



COMMUNITY VIDEO

REQUEST FOR PROPOSALS & TERMS OF REFERENCE

1.0 INTRODUCTION

The Municipal District of Willow Creek No. 26 is a rural municipality situated in southwestern Alberta covering approximately 1,770 square miles or 1,132,000 acres of land. The geographic boundaries encompass the towns of Nanton, Stavely, Claresholm, Granum, Fort MacLeod and the Hamlets of Parkland, Woodhouse, Moon River Estate and Orton. The municipality is bounded by Cardston County and the Blood Indian Reserve on the South, the Municipal District of Pincher Creek No. 9 and the Municipal District of Ranchland No. 66 on the west, the Municipal District of Foothills No. 31 on the north and Vulcan County and the County of Lethbridge No. 26 on the east.

Strategically situated in the heart of Alberta's farming and ranching region the area is served by two primary highways, namely Highway No. 2 and 3. The Municipal District of Willow Creek has a population base of approximately 5,337 and is an agriculturally based municipality that boasts the slogan "Choice Farming and Ranching" as its motto.

2.0 BACKGROUND & PROJECT RATIONAL

In September 2008 the Municipal District Council authorized the formation of an Integrated Community Sustainability Plan Committee comprising of seven ratepayers, three members of administration and two Council members. The ICSP committee was formed with the main objective of formulating an Integrated Community Sustainability Plan (ICSP) for the Municipal District. The ICSP is the long-term blueprint developed in consultation with the community that contributes to the realization of sustainable environmental, economic, cultural and social dimensions of the Municipal District at large. The plan was completed in December 2008.

The ICSP stated the Municipal District's vision of:

'a community that preserves, enhances and enriches our legendary rural way of life for future generations to live, work and prosper as members of this farming and ranching community. The municipality shall put in place, policies that will ensure that future generations can continue to enjoy a rural way of life that protects a clean environment, promotes a high standard of living and places agriculture as a corner stone for sustainable economic development'.

The ICSP also identified five (5) specific objectives as high priority areas that the MD should focus on in order to achieve its vision and be sustainable. One of the objectives identified by the ICSP committee was to 'provide pertinent and

relevant information to existing, new and potential residents of the MD'. It was the general feeling of the committee that many people who move into the area, do so in a quest for the rural way of life, often lack the knowledge and understanding of what it takes to live in a rural setting. This lack of knowledge generally manifests itself in ways such as land use conflicts between new residents and long standing community members, improper use of the natural environment and community facilities, often culminating in disharmony among ratepayers. In an effort to mitigate this, the committee proposed that a documentary style video aimed at providing potential and existing ratepayers with information pertinent to living in the MD. The video would then be made available to new ratepayers, the general public and to realtors who service the area.

To this end the Municipal District would like to develop a 22 - 30 minute documentary style video and seeks to procure a qualified vendor that can provide the technical and other necessary skills to complete the scope of work as outlined below. The successful respondent will receive general direction from the MD's administration.

3.0 THE ASSIGNMENT

3.1 Objective

Create a documentary style video to educate new, potential and existing ratepayers about life in the MD, promote the MD's cultural identity, promote environmental stewardship by drawing attention to the various environmental concerns/issues in the MD and promote economic development within the MD. In addition the video will serve to educate existing, new and potential residents, industry and recreational users of their responsibility to the land, water and the air

3.2 Scope of Work

At a minimum the following tasks are to be completed:

1. Script

The MD will provide the successful respondent with a draft script outline which will include relevant topics to be covered, possible interviewees, and segment descriptions. The successful respondent will be required to prepare a first-draft of the script for review by the MD. Revisions will be performed as needed for MD approval. (A preliminary list of topics to be covered is attached as appendix A).

2. Production Information Guide

Consultant will provide the MD with a production guide for the project that will include the final script, shoot schedule, and contact information for all production staff.

