



CITY OF TORRINGTON

PURCHASING DEPARTMENT
140 Main Street, Room 206
Torrington, CT 06790

Pennie Zucco, Purchasing Agent
Phone: (860)-489-2225
Fax (860)-489-2547
Email: pennie_zucco@torringtonct.org

March 31, 2021

Mayor Elinor Carbone
Members of the City Council

RE: RFQ/RFP TPV-039-020521 TORRINGTON PROMOTIONAL VIDEOS

The City of Torrington received sixteen (16) proposals for the Torrington Promotional Videos RFQ/RFP to produce a series of short videos highlighting Torrington's small businesses and the downtown area. One vendor was disqualified for a non-responsive bid.

After the review of the proposals, I am in agreement with Rista Malanca, Director of Economic Development and her recommendation to City Council and authorize the Mayor to award the contract to West Field Production Co., Averill Park, NY for approximately \$14,650.00 and the authority to include additional options/fees as needed to promote Torrington.

Funding of this project will be through the Building Healthier Communities Grant.

Thank you for your consideration on this matter.

Pennie Zucco
Purchasing Agent

cc: R. Malanca

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TORRINGTON TOWN CLERK

City Of Torrington

ECONOMIC DEVELOPMENT
(860) 496-5920



140 Main Street • City Hall
Torrington, CT 06790-5245

MEMORANDUM

TO:

City Council

CC:

FROM:

Rista Malanca, AICP

file

DATE:

MAY 14, 2020

RE:

Contract Award for video production company

☐ URGENT ☐ FOR REVIEW ☐ PLEASE COMMENT ☐ FOR YOUR USE ☐ PLEASE RECYCLE

NOTES/COMMENTS:

Dear Council Members,

As part of our Building Healthier Communities Grant and the City's COVID Economic Recovery Plan, the City of Torrington was seeking a qualified video production company to produce a series of short videos highlighting Torrington's small businesses and downtown area. The goal of the project is to support local business by promoting Torrington's businesses as a safe, welcoming places to visit.

16 Companies submitted qualifications and fee proposals. The 15 proposals were reviewed and ranked by qualifications using the criteria below. Proposal were ranked in 5 tiers (Top Tier, Tier 2,3 & 4, and not qualified) the top 4 tier fee proposals were reviewed.

Selection Criteria:

- Previous experience in the services required and overall qualifications of the consultant.
- Reasonable proximity to Torrington and knowledge of the City.
- Review of sample video produced previously by consultant
- Licensed drone operator – Preferred.

The Top 3 ranking proposals based on Qualification only were:

1. Westfield Production Co \$ 14,650 (4-videos)
2. Production for Change \$ 22,300 (4-videos)
3. Abrahams Media Works \$ 58,400 (4-videos)

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The owner of Westfield Production Co. is located in Averill Park, New York; however, the owner, and project manager, lives in Torrington and has a significant knowledge of the City. Their sample of work includes promotional videos for the Catskills NY and the City of Stratford, to name a few. See samples of their work here <https://www.westfieldproductionco.com/torrington>

Westfield Productions Co. fee proposal was the 3rd lowest fee proposal. The two lower fee proposals were ranked in tier 4 based on qualifications. These companies were located in Pennsylvania and Virginia and had limited knowledge of the City.

In Westfield Production Co.'s fee proposal, "Post Production" time can be customizable. The amount of time proposed is for 4, 1.5-3 minute videos. I'd like to focus on doing more, shorter videos that capture viewer's attention and highlight various business sectors throughout the City.

I recommending the City of Torrington select Westfield Production Co. to produce a series of marketing videos, based on the fee proposals submitted and to allow some flexibility to customize this marketing strategy with the consultant, once selected, provided the contract does not exceed \$16,000.

Sincerely,

Rista Malanca
Economic Development Director



**Request for Qualifications (RFQ) and Request for Proposal (RFP)
City of Torrington – Promotional Videos
RFQ/RFP TPV-039-020521**

The City of Torrington invites you to submit a proposal based on the requirements of the enclosed RFQ/RFP. The RFQ/RFP and any addenda can be found on the City of Torrington website, www.torringtonct.org/bids or the State of CT DAS website. The information contained herein outlines the intent and scope of the project; the guidelines governing the submission and evaluation of all qualifications/proposals; and *IRS Form W-9, Request for Taxpayer Identification Number and Certification* which must be completed and submitted with your proposal.

Respondents are required to submit their proposals separate from their fee proposal (**separate sealed envelope, clearly marked**). We ask that your proposal conform to our format request as closely as possible. The City may accept proposals that take exception to any requirement in the RFQ/RFP. Any exception or alternative must be clearly delineated in a separate attachment to the proposal submitted. This letter, the RFQ/RFP, and the proposal submitted by the successful Consultant will be made part of the resultant contract between the City and the successful Consultant.

The Respondent's submittal shall include one (1) original clearly identified, **Two (2) exact copies (in addition to the hard copy)** and shall be delivered to the Purchasing Department, 140 Main Street, Room 206, Torrington, CT 06790 during normal office hours by no later than **11:00 AM, February 5, 2021**. Submittals received after this date and time will not be accepted. Sealed envelope(s) should be clearly marked: **"RFQ/RFP# TPV-039-020521, TORRINGTON PROMOTIONAL VIDEOS"**. Firms mailing proposals should allow for normal delivery time to ensure timely receipt of their proposals. In the case City Hall is closed for weather related or some other emergency related circumstance, submittals shall be due the next day when City Hall reopens for business, no later than 11:00 AM on that day. **No fax or e-mail Bids will be accepted.**

There will not be a public opening of this bid

**MBE's, WBE's and SBE's ARE ENCOURAGED TO APPLY
AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER**

All questions must be submitted by **Monday, January 25, 2021 by 12:00 noon**. Questions must be submitted by email to the Purchasing Agent at pennie_zucco@torringtonct.org. All questions determined to be of interest to all prospective firms will be answered in writing by an addendum which will be posted on the City and state web sites. It is the responsibility of potential bidders to check these websites 48 hours before the closing date for addendum(s).

