



REQUEST FOR PROPOSALS

FY 2017-2019

PRODUCER/DIRECTOR SERVICES

City of Mission Viejo / Mission Viejo Television Producer/Director Services

I. Specifications

The City of Mission Viejo is seeking proposals from qualified individuals interested in Producing/Directing the following events and programs between July 1, 2017 and June 30, 2019.

- Two *State of the City* Addresses (approx. 30 minutes) to be filmed on location and in the MVTV studio.
- Two Veterans Day Ceremonies (60 minutes or the actual length of the event) filmed on location.
- Two Memorial Day Ceremonies (60 minutes or the actual length of the event) filmed on location.
- Up to eight *Mission Viejo Today with the Mayor* shows (approx. 30 minutes each) to be filmed on location and in the MVTV studio.
- Up to 26 per year high school sports highlight shows (*South County SportsZone*) episodes (approximately 15 min. each) filmed on location at the sporting events with an in-studio host.
- Up to 6 *Storytime Theater* or other library shows (30 min. each) filmed at the Mission Viejo Library.
- Up to 6 cultural arts programs/concerts (30 minutes each) filmed in the Council Chamber or other location.
- Up to 12 (per year) *MVTV News* segments covering events and activities in and around the City (5-10 min. each combined into a 30 min. show) filmed on location.
- Up to 8 per year (approx. 60 second) promotional videos to be determined. Some may be created from existing footage (with new graphics and editing) and some will require shooting on location with graphics and editing. Background music or voiceover should be included in proposal.

II. Requirements

1. Producer/Director must have a minimum of 10 years' experience in producing and directing multiple camera shoots switched live as well as ENG and Film Style productions. Reels of previous work should be provided.
2. Producer/Director is responsible for shooting, editing and delivering final programs on mastered DVD's and ProRes Quicktime files anamorphic 16x9 format. In addition Producer/Director is responsible for all graphics and should be fluent in Photoshop, Illustrator, After Effects, Final Cut Pro, Adobe Premiere and Deko Graphics.

3. Producer/Director must provide and compensate experienced crew members for each production as needed to complete projects.
4. Producer/Director should be proficient at operating and programming banks and macros on the Ross Synergy One and Carbonite switchers and operating all control room equipment as required to successfully produce programming, including but not limited to routers, decks, digital recording devices, audio and graphics equipment. Producer/Director should have extensive experience in audio production and be fluent in operating wired and wireless mics, soundboards, limiters and direct boxes.
5. Producer/Director must have experience in lighting sets, working with DMX equipment, lighting for ENG shoots and grip and lighting equipment.
6. All B-Roll files shall be provided for use in the future by MMTV.
7. For each show/segment, Producer/Director must provide a file to be posted on the City's YouTube Channel and/or website. Each program is copyright MMTV, and shall only be posted online through the City's media outlets.
8. Provide a Prores Quicktime file in 16x9 anamorphic of each completed show. MMTV field equipment and editing equipment is available to Producer/Director.
9. Provide required insurance.*

III. Proposal Information

1. Provide a separate line-item proposal for each different show listed above.
2. Provide the per-show cost.
3. Indicate whether additional crew (show host, camera operator(s), control room crew and audio crew) are included in proposal.

IV. Proposal Format

Submit one copy of proposal to include the following information.

- **Agency Overview**
Include an introduction to your firm as well as the name, phone number, website URL and email address of a single contact person. Provide a history of the firm and its experience in managing a television studio.
- **Project Team**
Name the proposed project team members (including assistants, if any.) Qualifications, including length of time with firm, education/training and experience with similar projects.
- **References**
Provide the contact person's name, business, address and phone number of at least five (5) references. Include contacts that are familiar with your work on projects similar to this one and include contacts at Orange County cities if possible.

- **Work Samples**

Provide samples of comparable work (on DVD, YouTube, etc.)

V. Evaluation Process and Selection Criteria

Responses will be evaluated based on the following criteria:

- Capabilities and experience of the firm based on similar projects
- Project Team's qualifications, expertise and experience
- Samples of work
- Quality of references
- Cost and rates

Proposals are due on or before Friday, May 19, 2017, at 5:00 p.m.

Please email or hand-deliver to:

Karen Hamman, Director of Community Relations/City Clerk
City of Mission Viejo
200 Civic Center
Mission Viejo, CA 92691
(949) 470-3052
khamman@cityofmissionviejo.org

***See insurance requirements attached.**

INSURANCE REQUIREMENTS

The following coverages will be provided by Consultant and maintained on behalf of the City and in accordance with the requirements set forth herein.

Commercial General Liability/Umbrella. Primary insurance shall be at least as broad as ISO-CGL form No. CG 00 01 or equivalent form, as determined by Risk Management staff. Total limits shall be no less than **\$1,000,000.00** per occurrence for all coverages and **\$1,000,000.00** general aggregate. City and its employees and agents shall be added as additional insureds using ISO additional insured endorsement form CG 20 10, or equivalent form, as determined by Risk Management staff (in no event will City accept an endorsement form with an edition date later than 1990). Coverage shall apply on a primary non-contributing basis in relation to any other insurance or self-insurance, primary or excess, available to City or any employee or agent of City. Coverage shall not be limited to the vicarious liability or supervisory role of any additional insured.

