



## **Request for Proposal**

### **Photography, Video & Editing Services For Forsyth County Sheriff's Office**

**Proposals Will Be Received Until  
12:00 Noon, December 2, 2022**

**By The City of W-S/Forsyth Co. Purchasing Department**

**“PER DOCUMENT INSTRUCTIONS”**



Russell Frye  
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[russellf@cityofws.org](mailto:russellf@cityofws.org)

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## **Videographer Services for Forsyth County Sheriff's Department**

It is the policy of the County of Forsyth that an employee, officer, or agent of the County may not participate in any manner in the bidding, awarding, or administering of contracts or agreements in which they, or a member of their immediate family, their business partner, or any organization in which they serve as an officer, director, trustee, or employee, have a financial interest.

The successful Proposer must comply with all provisions of the Americans with Disabilities Act (ADA) and all rules and regulations promulgated thereunder. By submitting a proposal, the successful Proposer agrees to indemnify the County from and against all claims, suits, damages, costs, losses, and expenses in any manner arising out of, or connected with, the failure of the Company, its subcontractors, agents, successors, assigns, officers, or employees to comply with the provisions of the ADA or the rules and regulations promulgated thereunder.

All proposals must be firm and not subject to increase, unless specified within the provisions of this Request for Proposals (RFP) and mutually agreed upon by the County and the Proposer.

No special inducements will be considered that are not a part of the original proposal document.

### **County Rights and Options**

The County, at its sole discretion, reserves the following rights:

- To supplement, amend, substitute or otherwise modify this RFP at any time
- To cancel this RFP with or without the substitution of another RFP
- To take any action affecting this RFP, this RFP process, or the Services subject to this RFP that would be in the best interests of the County
- To issue additional requests for information or clarification from Offerors or to allow corrections of errors or omissions
- To require one or more Service Providers to supplement, clarify or provide additional information in order for the County to evaluate the Responses submitted
- To negotiate an agreement with a Service Provider based on the information provided in response to this RFP.

### **Public Records**

Any material submitted in response to this RFP will become a "public record" once a contract has been awarded and shall be subject to public disclosure consistent with Chapter 132, North Carolina Statutes. Proposers must claim any applicable exemptions to disclosure provided by law in their response to this RFP. Proposers must identify materials to be protected and must state the reasons why such exclusion from public disclosure is necessary and legal. The County reserves the right to make all final determination(s) of the applicability of North Carolina General Statutes § 132-1.2, Confidential Information.

### **Trade Secrets/Confidentiality**

Proposers must claim any material which qualifies as "trade secret" information under N.C.G.S. 66-152(3) in their response to this RFP and must state the reasons why such exclusion from public disclosure is necessary and legal. To properly designate material as trade secret under these circumstances, each Proposer must take the following precautions: (a) any trade secrets submitted by a Proposer should be submitted in a separate, sealed envelope marked "Trade Secret - Confidential and Proprietary Information - Do Not Disclose Except for the Purpose of Evaluating this Proposal," and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the envelope.

**Do not attempt to designate your entire proposal as a trade secret, and do not attempt to designate pricing information as a trade secret.** Doing so may result in your proposal being disqualified.

In submitting a proposal, each Proposer agrees that the County may reveal any trade secret materials contained in such response to all County staff and County officials involved in the selection

### **Familiarity with Laws and Ordinances**

The submission of a proposal on the services requested herein shall be considered as a representation that the Proposer is familiar with all federal, state, and local laws, ordinances, rules and regulations which affect those engaged or employed in the provision of such services, or equipment used in the provision of such services, or which in any way affects the conduct of the provision of such services; and no plea of misunderstanding will be considered on account of ignorance thereof. If the Proposer discovers any provisions in the RFP/RFQ documents that are contrary to or inconsistent with any law, ordinance, or regulation, it shall be reported to the County in writing without delay

### **E-Verify Compliance**

Per N.C.G.S. 143-133.3“E-VERIFY. Provider shall comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes. Further, if the Provider utilizes a subcontractor, the Provider shall require the subcontractor to comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes.”

**Iran Divestment Act;** Provider hereby certifies that it is not on the North Carolina State Treasurer’s list of persons engaging in business activities in Iran, prepared pursuant to NCGS 147-86.58, nor will Provider utilize on this agreement any subcontractor on such list. This list, along with additional information about the Iran Divestment Act, is available on the Treasurer’s Office site: <https://www.nctreasurer.com/inside-the-department/OpenGovernment/Pages/-Divestment-Act-Resources.aspx>.

