



USA

VisitTheUSA.com

**Brand USA**

Request for Proposal



**Brand USA**

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**REQUEST FOR PROPOSAL**

Video Production Studio

March 21, 2022



## INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs\* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry and partner information about Brand USA, please visit [TheBrandUSA.com](http://TheBrandUSA.com).

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).



## PURPOSE

The purpose of this Request for Proposal (RFP) is to select a general contractor who specializes in the construction of video production studios. The general contractor will work with suitable vendors to purchase and install equipment in a one-room facility at Brand USA's offices in Washington, DC.

## BACKGROUND

Brand USA's executive staff often appears live on television. We also produce corporate videos which are utilized for public relations purposes; videos for live and virtual conferences; and videos for the travel industry. We also just beginning to produce podcasts.

## SCOPE OF WORK

The goal is to build a facility to which media outlets can easily connect for live transmission and where we can produce our own videos and podcasts.

## FUNCTIONAL REQUIREMENTS

The room housing the video facility has already been outfitted with a light grid and green screen wall. The size of the room is: Length-19 with Width-17. It has one entrance door. The facility will require:

- Sound proofing
- Lighting
- Two to three cameras that can be remotely operated by one person
- Basic video switching and small audio mixer operated by a second person
- Electrical wiring
- Ability to connect to television stations and for video conferencing
- A small functional, attractive set that can be moved if needed
- One "On-Air" light outside of the studio



- Podcast set-up for one host and up to three guests

## ADDITIONAL NOTES

The general contractor will design the facility and propose the best and most cost-effective solution. After design approval, the general contractor will work with all the necessary vendors to obtain the equipment. The general contractor will then supervise the complete installation. The general contractor will:

- Obtain necessary permits
- Work with the building management for construction requirements
- Coordinate scheduling with vendors for all work
- Supervise/arrange for service and maintenance for one year after project completion.

## QUALIFICATIONS

At least five years experience:

- Selecting competitively priced, professional grade media equipment which meets our needs
- Video/Audio studio build-out
- Training
- Service and maintenance



## QUESTIONS

'Failure to answer the following questions may result in disqualification. Please address:

- What is the time frame for completion of this project?
- Do you already have contractors with whom you've previously worked to execute this project who are located in the Washington, DC area? How long have you worked with these contractors?
- What are the biggest challenges we face with this project?
- Once in the service/maintenance phase of our agreement, how many hours per month should we budget for your services?

## BUDGET

Based on the RFP requirements, the proposer must submit a detailed, realistic budget with an estimated execution timeline.



## MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than April 6, and sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will not be accepted outside the RFP process.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid** must be received by **April 11** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

2. **RFP Responses** must contain the following information:

- a. Executive Summary.
- b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
- c. Contract Manager/Team: identify one individual on the proposer's account team who will manage the relationship. Include resumes, or description of the person(s) involved.
- d. Case Studies with pictures of at least two video production facilities that you've successfully completed.
- e. Direct answers from the "Questions for You" section. Include the question and your answer. Do not assume we will locate answers to these questions spread throughout your proposal. Failure to provide direct answers may negatively impact your submission.
- f. Specific budget for creation and construction of the facility and a second budget for the service/maintenance phase of one year.

3. **Certification Form**: Must be signed and accompany all RFP Response submissions.



## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	March 21
B. Written Questions (due by 5:00 PM EDT)	March 31
C. Written Questions Answered and posted to Brand USA website	April 6
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	April 11
E. Proposal Due (due by 5:00 PM EDT)	April 25
F. Notification and Scheduling of Finalist Interviews	April 29
G. Finalist Presentation/Interviews	May 11 & 12
H. Notice of Intent to Award Contract and Public Posting	May 16

## DELIVERY OF PROPOSAL

Proposals should be e-mailed to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.

## EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



## ATTACHMENT 1

### NOTICE OF INTENT TO BID

Due: [Date]

SEND TO: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



## ATTACHMENT 2

### CERTIFICATION

*Please include this statement as part of the Proposal*

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

#### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

\_\_\_\_\_  
Official Contact Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Official Contact Title

\_\_\_\_\_  
Facsimile Number

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Street, City, State, Zip



### ATTACHMENT 3 FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

#### Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Demonstrated success creating video production facilities	55	
Case Studies	15	
Qualifications of general contractor	15	
Cost effectiveness	15	
TOTAL POINTS	100	