

## REQUEST FOR PROPOSALS FOR AUDIO VISUAL SERVICES TO SUPPORT VIRTUAL EVENT

The **Atlanta Regional Commission** (ARC) is seeking proposals from eligible respondents to provide **an audio-visual production company for a broadcast level production of a virtual event**. The event will be held the morning of Friday, October 30, 2020. ARC reserves the right to award the contract(s) to one or more contractors to meet the needs of the event.

### I) CLIENT AND EVENT PROFILE

ARC is a governmental organization which serves as a regional convener, bringing diverse stakeholders to the table to address the most important issues facing metro Atlanta. ARC is responsible for developing and updating the Atlanta Region's Plan, a long-range blueprint that details the investments needed to ensure metro Atlanta's future success and improve the region's quality of life.

For more than 30 years, the State of the Region Breakfast (SORB) has been a live gathering of approximately 1,500 civic, business, elected, and nonprofit leaders from across the metropolitan Atlanta region. This year the event will be held virtually and may attract up to 2,500 participants. Its purpose is to provide an overview of the region's progress in 2020, to look ahead to potential opportunities and challenges in coming years and provide a method for community leaders to come together and build relations that lead to addressing those issues in a unified manner.

### II) SCOPE OF SERVICES

We envision a highly interactive event where our attendees are able to build and renew professional relationships. This broadcasted event will be the conduit to delivering our content in engaging ways through a virtual event platform that will be selected by the end of August. This event will differentiate itself significantly from [ARC's weekly webinar series](#) as the agency signature event and not merely a meeting or conference.

Please see section 9 of this RFP for the tentative run of show.

Final technical rehearsal will take place with vendors and speakers on Thursday, October 29, 2020 with additional walk-throughs and rehearsals leading up to the event.

Compensation for the services listed above are not expected to exceed \$40,000.

Showcasing your services before this select group of potential customers can bring new business to your company. For this reason, priority will be given to any bid that includes complimentary services or reduced fees, in exchange for sponsorship status and trade outs.

## Audio Visual Production

It is ARC's preference to hire one company that will provide an array of broadcasting solutions to support the "main stage" or central component of the morning event. ARC will consider contracting with one prime audio/visual provider who works with qualified sub-contractors providing specific required services. Specifics needs include:

- a. Provide one seamless experience with point of entry/log-in for attendees including PowerPoint integration, video play-back and broadcasting/streaming live components and polling features provided by the digital events platform company.
- b. Main stage programming for keynote speaker, pre-recorded material, and a live panel discussion – approximately 90 minutes
- c. Speaker Timer
- d. Provide at least two camera angles and two operators for live components in a studio environment
- e. Provide feed for live portions of the program
- f. Provide staging and lighting, sound and video for live components of the "main stage" portion of the program including the panel discussion
- g. Operate as switch operator between live feeds, pre-recorded content, and platform(s) for the event
- h. Conduct a full-scale technical rehearsal the day prior
- i. Conduct technical testing in the days and weeks leading up to event
- j. Provide a digital file of the "main stage" program content within 24 hours
- k. Use the consistent branding provided skin for all components of the event

## III. PROPOSAL REQUIREMENTS

Interested firms should submit a proposal that addresses the factors listed below and in Item II above - Scope of Services. The Consultant must provide a detailed breakdown of the proposed budget in the format of Exhibits B-1.

Proposals shall not exceed a total of 30 pages (8.5 x 11) inclusive of resumes and firm experience. Covers, end sheets, budget exhibits, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 11 point in all cases.

Firms must respond to this RFP with a digital PDF file or Microsoft Word document. Proposal evaluations will focus initially on the written proposals. Should it be determined that further information is required, one or more firms may be asked to demonstrate their product's ability to meet the specific needs of this event.

