



**Washington State
Fruit Commission**

Request for Qualifications and Quotations

RFQQ NO. 2018 - SLVR

The Washington State Fruit Commission, hereafter “Agency”, is initiating this Request for Qualifications and Quotations (RFQQ) to solicit qualifications and proposals from firms interested in participating on the project titled “**Spanish-Language Video Reports**”

Proposal Guidelines:

This RFQQ represents the requirement for an open and competitive process. Proposals will be accepted until midnight PST **11/30/2018**. Any proposals received after this date and time will be rejected. Proposals may be submitted either *hard copy* or *electronically*. **All electronic proposals *must have* “Reply to RFQQ - 2018 SLVR”** in the subject.

Please include the following specific items when submitting your proposal:

- Brief description of work experience relevant to desired qualifications and work experiences, description of equipment, and references.
- Links for viewing sample videos of past work. There will be a strong preference for vendors who have already created similar content for agricultural clients.
- Sample pricing.

The Agency will conduct a fair and extensive evaluation based on criteria listed herein; and select the candidate or candidates who best fits the requirements. All proposals must be signed by an official agent or representative of the company submitting the proposal.

Costs included in proposals must be all-inclusive to include any outsourced or contracted work.

Contract terms, final pricing and conditions will be negotiated upon selection of the winning bidder or bidders for this RFQQ. All contractual terms and conditions will be subject to review by Agency and will include scope, budget, schedule, and other necessary items pertaining to the project.

Minimum Qualifications:

- The company submitting a proposal must be licensed to do business in the state of Washington.
- The company submitting a proposal must be located in central Washington State.

RFQQ Project Coordinator:

The RFQQ Coordinator is the sole point of contact in the Agency for this procurement. All communication between the Consultant and the Agency upon release of this RFQQ shall be with the RFQQ Coordinator, as follows:

Name	Kathy Keeth
E-mail Address	legal@wastatefruit.com
Mailing Address	105 S. 18 th St., Suite 205, Yakima, WA 98901
Phone	(509) 853-3504

Qualifications:

Requirements of Bidding Company:

- English and Spanish fluency in bidding company’s production team is required.
- Experience producing high-quality, educational videos relevant to this project.
- Have equipment sufficient to produce quality videos (see **Equipment Note** below).
- Experience producing videos ideal for hosting on a web site and viewed with a mobile device.
- Ability to work collaboratively with a team on concept and delivery of finished product.
- Absolute commitment to deadlines and excellence.
- Experience in journalistic projects.

Strongly Preferred:

- Experience marketing video content on social media to Spanish speakers.
- Experience creating videos for a tree fruit organization or company.

Desired:

- Familiarity with central Washington and its tree fruit and wine grape industries.
- Experience working with an editorial calendar.
- Experience working on journalistic projects.
- Familiarity with web production and content management.
- Familiarity with social media market.
- Familiarity with central Washington’s Spanish speaking communities.

Equipment Note: Vendors must have up-to-date video recording and editing equipment including lighting and sound recording gear and motion stabilizers for recording year round indoors and in remote areas such as an orchard where weather conditions may create a challenge.

Quotations:

The bidding company should submit sample hourly rates for services anticipated under the proposed contract. Please include the hourly rates of staff that would be assigned to the project,

administrative costs, local travel costs, or any other applicable fees that would be charged under this contract.

Project Purpose and Description:

The purpose of the project is to contract with a vendor or vendors to develop Spanish-language video reports for the *Good Fruit Grower* magazine’s Spanish-language web site.

Project Scope:

The intended audience is Spanish speakers in the tree fruit industry. Working with *Good Fruit Grower* editors, the Spanish Advisory Board and other subject matter experts as needed, the selected vendor(s) will make high-quality Spanish-language educational videos on critical topics such as food safety, tractor safety, pesticide management and other horticultural and farm management best practices. Videos will be developed over a period of up to two (2) years, will run no more than four minutes each, and will be developed to support an editorial calendar. Videos will be archived and searchable on the web site.

In some instances, the video will be shot in English as well as Spanish.

Spanish videos will reside on the magazine’s Spanish-language web site and will be freely available to industry organizations and individuals. The videos support the magazine’s ongoing development of content to serve Spanish speakers. Funding for the project will come in part from a grant from the Washington State Department of Agriculture Specialty Crop Block Grant program.

Evaluation Procedure:

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team(s), to be designated by the Agency, which will determine the ranking of the proposals.

Evaluation Weighting and Scoring:

A vendor or vendors will be selected based on meeting qualifications and a scoring metric as follows:

1. Overall qualifications, including equipment and experience working on quality journalistic projects – 30 points
2. Quality of sample work – 20 points
3. Experience working on educational projects in the tree fruit industry – 20 points
4. Familiarity with intended audience – 15 points
5. Overall value – 15 points

Fees for this project will be negotiated with winning vendor(s).

Request for Qualifications and Quotations and Project Timeline:

Request for Qualifications and Quotations Timeline:

- All proposals in response to the RFQQ are due no later than midnight PST **11/30/18**.
- Evaluations of proposals will be conducted from **12/10/18** to **12/17/18**.
- If additional information or discussions are needed with any bidders during this evaluation period, the bidders will be notified.
- The selection decision for the winning bidder(s) will be made no later than **12/18/18**.
Contract negotiations with the winning bidder(s) will begin soon thereafter.
- Notification to bidders who were not selected will be completed by **12/28/18**.

Project Timeline:

Estimated project start date is **1/1/19**.

Estimated project completion date is **9/1/2020 or earlier if required by the grant requirements**.

Special Notes:

NO phone calls ... please email all questions to Project Coordinator above.

NOTE: We are a State agency and as such, all records are subject to public disclosure. Any and all materials submitted in response to this RFQQ may be requested through process by the general public and/or competitive firms.

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