



## ADDENDA 1

August 20, 2019

FOR

# REQUEST FOR PROPOSALS – VIDEO PRODUCTION APPLICATION

You are hereby notified of the following changes for the Kennewick Irrigation District (KID) Request for Proposals - Video Production Application. Changes and additions are noted in ***bold italics***.

**KENNEWICK IRRIGATION DISTRICT**  
**REQUEST FOR PROPOSALS**  
**VIDEO PRODUCTION APPLICATION**

**NOTICE**

The Kennewick Irrigation District (KID) is requesting proposals from qualified individuals and or firms for video production and creative services. Video production will include a 5-minute video and 30-second commercial in English and Spanish.

**SUBMISSION OF PROPOSAL**

To receive consideration, responses must be submitted in accordance with the following instructions:

1. All response submittals shall be sealed and delivered to the:

Kennewick Irrigation District – Attention District Manager  
2015 S. Ely Street  
Kennewick, WA 99337;
2. Submit six (6) copies of the response by 5:00 p.m. September 6, 2019; and
3. There will be a mandatory pre-proposal conference held at 10:00 a.m. on August 29, 2019 at the District’s office.
  - a. ***Attendees are required to attend the pre-proposal conference in person or through phone conferencing.***
  - b. ***To call into the pre-proposal conference, please call 509-460-5444.***
4. The envelope must be clearly marked “VIDEO PRODUCTION APPLICATION”; and
5. Modifications to submissions may be submitted prior to the date and time specified for receipt of submissions; and
6. The District reserves the right to reject any and all responses, and has the right, at its sole discretion, to accept the submittal it considers most favorable to the District’s interest and the right to waive minor irregularities in procedures.

August 6, 2019

Charles Freeman, District Manager

# **KENNEWICK IRRIGATION DISTRICT**

## **Video Production Application**

### **INSTRUCTIONS TO SUBMITTERS**

#### **I. INTRODUCTION AND BACKGROUND**

The Kennewick Irrigation District is soliciting proposals from qualified individuals and firms for marketing video production and creative services. KID would like to find a qualified agency interested in filming a video to educate the community, partners and stakeholders about the Kennewick Irrigation District and explains the important projects KID staff is working on.

#### **KID BACKGROUND:**

KID was originally formed as a Special Purpose District in the State of Washington in 1917, but it originates much earlier, dating back to the late 1800s. The modern KID of today began in the early 1950s when the United States Bureau of Reclamation, in partnership with the District and farmers, built the canal system still used today.

KID diverts water from the Yakima River at Prosser Dam. Water travels 11 miles down a diversion canal along the river to Chandler. There, hydraulic pumps as large as a garage send it under the river and halfway up the side of the Horse Heaven Hills to the head of the main canal.

The Kennewick Division of the Yakima Project is a combined irrigation and power development project that includes the 12-megawatt Chandler Power Plant and Pump Station. The District serves over 20,200 acres of land within a 55,000-acre boundary.

#### **II. SCOPE OF SERVICES**

#### **GENERAL SCOPE OF WORK:**

KID is seeking a video production company to serve as our creator of portraying our message to the public. The selected agency will need to provide the following services:

- Shoot and edit: 5-minute marketing video that we can use on our website and externally
- Shoot and edit: a 30-second video we can share as a commercial on TV
- Videos translated into Spanish

#### **III. PROPOSAL REQUIREMENTS**

Each proposal should include the following:

### **A. Cover Letter**

All proposals must include a cover letter to the attention of District Manager, Charles Freeman, signed by a person legally authorized to bind the applicant to its proposal. The letter needs to include a brief overview on how the company intends to provide services to support the District's mission.

### **B. Relevant and Past Experience**

All proposals should provide a description of their experience and expertise providing similar or related services to other public agencies.

The Contractor must be a licensed business.

### **C. Project Team**

Identify the key contacts and leaders of the team that will be interacting with the District throughout this project. Please provide resumes of all key personnel.

### **D. References**

Include a list of at least three references from public entities that were provided similar services. Please include example videos.

### **E. Project Schedule**

A project timeline shall be provided to the district 20 days following award.

### **F. Pricing**

Please outline your specific billing structure. Proposals will need to include a cost breakdown of the partnership, including all fees and additional editing fees.

## **IV. EVALUATION CRITERIA**

A Selection Committee will review and evaluate written submittals. After the review, the committee may conduct interviews or have presentation of the most qualified respondents before the final selection.

The Committee may use references to clarify information contained in the submittals and interviews, if conducted which may affect the rating. The District reserves the right to contact references other than those included in the submittal.

Submittals will be evaluated on the following criteria:

- Firm Qualifications
- Key Personnel
- Technical Information
- Project Approach
- Cost
- Past Project Deliverables

## **V. GENERAL INFORMATION**

## **A. Selection Process**

Additional information, interviews and or presentations may be required at the option of the District. In no event shall the District or its Board, Officers or employees be liable for any costs incurred for the preparation of and participation in the submission of responses to this request or subsequent interviews of persons or companies.

## **B. Compliance with Rules**

Proposers responding to this RFP must follow its procedures and requirements. Failure to comply with any portion of this RFP may result with the rejection of your Proposal.

## **C. Proposal Withdrawal**

Any proposal may be withdrawn at any time before the "Proposal Due" date and time by providing a written request for the withdrawal to the District Manager. A duly authorized representative of the submitting entity shall make the request. Withdrawal of a Proposal will not preclude the proposer from filing a new proposal as long as it's prior to the close date.

## **D. Appeals**

Proposers who wish to appeal a disqualification of their proposal or the award of contract may submit the appeal in writing to the District Manager's Office within five (5) working days of the postmarked Notice of Award or disqualification. Disagreement with the process, e.g., scoring by evaluators, or otherwise, is not subject to appeal.

## **E. Ownership of Documents**

Any material submitted by a proposer shall become the property of the District. Materials submitted after a contract is signed will be subject to the ownership provision of the executed contract.

## **F. Public Record**

All Proposers and information submitted by proposers are not open for public inspection until after the notice of intent to award a contract is issued. Except for exempt materials, all Proposers and information submitted by proposers will be available for viewing after the evaluation process is complete and the notice of intent to award is sent to all participating parties.

## **G. Confidentiality of Information**

All information furnished to the proposer by the District and all other documents to which the proposer's employees have access during the preparation and submittal shall be treated as confidential to the District. Any oral or written disclosure to unauthorized individuals is prohibited.

## **H. Submittal Clarification**

Respondents may be asked to clarify their submittal. This action shall not be construed as negotiations or any indication of intentions to award. If called upon, the Respondent must respond to such requests within two business days.

### **I. Inquiries to RFP**

A mandatory pre-proposal conference will be held at 10:00 a.m. on August 29, 2019 at the District's office. Following this meeting, no further questions will be accepted. The District will compile all questions and answers and provide them to all respondents in attendance by the close of business on August 29, 2016.

### **J. Revisions to RFP**

In the event it becomes necessary to revise any part of this RFP, addenda will be issued to all respondents who attended the mandatory pre-proposal conference. All revisions to this RFP will be in written form addenda and no oral revision should be relied on by any proposer for any purpose. Any addenda issued shall be acknowledged with the Proposer's submit their proposal. Failure to acknowledge any addenda issued may result in a non-responsive submittal.