This RFQ/RFP does not commit the City of Torrington to select any Respondent or enter into any contract agreement. The City of Torrington reserves the right to accept or reject any or all RFQ/RFP's; to waive any informalities, and if it is deemed to be in the public's best interest, to enter directly into negotiations with one or more Respondents based on responses to the RFQ/RFP, to request additional information from some or all Respondents. The City of Torrington reserves the right or to accept any bid deemed in the best interests of the City of Torrington.

The City will not be liable for any costs incurred by a firm in the preparation or submission of a proposal. The information provided herein is not intended to and shall not bind the City of Torrington to any of the statements or assumptions set forth herein.

All Proposals will be considered valid for a period of sixty (60) days from the date of opening. The sixty-day period may be extended upon written mutual agreement.

City of Torrington
Pennie Zucco, Purchasing Agent

Dated: January 11, 2021



Request for Qualifications (RFQ) and Request for Proposal (RFP)
City of Torrington – Promotional Videos
RFQ/RFP TPV-039-020521

INTRODUCTION

The City of Torrington is seeking a qualified consultant to produce a series of short videos highlighting Torrington's small businesses and downtown area. The goal of the project is to support local business by promoting Torrington's businesses as a safe, welcoming places to visit.

WORK PRODUCTS & TASKS

- Produce 4-6 short, seasonal videos featuring:
 - Downtown Torrington Businesses
 - Restaurants & small retail businesses
 - Arts & Entertainment
- Obtain all waivers to meet publishing needs
- Report on expenses and project progress
- Secure all equipment required for the production and editing processes

PROJECT TIMELINE AND OVERSIGHT

The project will be initiated and completed throughout 2021. It is anticipated to create at least 2 promotional videos per season. One video would be focused on downtown the other will promote all of Torrington and its businesses. Estimated schedule is as follows:

- May – July 2021: Summer Promotional Videos
- September – November 2021: Fall/ Winter Promotional Videos

The consultant's work will be overseen by the City of Torrington's Economic Development Director. Contractor may subcontract services to be performed hereunder with the prior approval of the City. No such approval will be construed as making the City a part of or to such subcontract, or subjecting the City to liability of any kind to any subcontractor. No subcontract shall, under any circumstances, relieve the Contractor of its liability and obligation under this Contract; and despite any such subcontracting the City shall deal through the Contractor, and subcontractors will be dealt with as representatives of the Contractor.

The City of Torrington will hold full rights to the original video, including electronic files generated pursuant to this RFQ/RFP and resulting contract.

QUALIFICATIONS AND SELECTION OF CONSULTANT

The following criteria will be used in evaluating proposals:

- Previous experience in the services required and overall qualifications of the consultant.
- Reasonable proximity to Torrington and knowledge of the City.

- Review of sample video produced previously by consultant
- Licensed drone operator – Preferred.
- The Contractor at all times shall observe and comply with all Federal, State of Connecticut and City laws, ordinances and regulations.

SUBMITTAL REQUIREMENTS

1. Name and address of firm or individual and contact name.
2. List of proposed personnel noting relevant experience.
3. Cost estimate for proposed work. **Fee proposal MUST be submitted in a separate sealed envelope and clearly marked.**
4. Statement of understanding of the work product and goals (scope of work proposal).
5. Description of similar projects completed and contacts (email, phone) for professional references.
6. Statement of capability to perform the required work within the required time frame.
7. Three (3) Sample videos (produced previously similar to the requested product). Supply links or thumb drives for review.
8. Appendix A, B & C must be completed and submitted with proposal

All questions must be submitted by **Monday, January 25, 2021 by 12:00 noon**. Questions must be submitted by email to the Purchasing Agent at pennie_zucco@torringtonct.org. All questions determined to be of interest to all prospective firms will be answered in writing by an addendum which will be posted on the City and state web sites. It is the responsibility of potential bidders to check these websites 48 hours before the closing date for addendum(s).

To be considered, consultant proposals must be delivered to the Purchasing Department, 140 Main Street, Room 206, Torrington, CT 06790 during normal office hours by no later than **11:00 AM, Friday, February 5, 2021**. **No fax or e-mail Bids will be accepted.**

No oral interpretations will be made to any potential respondent as to the meaning of any requirements specified within this RFQ/RFP. In preparing the consultant's response, the respondent shall rely on what has been communicated in writing and no oral communication shall become the basis for any subsequent protest of the selection process.

APPENDIX A
Request for Qualifications (RFQ) and Request for Proposal (RFP)
City of Torrington – Promotional Videos
RFQ/RFP TPV-039-020521

INSURANCE REQUIREMENTS

Certificate of Insurance: All insurance policies must include a Waiver of Subrogation whereby the insured waives its right to subrogate against the City, its subsidiaries, employees, volunteers, directors and officers. Proof of proper insurance coverage, Workers Compensation Insurance, Liability and Property damage, and Vehicle Insurance shall be filed with the City of Torrington Purchasing Agent within 10 days after the award of the bid. The Certificate of Insurance must name the City of Torrington, 140 Main St., Torrington, CT, its subsidiaries, employees, volunteers, directors & officers as the "Additional Insured" and filed with the Purchasing Agent prior to commencement of work. Renewal Certificates of Insurance must be mailed to the Purchasing Agent 10 days prior to the expiration of the required coverage.

