

Department of Cultural Affairs and Special Events (“DCASE”)

October 16, 2024

Addendum No. 1

TO

REQUEST FOR PROPOSALS (“RFP”)

FOR

MULTIMEDIA PRODUCTION SERVICES

Specification No.: 114023

For which proposals are scheduled to be received no later than 3:00 p.m. Central Standard Time on Wednesday, November 06, 2024. (pursuant to the Request for Proposals advertised on Wednesday, October 09, 2024) through the Department of Cultural Affairs and Special Events (Room 400, Chicago Cultural Center).

Respondents must acknowledge receipt of this Addendum No. 1 in the Cover Letter of the Proposal.

Complete and return attached Acknowledgement via email to joshua.schwimer@cityofchicago.org – Attn: JT Schwimer, Contracts Coordinator

This document contains:

- 1. Response to questions received during Pre-Proposal Conference**
- 2. Revised Exhibit 3 Cost Proposal**
- 3. Revised Exhibit 7 Overview and Scope of Services**
- 4. Addendum Receipt Acknowledgement.**

This information contained in this addendum No. 1 is incorporated by reference into the original Request For Proposal (RFP) issued on Wednesday, October 09, 2024.

October 16, 2024

Addendum No. 1

TO

REQUEST FOR PROPOSALS (“RFP”)

FOR

MULTIMEDIA PRODUCTION SERVICES

Specification No.: 114023

For which proposals are scheduled to be received no later than 3:00 p.m. Central Standard Time on Wednesday, November 06, 2024. (pursuant to the Request for Proposals advertised on Wednesday, October 09, 2024) through the Department of Cultural Affairs and Special Events (Room 400, Chicago Cultural Center).

The following questions /answers will be incorporated in the above referenced Request For Proposal. All other provisions and requirements as originally set forth remain in force and are binding.

SECTION 1: Questions Received during Pre-Proposal Conference

QUESTION 1	Is there a budget for these services?
RESPONSE 1	<i>No, the 2025 DCASE budget has not been finalized.</i>
QUESTION 2	Does DCASE have a minimum requirement for what is to be included in the Lighting Package?
RESPONSE 2	<i>No, the Contractor shall be responsible for providing a Lighting Package that is suitable for the project (to be determined during the pre-production phase). Respondents shall be permitted to include multiple/tiered lighting packages with their cost proposal.</i>
QUESTION 3	How many rounds of revisions are typical for projects under this scope?
RESPONSE 3	<i>Typically 1-2 rounds of revisions, with 3 rounds being a rare occurrence.</i>
QUESTION 4	What is the typical turnaround time for projects under this scope?
RESPONSE 4	<i>This will vary by project. Under the Dome has historically been 4-4.5 months, whereas the 60 second (or less) Social Media deliverables are 2-3 calendar days. Turnaround time shall be determined during the pre-production phase.</i>
QUESTION 5	Will the files that DCASE provide be categorized?
RESPONSE 5	<i>No.</i>
QUESTION 6	Does DCASE intend to require the use of 3rd-party media (music, b-roll, etc.)
RESPONSE 6	<i>No, DCASE does not intend the use any 3rd-party media.</i>
QUESTION 7	Can DCASE provide the cost for the April Under the Dome video?

RESPONSE 7	\$10,500.00
QUESTION 8	Can DCASE provide the desired video resolution?
RESPONSE 8	<i>Video resolution may vary on a project by project basis. The majority of the projects shall be 1080HD. Under the Dome projects shall be a resolution that can accommodate up to a 40' screen.</i>
QUESTION 9	Will DCASE require the Contractor to provide a live video feed to monitors.
RESPONSE 9	<i>There may be instances where the Contractor will need to provide a live video feed to monitors. Exhibit 7 (Overview and Scope of Services) and Exhibit 3 (Cost Proposal) have been updated to reflect this.</i>
QUESTION 10	How should the Event Fee be calculated if a project requires multiple staff?
RESPONSE 10	<i>Exhibit 3 (Cost Proposal) has been updated for the Event Fee to be Per Hour Per Person. A staffing plan shall be determined during pre-production.</i>
QUESTION 11	Is there flexibility in the Insurance Requirement coverages?
RESPONSE 11	<i>The Insurance Requirements were provided by the City's Risk Management division. Any request to coverage adjustments shall be made during contract negotiations.</i>

