



REQUEST FOR PROPOSAL Notice to Prospective Proposers

September 27, 2019

You are invited to review and respond to this Request for Proposal (RFP), entitled **CFC Public Relations and Marketing Consultant**. In submitting your proposal, you must comply with these instructions.

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions and Contractor Certification Clauses that may be viewed and downloaded at Internet site:

<https://www.dgs.ca.gov/PD/Resources/Page-Content/Procurement-Division-Resources-List-Folder/Model-Contract-Language>

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, TV and commercial productions of all sizes, and budgets, with a variety of services including an extensive digital location library, free 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 which provides localized support and permit assistance. CFC works to educate decision makers about the value of in-state film productions. CFC 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.

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 that are 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 working in the state. An enhanced incentive program is funded through 2025.

CFC seeks a public relations firm to assist CFC in all public relations, advertising and marketing programs, and to create a comprehensive communications plan. Main objectives include generating positive awareness of the tax credit program to producers and production companies (from within the state as well as out of state or foreign based companies) that may wish to locate their productions in California. Inform lawmakers and government officials about the benefits of a robust film production industry and the economic impact generated by statewide film production. Reinforce and expand public awareness of the CFC's services and programs.

2. Key Dates

| | Event | Date |
|-----|--|----------------------------|
| 1. | Release of RFP | September 27, 2019 |
| 2. | Question & Answer Period | Sept. 27 - Oct. 03, 2019 |
| 3. | Answers to RFP Questions Posted | October 4, 2019 |
| 4.. | RFP Response Submission Due date (and time) | October 11, 2019 at 5 p.m. |
| 5. | Contractor Presentations and Interviews (as appropriate) | TBD |
| 6. | Anticipated Contract Award | Approx. October 25, 2019 |

It is anticipated the term of this agreement will be two (2) 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 e-mail 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. CFC estimates the contractor will work 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, in the CFC's Hollywood, CA offices. If requested, the offeror'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 understanding of the request and necessary expertise with the proposed work plan? | 15 | |
| 2 | Methods and Strategies for Contractor Tasks, Responsibilities and Deliverables | 30 | |
| 3 | Experience in Marketing and Communications | 15 | |
| 4 | Samples of media relations work and relevance of resumes | 15 | |
| 5 | Budget / Cost | 25 | |
| 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, 7thFloor, 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 <http://www.courts.ca.gov/documents/4-2-RFP-13-14-01GW-Attachment-5-Payee-Data-Record.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.dgs.ca.gov/OLS/Resources/Page-Content/Office-of-Legal-Services-Resources-List-Folder/Standard-Contract-Language>

8. Attachment A: Scope of Work

Proposer must describe methods, strategies, and approaches for accomplishing the CFC's public relations goals. Sufficient detail should be given, which may include examples of past projects indicating competency, successes, activities, and events. Proposer must demonstrate familiarity with the film production industry and the issue of runaway production. In addition, they must have experience and knowledge of reaching governmental agencies and elected officials through the media. Proposer must demonstrate managerial experience, past performance, and the ability to meet deadlines.

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

A. Contractor Tasks and Responsibilities:

1. Proposer will develop a strategic communications plan for CFC. The plan should include things such as: goals and objectives, target audiences, key messages, strategies and tactics, timelines, budgets, and any other components Proposer feels would be necessary.
2. Proposer must demonstrate the ability to translate themes and messages into collateral materials including campaigns, brochures, newsletters, conference exhibit booths, and other communicative devices to support the CFC's programs. Provide at least two (2) descriptions of experience, detailing type of campaign and work involved, and if applicable, the involvement and coordination with constituency groups.
3. Proposer must demonstrate the ability to provide statewide media outreach involving major and secondary print daily, op-ed page editors, editorial boards, weekly print, broadcast news media, trade and consumer publication, governmental agency internal publication, 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 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.
 - b) Reinforce and elevate awareness of the Film and Television Tax Credit program as well as the CFC’s ongoing services.
 - c) Generate positive awareness illustrating the benefits of increased production levels in the state. Raise awareness of the CFC’s efforts to preserve and grow the economy and job base through retention of production.
 - d) Evaluate and advise CFC on all potential target audiences and outline key messages that are important to address with each specific audience group.
 - e) Research and assemble a list of target media contacts.
 - f) Develop a CFC press kit for use by the news media.
 - g) Develop consistent message points that will resonate with the media and target audiences.
 - h) Create and draft news releases announcing developments of CFC and incentive program updates.
 - i) Research, identify, and recommend speaking opportunities across the state to reach target audiences.
 - j) Support CFC staff with annual event planning.
 - k) Create content for the CFC’s e-newsletters.
 - l) Draft Op-Eds or articles and identify distribution outlets to reach target audience throughout the state.
 - m) Evaluate CFC presentation materials and assist in the development of materials. Evaluate the CFC’s website and provide recommendations.
 - n) 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 e-mail 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. On a monthly basis, each contractor staff person shall complete a timesheet.
2. The contractor will develop and provide ad hoc reports as deemed appropriate and necessary by the CFC.
3. The CFC initially anticipates weekly meetings as the communication plan is being developed, then monthly meetings thereafter.

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.