

CITY OF VIRGINIA BEACH

ON-CALL VIDEO SERVICES REQUEST FOR PROPOSAL

I. PURPOSE

The purpose of this RFP is to establish a contract with a qualified video production firm to provide on-call video creation services that effectively promote the City's economic development initiatives. The selected firm will create engaging, visually compelling videos that are a key tool to attract new businesses, support existing local businesses, and highlight the quality of life, infrastructure, and future development opportunities within the City.

II. BACKGROUND

The Virginia Beach Economic Development Department is actively working to position itself as a competitive and attractive a destination for business investment and growth. It also wishes to use the services of the video creation firm to generate compelling content to celebrate the city's vibrant business community and the development areas they call home. The Department aims to build a library of versatile, high-quality marketing content to be used across platforms—web, social media, presentations, and events. This includes highlighting available properties, infrastructure investments, and other assets to support and highlight the business community. Strong visual storytelling—including animation and motion graphics—is essential to effectively communicate the City's message across various digital platforms including social media.

To maintain flexibility and responsiveness, the City will contract with an on-call firm capable of producing multiple video projects on an as-needed basis.

III. PROPOSERS QUALIFICATIONS

Each interested proposer must inform themselves fully of the conditions relating to the project and the employment of labor thereon. Failure to do so will not relieve a successful interested proposer of the obligation to carry out the provisions of this solicitation.

To qualify as the interested proposer for the award of this solicitation, the prime provider must either individually or collectively demonstrate extensive training, relevant expertise, and a thorough knowledge of the professional services, functions, activities, and related responsibilities to successfully perform their role in this work.

IV. SCHEDULE

The following schedule and deadlines apply to this solicitation: A pre-conference meeting will be held on September 5, 2025 at 10:30 AM at the via Teams meeting.

Date for Final Submittal of Questions: September 15, 2025, no later than 3:00 p.m.

Submission Date: September 22, 2025 no later than 3:00 p.m. at the Purchasing Division located at the 2401 Courthouse Drive Bldg 1, 3rd Floor, Suite 3097 Virginia Beach, Va 23456-9013., or by Electronic submission in the City Website.

V. PERSONNEL QUALIFICATIONS AND ABILITIES

Specialized experience is required of the proposed project personnel to undertake the work assignments. The proposal must clearly demonstrate the capability, academic background, training, certifications, and experience of the proposed personnel. The availability of the proposed staff is also of crucial importance and must be demonstrated. Specific project responsibilities of staff to be assigned to the project must be included, as well as the professional background and caliber of previous experience of key persons and each consultant to be assigned to the project.

If sub-consultants will be employed, similar information must be provided and the portions to be sub-consulted must be identified. There is no penalty for the use of sub-consultants; the qualifications of the entire team will be evaluated.

VI. CONTENT OF PROPOSAL

Proposals shall be on 8 1/2" & 11" paper and limited to twenty- (20) pages (excluding resumes and PPA, but including the materials necessary to address project understanding, general information, organizational chart, photos, tables, graphs, and diagrams). The text shall be a minimum of eleven-point Times New Roman font. To maintain uniformity, all proposals furnished by the proposer shall include the following:

- Overview of Principal Elements. A project understanding summary that includes an overview of the principal elements of the proposal, a demonstration of an understanding of the project objectives, and a description of your approach to the project. Include any suggestions or special concerns that the City should be made aware of, and any additional scope of work tasks you feel are necessary for the successful completion of the project. Include a discussion of work assignments between the proposer and subcontractors used, if any.
- Minimum Qualifications. Sufficient information for the City to evaluate the proposer's ability to successfully complete the scope of work and to meet the following minimum qualifications:
 - Maintenance of valid business license
 - Appropriate Contracting Licenses in good standing
 - Appropriate other licensing in good standing
 - A list of personnel who will work on the project, including resumes of proposed project team members that delineates education, current licenses and certificates, prior employment, and titles (included as attachments);
- Project Team Structure: An organizational chart describing the roles and responsibilities of each person.
- Proposal submittal and signature. The proposal shall be signed by a company official with the power to bind the company in its proposal. All proposals must be completely responsive to the RFP
- Local Economic Development. The Proposer must demonstrate its ability to contribute to the local economy including the use of local businesses and workers.

