



CHAMBER OF COMMERCE  
ECONOMIC DEVELOPMENT  
TOURISM

## **REQUEST FOR PROPOSAL (RFP) FOR VIDEO PRODUCTION SERVICES**

The Greater Muscatine Chamber of Commerce & Industry (GMCCI) invites prospective respondents to submit proposals to shoot, edit and finalize video content for promotional use. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposals (RFP).

### **SUMMARY**

Video showcasing unique Muscatine locations and experiences. Through a combination of POV-style, high-resolution footage and high-quality audio effects. Final list of events and or locations is TBD. Approximate number of events and locations is 10.

### **DETAIL**

GMCCI is seeking a video production company to shoot, edit and finalize video content which may include, but is not limited to the following:

Production of a :30 second commercial uncovering the unique mix of offerings in Muscatine, emphasizing our surprising variety for a small river town. Muscatine's reputation has been one of small, gritty and green. We would like to change that perception reimagine the industrial strength, sustainably-mindedness and creative soul of our community. The moniker, "Pearl of the Mississippi" is part of our history, but we would like to modernize that in this effort. We believe that from sunrise to sunset, now is a great time to #MakeItMuscatine. "Must Be Muscatine" is a play on our current marketing campaign #MakeItMuscatine. We want to showcase our vibrant community and capture the lifestyle of Muscatine.

### **PREMISE**

"If it's got all this, it Must Be Muscatine!" Editing will emphasize juxtapositions between seemingly contrasting topics. Four main topics explored with one another: Industry meets natural beauty; rich history meets culture, events, contemporary nightlife, and dining. Four pillars (natural beauty, cultural and lifestyle, industry and rich history) will be the focus of this video.

**NATURAL BEAUTY:** Wild Cat Den leisure and landscapes, families riding bikes along the river, cycling our trail system. Weed Park with families and aerial shots, boats on the river.

**CULTURE & LIFESTYLE:** Interior shots of museums, people dining/drinking at outdoor establishments, showing brewing process at Contrary Brewing, executive chef at Maxwell's handing diner a beautifully plated dish, cocktail lounge interior, live events, public art.

**INDUSTRY:** Wide shots and drone footage of downtown district, customers and small business owners interacting as seen through shop windows, interior shots of small retail stores, immigrant-owned businesses.

**RICH HISTORY:** Historical homes, architectural shots, Pearl Button mural, enormous Mark Twain puppet, river travel, Mississippi Harvest statue and public art.

## **REQUIREMENTS**

1. Shoots - ability to execute vision stated in brief. Please note that all lighting, equipment, travel, materials, talent and time should be accounted for in bids submitted.
2. Editing - Music bed selection, cost included in production.
3. Talent sourcing – coordination of persons needed to capture the desired shots.

## **PROPOSAL**

In no more than two pages, describe professional experience in video production and editing, demonstrating your company's ability to meet the requirements stated above. Proposals should include; Name, address, phone number, and email for a point of contact for the vendor, previous work samples (or links to online content), a description of the equipment such as the hardware and software to be used.

Proposals should also include: a fixed pricing quote for the project as outlined above, plus an hourly rate for any additional work to be added to the scope of work and a delivery date not to exceed (2) two months from the date of a contract award.

Interested parties should submit their response via email no later than 5:00pm CST on Thursday, May 13, 2021. Questions or requests for clarification should be directed to:

Jodi Hansen, Director of Strategic Initiatives

Email: [jhansen@muscatine.com](mailto:jhansen@muscatine.com)

Phone: (563) 263-8895

## **RFP TIMELINE**

- April 21 - Send RFP
- May 14 - Due date for responses
- May 18 - Selected partner announced

## **OTHER CONSIDERATIONS**

Proposals will be reviewed and vetted by the Tourism & Hospitality Committee. Once selected, the respondent must be prepared to begin work with GMCCI immediately. Evaluation of the proposals will be under the jurisdiction of GMCCI. GMCCI will evaluate all proposals submitted and engage in interviews and/or discussions with the respondents deemed most qualified.

After the completion of the RFP process, GMCCI will select the respondent that best represents itself as capable of meeting the needs of GMCCI. GMCCI reserves the right to reject any or all submittals or to waive any minor defects or irregularities in any submittal. GMCCI further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for proposals otherwise request additional information from any or all applicants.