NON-DISCRIMINATION

The respondent agrees and warrants that in the performance of the contract pursuant to this solicitation he/she will not discriminate or permit discrimination against any person or group of persons on the grounds of sex, race, color, religion, age, marital status, ancestry, national origin, past history of mental disorder, mental retardation or physical disability or other basis in any manner prohibited by the laws of the United States, the State of Connecticut or the City of Torrington.

INDEMNIFICATION

To the fullest extent permitted by law, the Firm shall indemnify and hold harmless the City and their respective consultants, agents, and employees from and against all claims, damages, losses and expenses, direct, indirect or consequential (including but not limited to fees and charges of attorneys and other professionals and court and arbitration costs) arising out of or resulting from the performance of the Firm's work, provided that such claim, damage, loss or expense is caused in whole or in part by any negligent act or omission by the Firm, or breach of its obligations herein or by any person or organization directly or indirectly employed or engaged by the Firm to perform or furnish services, or anyone for whose acts the Firm may be liable, regardless of whether or not it is caused in part by a party indemnified hereunder.

As to any and all claims against the City or any of its consultants, agents or employees by any employee of Firm, by any person or organization directly or indirectly employed by Firm to perform or furnish any of the work, or by anyone for whose acts Firm may be liable, the indemnification obligation under this section shall not be limited in any way by any limitation on the amount of type of damages, compensation or benefits payable by or for Firm under worker's or workman's compensation acts, disability benefit acts or other employee benefit acts.

APPENDIX B
Request for Qualifications (RFQ) and Request for Proposal (RFP)
City of Torrington – Promotional Videos
RFQ/RFP TPV-039-020521

Acceptance of Terms of this Agreement

Name of Proposer: WEST FIELD PRODUCTIONCO.COM

Contact Person: STEVEN POWERS

Address: 507 TOTEM LODGE RD

City/State/Zip: AVERILL PARK, NY 12018

Telephone: (518) 858-2224 Fax: n/a

E-mail: STEVE@WESTFIELDPRODUCTIONCO.COM

Authorized Signature  Title: PRESIDENT

Name Printed: STEVEN POWERS Date: 2/4/21

Federal Tax Identification Number: (FEIN) 27-4128156

It is agreed by the above signed proposer that the signature and submission of this proposal represents the proposer's acceptance of all terms, conditions, and requirements of the proposal specifications, and, if awarded, the proposal will represent the agreement between the parties.

The proposer agrees that the cost of any work performed, materials furnished, services provided, or expenses incurred, which are not specifically delineated in the proposal documents, but which are incidental to the scope, intent, and completion of this contract, shall be deemed to have been included in the prices for the various items scheduled.

APPENDIX C
Request for Qualifications (RFQ) and Request for Proposal (RFP)
City of Torrington – Promotional Videos
RFQ/RFP TPV-039-020521

NON-COLLUSION AFFIDAVIT

STATE OF Connecticut COUNTY OF Hartford
I, Steven Powers, being first duly sworn, deposes and says that:
1. I am Steven Powers of West Field Production Co., the Bidder that has submitted the attached Bid for "RFQ/RFP TPV-039-020521";
2. I am fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such bid;
3. Such Bid is genuine and is not a collusive or sham Bid;
4. Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties of interest, including this affiant, has in any way colluded, conspired, connived or agreed directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with such Contract, for which the attached Bid has been submitted nor has it in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices in the attached Bid or of any other Bidder, or to fix any overhead, profit or cost element of the Bid price or the price of any Bidder, or to secure through any collusion, conspiracy, connivance or unlawful agreement any advantage against the City of Torrington or any person interested in the proposed Contract; and
5. The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(Printed) Steven Powers

(Signed) [Signature]

(Title) President

Subscribed and sworn to before this 4th day of February, 2021.

Vandana Sachdeva
Notary Public Printed

[Signature]
Notary Public Signature



My Commission Expires 01-31-2023

(Notary Seal)

NOTE: Documents must be signed before and sealed by a Notary Public. Only documents bearing a notary seal will be accepted.



CITY OF TORRINGTON
Addendum # 1

**THE CITY OF TORRINGTON HAS ISSUED ADDENDUM 1 PERTAINING TO
QUESTIONS/ ANSWERS FOR THE PROMOTIONAL VIDEOS RFQ/RFP PER
SPECIFICATIONS**

RFQ/RFP TPV-039-020521 City of Torrington – Promotional Videos

Bid opening: February 5, 2021 **Time:** 11:00 AM **Location:** City Hall, 140 Main St., Room 206, Torrington, CT

Submit signed addenda with bid.

The City of Torrington reserves the right to accept or reject any or all bids or any portion thereof, to waive technicalities, and to award the contract as will best serve the public interest.

Dated in Torrington: 1/27/2021

Purchasing Agent _____
Pennie Zucco

Contact name **STEVEN POWERS** Phone: **(518) 858-2224**

Authorized Representative **STEVEN POWERS**

Authorized Signature 

Company name **WEST FIELD PRODUCTION CO.**

Address **507 TOTEM LODGE RD**

City, State, Zip **AVERILL PARK, NY 12018**

Fax **n/a** Email **STEVE@WESTFIELDPRODUCTIONCO.COM**

Federal Tax Identification Number: (FEIN) **27-4128156**

QUESTIONS/ANSWERS 1/27/21

Q1) Are companies from outside USA can apply for this, like from India or Canada?

A1) The city has no restrictions on the physical location of bidder as long as they can meet any and all license requirements and specifications/contract goals outlined in the bid document/RFQ-RFP. "Reasonable proximity to Torrington and knowledge of the City" is one of the criteria used to determine qualifications and selection of the consultant.

Q2) Whether we would be required to come to Torrington for meetings?