VII. RFP SELECTION CRITERIA

The City, based on the requirements of this RFP, has designated the following items as selection criteria for the successful Proposer. Each Item will be individually and separately scored by Selection Committee members. The scores of each rater will be tabulated and summarized in a single total score for each of the Proposers.

ALL required schedules, forms, and informational items must have been submitted.

20 Points - Project Cost Effectiveness: The project meets company financial savings targets and Proposal matches or exceeds other competitor's. The proposal clearly communicates the financial benefits of the project to the City.

20 Points - Technical Approach/System Design: System design meets technical specifications and requirements outlined above

- Exhibits providing maximum value and lowest scheduling, performance, and cost risk. Suitability of the proposal's documents to meet RFP requirements.

20 Points - Company Qualifications/Project Experience: The company has experience in similar projects: (1) Locations; (2) Project designs; (3) System size.

- Project Team, Team Experience, and Approach: Qualified team with past experience installing projects of similar size, design, and location. Clearly communicated design and construction approach.
- Financial stability and ability to provide timely financing for projects and prior experience from financing partners to successfully complete local government projects.
- Team (organizational) qualifications and strengths for all partners; company background and years in business. Strength of assigned team members years of prior experience in technical, and project management and demonstrated track record of successful projects.

20 Points - Past Project Performance

Strength and relevance of references per RFP submittal requirements for all project phases.

- Meets minimum references for successfully completed projects of similar size on time.
- Claims history and judgments; worker's compensation experience modification rating from the past 3 years, and safety plan for this project.

10 Points - Implementation Schedule: The Proposer can construct the project to meet incentive deadlines and accommodate the building schedule.

- Project plan and schedule account for RFP submittal requirements, and the complexity of the project and demonstrate methodology for the management of multiple projects across multiple jurisdictions.
- Project phases and activities are appropriately sequenced and allow for sufficient review time by participating agencies and other authorities having jurisdiction.

10 Points - O&M & Performance Monitoring:

- Capability to meet the Operations & Maintenance needs of the project(s).

VIII. RIGHT TO REJECT PROPOSALS

The City reserves the right to reject any or all proposals submitted, and no representation made herein that any award will be executed pursuant to this RFP or otherwise.

All costs incurred in the preparation of the proposals, the submission of additional information, and/or any aspect of the RFP prior to award of will be borne by the Proposer.

The City will provide only the staff assistance and documentation specifically referred to herein and will not be responsible for any other cost or obligation of any kind which may be incurred by the respondent. All proposals submitted become the property of the City.

IX. PROPOSAL CHANGES OR MODIFICATIONS

Changes or modifications to this RFP made prior to the date and time of closing will be addressed by addenda from the Issuing Office. Acknowledge receipt of addenda on the cover page of this RFP. Oral modifications shall not form a part of the RFP documents. This solicitation and any addenda shall be incorporated, by reference, into any resulting award.

X. ALTERNATES / EXCEPTIONS

The Proposer has the option to propose alternate solutions as it relates to the Statement of Needs.

The Proposer has the option to take exceptions to this RFP. For each exception, specify the RFP page number, section number, and the exception taken.

Alternatives and/or exceptions will be considered during evaluation. If Offeror is selected for further evaluation, alternatives and/or exceptions will be subject to negotiations.

XI. AWARD

Proposals will be evaluated, and an award will be made to the Offeror who best meets the qualifications set forth in the RFP in accordance with the provisions of the City's Policies and Regulations and the Code of Virginia, Virginia Public Procurement Act, Sections 2.2-4303 and 2.2-4346, Competitive Negotiations. Award of this solicitation shall be at the sole discretion of the City. Such award shall be based upon the evaluation of all requested information. The City reserves the right to accept or reject any or all proposals in whole or in part and to waive any informality in the process. Further, the City reserves award a proposal deemed to be in the best interest of the City.

As a condition of award to your company, your company should be registered with State Board of Contractors.