### **Divestment from Companies that Boycott Israel**

Contractor hereby certifies that it is not on the North Carolina State Treasurer’s list of companies engaged in a boycott of Israel in violation of NCGS 147-86.80 et. seq. and that it will not utilize on this agreement any subcontractor on said list.”

## INSTRUCTIONS TO PROPOSERS

This entire set of documents constitutes the RFP. The proposer must return the RFP with all information necessary to properly analyze the proposer's response in full, in the same numerical order in which it was issued. Proposer's notes, exceptions, and comments may be rendered on an attachment, provided the same format of this RFP text is followed.

### PROPOSER QUESTIONS AND INQUIRIES

**Questions or inquiries relative to this RFP must be e-mailed to [russellf@cityofws.org](mailto:russellf@cityofws.org) by 5:00 PM, December 29, 2022.** The County will provide written responses to all inquiries received by this date, and responses will be made available to all recipients of this RFP. Any oral responses made by any representative of the County may not be relied upon. Any supplements or amendments to this RFP will be in writing and furnished to potential bidders.

### RFP RESPONSE SUBMISSION

**Bidders must submit a proposal electronically.** Electronic bids should be submitted by attaching a single PDF file of all requested items (see page eight) including the required bid forms to an email entitled, “**Proposal-Photography, Video & Editing Services – RFP23158**” and emailed to: [bids@cityofws.org](mailto:bids@cityofws.org) received no later than **12:00 Noon, December 2, 2022**. Such submission will not be opened until the time for receiving bids has come. **Please do not wait until the last minute to send your Bid to avoid any possible delay that may occur during the transmittal of files.** A screen print of the email receipt will be used as verification of the time received.

### Late proposals will not be considered.

The County will not be obligated for the expenses of any provider arising out of preparation and/or submittal of responses to this RFP. Any and all proposals to this RFP are to be prepared at the cost and expense of the respondents, with the express understanding that there may be no claims whatsoever for the reimbursement of any costs, damages, or expenses relating to this procurement from the County or any other party for any reason (including the cancellation of this RFP).

Proposals must be made in the official name of the individual, firm, or corporation under which the business is conducted (showing official business address) and must be signed in ink by a person duly authorized to legally bind the business entity submitting the proposal.

All proposals should be complete and carefully worded and must convey all of the information requested by the County. If errors or exceptions are found in the proposal, or if the proposal fails to conform to the requirements of the RFP, the County will be the sole judge as to whether that variance is significant enough to reject the proposal.

Proposals should be prepared simply and economically. All data, materials, and documentation shall be available in a clear, concise form. The County reserves the right to reproduce proposals for internal use in the evaluation process.

Proposers are expressly forbidden from contacting any other County employee or Forsyth County elected official regarding this Request for Proposals. Any such outside contact may result in disqualification from the request for proposal process.

### Basis of Award

Pursuant to N.C.G.S. Chapter 55 Article 15 entitled Foreign Corporations, the successful bidder must have on file with the Secretary of State of the State of North Carolina a Certificate of Authority to

transact business in this state. The County reserves the right to reject any and all bids. The County reserves the right to act as sole judge of the content of the proposals submitted for the evaluation/selection.

### **Evaluation Criteria**

Below is a description of the evaluation criteria that will be used to evaluate the proposals. To be deemed responsive, it is important for the firm's proposal to contain appropriate detail to demonstrate satisfaction of each criterion and compliance with the performance provisions outlined in this RFP. The proposal will be the primary source of information used in the evaluation process. Proposal must contain information specifically related to the proposed services requested in this RFP. Failure of any firm to submit information requested may result in the elimination of the proposal from further evaluation.

1. Following the deadline for submittal of proposals, the County of Forsyth will analyze and rank all Vendors based on their response to the information requested.
2. The County reserves the right to finalize a Contract based on all factors involved in the written qualifications submittal without further discussion or interviews.
3. The County will conduct an evaluation of the proposal(s) submitted. The evaluation will be based on at least the following criteria; however, not necessarily in the order provided or with equal weight given to each criterion.
  - i. Compliance with the RFP requirements.
  - ii. Cost of the specified items or services; and
  - iii. Other criteria as set forth below:
    - The ability of the Vendor to provide the highest quality service while staying within the County's budget.
    - The capacity of the Vendor to perform the contract or provide the service promptly or within the time specified, without delay or interference.
    - The Vendor's ability to deliver results, gauge results and report.
    - The character, integrity, reputation, experience and efficiency of the Vendor including but not limited to their past performance record with the County or with those given as references.