Umbrella Liability Insurance (if necessary to meet limits requirements) shall apply to bodily injury/property damage, personal injury/advertising injury, at a minimum, and shall include a “drop down” provision providing primary coverage above a maximum \$25,000.00 self-insured retention for liability not covered by primary policies but covered by the umbrella policy. Coverage shall be following form to any underlying coverage. Coverage shall be provided on a “pay on behalf” basis, with defense costs payable in addition to policy limits. There shall be no cross liability exclusion. Policies shall have concurrent starting and ending dates.

Business Auto/Umbrella Liability Insurance. Primary coverage shall be at least as broad as ISO Business Auto Coverage form CA 00 01 including symbol 1 (Any Auto). Limits shall be no less than **\$1,000,000.00** per accident. Starting and ending dates shall be concurrent. If Consultant owns no autos, a non-owned auto endorsement to the General Liability policy described above is acceptable.

Workers' Compensation/Employer's Liability shall be written on a policy form providing workers' compensation statutory benefits as required by law. Employer's liability limits shall be no less than **\$1,000,000** per accident or disease. Employer's liability coverage shall be scheduled under any umbrella policy described above. Unless otherwise agreed, this policy shall be endorsed to waive any right of subrogation as respect to the City, its employees or agents.

Consultant and City further agree as follows:

1. This Exhibit supersedes all other sections and provisions of this Agreement to the extent that any other section or provision conflicts with or impairs the provisions of this Exhibit.
2. Nothing contained in this Exhibit is to be construed as affecting or altering the legal status of the parties to this Agreement. The insurance requirements set forth in this Exhibit are intended to be separate and distinct from any other provision in this Agreement and shall be interpreted as such.

3. All insurance coverage and limits provided pursuant to this agreement shall apply to the full extent of the policies involved, available or applicable. Nothing contained in this Agreement or any other agreement relating to the City or its operations limits the application of such insurance coverage.
4. Requirements of specific coverage features or limits contained in this Exhibit are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only and is not intended by any party to be all inclusive, or to the exclusion of other coverage, or a waiver of any type.
5. For purposes of insurance coverage only, this Agreement will be deemed to have been executed immediately upon any party hereto taking any steps that can be deemed to be in furtherance of or towards, performance of this Agreement.
6. All general or auto liability insurance coverage provided pursuant to this Agreement, or any other agreements pertaining to the performance of this Agreement shall not prohibit Consultant, and Consultant's employees, or agents, from waiving the right of subrogation prior to a loss. Consultant hereby waives all rights of subrogation against City.
7. Unless otherwise approved by City, Consultant's insurance shall be written by insurers authorized to do business in the State of California and with a minimum "Best's" Insurance Guide rating of "A:VII+." Self-insurance will not be considered to comply with these insurance specifications.
8. In the event any policy of insurance required under this Agreement does not comply with these requirements or is canceled and not replaced, City has the right but not the duty to obtain the insurance it deems necessary and any premium paid by City will be promptly reimbursed by Consultant.
9. Consultant agrees to provide evidence of the insurance required herein, satisfactory to City, consisting of certificate(s) of insurance evidencing all of the coverages required and an additional insured endorsement to Consultant's general liability and umbrella liability policies (if any) using ISO form CG 20 10 or equivalent form, as determined by Risk Management staff. Consultant shall also provide a waiver of subrogation endorsement to Consultant's workers' compensation policy applicable to the City. Certificate(s) are to reflect that the insurer will provide 30 days notice of any cancellation of coverage and all policies must be endorsed accordingly. Consultant agrees to require its insurer to modify such certificates to delete any exculpatory wording stating that failure of the insurer to mail written notice of cancellation imposes no obligation and to delete the word "endeavor" with regard to any notice provisions. Consultant agrees to provide complete copies of policies to City upon request.
10. Consultant shall provide proof that policies of insurance required herein expiring during the term of this Agreement have been renewed or replaced with other policies providing at least the same coverage. Such proof will be furnished at least two weeks prior to the expiration of the coverages.
11. Consultant's insurance presented in compliance with these specifications shall not include self-insured retentions or deductibles unless declared to the City and approved by the City Manager.

The City may require evidence of financial security if deductibles or self-insured are part of the Consultant's liability program.

12. Any actual or alleged failure on the part of City or any other additional insured under these requirements to obtain proof of insurance required under this Agreement or to inform Consultant of noncompliance with any insurance requirements in no way waives any right or remedy of City or any additional insured, in this or any other regard.
13. Consultant agrees to require all subconsultants or other parties hired for this project to provide general liability insurance naming as additional insureds all parties to this Agreement. Consultant agrees to obtain certificates evidencing such coverage and make reasonable efforts to ensure that such coverage is provided as required here. Consultant agrees to require that no contract used by any subconsultant or contracts Consultant enters into on behalf of City, will reserve the right to charge back to City the cost of insurance required by this agreement. Consultant agrees that upon request all agreements with subconsultants or others with whom Consultant contracts with on behalf of City, will be submitted to City for review. Failure of City to request copies of such agreement will not impose any liability on City, or its employees.
14. If Consultant is a Limited Liability Company, general liability coverage must be amended so that the Limited Liability Company and its Managers, Affiliates, employees, agents, and other persons necessary or incidental to its operation are insureds.
15. Consultant agrees to provide immediate notice to City of any claim or loss against Consultant that includes City as a defendant. City assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve City.
16. It is agreed that insurance provided pursuant to these requirements will not be limited to coverage for the vicarious liability or supervisory role of any additional insured. All insurance coverage and limits provided are intended to apply to the full extent of the policies. Nothing contained in this agreement limits the application of such insurance coverage.