



REQUEST FOR PROPOSALS

Consultant to Produce Workforce Videos

INTRODUCTION

The Northwest Hills Council of Governments (NHCOG) is seeking a qualified consultant to produce up to 12 short videos of young workers in Northwest Connecticut (NWCT). The goal of the project is to promote NWCT as a wonderful place to have a career and to live.

This effort will be coordinated with overall implementation of the region's Comprehensive Economic Development Strategies (CEDs) including the discoverlitchfieldhills.com website. The short videos produced will be published for use on public online portals and partner portals (Discover Litchfield Hills- Jobs Hub, NW CT Chamber of Commerce, Northwest Regional Workforce Investment Board, etc.) and promoted on social media channels.

WORK PRODUCTS & TASKS

- Produce up to 12 short videos featuring young workers in NWCT.
- Obtain all waivers to meet publishing needs
- Report on expenses and project progress
- Secure all equipment required for the production and editing processes

PROJECT TIMELINE AND OVERSIGHT

The project will be initiated and completed between October 2020 and June 30, 2021. The consultant's work will be overseen by the NHCOG's Community & Economic Development Director.

QUALIFICATIONS AND SELECTION OF CONSULTANT

A selection committee will review responses to this request for proposals. The recommendation of this selection committee will be forwarded to the NHCOG board to approve the selection of a consultant.

The following criteria will be used in evaluating proposals:

- Previous experience in the services required and overall qualifications of the consultant.

- Consultant cost estimate, and associated allocation of personnel resources for completion of the project tasks.
- Reasonable proximity to the Northwest Hills Region and knowledge of the region.
- Review of sample video produced previously by consultant

SUBMITTAL REQUIREMENTS

1. Name and address of firm or individual and contact name.
2. List of proposed personnel noting relevant experience.
3. Cost estimate for proposed work.
4. Statement of understanding of the work product and goals (scope of work proposal).
5. Description of similar projects completed and contacts for professional reference.
6. Statement of capability to perform the required work within the required time frame.
7. Sample video produced previously similar to the requested product.

To be considered, consultant proposals must be submitted in electronic form by email to jayer@northwesthillscog.org and be received **noon on September 18, 2020.**

No oral interpretations will be made to any potential respondent as to the meaning of any requirements specified within this RFP. In preparing the consultant's response, the respondent shall rely on what has been communicated in writing and no oral communication shall become the basis for any subsequent protest of the selection process.

NHCOG is an Affirmative Action Equal Opportunity Employer. M/F/V/H/EOE

NHCOG retains the right to reject any submittals, request additional information, or re-issue this RFP.