the Talent for the Interviews?

ANSWER: The program will provide the interviewees. Interviewees will consist of community/strategic partners.

26. QUESTION: Who covers Talent Fees, if any?

ANSWER: There will not be any talent fees.

27. QUESTION: How many Locations? All Within 1 County?

ANSWER: Various locations around metro Atlanta/within Fulton County, based on the agreed upon production plan/storyboard upon selection of a vendor/contractor. The number of locations will vary based on the production plan/storyboard. We will look to the selected vendor to offer their expertise in this area.

28. QUESTION: How many Individuals are to be interviewed?

ANSWER: +/- 3 to 5

29. QUESTION: What particular Demographics are you looking for?

ANSWER: Interviewees will consist of community/strategic partners.

30. QUESTION: Are there specific Payment Terms?

ANSWER: Net 30