### **Evaluation Process**

Proposals will be evaluated for quality, completeness, and price value to the County of Forsyth. Selection shall be made from all offers deemed to be fully qualified and best suited among those submitting proposals based on the evaluation of factors included in the RFP, including price. Price shall be considered but need not be the sole determining factor.

### **Confidentiality of Personally Identifiable Information**

The Contractor assures that information and data obtained as to personal facts and circumstances related to County employees, citizens, vendors or other will be held confidential, during and following the term of this contract. Contractors and their employees working on County properties may be required to sign confidentiality statements.

## **Overview & Minimum Qualifications**

The Forsyth County Sheriff's Office is requesting quotes for a twelve-month, full-time contractor for the provision of photography, videography, and editing services. This individual is a critical component of the FCSO PR Team and will work closely with the other PR Team members on a daily basis.

While this position will be involved with content creation and direction decisions as part of the PR Team, the majority of the time will be spent on setting up for, shooting, and editing both photos and videos, to include coverage of agency day-to-day activities, special events, campaigns, weekly video podcast, and news-themed segments. Content will be used for a variety of purposes, including on agency social media channels and websites as well as directly provided to the media.

### **Key Details:**

- This contract will be for one (1) year beginning February 1, 2023.
- Average time per week is approximately forty (40) hours, which includes on-scene work and editing.
- Open communication and dialogue is expected, including attendance of a weekly meeting with the PR Team.
- Explicit schedules and plans shall be created in coordination with the PR Team and corresponding agency events and schedules.
- Responsible for scheduling him/herself to produce the needed content within the necessary timeframe and achieve team goals.
- All content created must be organized so it is accessible and searchable to other PR Team members.
- The quote for services shall encompass provision of the following items:
  - Fresh visual content generated on a weekly basis, to include still photographs and videos.
  - Producing and overseeing editing of weekly Video Podcast episodes along with distribution across multiple platforms.
  - Setting up for, shooting, and editing weekly video shorts.
  - The creation of short films for training, community projects, social media, and other purposes as needed.
  - The creation of special event videos and photo galleries, i.e. retirements, ceremonies, and events.
  - Design creation as needed, including brochures, invitations, marketing materials, car designs, shirts, logos and other design needs.
  - Visual content shall be made to be compatible with both mobile and desktop devices.
  - Studio quality professional headshots of staff members shall be taken as requested.
  - FCSO shall maintain the copyrights to the original creative content for future use.
  - Storage of all original content that is created for use on the Sheriff's Office mobile

cloud.

- Assist the other PR Team members in marketing and the distribution of content via social media.
- Inventory all FCSO PR Unit equipment, including its maintenance and use.
- Must be proficient in Adobe Premiere, Adobe After Effects, Adobe Audition, Adobe Photoshop, Adobe Illustrator, Final Cut Pro X. The preference is for someone familiar with Mac OS.
- Must be proficient working with LAV mics, syncing video and audio, and rendering professional audio.
- Must have photo and video experience using Canon and Sony DSLR's.
- Must have knowledge of lighting multiple subjects in various scenarios.
- Must be physically able to set up light stands, lights, modifiers, tripods, and any other equipment setup needed for each project.
- Must include links to portfolios or video work with proposal.
- Availability to attend and document agency events, including on weekends and holidays, sometimes with short notice.
- Be able to pass a background check and possess a valid NC Driver's License.

**Contract Period: The initial Contract will begin on or about January 1, 2023 and continue until December 31, 2023, with Forsyth County having the option of one mutually agreed-upon extension at a mutually acceptable cost not to exceed an increase of 5%. Any extension shall be based upon satisfactory performance by the Contractor. Dates provided are estimates only. Any resulting contract will begin on the date specified in the notice of award.**

**Project Manager:**

**Randy C. Hunsucker**

Sheriff's Office Business Manager

[\(336\) 917-7324](tel:(336)917-7324)

[hunsucrc@fcsso.us](mailto:hunsucrc@fcsso.us)



**By signing below the Proposer agrees to the following:**

The Proposer agrees that in carrying out this agreement, compliance will be maintained with all applicable federal, state, and local laws, specifically including, without limitation, the Occupational Safety and Health Act of 1970 and Section 1324A, the Immigration Reform and Control Act.