A2) YES, The awarded consultant would be required to be present in Torrington, CT – the City of Torrington would require actual footage of the City, Downtown area and businesses in the video per specifications.

Q3) Can we perform the tasks (related to RFP) outside USA (like from India or Canada)?

A3) The contractor will be responsible to observe and comply with all USA Federal, State of Connecticut and City laws, ordinances and regulations. If firm can demonstrate compliance with all Federal, State and City laws, ordinances and regulations there would be no further restriction from the City on where the tasks that do not require the consultant to be on-site or in person were performed; However, the consultant would still be required to film on site and meet with City Staff as needed. The City has no restrictions on the physical location of a consultant as long as they can meet any and all license requirements and specifications/contract goals as outlined in the bid document/RFQ-RFP.

Q4) Can proposals be submitted via email?

A4) NO – To be considered, consultant proposals must be delivered (either in person or via mail) to the Purchasing Department, 140 Main Street, Room 206, Torrington, CT 06790 during normal office hours no later than 11:00 AM, Friday, February 5, 2021. Bids received after the date and time will be rejected. No fax or e-mail Bids will be accepted.

Q5) Approximately how long should each of the videos be?

A5) The videos will be used to promote Torrington's Businesses. It is anticipated the videos would not be any longer than a few minutes each, but would rely on the company that is select to advise what is the optimal length of a video for these purposes.

Q6) Do you have any examples of aspirational seasonal/tourism videos you have seen from other cities that fit what you are looking to do for Torrington?

A6) Myke Foo Media - Open for Business | Facebook - Here is an inspirational video; however, the City would not want to focus on COVID Recovery and may want some narrative, not just music.

Q7) Within the strategy of filming and producing 4-6 short format season videos, is there more clarity on subject matter of each? (e.g., is there a developed brief or will there be one?)

A7) Anticipated 2 per year spring/summer & fall/winter – one (1) would focus on downtown and the other would encompass all of Torrington. If funding is available, the City may want to do one or two that focuses on a specific industry such as arts or restaurants.

Q8) Is there a target length for the short format videos?

A8) The videos will be used to promote Torrington's Businesses. It is anticipated the videos would not be any longer than few minutes each, but the City would rely on the consultant selected to advise what is the optimal length of a video for these purposes.

Q9) Will the videos be broadcast on television as commercial spots?

A9) At this time there is not a plan to use this video as a commercial spot. Will primarily be used for social media and website promotions, but may be used for other marketing efforts where appropriate. If the City would want the rights to use this video as a commercial spot in the future, if we so choose.

Q10) For the social cutdowns, are the platforms defined that need to be accounted for (e.g., Twitter, Instagram, Facebook, YouTube)?

A10) Unsure – we primarily use Facebook and YouTube, but may want to post on Instagram as well.

Q11) Is there an associated draft media plan that outlines the above (broadcast, social etc.)?

A11) Not at this time, focus will be social media and website promotion

Q12) What aspects of the City will the videos be promoting? Living in Torrington (suburban life, in city life etc.)?; Working in Torrington (business campuses, local businesses etc.)?; Playing/Visiting/Vacationing in Torrington (outdoor sports/activities, arts scene etc.)?

A12) Focus would be tourism, restaurants, arts, outdoor recreation etc.

Q13) What specific locations will be filmed? Outdoor city scenes (parks, main street etc.)?; Countryside (walking trails, nearby open spaces etc.)?; Interior of buildings?

A13) One video will focus on downtown and will primarily be outdoor City scenes and possibly some interior of buildings to show art or dining experience. Another video will promote Torrington as a whole and will have some outdoor City scenes, but also country side such as the City's disc golf course, sledding hill, trails etc...

Q14) Will any public officials be interviewed?

A14) Will work closely with the Mayor and Economic Development Director during the process. If appropriate may

have quotes from each in video.

Q15) Will a spokesperson be desired (either as voice over or in camera)?

A15) Would likely want some voice over for narrative

Q16) Besides filming and postproduction, do you require assistance with script writing, scouting, and casting?

A16) Possibly, if this can be included as an add on that would be great

Q17) Does Torrington's bylaws require film and production crews to be union members?

A17) No

Q18) How will the videos be used/distributed (e.g. City website[s], social media, YouTube/Vimeo channels, event/meeting presentations, all of these)?

A18) Primarily Social media and website promotion, but all of these may be applicable when appropriate.

Q19) Do you have an expectation or preference for how long each video should be (length of play)?

A19) The videos will be used to promote Torrington's Businesses. It is anticipated the videos would not be any longer than few minutes each, but I would rely on the company we select to advise what is the optimal length of a video for these purposes.

Q20) Do you have an expectation or preference for content/format (e.g. any on-camera interviews with business owners/visitors; featuring a "host/guide" [City officials/staff and/or professional actor talent]; narration [voiceover], etc.) or are you looking for the selected vendor to determine a concept/theme and make recommendations?

A20) Myke Foo Media - Open for Business | Facebook - Here is an inspirational video; however, we would not want to focus on COVID Recovery and may want some narrative, not just music.

Q21) Is there an existing economic development/tourism brand to utilize (e.g. "It's Happening Here") or are you looking for the selected vendor to determine a new branding concept and make recommendations?

A21) The City has an existing brand to utilize

Q22) Is the range of 4-6 videos to be determined based on budget/cost or are there other factors to consider?

A22) Anticipated 2 per year spring/summer & fall/winter – one (1) would focus on downtown and the other would encompass all of Torrington. If funding is available, the City may want to do one or two that focuses on a specific industry such as arts or restaurants.

Q23) Is it reasonable to expect that there would be one filming session in Torrington in the Spring/Summer that would provide content to edit at least 2 seasonal videos; and one other filming session in Torrington in the Fall that would provide content to edit at least 2 more seasonal videos? Or should we budget for more than two filming and editing sessions (e.g. 3 or 4)?

