

Weyburn Chamber of Commerce: Video Production Request for Proposal

April 30,2021

Project Name: Video Production for Shop Local Project

Contact Name: Larry Heggs

Contact Email: manager@weyburnchamber.com

Proposal must be completed and returned by: May 17, 2021 12:00 PM

Summary

This Request for Proposal (RFP) solicits proposals from video production companies to create a video for local Weyburn and area entrepreneurs and business owners that are doing business within the Weyburn area. These videos will focus on telling the story behind the uniqueness of each business, the personalized service, the connection to the community and the history behind the business. These videos will allow the public to “know the people behind the business”. The videos will be evergreen, approximately 1-2 mins in length, and will have multiple applications and uses including social media and websites. These videos will also be used to promote the community for attraction of new investment and businesses.

Background

Canada Shop Local Project

The Weyburn Chamber of Commerce has applied for federal funding to support Shop Local initiatives in our community, to strengthen the local economy, support local employment opportunities, and ensure that small businesses can compete and thrive in a post-pandemic economy. The federally supported “Shop Local” funding is intended to amplify and build on the existing Shop Local efforts and to launch new Shop Local activities.

The Canada Shop Local Project is funded federally and administered through the Saskatchewan Chamber of Commerce (SCC) and participating Chambers including that of the Weyburn Chamber of Commerce.

Local Business Video Project

Professionally created videos will showcase the store/product/service offering as a way to promote the local business, promote shop local, and serve as a reminder of the value of a chamber membership. The video project is aimed at profiling local businesses and could profile chamber members or “future members” in any region.

Project Goals

Based on the Shop Local concept, we would like to use these videos to provide the following information:

- Highlighting of specific business or industry
 - Know the people behind the business
 - What products/services they have to offer
 - Connection/history with Weyburn area
 - How their business adds value to our economy/lifestyle
 - Benefits of “Shopping Local” and the impact it has on each specific business.
 - Do they offer online shopping or curbside pickup?
- Overview of Weyburn (i.e. Fast Facts)
 - History
 - Popular landmarks
- Overview of the Weyburn Chamber of Commerce
 - Overview
 - Membership
 - Advocacy
- Specific business/industry information
 - Business incentives/reasons for operating a business in Weyburn
- Common community features (i.e. grain elevator, hockey rink, leisure centre etc.)
- Highlight Saskatchewan quality of life.
- Provide ideas to support local community and to continue to shop local where possible.

Target Audience

The primary intended audience for this video is Weyburn and area residents, to strengthen current customer relationships in addition to attracting new business by “shopping local” vs online shopping or shopping in larger centers outside of the Weyburn business area. Secondary intended audiences would include local entrepreneurs and business owners, to support and encourage them to grow their business and to continue to foster local shopper relationships and customer service.

The video should allow for subtitles or closed captioning so that the message can be received while viewing on mute or for those that are hearing impaired.

Project Usage

The video will be shared through the Weyburn Chamber of Commerce social media channels and website as well as through the participating local businesses social media channels and website.

Scope of Services & Expected Deliverables

The selected organization will expand on the concept described in the Project Goals including scriptwriting, storyboards, live action production, animation, sound design, voiceover, etc. For a minimum of 10 and a maximum of 25 local retailers/businesses.

Length of video should not exceed 2 minutes.

Style References

"Canada Road Trip: Best Things To Do In Saskatchewan" Must Do Canada:

<https://www.youtube.com/watch?v=7sEOHkJm6cY>

"Shop Local | Support Your Small Businesses [2020]" Walker Kreative

<https://www.youtube.com/watch?v=h311niB5RXg>

"Why Buy Local" Mainspring of Ephrata

<https://www.youtube.com/watch?v=lnEcOMlhDxU>

"Saskatchewan. Big name. Big place. Big Opportunities" ThinkSask:

<https://youtu.be/wKaRIWe1Th8>

Key Dates

Milestone	Date
Deadline for proposals	May 17, 2021
Organization selected & notified	May 21, 2021
Deadline for all deliverables	August 24, 2021

Proposal Requirements

Please provide a page proposal that includes the following:

- Brief company background
- Agency team information
- Samples of previous video production projects
- List of potential partners
- Production plan and timeline
- Budget breakdown
- Client revision process

Proposal Process and Next Steps

Evaluation Process

Selection of a successful proposal will be based upon the following selection criteria:

- Understanding of the project, ability to provide the services required and ability to provide references (35%).
- Schedule for project delivery (25%).
- Cost (40%).

All responses to the RFP become the property of the Weyburn Chamber. The RFP does not commit the Chamber to award a contract or to pay any cost incurred in the preparation of the proposal. This project is subject to budget constraints. The Chamber reserves the unqualified right to modify, suspend, or terminate at its sole discretion any and all aspects of the RFP and/or RFP process, to reject any or all proposals, whether or not minimum qualifications are met, and to modify, postpone, or cancel the RFP without liability, obligation, or commitment to any party, firm, or organization.

The Weyburn Chamber of Commerce may ask questions of a clarifying nature from bidders, as required. The Chamber reserves the right to award the tender in whole or in part, or to cancel the tender at any point. The lowest tender will not necessarily be accepted.

For questions, please contact Larry Heggs at manager@weyburnchamber.com or call 306-842-4738.



Final proposals should be submitted by **Friday May 17, 2021 at 12:00pm** CST by email.

Only the chosen organization will be contacted.

Address completed proposals to Larry Heggs, Executive Director of the Weyburn Chamber of Commerce at manager@weyburnchamber.com with the subject line: RFP Video Production for Shop Local Project.