The Proposer certifies that the proposal is made in good faith and without collusion with any person submitting a proposal in response to this RFP or with any officer or employee of the County of Forsyth

The undersigned further agrees, in connection with the performance of this agreement, not to discriminate against any employee or applicant for employment because of race, religion, color, gender, age, handicap, political affiliation or national origin

The County reserves the right to hold proposals open for a period of ninety days (90) calendar days after the due date before making awards.

Proposals are to be signed by an officer of the company authorized to bind the submitter to its provisions. Failure to manually sign the appropriate proposal form will disqualify the Proposer and the proposal will not be considered.

Submission of a proposal shall indicate that the Contractor is fully aware of the requirements for providing the services requested by Forsyth County.

The County may, at its sole discretion, reject any or all proposals submitted and reserves the right to consider alternatives that may be in the best interest of Forsyth County.

**Required items to be included with proposal:**

**Failure to include the following with your submitted proposal may be considered as non-responsive and could result in rejection of your proposal:**

\_\_\_\_\_ Details of qualifications

\_\_\_\_\_ Anticipated services that would be provided during the contract

\_\_\_\_\_ Link to portfolios and/or video work

\_\_\_\_\_ Outline of all-inclusive cost and payment terms (weekly, bi-weekly, monthly, etc.)

\_\_\_\_\_ Proposal Signature Form

\_\_\_\_\_ Non-Collusion Affidavit of Prime Bidder

\_\_\_\_\_ Signed Addenda (If Issued)



**This signature page must be completed and submitted with the proposal:**

# **Photography, Video & Editing Services For Forsyth County Sheriff's Office**

## **PROPOSAL AUTHORIZATION AND SIGNATURE**

**The signature page must be completed and submitted with the proposal:** Proposals are to be signed by an officer of the company authorized to bind the submitter to its provisions. Failure to manually sign the appropriate proposal form will disqualify the proposer and the proposal will not be considered.

_____ Firm Name	_____ Authorized Signature
_____ Date	_____ Street Address (P.O. Box)
_____ Federal Identification No.	_____ County, State and Zip Code
_____ Telephone Number	_____ Email Address

**The following information is requested for statistical purposes only. The provision or omission of this information will neither affect nor influence the award of these contracts. Bidder further certifies that:**

We  are a Historically Underutilized Business (HUB) certified by the State of North Carolina.

We  are a minority business enterprise.

are not a minority business enterprise.

If yes, please identify in the appropriate box below:

Black

Hispanic

Asian American including Indian Subcontinent and Pacific Islands

Native American Indian including Eskimos and Aleuts

We  are a woman-owned business concern.

are not a woman-owned business concern

**NON-COLLUSION AFFIDAVIT OF PRIME BIDDER**

State of \_\_\_\_\_ )

County of \_\_\_\_\_ )

Project: **PHOTOGRAPHY, VIDEO & EDITING SERVICES - Bid No. RFP23158**

\_\_\_\_\_ (name), being first duly sworn, deposes and says that:

1. He/she is (circle: owner, partner, officer, authorized representative or agent) of \_\_\_\_\_, the Bidder that has submitted the attached Bid;

2. He/she is fully informed respecting the preparation and contents of the attached bid and of all pertinent circumstances respecting such Bid;

3. Such Bid is genuine and is not a collusive or sham Bid;

4. Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this Affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the Contract for which the attached Bid has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices in the attached Bids of any other Bidder, or to fix any overhead, profit or cost element of the Bid price or the Bid price of any other Bidder, or to secure through any collusion, conspiracy, connivance or unlawful agreement any advantage against the County of Forsyth, N.C. or any person interested in the proposed Contract; and

5. The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees or parties in interest, including this Affiant.

\_\_\_\_\_ Authorized Signature (SEAL)

\_\_\_\_\_ Printed Name

\_\_\_\_\_ Title

Subscribed and Sworn to Before me this \_\_\_\_ Day of \_\_\_\_\_, 20\_\_\_\_.

Notary Public: \_\_\_\_\_

My Commission Expires: \_\_\_\_\_(SEAL)