SCOPE OF WORK

XII. ESTIMATED PROJECT VOLUME & TYPES

The City anticipates an estimated 4–6 video projects annually under this contract. Projects will vary in scope and complexity and may include:

- Short-form b-roll footage for use in presentations or social media such as LinkedIn, YouTube, or Instagram.
- Mid-length promotional videos highlighting business park assets (1–3 minutes)
- Long-form videos featuring interviews, scripted narration, and multiple filming locations

These estimates are provided for planning purposes only and do not guarantee a minimum or maximum number of projects.

The videos produced under this contract should be suitable for use in economic development marketing targeting developers, site selectors, and business decision-makers. Videos must feature clear visuals that reflect a highly branded standard—presenting the business parks and parcels in a compelling, investment-ready manner. The video content should be produced for web and social platforms that the City conducts business.

XIII. PROJECT COMPLEXITY LEVELS

Bidders should be prepared to support a range of production types, from single-day shoots to multi-day, multi-location productions requiring script development, talent coordination, and post-production animation or motion graphics.

XIV. ON-CALL AVAILABILITY & RESPONSE TIME

The awarded vendor will be available on an on-call basis during standard business hours (Monday–Friday, 8:30 a.m.–5:00 p.m.), with project response times not to exceed two business days for acknowledgment and five business days for initial scheduling confirmation, unless otherwise agreed in writing.

XV. TURNAROUND EXPECTATIONS

Unless otherwise specified, the vendor will deliver the first cut of a video project within seven (7) business days after completion of filming, and the final cut within five (5) business days after receiving City feedback.

XVI. DELIVERABLE FORMAT REQUIREMENTS

All final deliverables must be provided in both horizontal (16:9) and vertical (9:16) formats, optimized for use on multiple platforms including websites, presentations, and social media channels. Final files must be delivered in .MP4 format, along with any additional format requested by the City at no extra cost.

XVII. OWNERSHIP & RAW FOOTAGE DELIVERY

The Contractor expressly acknowledges and agrees that any all proprietary materials prepared by the Contractor under this Agreement shall be considered “works for hire” and the exclusive property of the City, unless otherwise specified. These items shall include, but shall not be limited to, raw footage, edited footage, project files, final deliverables, and any and all deliverables resulting from the Contractor’s services or contemplated by this Agreement, all tangible results and proceeds of the services, works in progress, records, diagrams, notes, drawings, specifications, schematics, documents, designs, improvements, developments, trademarks, trade secrets, customer lists, databases, software, programs, middleware, applications, and solutions conceived, made, or discovered by the Contractor, solely or in collaboration with others, during the term of this Agreement, relating in any manner to the Contractor’s services.

XIX. TALENT COORDINATION

The City and the vendor will mutually determine, on a per-project basis, whether the vendor or the City will secure any required on-camera talent, actors, or voiceover artists. Any associated costs shall be approved in writing before work begins.

XX. DRONE OPERATIONS

Any aerial video work shall be performed by operators holding current FAA Part 107 Remote Pilot Certification and valid liability insurance. Proof of certification and insurance must be submitted with the RFP or by the time the first project with the City begin

XXI. REFERENCES

A list of three similar projects that your firm completed within the last 5 years. At minimum two (2) of the referenced projects must be with local governments, schools, or state government and one must be of a similar scale and type.

Project information should include a project description, agency or client name along with the person to contact, telephone number(s) and e-mail addresses, year completed, and project construction and design cost.

XXI. OTHERS

The successful bidder will provide comprehensive video marketing services including but not limited to:

- **Strategic Planning & Storyboarding**—Collaborate with Department staff to develop concepts, scripts, and storyboards tailored to specific economic development goals and audiences.
- **Video Production**—On-location filming, including b-roll, interviews, and drone footage (as appropriate) of business districts, available sites, infrastructure, and quality of life amenities.
- **Post-Production, Animation, and Motion Graphics**—Editing (color and sound) and creation of animated elements including maps, charts and all graphics that highlight development data, vision plans and conceptual renderings. All deliverables must be optimized for various formats web, social media, presentations.
- **Project Management**—Maintain clear communication, timelines, and deliverable tracking for each assigned project. Ability to meet quick turnaround times is essential.

As a part of the agreement the firm understands and agrees to provide the City with all primary and secondary footage generated by the chosen firm. This footage is part of a larger effort by the City to create a media content library to be used for future economic development promotional