A23) Depending on how long it takes to capture the appropriate material. The videos would be focused on different areas of the City. One would focus on downtown and the other would encompass all of Torrington - If funding available may want to do one or two that focuses on a specific industry such as arts or restaurants. Would rely on consultant to determine the necessary amount of time needed.

Q24) Do you have an established budget? Are you looking for a cost-per-video, a cost range (depending on cost variables/questions identified above), or would you prefer a lump sum/not-to-exceed estimate for the project?

A24) Cost per video would be preferable, but will consider other cost estimates if more appropriate/reasonable. Funding of this project is part of the City's overall marketing efforts and is funded through a grant. The exact budget for this project is not available at this time.

Q25) Can you clarify the length of "short?" Approx. 90 seconds?

A25) The videos will be used to promote Torrington's Businesses. I anticipate the videos would not be any longer than few minutes each, but would rely on the company selected to advise what is the optimal length of a video for these purposes.

Q26) Can you clarify "2 per season?" 4 seasons x 2 each = 8. The RFP states 4-6 videos – can you please clarify.

A26) Anticipated 2 per year spring/summer & fall/winter – one would focus on downtown and the other would encompass all of Torrington - If funding is available, the City may want to do one or two that focuses on a specific industry such as arts or restaurants.

Q27) Is there a budget for this project, or a range that we can use in our estimating?

A27) The City of Torrington will be selecting a consultant based on qualifications and selection criteria set forth in the RFQ. Funding of this project is part of the City's overall marketing efforts and is funded through a grant. The exact budget for this project is not available at this time.

Q28) Do you envision a scripted narrative or more of an interview-based program?

A28) Likely more scripted narrative, but open to including interviews/quotes as part of the script.

Q29) How will the audience see these videos? Social media? Website?

A29) Primarily, social media and website promotions. May be used in other marketing material as appropriate.

Q30) Regarding "Appendix C" of this RFQ, would it be possible to defer submittal of this page as part of the bidding process at this time? Due to Covid restrictions visiting a notary at this time is not recommended. Is this something that could be done at a later date if our business were chosen as your vendor for this project?

A30) The Non-Collusion Affidavit is required to be submitted with all proposals.

Q31) How long is each video anticipated to be?

A31) The videos will be used to promote Torrington's Businesses. It is anticipated the videos would not be any longer than few minutes each, but would rely on the company selected to advise what is the optimal length of a video for these purposes.

Q32) Will we be producing videos for all 4 seasons or just a select few?

A32) There will be 2 "seasons" Spring/Summer and Fall/Winter

Q33) How many shoot days is the city aiming for?

A33) Depending on how long it takes to capture the appropriate material. The videos would be focused on different areas of the City. One (1) would focus on downtown and the other would encompass all of Torrington - If funding is available, the City may want to do one or two that focuses on a specific industry such as arts or restaurants. Would rely on consultant to determine the necessary amount of time needed.

Q34) Will these shoot days be scheduled by the winning bidder or by the city?

A34) The City will work closely with the consultant to schedule appropriate shooting days that work for both the City and the awarded consultant

Q35) Will we be shooting for a list of specific restaurants/businesses and art/entertainment venues provided by the City, by us, or just a broad range of them?

A35) The purpose is to promote Torrington as a whole, so most of the filming will be a broad range of them, but there might be some individual people, businesses or venues that will be included. We would work closely with the selected consultant to advise what is most effective.

Q36) What waivers will be needed to be able to film in the City of Torrington?

A36) There are no local requirements, but will have to comply with all State of CT and federal regulations

Q37) What waivers will be needed to meet publishing needs?

A37) The City will want to be sure they have the rights to use these videos in all marketing materials and promotions initiated by the City. The City of Torrington will hold full rights to the original video, including electronic files generated pursuant to this RFQ/RFP and resulting contract.

Q38) We are approximately 180 miles, 3 hours, away. The RFP asks for "reasonable proximity to Torrington and knowledge of the City." Will this distance disqualify us from consideration?

A38) No

Q39) Would any state or city business licenses be required for an out-of-state company to do this work?

A39) Consultant would have to comply with all State of CT and federal requirements.

Q40) To be clear: do you envision a total of two visits to create these videos: one in the Spring/Summer and one in the Fall/Winter?

A40) Yes

Q41) Do you have a price point in mind?

A41) No

#1



City of Torrington

Bid Name Torrington Promotional VideosBid Number RFQ/RFP TPV-039-020521Date of Opening February 5, 2021Time of Opening 11:00AM

VENDOR	BID BOND	NON-COLLUSION	Sealed Fee Proposal	ADDENDUM
			BID AMOUNT	
x Focus Media Services 96 Winding Lane Newtown, PA 18940		✓	✓	✓
x Production for Change 7 Gillette Way Bristol, CT 06010		✓	✓	✓
x James Pound Abrams Media Works 15 Woods Edge Rd. Cambridge VT 05444		✓	✓	
x Geomatrix Productions 270 Amity Road Woodbridge, CT 06525		✓	✓	✓
x Reelwork Studios 16366 Co. Rt. 90 Mannsville, NY 13661		✓	✓	✓
x Luminous 220 South Main St. Providence, RI 02903		✓	✓	✓

#2



City of Torrington

Bid Name Torrington Promotional Videos Bid Number RFQ/RFP TPV-039-020521
 Date of Opening February 5, 2021 Time of Opening 11:00 AM

