



Request for Proposal (RFP) – Branded Video Production Services

Issued by: Dorchester Bay Economic Development Corporation

Issuance Date: Friday, March 28, 2025

Proposal Due Date: Monday, April 8, 2025

Project Start Date: Tuesday, April 29, 2025

Project Completion Date: Tuesday, June 10, 2025

I. Introduction

Dorchester Bay Economic Development Corporation (DBEDC) is a Community Development Corporation (CDC) and a certified Community Development Financial Institution (CDFI). Founded in 1979, we work to build a strong, thriving community in Boston's North Dorchester and Roxbury neighborhoods. We develop, preserve, and sustain affordable rental and ownership housing. We lend capital to and coach small businesses and prepare job seekers for well-paying, sustainable employment. We stabilize tenancies and foster community leadership. We're focused on development without displacement and providing opportunities for economic mobility. We are one of Boston's legacy agencies and most established community development organizations, with an annual operating budget of approximately \$11 million and a staff of 32.

II. Scope of Services

DBEDC is seeking proposals from qualified vendors to produce branded video content for use on our website, social media platforms, and for fundraising purposes. Working with the Communications Manager, Director of Resource Development, and the Director of Small Business, the selected vendor will be responsible for the full video production process, including filming, editing, and delivering three videos: one 2-minute video, one 30-second video, and one 60-second video. All videos will incorporate interview footage, b-roll footage, and other relevant content that aligns with our mission and goals.

The selected vendor will be responsible for providing these services as further outlined below:

1. Video Production:

- a. **One 2-Minute Video:** This video will showcase key aspects of our work and mission, with a runtime of approximately 2 minutes.
- b. **One 30-Second Video:** A shorter video summarizing the most important points of the 2-minute video, with a runtime of approximately 30 seconds.
- c. **One 60-Second Video:** A video focused on DBEDC's Small Business Flex Fund, highlighting the impact of business loans on small businesses in the area and pitching funders.
- d. **Content:** All videos should include:
 - i. Interview footage with key stakeholders (e.g., staff, clients, community members).
 - ii. B-roll footage capturing relevant activities, events, or visuals that align with our mission.
 - iii. Any additional footage and graphics necessary to convey a professional and compelling narrative.

2. Production Services: The vendor will provide:

- a. **Camera Operation:** High-quality video capture using professional camera equipment.
- b. **Lighting Direction:** Lighting setup that ensures clear, well-lit footage.
- c. **Audio Engineering:** Professional audio recording and management, including microphones and sound equipment to ensure clarity.
- d. **Production Assistance:** Any necessary crew to support the production process, including assistance with managing talent and logistics on-site.

3. Post-Production Services: The vendor will provide:

- a. **Video Editing:** Comprehensive editing to include 3 revision rounds, trimming, color correction, audio adjustments, and any other necessary refinements.
- b. **Graphics and Branding:** Incorporation of any required text, logos, or brand elements in the videos.
- c. **Final Deliverables:** High-resolution video files delivered in a format suitable for use on our website and social media channels (e.g., MP4).

4. Project Timeline and Milestones:

- **Project Commencement:** The project will commence on **Tuesday, April 29, 2025** following the execution of the contract and approval of all preliminary documents.

- **Milestone 1:** Completion of initial filming and delivery of first draft videos by **Friday, May 30, 2025.**
- **Milestone 2:** Completion of post-production edits and delivery of final drafts by **Tuesday, June 6, 2025.**
- **Project Completion:** The final deliverables will be submitted by **Tuesday, June 10, 2025** at which time the project will be considered complete.

5. **Ownership:** All deliverables and the video content from which those deliverables are comprised will be owned by Dorchester Bay Economic Development Corporation.

III. Vendor Qualifications and Proposal Requirements

To be considered for this project, vendors must submit a proposal that includes the following:

1. **Relevant Experience:** A brief, one-paragraph summary of your experience in video production, highlighting your relevant expertise in creating branded videos for websites and social media.
2. **Notable Clients and/or Projects:** A short list of notable clients, organizations, or projects you have been involved with in the past, particularly those related to non-profits, community organizations, or other relevant fields. Notable projects may also include volunteer engagements, community or education-related projects, etc.
3. **Portfolio:** A link to your online portfolio or examples of previous work, particularly videos that demonstrate your ability to produce high-quality content with similar requirements (interviews, b-roll, editing, etc.).

4. **Supplier Diversity and Preference for Historically Underrepresented Vendors**

DBEDC is committed to a Broad-based Sourcing Strategy. As part of our commitment to a robust and expansive supply chain, we actively seek proposals from a wide range of qualified businesses, including those owned and operated by entrepreneurs from varied backgrounds and market segments that have traditionally had limited access to procurement opportunities

To be considered for this preference, proposers who are certified as MBEs, WBEs, or VBEs must provide documentation of their certification. Sole proprietors or individuals who are

not formally certified but identify as minority-, woman-, or veteran-owned may submit a written statement affirming their ownership status and any relevant experience supporting diversity and inclusion.

While preference may be given to certified and eligible diverse businesses or individuals, **all proposals will be evaluated based on their overall quality, experience, capacity, and ability to meet the stated requirements of this RFP.** The final selection will be based on the best overall value to DBEDC.

IV. Key Vendor Evaluation Criteria

- **Experience and Qualifications**
 - Relevant experience in the field/industry.
 - Qualifications and expertise of key personnel or individual proposer.
 - Past performance on similar projects (with references, case studies, or work samples).
- **Proposed Approach**
 - Understanding of the project scope and objectives.
 - Clarity and feasibility of the proposed approach.
 - Innovation or unique value proposition.
- **Cost Proposal and Budget Justification**
 - Reasonableness and competitiveness of pricing.
 - Cost-effectiveness and alignment with scope.
 - Transparency of budget breakdown.
- **Capacity and Project Management**
 - Demonstrated ability to complete the work within the proposed timeline.
 - Availability of resources and staff.
 - Quality assurance.
- **Commitment to Supplier Diversity and Equity**
 - Minority-, women-, or veteran-owned business status (with certification, if applicable).
 - Subcontracting or partnerships with diverse businesses.
 - Commitment to diversity, equity, and inclusion in business practices.
- **Projects and Past Performance**
 - Relevance of past projects.
 - Track record of successful project completion.

- o Any history of contract disputes or issues.
- **Compliance with RFP Requirements**
 - o Submission of all required documentation (e.g., certifications, forms, disclosures).
 - o Adherence to proposal format and deadline.
 - o Compliance with legal requirements.

V. Proposal Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Professional experience and quality of work, as demonstrated in the portfolio.
- Relevant experience with similar video projects, including interviews and branded content.
- Competitive pricing and overall value.
- Location of business within the service area (Dorchester, Roxbury, Mattapan, Hyde Park, Jamaica Plain, and Roslindale).

VI. Submission Instructions

Please submit your proposal by Monday, April 8, 2025 to:

Shira Burns

communications@dbedc.org

VII. Terms and Conditions

- **Timeline:** The selected vendor will be expected to begin work within [Insert timeframe] and deliver the final videos by [Insert date].
- **Right to Reject Proposals:** Dorchester Bay Economic Development Corporation reserves the right to reject any and all proposals submitted in response to this RFP.



We look forward to reviewing your proposal and collaborating with you to create impactful video content that highlights the important work of our organization and the communities we serve.

Sincerely,

Shira Burns

Communications Manager

Dorchester Bay Economic Development Corporation