SECTION 2: Revised Exhibit 3 Cost Proposal

**EXHIBIT 3
COST PROPOSAL**

A. COST PROPOSAL

Contractor's cost proposal shall be inclusive of all ancillary expenses (labor, fuel, personnel, mileage, installation/deinstallation, etc.)

GROUP A – FULL VIDEO PRODUCTION

DESCRIPTION	UNIT PRICE	UNIT OF MEASUREMENT
Event Fee (minimum 2 hours)		Per Hour Per Person
Sound Package		Per Event
Lighting Package		Per Event
Video Editing Fee		Per 5 Minutes of Final Footage
Live Feed Package		Per Event

GROUP B – SOCIAL MEDIA VIDEO PRODUCTION

DESCRIPTION	UNIT PRICE	UNIT OF MEASUREMENT
Event Fee (minimum 2 hours)		Per Hour Per Person
Video Editing Fee		Per 1 Minute of Final Footage

B. PORTFOLIO OF WORK

Provide a URL to a sample portfolio of your company that best demonstrates your capabilities of servicing the Scope of this contract.

SECTION 3: Revised Exhibit 7 Overview and Scope of Services

**EXHIBIT 7
MULTIMEDIA PRODUCTION SERVICES
OVERVIEW AND SCOPE OF SERVICES**

CONTRACTOR RESPONSIBILITIES

Contractor(s) shall provide all staff and equipment to shoot and edit video footage for a variety of DCASE programming needs, including but not limited to live events and festivals at Millennium Park, Grant Park, and locations around the City, as well as provide livestreaming capabilities, upon request, for the events and festivals.

FULL VIDEO PRODUCTION (GROUP A)

PRE-PRODUCTION PLANNING

- Collaborate with DCASE Programming team to understand the vision, objectives and specific requirements for each event.
- Conduct site visits if necessary to assess logistics and technical needs.
- Develop a detailed production plan, including shot lists, equipment requirements and timelines.

EQUIPMENT PROVISIONS

- Contractor shall supply all necessary recording equipment, including cameras, microphones and audio equipment.

- DCASE will work with the Contractor to determine if a sound mixing station will be required. If so, the Contractor shall provide all necessary sound mixing equipment (“Sound Package”).
- DCASE will work with the Contractor to determine if the City-provided lighting equipment will be sufficient. If not, the Contractor shall provide all necessary lighting equipment (“Lighting Package”).
- DCASE will notify the Contractor if a live feed to video monitors will be required. The Contractor shall provide all necessary equipment to produce a live video feed to City-provided monitors (“Live Feed Package”).

PRODUCTION

- Contractor shall capture high-quality video footage and audio recordings of the Event, including utilizing multiple camera angles to ensure comprehensive coverage of Events.
- Coordinate with DCASE Programming team to ensure seamless integration with the overall Event schedule.

2024 SCHEDULE OF EVENTS

Below are the 2024 events that require multimedia production. This list is provided for reference only and DCASE may add or remove events from the schedule.

Event Name	Event Date	Services Provided	Deliverables
Under the Dome	April 18, 2024	Video/Audio Recording and Editing	Full concert raw video + 2 20-30 min edited videos
Under the Dome	October 24, 2024	Video/Audio Recording and Editing	Full concert raw video + 2 20-30 min edited videos
Archival Leadership Remarks at Events	Year-Round	Video/Audio Recording	Raw high-resolution video capture

SOCIAL MEDIA VIDEO PRODUCTION (GROUP B)

PRE-PRODUCTION PLANNING

- Collaborate with DCASE Programming team to understand the vision, objectives and specific requirements for each event.
- Develop a detailed production plan, including shot lists, equipment requirements and timelines.