3. **Interviews/Transit Shooting**
The MD will work with the successful consultant in scheduling shootings and interviews. The MD will also assist in identifying possible locations where shooting may take place.
4. **Voiceovers**
Consultant will hire person(s) for voiceovers and dubbing (if needed). Consultant will also book studio time for audio.
5. **Book Video Crew**
Consultant will arrange for videography services and schedule all necessary crew time.
6. **Shoot Interviews & Locations**
Consultant will conduct interviews and supervise location shooting to obtain raw footage.
7. **Offline Editing**
Consultant will book studio time for offline editing and supervise editing of raw footage.
8. **Produce Animation, Effects & Graphics**
Consultant to supervise the production of effects, animation, and graphics as needed.
9. **Online Editing**
Consultant will book studio time and conduct online editing. Following online editing, final versions of the video will provided to the MD Staff in the formats stated below.

The originals of any taping done under this scope of work and all copyrights will transfer to the MD upon full payment of contract.

3.3 Deliverables

1. Script (1 bounded hardcopy and 1 unbounded hardcopy),
2. Production Guide to be submitted (1 hard copy, 1 electronic copy)
3. Documentary video 22 – 30 minutes covering the topics provided in the draft script outline which shall be submitted as follows:
 - a. Five copies of the video in an ISO format;
 - b. Provide costing for stamp copies of video on DVD in quantities of 250, 500, 1000
 - c. Video in a format to be used for streaming on the MD's website

4.0 PROPOSAL FORMAT

4.1 Firm Identification, Qualification and Experience

Respondents are required to provide an overview of their areas of expertise and experience detailing relevant work experience.

The respondent must also describe the nature and outcome or projects previously conducted by the respondent which may be considered similar in nature as described within the RFP. Descriptions should include client contact names, address, phone numbers, descriptions and the type of work performed, approximate dates on which the work was completed and professional staff who performed the work.

Respondents are also required to provide three copies of samples[†] of work for three current or recently completed projects that that shows experience with at least two of the following:

- i. Nonpartisan documentary format
- ii. Economic Development Component
- iii. Teaching Support, Instructional & Informative Component

4.1.1 Subcontractors

Please state and verify that all services outlined in this RFP can and will be completed using in-house services of the Production Company. If subcontractors will be utilized, and are confirmed to be partners for this project at time of completion of this proposal, please provide name and complete contact information for each as well as a note what they will be sub-contracted to accomplish. (Production Company will pay and be held accountable for all work by sub-contractors.)

4.2 Understanding of the Assignment

Respondents are required to demonstrate a clear understanding of the work being proposed and indicate any problems or concerns likely to be encountered.

4.3 Approach

A project approach statement shall be provided which gives a description of the respondent's approach to the project and how key issues identified in the Understanding of the Assignment will be dealt with. Respondents are also required to provide; a list of capabilities necessary to satisfy the requirements of this RFP and a list of resources to be used.

[†] Samples cannot be returned.

4.4 Schedule

The proposal should include a project timeline, including dates for submission of the various deliverables (project milestones) and the expected number of hours required to complete each task or product.

4.5 Production Equipment

Proposal must address the type of the equipment to be used to ensure a quality video shoot, post production editing, voiceovers, graphics, and animations that are necessary to produce the finished product.

4.6 Project Budget and Price Evaluation

The budget is based on current market information and subject to grant availability‡.

Respondents are required to submit a proposed budget that describes both the total and the detailed cost for which the respondent will commit to complete the total scope of work and end products. The proposed budget detail shall describe estimated costs (only the total amount is a binding offer) for each professional's time, for the completion of each proposed task, for travel and per diem (if applicable) and for materials and supplies. The proposed budget should also include the implications of any recommended deviations from the RFP scope of work and must list all the expenses not included in the budget.

5.0 INFORMATION TO BIBBERS

5.1 Proposal Submission

Four copies of the proposal (including one unbounded copy suitable for photocopying) shall be submitted to the Municipal District administration office located at #26 Highway 520 West, Claresholm, Alberta, T0L 0T0, attention Cynthia Vizzutti, Chief Administrative Officer, by no later than April 24, 2009.

5.2 Inquiries/Contact

All questions regarding the RFP shall be submitted in writing and directed to the contact person listed below prior to the submission date.

Mail to: Gail Gibeau
Development Officer
Municipal District of Willow Creek No. 26
Box 550, Claresholm, AB, T0L 0T0

Telephone: 403-625-3351 ext 230
Email: gail@mdwillowcreek.com

‡ Funding approval has been obtained

5.3 Mandatory Criteria

Proposals not clearly demonstrating that they meet the following mandatory criteria will be executed from further considerations during the evaluation process. The Mandatory Criteria **must** be provided and completed using the matrix format as illustrated below.