VENDOR	BID BOND	NON-COLLUSION	BID AMOUNT	ADDENDUM
X Go Point Inc 4442 E Grand Canyon Dr Chandler, AZ 85249	✓	✓	Sealed fee proposal	✓
X Barrington Group 1200 West Ave. Apt. 514 Miami, FL 33134	✓	✓		✓
X Elantur 320 33rd Street S. #720 Arlington, VA 22202	✓	✓		✓
X Feeva Ecluseolution 500 W Cummings Park 2000 Webster, MA 01801	✓	✓	Not sealed	✓
X Westfield Films, LLC 507 Totem Lodge Rd. # Averill Park, NY 12018	✓	✓		✓
Brian J McKenna 34 Cottage Rd. Hartford, CT 06179	✓	✓		✓

#3



City of Torrington

Bid Name Torrington Promotional Videos Bid Number RFP/RFP TPV-039-020520
 Date of Opening February 5, 2021 Time of Opening 11:00 AM

VENDOR	BID BOND	NON-COLLUSION	BID AMOUNT	ADDENDUM
X Dem enburg Kallentach 16 Southwood Dr Bloomfield, CT 06003	✓	✓	Sealed fee Proposal	✓
X The Visual Brand 54 Church Lane Westport, CT 06880	✓	✓	not sealed	
X Anna - Chris Valentine 64 Greenwich Rd Bedford, NY 10506	✓	✓	✓	✓
Jorge Moya 64 W 15th St Suite 2E New York, NY 10011	✓	✓	✓	✓



CITY OF TORRINGTON

PROMOTIONAL VIDEO PROPOSAL

BREAKDOWN:

- Pre-Production Meeting with Torrington project team on site including location scouts.
- Promoting businesses in the city and the downtown area.
- Full RED GEMINI 5K Cinema Camera Package, Sony Camera Package, full grip/lighting kit, and interview production sound kit for studio quality sound.
- 4K Drone & Licensed Operator
- Apple Studio Post Production

DELIVERABLES:

- 4-6 promotional videos with full post, graphics, titles & licensing
- Usage and Ownership to Torrington, CT

POINT OF CONTACT:

STEVEN POWERS

DIRECTOR/PRODUCER

540 UNIVERSITY DR TORRINGTON, CT

COMPANY NAME:

WEST FIELD PRODUCTION CO.

(WEST FIELD FILMS, LLC)

HQ: 507 TOTEM LODGE RD AVERILL PARK NY 12018

CONTACT INFO:

PHONE: (518) 858-2224

EMAIL: STEVE@WESTFIELDPRODUCTIONCO.COM

Client Feedback:

"West Field is our first choice for video production to tell our brand stories. This talented team consistently delivers phenomenal results that exceed our expectations. The incredibly talented West Field team captures the right shots, creates the correct mood and edits the piece to perfection. They insist on working tirelessly until we are thrilled with the result!"

Don Rongione

President & CEO

Bollman Hat Company & American Made Matters

ABOUT US

West Field Production Co. has been producing premium cinematic services since 2012, working with clients including Yahoo!, ESPN and Kangol. Our philosophy is simple: Work Hard, Work Fast and Get it Done Right. Founded by two filmmaking brothers, Jim and Steve Powers, West Field deploys a production team with professional backgrounds in film and television. Our crew uses top of the line gear including 5K imaging and industry standard grip/sound equipment. Our in house post-production keeps our workflow and client feedback alterations streamlined, minimizing turnaround time.

RELEVANT WORK SAMPLES

LINK: <http://www.westfieldproductionco.com/torrington>

REFERENCES

Ref 1.

CONTACT NAME (JOB TITLE)

Karin Doyle
(Coordinator, Department of Economic
Development, Town of Stratford)

STREET ADDRESS

2725 Main Street

TOWN STATE ZIP CODE

Stratford CT 6615

PHONE FAX EMAIL

203-385-4029 n/a kdoyle@townofstratford.com

NAME OF PROJECT

YEAR COMPLETED

Stratford Promotional Videos 2021

Ref 2.

CONTACT NAME (JOB TITLE)

Don Rongione (CEO, Bollman Hat Company &
American Made Matters)

STREET ADDRESS

110 E. Main St. P.O. Box 517

TOWN STATE ZIP CODE

Adamstown PA 19501

PHONE FAX EMAIL

(717) 484-6252 (717) 484-2139 DRongione@bollmanhatcompany.com

NAME OF PROJECT

YEAR COMPLETED

Kangol Video Campaign 2020

Ref 3.

CONTACT NAME (JOB TITLE)

Alan Beberwyck (Content Director, Smith & Jones)

STREET ADDRESS

24 Fourth Street

TOWN STATE ZIP CODE

Troy NY 12180

PHONE FAX EMAIL

518-272-2800 518.272.2930 alanbeberwyck@smitbandjones.com

NAME OF PROJECT

YEAR COMPLETED

Arnot Health 2019

STATEMENT OF INTEREST

[NOTE FROM PREPARER, STEVE POWERS]

This is a uniquely exciting project for us as we have never seen an RFP come through that would be a better fit for our team. I live in Torrington and we make promotional videos. I moved here from Upstate NY four years ago with my wife. We are full transplants who fell in love with the area and started a family here. We live near the old UCONN Extension Campus (Soon to be the Five Points) but we love the downtown area and spend a lot of time there at the restaurants and taking advantage of the community events like the window stroll this past December. I am personally invested in this city and and excited about the growth that has happened in the short time since we've moved here like Sasso's, Brinx, Franklin Plaza, the new Five Points campus, etc. I really think we are positioned to becoming a true arts and food destination in New England and would love the opportunity to help promote our city. Our production company specializes in promotional videos with a strong lean on tourism. We have an active contract with economic development office in Stratford, CT working on a campaign with similar goals that went to bid in 2019. Two completed videos from that campaign and one current draft (still in development) can be found in the [RELEVANT WORK SAMPLES](#) link above. We will also be producing a "Summer" video for that campaign in June. One of the best parts of that project from a personal level was meeting the different locals, business owners and discovering new things about the area. But it is still an hour away. We talk constantly about how great it would be if we could do a similar project in Torrington.