EQUIPMENT PROVISIONS

- Contractor shall supply all necessary recording equipment, including cameras, microphones and audio equipment.

PRODUCTION

- Contractor shall capture high-quality video footage and audio recordings of the Event.
- Video footage shall feel organic and not overly produced (as is ideal for social media), i.e. handheld captures, candid captures, etc.
- Coordinate with DCASE Programming team to ensure seamless integration with the overall Event schedule.

2024 SCHEDULE OF EVENTS

Below are the 2024 events that require multimedia production. This list is provided for reference only and DCASE may add or remove events from the schedule.

Event Name	Services Provided	Deliverables
Summer Promo Video	Video Editing	60/30/15 second promo videos
Millennium Park 20 th Promo Video	Video Editing	60/30/15 second promo videos
Holiday Card/ DCASE Year in Review Video	Video Capture and Editing	60/30/ second promo videos
DCASE Promo Video	Video Capture and Editing	1-2 minute promo video
Various (Year-Round)	Video Capture and Video Editing	30-60 second Social Media Reel
Archival Leadership Remarks at Events (Year-Round)	Video Capture	Raw high-resolution video capture

BOTH GROUP A AND GROUP B

POST-PRODUCTION

- Contractor shall perform all video editing to produce professional-quality final products.
- Contractor shall incorporate all necessary graphics and titles as directed by DCASE.
- Contractor shall ensure audio quality is optimized and synchronized with the video.
- DCASE may provide Contractor with audio/video to be included in the final product and, upon request, such audio-video shall be included in the final product.

DELIVERABLES

- Contractor shall provide the final edited footage in a format directed by DCASE, suitable for various platforms (social media, web, etc.).
- Contractor shall provide raw footage if requested by DCASE.

OWNERSHIP AND RIGHTS

- DCASE maintains all rights to video footage captured or created by Contractor, including with respect to raw and unedited video. Contractor may request permission from DCASE to use videos solely for their personal portfolio and must always use crediting language as agreed upon with DCASE.
- DCASE will own all other materials and intellectual property created by the Contractor under any contract awarded pursuant to this RFP.

CONTRACT AWARD AND ORDER FOR SERVICES

- DCASE intends to award up to 5 (five) contracts for the provision of multimedia production services for each of the Full Video Production and for the Social Media Production service groups. At such time that DCASE wishes to order services from a Contractor, DCASE will request such services, in writing, from the most highly-ranked Contractor in the group corresponding to the project for which the services are sought. The City will determine the most highly ranked qualified firm taking into consideration, for each project, the qualifications/experience of the contractors in that group, the price proposals for the project, ability to meet the project deadlines for the project, and other considerations in the discretion of the DCASE commissioner. If that Contractor is unavailable to provide the services on the date(s) requested, DCASE will request such services, in writing, from the second most highly-ranked Contractor in that group, and continuing with this process, until an available Contractor is identified to provide the services.

Department of Cultural Affairs and Special Events (“DCASE”)

October 16, 2024

Addendum No. 1

TO

REQUEST FOR PROPOSALS (“RFP”)

FOR

MULTIMEDIA PRODUCTION SERVICES

Specification No.: 114023

Consisting of Sections 1, 2, 3 and 4 including this Acknowledgement.

SECTION 3: ADDENDUM RECEIPT ACKNOWLEDGEMENT

I hereby acknowledge receipt of Addendum No. 1 to the RFP named above and further state that I am authorized to execute the Acknowledgement on behalf of the company listed below.

Signature of Authorized Individual

Title

Name of Authorized Individual (Print)

Company Name

Business Phone

Complete and return attached Acknowledgement by email to joshua.schwimer@cityofchicago.org – Attn: JT Schwimer, Contracts Coordinator