MANDATORY CRITERIA	Meets Criteria √
1. The proposals must be submitted in 4 copies by April 24, 2009 no later than 4:00 pm local time.	_____
2. The proposal must be in English and must be delivered by hand or by courier.	_____
3. Respondents must provide three copies of samples of work completed. A sample must be provided that shows experience with at least two of the following: i. Nonpartisan documentary format ii. Economic Development Component iii. Teaching Support, Instructional & Informative Component	_____ _____ _____
4. Respondent has completed more than ten (10), or equal, relevant projects (e.g., documentary, teaching support material).	_____
5. Respondent must provide proof of having the necessary equipment required to accomplish the task.	_____

5.1 Desirable Evaluation Criteria

The technical merits of the proposal and the proposed costing will be weighted using a 70:30 (respectively) ratio. Scoring of the proposals will be based on the following criteria:

EVALUATION CRITERIA	Weight (%)	Points Obtainable	
		Maximum	Minimum
Expertise of Firm			
a. Production Experience	10	60	30
b. Quality Assurance Procedures	8	25	15
c. References (Does the respondent have a good track record with previous clients)	7	25	15
d. Sample of Similar Sample work	10		
	35	70	45
Proposed Work Plan and Approach			
e. Task Understanding (To what degree does the respondent understand the task?)	10	30	10
f. Depth of response (quality of detail and support; sophistication of ideas)	15	30	10
g. Overall response to proposal (Does the proposal correspond to the TOR?)	10	25	15
	35	110	50
h. Proposed Budget	30		
	100		

5.4 Estimated Request for Proposal Activities Timetable

The following timetable outlines the anticipated schedule for specific RFP activities.

EVENT	ANTICIPATED DATE
Solicitation for Expression of Interest Distributed	March 2, 2009
Deadline for Responses to EOI	March 24, 2009
Request for Proposals Distributed	April 2, 2009
¹ Closing Date for Submission of Proposal	April 24, 2009

EVENT	ANTICIPATED DATE
Proposal Presentation / Interview (optional)	
Contract Decision & inform respondents of funding decision	May 21, 2009

¹ Proposals must be submitted by no later than 4:00pm

5.5 Notification

Prospective firms/consultants may be contacted to answer questions or present their proposal prior to the contract being awarded. The successful bidder will be notified by May 21, 2009.

6.0 RFP TERMS & CONDITIONS

6.1 Signed Proposals

The proposal must be signed by the person(s) authorized to sign on the proponents' behalf and binds the proponent to the statements made in the proposal response.

6.2 Proposal Pricing

Proposal prices must be firm for a minimum of 90 days after closing.

6.3 Proponents Expenses

Proponents are solely responsible for their own expenses in preparing the proposal, presentation of the proposal, and travel costs incurred presenting and negotiating the proposal.

6.4 Irrevocability of Proposals

At the appointed closing time, all proposals become irrevocable. By submission of the proposal, the Proponent agrees that should its proposal be selected, the Proponent will enter into a contract with the Client.

6.5 Modifications of Terms of Reference and RFP Cancellation

The Client reserves the right to modify the terms of the RFP prior to the submission date at its sole discretion. Proponents will be advised of any changes or modifications in writing from the Client. The Client reserves the right to cancel the RFP at any time prior to entering into a contract with the successful proponent.

6.6 Confidentiality

The successful bidder shall agree that all findings and reports shall be the property of the Client and shall be confidential to the Client.

6.7 Ownership of Proposals

All proposals, including attachments, submitted become the property of the Client. Confidentiality of the proposal will be ensured by the Client.

6.8 Payment of Fees

The Municipal District will effect payment to the consultant within 20 work days of the MD's receipt of an undisputed monthly invoice or within 20 work days of receipt and acceptance of a good and/or service.

7.0 SPECIFIC CONTRACT CLAUSES

7.1 Laws of Jurisdiction

Any contract resulting from this RFP will be governed and will be interpreted in accordance with the laws of the Province of Alberta.

