

REQUEST FOR PROPOSAL

Notice to Prospective Proposers

September 23, 2021

You are invited to review and respond to this Request for Proposal (RFP), entitled **California Film Commission (CFC) Strategic Communications Consultant**. In submitting your proposal, you must comply with these instructions.

Note all agreements entered into with the State of California will include reference to General Terms and Conditions and Contractor Certification Clauses that may be viewed and downloaded here.

<https://www.dgs.ca.gov/OLS/Resources/Page-Content/Office-of-Legal-Services-Resources-List-Folder/Standard-Contract-Language?search=general%20terms>

In the opinion of the California Film Commission, this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, please submit your questions to the email shown below. Answers to all questions will be compiled and emailed to each responder.

Contracts/Procurement Manager
Governor's Office of Business and Economic Development
GO-Biz.BSU@gobiz.ca.gov

Please note that no verbal information given will be binding upon the State unless such information is issued in writing as an official addendum.

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1. Purpose and Description of Service

The California Film Commission (CFC) supports film, television, and commercial productions of all sizes and budgets with a variety of services including an extensive digital location library, online permitting, low-cost use of state properties as shooting locations, and production assistance. The CFC partners with a network of over 50 Regional Film Offices across the state to provide localized support and permit assistance. The CFC works to educate decision makers about the value of in-state film productions and is the primary liaison between the production community and all levels of government. The CFC's goal is to increase the amount of film production, jobs, and revenue occurring in California.

Additionally, the CFC administers the California Film and Television Tax credit program for the state. This incentive program allows California to compete with the 40 states and dozens of countries aggressively luring film and television productions to their regions by offering generous incentives. The abundance of production incentives has greatly increased filming in other states and countries, further contributing to the erosion of motion picture production in California. The program, which launched in July 2009, has been effective in keeping productions and jobs in the state. An enhanced incentive program is funded through 2025. In addition, the CFC will be administering a new soundstage program with the signing of SB 144.

The CFC seeks a strategic communications firm to assist CFC in all communications and media relations, stakeholder engagement, social media, and marketing programs through the creation of a comprehensive strategic communications plan. Main objectives include on-going communications and education surrounding the state's film and television tax credit programs and participants; informing lawmakers and government officials about the benefits of a robust film production industry and the economic impact generated by statewide film production; and reinforcing and expanding industry and public awareness of the CFC's services and programs.

2. Key Dates

	Event	Date
1.	Release of RFP	September 23, 2021
2.	Question & Answer Period	September 23 – September 28, 2021
3.	Answers to RFP Questions Posted	September 29, 2021
4..	RFP Response Submission Due date (and time)	October 15, 2021 at 5pm (Pacific Time)
5.	Contractor Presentations and Interviews (as appropriate)	TBD
6.	Anticipated Contract Award	November 21, 2021

It is anticipated the term of this agreement will be two years. Any modification or amendment to this agreement shall be in writing with consent of the parties hereto.

3. RFP Response Requirements

This RFP and the proposer's response to this document will be made part of the CFC's procurement contract file. Responses must contain all requested information and data and conform to the format described in this section. It is the proposer's responsibility to provide all necessary information for the State to evaluate the response, verify requested information, and determine the proposer's ability to perform the tasks and activities defined in the State's Scope of Work, Attachment A.

The proposer must submit their response electronically to the department contact name and email address indicated on the cover sheet to this RFP. *A complete copy of your firm's current Small Business / DVBE certification with the Department of General Services (DGS) must also accompany your response.*

The proposer's "Statement of Work" responds to the State's Scope of Work and will be used to evaluate responsiveness to requirements. This Statement of Work response must map each task/deliverable item back to the Attachment. The response must include any additional information that the proposer deems necessary to explain how the contractor intends to meet the State's requirements. The CFC estimates the contractor will work 15 -20 hours per month.

The Statement of Work needs to contain the following as appropriate:

- Overview of the required tasks and outcomes
- Description of how the tasks will be performed
- Work plan for each task
- Samples of work from other projects, or outlines of what deliverables are proposed for the required tasks
- Resumes for each identified member of the contract team, detailing experience meeting the State's requirements
- Organization Chart
- Any other requirements shown in the State's Scope of Work document

4. Presentations and/or Interviews

Upon request by the CFC, each contractor may be required to present their proposal in person or virtually. If requested, the bidder's proposed key project staff identified on the Organization Chart must be in attendance.

5. Review of Proposals for Award

Responses to this RFP will first be reviewed for responsiveness to the requirements of Attachments A – Scope of Work. If a response is lacking any information required in Attachment, it may be deemed non-responsive. Further review is subject to CFC’s discretion.

6. Evaluation Criteria and Score Sheet

Proposals will be evaluated by individuals in a committee. The committee will evaluate each proposal and score each proposal individually using the Evaluation Criteria Score Sheet.