QUALIFICATIONS

Our production company has produced projects on every scale since we started in 2012. We will supply our entire cinema level equipment packages for this project (RED 5K camera, Canon 4K Camera, DJI drones, Canon Lens kit, interview sound package, LAV/boom mics, grip and lighting kit, Apple Final Cut Pro X editing software workflow, etc). The majority of our projects are collaborations with brands and government bids with a focus in promotional web videos and social media content. In addition to the Stratford campaign mentioned above, we have produced multiple campaigns, (a total of 32 videos including multiple TV spots) for "I Love NY" highlighting the outdoor recreation, nightlife and culture of the Catskill Region in New York. The Catskill campaign was an example of a narrative driven format while the Stratford campaign is more interview/testimonial focused. We have worked in the lifestyle space (real footage/pre-planned footage mix) for most of our careers. In our experience, a mixture of a pre-planned shot-list and (more importantly) adaptability on the fly produce the best secondary footage. All of our key team members that would be working on this project have worked on each of the shoots mentioned in addition to all of those on the included work samples.

KEY TEAM MEMBERS

Steve Powers and Jim Powers - Directors/Cinematography, Producers

The Powers Brothers are the founders of West Field Production Co. Having working on feature film projects including *The Place Beyond The Pines* and television projects including *30 Rock*, they bring their lifetime of filmmaking experience to each project. Known for their work with outdoor 'doc' style cinematography, utilizing top end gear and dynamic techniques they have garnered acclaim from film festivals and commercial brands internationally. In addition to every project West Field has produced, the Powers Brothers have also independently produced and consulted on projects with other filmmakers around the country. Jim Powers was just awarded the outstanding cinematography award at the NXTUP festival in San Francisco and the Powers Brothers hold multiple awards for various West Field projects. Steve is a Torrington local.

John Stegemann - Executive Producer/Sound

Stegemann has been a natural fit with the West Field since their first project. Beyond the management and communication skills required for the producer role, he has an expertise in music and natural sound design. With it, he is

able to find and place the best V.O. and music to convey the message to the target audience in the most effective way possible. In addition, he has a background in film production design. This proves most useful when set dressing an interview or creating relevant b-roll scenarios for the subjects to interact with.

SCOPE OF WORK

One of the primary reasons we think we would be a great fit for this project is that its so local. Most of our projects involve lots of travel, but this is so close by that we do not need a travel budget or hotel stays and we know every inch of the area. Another benefit is that if there is a specific pick up shots that we didn't get on our primary shoot days, we can get it at anytime without any trouble. That is a unique luxury for us as we often find new ideas that could take a video to the next level during the edit process but with scheduling and travel caps, it can be difficult to capitalize. The two seasonal shoot days will be a good way to cover the full range of what it is really like in Torrington. We try to maximize our shoot days to cover what we need for the primary deliverables but also leave room to get as much general use footage as we can in order to build up a database. This is a strategy we have had great success with in the past on the Stratford campaign and with most of our long term branding clients. This database gives us the ability to have a long term relationship where we can create additional videos in the future without the added cost of a production day when it is not warranted or financially reasonable. For example, with Stratford, we had our business centric video production day in January, pre-pandemic.

Come April, when everything was locked down and the restaurants in the area were struggling, they asked us if it would be possible to create a video that would drum up more take out orders. We were not able to film while on lockdown but we had enough restaurant footage from the other shoots that we were able to produce a video quickly to promote their upcoming restaurant week. This also applies to video updates as well. As things change, businesses move or close, it is nice to be able to swap different content in and out as needed to protect the longevity of the video investment.

Our Director will be available in person for production meetings in Torrington. After the production meeting, we will go around to scout some locations you think will showcase the town the best and start building our shot-list. We will work alongside the project team and offer collaborative input on the content and production strategy with constant communication throughout. We will discuss the best tone and style and maintain tonal flexibility until we have a firm grasp on what would be most effective to the target audience. Putting real faces and personal anecdotes to locations and businesses lends a lot of credibility to the message. So, we believe a natural interview style would be effective but there is a lot of potential for a narrative voice over option. These opening discussions are where we can really dive into what you want to convey and we will give our recommendations on how to get there.

Our experience producing shoots similar to this allows us to minimize the timeline. In our estimation the bulk of this project will be covered in the proposed two day shoot. However, as we are local, we can come by to pick up extra shots if there is

more we want to cover. Our core team of three has been shooting together for over 10 years and we are very efficient in this setting. If we are doing a lot of testimonials and interviews, Steve will go right to the subject to open the dialogue and establish accord while the rest of the crew scouts the best interview location, sets up and pre-scouts b-roll. Once the interview is over, we will dismount the camera and begin shooting location specific b-roll. This process allows us to tailor our b-roll to the interview content, maximizing time and effectiveness of the footage while making our editing options more diverse. The Torrington project team on site will have access to a wireless live stream to the camera feed on a handheld monitor to see what we are shooting in real time.

Once we have completed principal production, we will develop an initial draft of the first deliverable within 14 days after we wrap, working with the Torrington team to develop any necessary script writing. Then we will go into the notes process where we take as many or as little notes (marked by time for clarity) as you have and begin to mould the video until it exceeds expectations. (The "Community NO COLOR" video in the sample link is an example of a first draft before the first notes sequence) Once we are picture locked, we will master the video and deliver it digitally in all formats. We will help with any uploads and distribution as needed. A strategy we recommend is coordinating with all of the local businesses we can to have them share the videos to their followers to maximize the reach. The more businesses we can feature, the more likely they are to take ownership of the video and spread it to their customers. Identifying businesses that may have a substantial reach before production to see if they can be featured is a useful distribution practice.

