

**PURCHASING
AND MATERIALS
MANAGEMENT**



**City of Myrtle Beach
SOUTH CAROLINA**

**(843) 918-2170
FAX: (843) 918-2182
www.cityofmyrtlebeach.com**

**Addendum #01
October 29, 2020**

**RFP 21-R0007
Photography Services**

The purpose of this Addendum #01 to RFP 21-R0007 for Photography Services, dated October 16, 2020, is to answer the following questions:

1. Can you define “polished” further? Specifically, in relation to video, are the deliverables a simple asset collection to be utilized at your discretion, or will you need edited video week to week? Will there be voice-overs and interviews that will be woven into the clips of construction work to tell the story?

“Polished” would imply minimal color/light balancing of images. Video files need no editing or clipping. The contractor should expect to meet, as appropriate, with DDO staff to discuss the scope and logistics of photo/video sessions for various phases of the project. Deliverables will be used at the City’s discretion. Voice-overs and interviews are not requested in this proposal.

2. What will scheduling look like week to week? For instance, what will lead times be as far as scheduling specific shooting days? Will we be able to schedule a specific day every week to shoot with the exception of special events?

The photography schedule may vary from weekly to bi-weekly, depending on the construction schedule. For example, a faster pace of construction progress would require weekly updates. The City may request contractor services on specified days to capture important moments of the project, such as planned demolition of structures. Contractor may propose a proper lead time for these requests. There may be weeks at a time during the contract period when no construction activity is taking place, and thus no photography services are needed. Contractor may suggest their own regular schedule in their proposal.

3. Can you give me an idea of the number of properties or size of the area that we will be responsible for documenting?

The current construction area is one (1) City block, bounded on four (4) sides by Oak Street, 9th Avenue North, Kings Highway, and Main Street/Highway 501 (approximately 4.7 acres.) Construction is active in the interior parking lot of this block and the small adjacent City park (Nance Plaza.) There are about eight (8) buildings that will require progress photos/video.

4. Is there a window of possible hours (minimum/average/maximum) expected over the course of the contract? The RFP remains very broad range in its description which makes rates difficult to formulate without knowing the full scope of the project. For example, over the contract term, it may involve a lot of driving or it may involve little driving. How are we supposed to estimate the potential travel costs that may be incurred without knowing more?

The City anticipates each site visit averaging 1-2 hours. Contractor work is specific to the City block referenced in the response to Question #3. Contractor will not be asked to shoot other areas or events within the City.

5. Is it known the AMOUNT of work that is to be expected? I don't see anywhere specifying estimated number of photos to be provided, videos to be provided, lengths of videos, etc. Making a 1-minute social media video for Facebook is a completely different extent of project as compared to filming for an hour-long documentary, with both having their own varying game plans in order to complete. In addition to this, anyone in the video production business knows there aren't "flat rates" unless you are a wedding videographer or the like. They are cased on a project-by-project basis. So, trying to formulate an "hourly" cost becomes quite difficult without some additional information.

The contractor is submitting a proposal, not a bid for a prescribed number of photos. The price schedule serves as a reference point for review, and allows for negotiation. The City has not set a minimum/maximum number of required photos, but does however, desire progress photos/video from the same angle or drone flight path over time. The City anticipates all useable photos and videos taken during the session to be made available for use at our discretion. Contractor agrees to meet, as appropriate, with the DDO staff to discuss scope of photo/video sessions, discuss key messages and prioritization of imagery, and receive feedback from DDO staff. The contractor is not responsible for designing/creating social media content or other publications.

6. Would you be interested in hearing ideas to really make this project special, such as time-lapse video?

Time-lapse video has been a topic of discussion, and the City understands that it is commonplace in construction projects. However, time-lapse video is not being requested as part of this proposal. If an Offeror is able to provide such service, it may be noted in their proposal, but the City offers no

guarantee that the service will be accepted. Please refer to page 23 of the RFP, under the section entitled Award Criteria for further information.

7. Are you able to explain your process about the bid bonds any further? I am mostly familiar with them for construction industries, and was hoping for more clarification about your policies.

Please refer to Section 1.02 for definitions of bonds, as well as Section 10.0 for further clarification. Because an exact number of hours/photos cannot be specified, it is not possible to calculate the exact dollar amount for the purposes of bonding. Therefore, a bid bond will not be required with this proposal.

Sealed proposals are due no later than Thursday, November 12, 2020 at 2:00PM (local time.) No electronic submissions will be accepted. The City is not responsible for late or misdirected mail.

Thank you,
City of Myrtle Beach
Ann Sowers
Purchasing Office/Buyer
Email: asowers@cityofmyrtlebeach.com