



## CareerSource Flagler Volusia Intent to Negotiate

### **General Information:**

CareerSource Flagler Volusia (CareerSourceFV) is a private not-profit corporation designated as the local workforce development board. CareerSourceFV is responsible for arranging a network of service delivery that meets the employment and training needs of businesses and the public alike.

CareerSourceFV hereby announces its decision to post an Invitation To Negotiate (ITN) for outreach services to businesses within Flagler and Volusia counties. This outreach project will entail short 30 to 60 second videos, aimed to educate a business audience about the services available through CareerSourceFV.

### **Project Information:**

Specific services and fees will be negotiated with the selected vendor. CareerSourceFV anticipates that these services may include, but are not limited to:

#### **A. Project Management Assistance**

- Provide consulting services in the development stages of a video production project.
- Work with staff to coordinate roles, responsibilities and expectations for each project.
- Coordinate quality control of all development work and deliverables.
- Ensure that project(s) stay on schedule and within scope and budget.

#### **B. Production and Direction**

- Assist with development of timelines, storyboards and/or script writing.
- Work with CareerSourceFV staff to schedule video shoots either in studio or on location.
- Coordinate any required personnel, including directors, actors and technicians.
- Conduct video shoots, providing all necessary equipment and qualified operators.

#### **C. Post-Production**

- Provide post-production services to edit raw footage into the finished product, including rough cut and final editing, sound mixing and visual effects.
- Provide supplemental graphics and audio as needed.
- Deliver finished product in desired format(s).

The selected vendor will be expected to be in contact with CareerSourceFV (and by CareerSourceFV's invitation, CareerSourceFV's subcontractors) through all phases of project execution, meeting as needed in person and/or by phone, video or email. The selected vendor will be expected to produce all elements of the video, which may include, but are not limited to drafting the video scripts in consultation with CareerSourceFV, shooting video, lighting,

graphics, animation, editing and music. The vendor will be required to provide their own production equipment.

The selected vendor will deliver the finished videos in desired formats to be determined. Each finished video will be used at CareerSourceFV's discretion, including but not limited to, CareerSourceFV's website, partner agency websites, in advertisements, in television or radio broadcast, distributed to local partners, and posted to social media. The selected vendor will work closely with CareerSourceFV staff to ensure that brand identity is maintained consistently across all final videos.

Everything produced for these videos will be the property of CareerSourceFV, including B-roll, original unedited footage, stills, scripts, audio recordings, special effects and final products. All rights-managed items, such as stock footage and music, should be royalty-free and/or licensed to CareerSourceFV. At the conclusion of production, all original footage will be delivered on an external hard drive to CareerSourceFV.

### **Proposal Requirements:**

#### **1. Essential Documents:**

- a. Responses must include a signed cover letter and be made in the official name of the firm or individual under which business is conducted and must be signed by a person duly authorized legally to bind the person, partnership, company or corporation submitting the response. The submittal of a response will be considered by CareerSourceFV as constituting an offer to provide the services stated within this ITN.
- b. A one-page executive overview, including the firm's area of expertise.
- c. Describe the mission and philosophy which distinguish the agency from its competitors.
- d. Provide a description of the standard services offered by the company and its ability to provide services as outlined in this solicitation. Respondents shall have sufficient experienced and qualified personnel to adequately perform the prescribed service.
- e. Any required license or other required document(s), including but not limited to written evidence of the appropriate insurance coverage.
- f. Disclose any conflicts of interest or limitations that may exist should the vendor be selected to provide services to CareerSourceFV. Please also describe the approach to handling potential conflicts of interests.

#### **2. Pricing for Services:**

- a. Describe pricing for all services required for the project, as well as any additional services that the vendor may offer, and how expenses will be incurred.
- b. Provide equipment rental list and fees, and other possible charges if applicable.
- c. Describe policies regarding cost-effective methods of pricing: fee, commission, combination, performance guarantees, etc.

#### **3. Sample Work:**

- a. Provide digital copy of media, advertising or videos that are the best samples of the vendor's work.
- b. Include digital copies of any relevant self-promotional or standard promotional materials about the company.

All provisions of this ITN and the successful respondent's response, as mutually agreed upon by subsequent negotiation, provide the specifications for, and obligations of both parties to be executed by and duly authorized representative(s).

**Response Evaluations:**

Factors used to evaluate responses include, but are not limited to: past performance, demonstrated familiarity with CareerSourceFV and its mission, conflicts of interest, certifications, financial disclosures, taxpayer identification number, references (including those found outside the response), compliance with applicable laws, financial stability and the perceived ability to perform completely as specified. CareerSourceFV may require that a vendor correct any deficiencies as a condition of further evaluation.

CareerSourceFV reserves the option to make no award under this ITN. CareerSourceFV will evaluate proposals, without consideration of price, based upon the quality of responses and references. Once all responses have been reviewed, CareerSourceFV will consider the price quoted in the responses and make an award. If CareerSourceFV does not consider the price to be fair and reasonable and are unable to negotiate an acceptable price, CareerSourceFV reserves the right to cancel the award and take appropriate action to meet its needs. CareerSourceFV will determine whether the price is fair and reasonable by considering the response, including the vendor's qualifications, the vendor's reputation, all prices submitted, other known prices, the project budget and other relevant factors.

All provisions of this ITN and the successful respondent's response, as mutually agreed upon by subsequent negotiation, provide the specifications for, and obligations of both parties to be executed by and duly authorized representative(s).

**Submittal Instructions:**

CareerSourceFV must receive all responses no later than Monday, January 3<sup>rd</sup>, 2022 at 5:00 PM, EST. Any response received later than the specified time will not be considered in CareerSourceFV's evaluation process. Facsimiles will not be accepted.

All responses must be emailed to the contact listed below by the due date and time.

**ITN Contact:**

Christine Sikora  
Vice President of Innovative Workforce Solutions  
CareerSource Flagler Volusia  
329 Bill France Blvd.  
Daytona Beach, Florida 32114  
386-323-7082  
[christinesikora@careersourcefv.com](mailto:christinesikora@careersourcefv.com)

Explanation(s) desired by respondent(s) regarding the meaning or interpretation of this ITN must be requested from the above contact person, by email prior to the deadline date, as stated above. The explanation request and response will be issued on CareerSourceFV's website.