

## 40TH ANNIVERSARY VIDEO PRODUCTION PROJECT

*Request for Proposals*

August 11, 2023



### OBJECTIVES

Downtown Partnership of Baltimore (DPOB) seeks a qualified video production team (“consultant”) to artistically storyboard, script-write, film, and produce a suite of videos that tell the story of the non-profit organization to celebrate its 40th anniversary.

DPOB is seeking a detailed break-down of this work to better understand the costs for the project. This request for proposals (RFP), is not to be construed as an offer, contract or commitment of any kind; nor does it commit DPOB to pay any costs incurred by the bidder in the preparation of its bid.

### COMPANY OVERVIEW

Downtown Partnership of Baltimore is a non-profit organization and the primary champion of the downtown core in Baltimore, Maryland. DPOB is the membership organization that connects businesses, residents, and visitors to all that is taking place in Maryland’s largest business center, cultural district, and fastest-growing neighborhood.

DPOB initiatives range widely — from leading, promoting and supporting new development, to helping organize promotional events like Baltimore Restaurant Week. The organization also supports a fleet of essential, uniformed operations staff that are responsible for public space maintenance, safety and hospitality services, and homeless outreach support.

### GOALS AND VISION

The vision of this project is to reflect on the 40-year successes of the organization, while optimistically looking to the future.

### TONE

*The tone is hopeful and uplifting.*

DPOB has always been here for Baltimore. We’ve weathered all storms; changes in the political and economic landscapes; organizational restructures; a pandemic; uprisings; and frequent negative perceptions associated with Baltimore. Despite this, DPOB has managed to spearhead ground breaking projects for four decades. There is no Downtown Baltimore without Downtown Partnership.

### ELEMENTS FOR INCLUSION

*We envision the following elements being including in the project at this time.*

1. Voiceover “interviews” from key stewards of organization. We do not envision actual interviews being on camera, but are open to it if it fits the vision.
  - » Shelonda Stokes, President
  - » Former leadership (Kirby Fowler, Laurie Schwartz, etc.)
  - » Joy Handy-Lane, 40-year employee
  - » A dignitary (possibly Mayor Scott)
  - » Stakeholder or small business owner.
2. Historic footage and photographs.
3. Footage of operations staff in the field. ( outreach team helping homeless neighbor, clean team beautifying an alley, etc.)
4. Footage of a consumer event in a DPOB managed public space.
5. Find a way to highlight the following projects and initiatives:
  - » Baltimore Restaurant Week
  - » Pratt Street Plan
  - » BOOST Program
  - » Historic art and place-making initiatives.
  - » See You Around Downtown Campaign

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- » Bromo Arts District
  - » Monument Lighting
6. Drone footage of Downtown Baltimore.

### SHOOT LOCATIONS

All locations within 1-mile radius of DPOB Offices.

1. 20 S Charles Street (DPOB Offices)
2. Center Plaza
3. Pratt Street Corridor
4. Lexington Market
5. TBD
6. TBD

### SCOPE OF WORK

The selected consultant will:

1. Review this RFP and attached visual inspiration samples (pg. 4 + 5), and coordinate project vision with DPOB's Marketing team to produce the requested deliverables for 40th Anniversary Video Project.
2. Storyboard and script-write for the project.
3. Film and produce the project in accordance with DPOB vision.
4. Develop graphics package for project reflective of DPOB brand guidelines. Including any needed title cards, lower thirds graphics for talking heads, etc.
5. Work with existing historic footage, B-Roll, photographs owned by DPOB to fill narrative gaps as needed.
6. Identify estimated timeline for the project.
7. Provide detailed cost estimates for the work, overall-itemized and as specific as possible. Include cost estimates for any add-on work that would benefit the project.

### DELIVERABLES

ITEM	QTY	LENGTH	USAGE
Long-form video	(1)	5 - 7 min.	Web, shared via social media (LinkedIn, Facebook, Vimeo).
Shortened version of above.	(1)	2 - 3 min.	To play at Annual meeting event. To share throughout the year during presentations.
Short-form "reels."	(6)	Can range, max 30 sec.	Social media.

### SUBMISSION REQUIREMENTS

1. Cover letter
2. Project team: Please list the staff members who will comprise the team and provide relevant biographies.
3. Approach and Timeline: Describe how your team will approach this project with DPOB.
4. Qualifications and Experience: Please provide your team's qualifications and experience with similar projects or organizations.
5. Fee: Provide your fee to complete the project, inclusive of travel expenses and reimbursables. Please also include billing rates for additional tasks outside of the scope of work.
6. The consultant shall submit a rough storyboard or mood board of the proposed project, which shall be the choice of each individual proposer on the overall feel of the video project. This can be very simple, but will be used to ensure the overall concept is in alignment with DPOB vision.

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## **SOLICITATION ADMINISTRATION**

### **NOTIFICATION OF INTENT**

Parties who are interested in responding to the RFP should notify DPOB of their interest by emailing Nicole Rohrer, Director of Marketing (nrrohrer@dpob.org). These parties will be notified of any amendments to the RFP, sent responses to questions asked during the Q&A period, and will receive any other updates/notices pertaining to the RFP.

### **AMENDMENTS**

DPOB reserves the right to make amendments to the RFP as necessary. Any amendments will be sent to the Respondents who have notified DPOB of its intent to participate in the process.

### **SOLICITATION TIMELINE + DEADLINES**

Consultants shall submit their response to Nicole Rohrer, Director of Marketing at nrrohrer@dpob.org by August 25, 2023 at 11:59pm ET. All questions and commentary also to be submitted to Nicole Rohrer.

**Issue Date: August 11, 2023**

**Deadline for Questions: August 18, 2023**

**Submission Due Date: August 25, 2023**

**Project Award: September 1, 2023**

*DPOB reserves the right to set up meetings/ interviews to review proposals with the respondents, prior to selection.*

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**CREATIVE INSPIRATION**

**#1 - SOUL OF THE CITY**

DPOB enjoys the narrative style of this video. It has personality, is visually stunning, and makes you feel something.

**WATCH IT NOW**





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**#2 - VINTAGE IMAGES OF URBAN SETTINGS**

Infusing a retro visual quality into the project, that will be capturing modern city scenes feels like a fun way to contrast past and present.