ARC reserves the right to award this contract or contracts based on initial proposals received without formal interviews. ARC anticipates awarding a contract in the first week of September

2020. All post-event work must be completed by November 15, 2020. The successful firm or team of firms should be prepared to begin work immediately. ARC reserves the right to award all or part of the available funds for this project.

1. Company Background and Staffing:
  - a. Please include company's legal name, mailing address, email address, phone, primary point of contact, biographies of key staff members, listing of other staff, qualifications and technical competence of a consultant in this type of work.
2. Project Approach:
  - a. Please provide a brief overview of how you will approach this project, including a statement of your company's production philosophy and core competencies and proposed schedule.
3. Summary of Previous Events:
  - a. Please include a summary of your company's last 5 projects/events of a similar scale. Include which services your organization was asked to provide.
4. Cost Proposal:
  - a. Proposals must include a detailed estimated cost (all fees showcased as a line item) for all equipment, labor, and personnel related to event execution.
  - b. The proposer is encouraged to propose charges that will be guaranteed to be discounted as compared to the then-current market rates for comparable products and services available from other reputable providers.
5. References:
  - a. Please include no less than 3 previous client references within the last 3 years (with current contact information) who can attest to the quality of your company's work.

#### **IV. SUBMITTING PROPOSALS**

Interested proposers should submit an electronic copy of their proposal(s) to [cmayerik@atlantaregional.org](mailto:cmayerik@atlantaregional.org) no later than **5:00 p.m. (EDT), Thursday, August 27, 2020**. Your subject line should read: State of the Region AV Proposal.

Technical questions should be submitted in writing to [cmayerik@atlantaregional.org](mailto:cmayerik@atlantaregional.org) no later than 9 a.m. on Wednesday, August 19, 2020. All questions received, and responses to those questions, will be posted by 5 p.m. on Friday, August 21, 2020 to ARC's website which can be found at: <https://atlantaregional.org/procurement/> No exceptions will be allowed for the timeline/evaluation process.

#### **V. APPLICANT ELIGIBILITY**

Individuals and organizations, whether for-profit or not-for-profit, having the appropriate experience and specific expertise necessary to carry out the duties and responsibilities outlined below are eligible. All proposers must have demonstrated similar project experience to be eligible for consideration. The Atlanta Regional Commission reserves the right to check all references furnished and consider the responses received in evaluating the proposals. We are seeking to collaborate with an organization who has an outstanding track record of reliability and stellar customer service. We are interested in partnering with a company(s) that can meet the following criteria:

- 3+ Years in business
- Key staff, the project manager in particular, has 3+ years of experience
- Proven Audio & Video Livestream Broadcasting
- Can provide live technical support to the client and participants leading up to and the day of event

At a minimum, but not limited to, the selected firm will be required to adhere to the following:

- General Financial Requirements and Assurances
- Required Certificates of Insurance
- Assurance of Compliance with Title VI of the Civil Rights Act of 1964
- Americans with Disabilities Act of 1990

## **VI. PROPOSAL VALIDITY PERIOD REQUEST**

Each proposal must state that it will remain valid for a minimum of ninety (90) days after the Submittal Deadline, to allow time for evaluation, selection, and any holiday's or unforeseen delays.

## **VII. TERMS AND CONDITIONS:**

- a) ARC reserves the right to select for contract or for negotiations a proposal other than that with the lowest cost, reject any and all proposals or to make no award, and to waive minor irregularities in any proposal. ARC reserves the right to request clarification of information submitted and to request additional information from any proposer, and to negotiate any aspect of the proposal with any proposer and negotiate with more than one proposer at the same time.
- b) ARC reserves the right to award any contract to the next most qualified contractor if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal. The contract resulting from acceptance of a proposal by ARC shall be in a form supplied or approved by ARC and shall reflect the specifications in this RFP.
- c) ARC reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the client's legal counsel.