Evaluation Criteria Score Sheet		Maximum Possible Score	Score
1	How well does the proposer’s narrative description and timeline demonstrate an understanding of the request and necessary expertise with the proposed work plan?	15	
2	Strategies for contractor tasks and deliverables	25	
3	Strategic communications and media relations experience	25	
4	Samples of work and relevance of resumes of staff within the organization	15	
5	Budget / Cost	20	
Total Score		100	
GRAND TOTAL			

7. Award and Protest

a) Notice of the proposed award shall be posted in a public place in the office of the Governor's Office of Business and Economic Development for five (5) working days prior to awarding the agreement.

b) If any proposer, prior to the award of agreement, files a protest with the Governor's Office of Business and Economic Development, 1325 J Street, Suite 1800, Sacramento, CA 95814; and the Department of General Services, Office of Legal Services, 707 Third Street, 7th Floor, Suite 7-330, West Sacramento, CA 95605, on the grounds that the (protesting) proposer would have been awarded the contract had the agency correctly applied the evaluation standard in the RFP, or if the agency followed the evaluation and scoring methods in the RFP, the agreement shall not be awarded until either the protest has been withdrawn or the Department of General Services has decided the matter. It is suggested that you submit any protest by certified or registered mail.

c) Within five (5) calendar days after filing the initial protest, the protesting proposer shall file with the Department of General Services, Office of Legal Services and the Governor's Office of Business and Economic Development a detailed statement specifying the grounds for the protest.

d) Upon resolution of the protest and award of the agreement, Contractor must complete and submit to the awarding agency the Payee Data Record (STD 204), to determine if the Contractor is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be found on the Internet at

<https://www.documents.dgs.ca.gov/dgs/FMC/PDF/Std204.pdf>

No payment shall be made unless a completed STD 204 has been returned to the awarding agency.

e) Upon resolution of the protest and award of the agreement, Contractor must sign and submit to the awarding agency, *page one (1)* of the Contractor Certification Clauses, which can be found on the Internet at

<https://www.aginq.ca.gov/download.ashx?IE0rcNUV0zZK%2FYm8WzGo%2Fg%3D%3D>

8. Attachment A: Scope of Work

Proposer must describe methods, strategies, and approaches for accomplishing the CFC's strategic communications goals. Sufficient detail should be given, which may include examples of past projects indicating competency and successes. Proposer must demonstrate familiarity with the film production industry and must have experience and knowledge of reaching governmental agencies and elected officials through earned media. Proposer must demonstrate managerial experience, past performance, and the ability to meet deadlines while working in a collaborative manner.

Knowledge, contacts, and experience in developing partnerships/sponsorships that leverage the CFC's limited financial resources is important.

A. Contractor Tasks and Responsibilities:

1. Proposer will develop an 18-month strategic communications plan for CFC.
2. Proposer must demonstrate the ability to translate core messaging of the CFC into collateral materials including suggested campaigns, media and stakeholder outreach, social media engagement, newsletters, and other communicative devices to support CFC's programs and meet CFC objectives. Provide at least two (2) descriptions of experience, detailing type of campaign and work involved, and if applicable, the involvement and coordination with relevant constituency groups.
3. Proposer must demonstrate the ability to secure statewide media outreach involving major and secondary print daily, op-ed page editors, editorial boards, weekly print, broadcast news media, trade and consumer publications, and web-based media. Proposer must provide at least two (2) descriptions of media relations activities such as work in securing news and editorial coverage and placing feature articles.
4. Proposer shall estimate employee(s) time, travel, communication, and postage/shipping expenses they expect to incur in the event they are awarded the contract. Travel and per diem expenses must not exceed rates authorized to regular state employees by the Department of Personnel Administration and must be pre-approved by CFC.

- B. Deliverables – If awarded the contract, Proposer will be required to perform the following tasks:
- a) Review and evaluate the CFC’s programs and services as they relate to public awareness. Evaluate the CFC’s current outreach efforts and events and provide input for improvements or expansion of these efforts, both within the industry as well as stakeholders across the state.
 - b) Elevate awareness of the California Film and Television Tax Credit program and CFC’s ongoing production services with recommended courses of action to increase knowledge of the program as well as the CFC itself. Suggestions for use of technology-based tools to expand awareness welcomed.
 - c) Generate earned media opportunities to raise awareness of the CFC’s efforts to preserve and grow economic and job opportunities throughout the state.
 - d) Advise CFC on all potential target audiences and key messaging for new opportunities.
 - e) Research and assemble a list of targeted media contacts outside of existing traditional trade media.
 - f) Assist and/or lead CFC social media activities. If assisting, provide robust social media calendar and targeted suggestions for social media audience and engagement growth.
 - g) Develop consistent talking points that will resonate with the media and target audiences leading into scheduled interviews and on an ad hoc basis.
 - h) Create and draft news releases announcing CFC developments as well as content creation for CFC quarterly newsletters.
 - i) Research, identify, and recommend speaking opportunities across the state to reach target audiences.
 - j) Evaluate the CFC’s website and provide recommendations for increased awareness.
 - k) Spanish media or other language capabilities desirable.
 - l) Provide a cost/benefit analysis and recommendations of advertising and sponsorship opportunities including trade publications, production directories, film festivals, and other industry events.

It is understood any press announcements, promotional materials, or other public documents must be approved by CFC prior to release. The exchange of all materials will be handled via email or expedited delivery, when necessary.

C. Acceptance Criteria – It shall be the State’s sole determination as to whether a deliverable has been successfully completed and acceptable to the State.

D. Other Reporting Requirements

1. The contractor will develop and provide ad hoc reports requested or deemed appropriate and necessary by the CFC.
2. The CFC initially anticipates weekly meetings as the communication plan is being developed.

E. State Responsibilities

Provide access to business and technical documents as necessary for the contractor to complete the tasks identified in the department’s purchase document.