

CITY OF CHARLOTTESVILLE
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November 8, 2011

ADDENDUM NO. 1 TO ALL BIDDERS: Two (2) Pages Total

Reference – Request for Proposal: RFP#: FILM DOCUMENTARY/12-50

Dated: October 15, 2011

Proposal Due: **2:00 p.m. EST on November 17, 2011**

This addendum is issued to answer the following questions submitted with regard to this RFP:

- 1Q. What is the budget range for this project?
1A. At this time, the City does not have a specific budget for this project.
- 2Q. Will the final film be shown on site at a museum/exhibition or is it intended for a broadcast audience?
2A. The City would like to show the film as a premier at the Virginia Film Festival (early November 2012) and parts of the film at the Gala later that month.
- 3Q. What is the anticipated run time of the film?
3A. The City anticipates a range of 50 to 90 minutes in length.
- 4Q. Does the City intend to use actors for reenactments of key events or will the film be an archival driven piece with a narrator and additional sit down interviews?
4A. A narrative style is preferred. However, reenactments will be considered.
- 5Q. Does the City have archival materials already identified, or will it be the responsibility of the offeror to provide the necessary archival research?
5A. The City has a cooperative arrangement with the Historical Society as well as members of the 250th Steering Committee that may provide support, but additional research will be required by the writers of the Film.
- 6Q. Will historical experts be made available or is the production team expected to conduct all historical research and identify experts?
6A. Historical experts will be available. The City will also assist in identifying experts. However, the production team is also expected to do some of the research.
- 7Q. In what format will the footage be shown? In what format will the film be delivered?
7A. HD Cameras (not film) are preferred, and delivered via DVD.
- 8Q. Will the City consider working with an out-of-state company?
8A. Competition is open to all offerors.

- 9Q. Should work samples be included with the proposal (similar documentaries, demo reel, etc.)? If so, what should be submitted, and how many copies are needed?
 9A. Yes, an offeror may submit samples with the proposal. One copy is sufficient.
- 10Q. Is the City looking for a high-end product with a number of specialty shots (dolly, jib, helicopter, etc.).
 10A. Yes
- 11Q. How many locations will need to be filmed for the documentary? Does the City anticipate the need to capture footage outside of Charlottesville?
 11A. Multiple locations are required to cover the topics listed in the Scope of Work. It is preferred that the content be centralized around Charlottesville, but it is expected that the University's presence will be factored in and, to a lesser degree, the County.
- 12Q. How many DVD/Blu-Ray copies will the City require upon delivery? Should duplication costs be included in the proposal?
 12A. The amount of copies is unknown, and the proposal should describe the proposed pricing for the project.
- 13Q. Does the city want sole ownership or shared ownership?
 13A. Yes. However, the offeror may propose another ownership option.
- 14Q. Should the distribution cost be in the RFP budget?
 14A. No. Distribution will not be part of a contract resulting from this solicitation. However, thoughts on how the film may be distributed and linked with companion material are welcome in responses to this RFP.
- 15Q. Is the offeror required to provide "key artwork," which include poster and DVD design costs?
 15A. Yes. However, the City must approve the final design.
- 16Q. The monthly progress reports listed in the RFP, can they be in writing?
 16A. Yes, but if significant changes or questions arise a face to face meeting may be needed.
- 17Q. Who is the intended audience? Just residents and visitors to Charlottesville?
 17A. The intended audience includes residents and potential visitors of Charlottesville.
- 18Q. Is the film to be formatted for a kiosk, a museum display, a website, and/or YouTube?
 18A. The City has not decided to play the film at museums or kiosks. However, the film should be placable online.
- 19Q. Will the City provide support for closing streets for filming?
 19A. Yes. However, the offeror will be responsible for applying for a special events permit if more than 50 people are expected and request police support if needed.

Note: A signed acknowledgment of this addendum must be received at the location indicated on the RFP either prior to the bid due date and hour or attached to your bid. Signature on this addendum does not substitute for your signature on the original bid document. The original bid document must be signed.

Respectfully,



Michelle B. Glass, VCO
 Buyer II

 Name of Firm

 Signature/Title

 Date