Our interviews are done in a natural conversational style, like you're talking to your friend. We will have the business owners and town leaders talk about what they do and why they love it but everything will always come back to Torrington. The b-roll will cover what there is to do and what the businesses/subjects have to offer, but it will all be tied together by getting genuine "why I love it here" anecdotes from everyone. No matter your age, ethnicity or occupation, Torrington is where you want to live, work and play.

Our proposed style for this video is based in constant motion. Since we started doing videos like this, engagement from the audience has gotten much harder to earn. We have developed a few strategies over the years with this in mind. Video engagement is not linear, it needs to be re-sparked and reset consistently throughout the video. We want people to see every part of Torrington through to the end to make sure they get to whatever takeaway will influence them the most. The baseline of our most effective promotional projects have been motion. Constant movement and up tempo post production have proven to consistently engage and spark action.

We have also had success maintaining engagement on promotional projects by maximizing production value, utilizing visual cues to reset attention spans, and unique interview styles.

We will achieve production value by:

- Using a cinematic 5k camera package.
- Our FAA licensed drone pilot for location aerals.
- Unique framing to differentiate from other videos they see often.
- Produciton value is universal. Everyone knows it when they see it and it complements the gravity of the message.

This video will be future proofed for some time.

Proposed Visual Cues:

- Constant b-roll. In our experience, dynamic and diverse b-roll is key to keeping anyone engaged in a video.

Watching someone talk gets tiresome quickly.

- Reset visual expectations (ie. aerial to handheld shot, flowing stream to beer being poured, etc.)

Interview Style:

- We have spent the majority of our shooting days as a production company conducting interviews and have learned a lot on how to get the most out of the subject. "Canned" answers and nervous subjects are the biggest bugaboos in an interview. We have found that the best strategy is for the Torrington team to help us identify the ideal answers rather than just the questions to ask. This does two things; it takes the pressure off the subject and ensures the final outcome is natural and conversational. The interviewer, who will have already worked to put the subject at ease long

before the cameras roll, can reshape and guide the conversation past the initial questions that get us closer to the most desired talking points. This natural back and forth created by reverse engineering the questions has made all the difference in recent projects. Natural answers convey confidence and sincerity. We would love to partner with Torrington long term on video and content ideas long term and will use this project as a chance to prove ourselves.

COST PROPOSAL

WEST FIELD PRODUCTION CO.

Production:	Torrington Promotional Shoot			Budget Draft Date:	January 28, 2021	Sheet # 1
Length:	1.5 to 3 min(s) each			Production Dates:	Spring/Summer 2021 Fall/Winter 2021	Page # 1
Location:	Torrington, CT			Production Estimates	EST. 2 Production Day(s)	
Cap:	(not specified)					
Account #	Category	Specifics	Cost		Budget	Actual Cost
001	Production Rate	Production company services, crew (x3). Day Rate of \$4250. Itemized Breakdown: \$531.25/hr for approx. 16 hours.	\$8500.00		\$8500.00	
				ABOVE THE LINE TOTAL:	\$8500.00	\$0
002	Camera	RED 5K Package/Lens Kit, Media, etc. Sony A7s2 Package. Included.	\$0.00		\$0.00	
003	Drone	FAA Pilot, 4K Drone. DJI Phantom 4 Pro kit. UPGRADE AVAILABLE.	\$0.00		\$0.00	
004	Production Sound	Full Kit, Interview, Accessories. Included	\$0.00		\$0.00	
005	Lighting	Kit, Expendables. Included.	\$0.00		\$0.00	
006	Grip Kit	Stands, Teleprompter, Rigging, Dollies, etc. Included	\$0.00		\$0.00	
007	Data Management	DIT, Storage/Footage Management Included.	\$0.00		\$0.00	
008	Travel	Not Applicable.	\$0.00		\$0.00	
				PRODUCTION TOTAL:	\$0.00	\$0
009	Music	Score, Music	\$150.00		\$150.00	
		Categorize, Build, Conform, Color Correction, Graphics, Titles, etc. EST 10 HRS. @ \$150/hr per video.				
010	Post Production	Itemized Breakdown: Total of \$1,500/edited video.	\$6000.00		\$6000.00	
011	Stock	Licensed	\$0.00		\$0.00	
012	Final Post Mix	Sound Mixing Session, Color Master, etc.	\$0.00		\$0.00	
013	Deliverables	Digital Formats	\$0.00		\$0.00	
				POST PRODUCTION TOTAL:	\$6150.00	\$0
				GRAND TOTAL BUDGET:	\$14,650.00	
				ACTUAL GRAND TOTAL:	\$0	

ADDITIONAL OPTIONS & RATES

OPTIONS			
	DRONE UPGRADE	DJI Inspire Cinema	\$1250.00
	PHOTOGRAPHY	4K Stills from Footage. Done in Post.	\$400.00
	PHOTOGRAPHY.	Dedicated Photographer Day Rate including gear and working alongside video crew. Day Rate. (Travel TBD)	\$995.00
	Add'l PRODUCTION. DAY	Production Day	\$4250.00
	POST PRODUCTION	\$150/hr	\$125.00
	SCRIPT SERVICES	If needed.	\$150.00
NOTE: We are a flexible and adaptable group who value partnerships with clients and really want to be on the Torrington economic development team. Tells us what you need and we will try our best to make it happen. Budgetary constraints and timelines issues on future projects are solvable the majority of the time. We will work with you to give you the best finished project in your budget. All you have to do is ask.			