- d) ARC will reserve the right to terminate the event upon the occurrence of any circumstance beyond the control of either party, such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, work stoppages, accidents, mandatory quarantines, pandemics, curfews, or other restrictions of movements, or civil disorder, to the extent that such circumstances make it illegal or impossible to continue the event.
- e) ARC shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

#### **VIII. CONFLICT OF INTEREST AND CONFIDENTIALITY**

ARC is subject to the Georgia Open Records law. All proposals submitted will become public records to be provided upon request. Any information containing trade secrets or proprietary information, as defined by state law, must be marked as confidential to prevent disclosure. Confidential markings must be limited to the protected information. Entire proposals marked confidential will not be honored. Additionally, conflicts of interest are governed by the ARC Standards of Ethical Conduct available here: [Standards of Ethical Conduct](#). Respondents must disclose any potential conflicts of interest that may arise from the provision of services described herein. Such disclosure should include the name of the individual(s) with whom there is a conflict, any relevant facts to the potential conflict, and a description of the internal controls proposed to mitigate any such conflict. ARC's Staff Legal Counsel will determine whether such disclosure presents a potential organizational conflict of interest that should preclude award to the respondent.

#### **IX. SELECTION CRITERIA AND PROCESS:**

An ARC team will review and evaluate all properly submitted proposals that are received on or before the deadline. Proposals will be evaluated based on the following factors:

- a) Related experience, provider capabilities to satisfy the requirement of the request, and references of the firm or project team including the customer service experience (40%)
- b) Technical approach including proven ability to meet deadlines (35%)
- c) Cost Proposal (20%)
- d) Description of related project work (5%)

**X. DRAFT RUN OF SHOW**

7:30 AM	7:45 AM	Speaker Check In
8:00 AM	8:30 AM	Virtual Coffee Hour Begins
		Virtual Expo Village Opens
8:30 AM	8:32 AM	ARC Virtual Welcome Graphics & Commercials
8:32 AM	8:40 AM	Opening Sequence Entertainment
8:40 AM	8:42 AM	Sponsor Recognition
8:42 AM	8:45 AM	Metro Atlanta Speaks Results
8:45 AM	9:00AM	Keynote Speaker (Pre-Recorded Video with Intro of Keynote Speaker)
9:00AM	9:10 AM	State of the Region Address (Pre-Recorded Video)
9:10 AM	9:11 AM	Moment of Silence - With a Graphic
9:11 AM	9:39AM	What's Next ATL Panel Discussion (Live Panel)
9:39 AM	9:40 AM	Presenting Sponsor 1 Min Video
9:40 AM	9:45 AM	Development of Excellence Award (Pre-Recorded Video)
9:45 AM	9:48 AM	Introduction of New Regional Leadership (Pre-Recorded Video)
9:48 AM	9:49 AM	Announcement About Heading Over to the Round Table Discussions & Virtual Expo & Virtual Networking)
9:50 AM	10:50 AM	Topic Based Round Table Discussions Open
10:50 AM	10:55 AM	Closing Announcements - (Crowd Sourced Info & Gamification Winner)
10:55 AM	12:30 PM	Virtual Networking
10:55 AM	12:30 PM	Virtual Expo
12:30PM		SORB Virtually Closes

## **XI. PROPOSED PROJECT BUDGET**

### **Exhibit B-1 Proposed Project Budget**

#### **1. Direct Labor**

Estimated Hours Rate/Hour Total Est. Cost

(List by position all professional personnel participating in project) Total Direct Labor

\$ \_\_\_\_\_

#### **2. Overhead Cost**

(OMB circulators A-87 and A-122) (Overhead percentage rate) X (Total Direct Labor) Total

Overhead \$ \_\_\_\_\_

#### **3. Direct Costs or Services**

(List other items and basis for computing cost for each. Examples include computer services, equipment, etc.) Total Other Direct Costs \$ \_\_\_\_\_

#### **4. Subcontracts**

(For each, list identity, purpose and rate) Total Subcontracts \$ \_\_\_\_\_

#### **5. Profit (Percentage rate X basis)**