7.2 Indemnification

Any contract arising out of this RFP will require the Consultant to indemnify and hold harmless the MD, its employees, agents, officers, representatives, elected officials and insurers from and against any and all claims, damages, costs (including, without restriction, all legal and other professional costs on a solicitor and his own client full indemnity basis), losses, expenses, actions and suits of every kind and nature caused by, or arising directly or indirectly out of the Consultant's performance of its obligations under the terms of this Agreement including anything done, permitted or omitted to be done by the Consultants, its officers, agents, Consultants and employees, whether occasioned by negligence or otherwise.

7.3 Insurance

Throughout the term of this Agreement, the Consultant shall take out and maintain insurance in such form and in such amounts as may be satisfactory to the MD, acting reasonably, and upon request provide the MD with written confirmation of the existence of such insurance (including but not limited to providing copies of the insurance policies). Without limiting the generality of the forgoing, the insurance shall have at least the following coverage, and contain the following terms:

- (a) professional liability insurance in the amount of TWO MILLION DOLLARS per occurrence;
- (b) comprehensive general liability insurance covering all risks associated with the Consultant's performance of its obligations under the terms of this Agreement including, without limitation, extended coverage, coverage for

- public liability, and such other coverage as the MD might reasonably require with the minimum limit of coverage being not less than TWO MILLION (\$2,000,000.00) DOLLARS per occurrence;
- (c) such policies shall name the MD as an additional loss payable; and
 - (d) such policies of insurance shall contain an undertaking by the insurers to notify the MD in writing of any material change, cancellation or termination of any provision of any policy not less than Thirty (30) days prior to the material change, cancellation or termination thereof.

7.4 Taxes and Deductions

The Consultant shall be responsible to collect, remit, and pay all source deductions, Canada Pension contributions, unemployment insurance premiums, taxes and GST and all other required payments, contributions or deductions under all applicable laws and authorities including, but not limited to, any assessments levied pursuant to the **Workers' Compensation Act** (Alberta) which arise or may hereafter arise with respect to the performance of the obligations of the Consultant under this Agreement and the MD shall have no liability for the same.

7.5 Ownership & Use of Documents, Patent and Trademarks

All documentation, including raw footage, which is used in connection with the provision of Services pursuant to this Agreement and prepared by, or on behalf of the Consultant pursuant to this Agreement, including but not limited to patents, copyrights, and trademarks and any other such data, information and material collected, compiled, drawn and produced by the Consultant are the property of the MD. The MD reserves the confidential information and property rights, including any copyright therein, and they are not to be used on any other work without the prior written Agreement of the MD. The Consultant is entitled to retain a copy of the said documentation for record and maintenance purposes but only in connection with the provision of Services pursuant to this Agreement.

DRAFT SCRIPT OUTLINE WITH RELEVANT TOPICS TO BE COVERED

'Promoting an awareness for today and hopes for tomorrow'

1. General Overview of the MD

- Population
- History of how the MD was incorporated
- Transportation Corridors
- Airports
- Industrial District
- Climate

2. Rural Life Interface

- Wildfire Fringe Interface
- Interaction with Nature
- Rural Life – self reliance
- Rural Crime Watch
- Recreational Facilities
- Towns & Services (e.g. arenas, baseball fields)

3. Governance

- Governance Structure
- Political Divisions
- Municipal Services (e.g. road plow, community wells)
- Municipal Addressing
- Administration
- Internet Connectivity

4. Acreage Development

- Development Regulations
- Internet Connectivity
- Shallow Services (e.g. fortis, ATCO)
- Well Drilling
- Sewage Permit

5. Rural vs. Urban

- Services (e.g. solid waste disposal)
 - Emergency Medical Services (EMS)
 - Confined Feeding Operations (CFOs)
6. Farming Culture
- Corporate Farming (e.g. Hutterian Brethrens)
 - Irrigation
7. History of Ranching and Farming
- Overview of Farming & Ranching in the MD
 - First Nation culture and attractions (e.g. Head Smashed In Buffalo Jump)
8. Energy & Wind Power
- Oil & Gas
 - Wind Energy
9. Environment Stewardship
- Protection of Watershed
 - Riparian Rights
 - ATV Trail use
10. Healthcare
- Emergency Medical Services (EMS)
 - Senior Lodge
 - Long Term Care Facilities