

## Staff Summary Report

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**Council Meeting Date:** 06-05-2008

**Agenda Item Number:** \_\_\_\_\_

**SUBJECT:** Request to award two-year contracts with, three one-year renewal options to CJB Photography, Wagner Photography, LLC, Ktizo Creative Productions, LLC, Skyline Productions, Fischtale Media, LLC, Show-n-Tell Productions, Direct Current Productions, and Just Press Play for media specialists, still photographer, and videographer services for Tempe Channel 11 and various City departments on an as needed basis.

**DOCUMENT NAME:** 20080605fst22      **PURCHASES (1004-01)**

**SUPPORTING DOCS:** Yes

**COMMENTS:** (RFP #08-098) Total cost for these contracts shall not exceed \$70,000.

**PREPARED BY:** Ted Stallings, CPPB, Procurement Officer, 480-350-8617.

**REVIEWED BY:** Michael Greene, CPM, Central Services Administrator, 480-350-8516.  
Shelly Hearn, Community Relations Manager, 480-350-8906.  
Skip Neeley, Media Services Administrator, 480-350-8474

**LEGAL REVIEW AS  
TO CONTRACT FORM  
ONLY:** N/A

**FISCAL NOTE:** Sufficient funds have been appropriated in various cost centers.

**RECOMMENDATION:** Award the contracts.

**ADDITIONAL INFO:** A Request for Proposal was issued to establish a contract for media specialists, still photographer, and videographer services. Ten firms responded to the RFP. A committee comprised of Media Services and Procurement Staff reviewed the proposals. It is the recommendation of the committee to award contracts to the eight (8) highest ranking firms to include CJB Photography, Wagner Photography, LLC, and Ktizo Creative Productions, LLC, Skyline Productions, Fischtale Media, LLC, Show-n-Tell Productions, Direct Current Productions, and Just Press Play.

Original copy

Vendor's Proposal Offer

RFP: 08-098

It is REQUIRED that Proposal Offeror COMPLETE, SIGN and SUBMIT the original of this form to the City Procurement Office with the proposal response offer. An unsigned "Vendor's Proposal Offer", late proposal response and/or a materially incomplete response will be considered non-responsive and rejected.

Proposal offeror is to type or legibly write in ink all information required below.

Proposal Offeror's Company Name CJB Photography

Company Mailing Address 1874 E. Carver Rd. Tempe, AZ. 85284

Company Street Address 1874 E. Carver Rd. Tempe, Az. 85284

Proposal Offeror Contact Christian Boyle Title Owner/principal photographer

Contact's Phone No. 480-775-4886 E-mail Address cboyle5@cox.net

Proposal Offeror's Company Tax Information:

Arizona Transaction Privilege (Sales) Tax No. 527-91-2429 or

Arizona Use Tax No. \_\_\_\_\_

Federal I.D. No. \_\_\_\_\_

City & State Where Sales Tax is Paid Tempe, Arizona

THIS PROPOSAL IS OFFERED BY

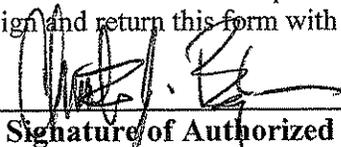
Authorized Proposal Offeror (Type or Print in ink) Christian James Boyle

Proposal Offeror's Title (Type of Print in ink) \_\_\_\_\_

Date 1-3-08

REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

  
Signature of Authorized Proposal Offeror

1-3-08  
Date

## **Proposal Questionnaire – Still Photographer**

### **Item IA.**

### **Work Experience**

1. For the last 12 years I have been involved in still photography of architecture (custom homes, office environments, both interiors and exteriors) for architects, interior designers, home builders, realtors, business owners and developers. In that time, I have also photographed automobiles (in studio and location) for auto dealerships, auto auctions, marketing companies and auto enthusiasts. I have also been involved in hundreds of photo shoots as an assistant for Golf Magazine, Phoenix Home & Garden, Men's Health, Sports Illustrated, Desert Living, Dillard's Department Stores and Phoenix Magazine. My experience has covered all aspects of photography from headshots to aerial and time lapse photography. Of course, my time at the Independent Newspaper in East Mesa and Apache Junction was spent covering sporting events, emergency situations (car crashes, house fires, wildfires, lost hikers, etc.), dedications, conferences, ground breakings, and other community and municipal ceremonies.
2. My life right now evolves around the Adobe Photoshop CS2 Suite. I edit, size, and perform Photoshop on all of my personal and professional images with this program. When I shoot with other local and out-of-town photographers I'm expected to manage images with Lightroom, Aperture, Phase One, Nikon View, and other image editing software. Many of these programs were learned in a matter of hours working with images on location. Others I have refined over the years. I'm very flexible and enthusiastic when it comes to learning new software to keep up to date on all that is being used in the industry.
3. I have been using Canon 35mm digital SLR equipment exclusively for the last three years. Before the digital conversion, I used a Sinar 4x5 view camera for architecture and automobiles. I also used a Mamiya RZ-67 medium format camera for my portraits. I still own the film equipment; I use it sparingly at best, but still know how to use it successfully. In the past I have used HD video cameras, high speed cameras, panoramic cameras and other brands of 35mm SLR equipment with confidence.
4. At the time being, I do not have any certifications or licenses. I am looking into a membership with the American Society of Media Photographers at the moment.
5. Attached
6. I am entering my third year of shooting for myself (CjB Photography), I spent six years shooting with Dino Tonn Photography, Inc. and the previous two years assisting independently for local and out of town photographers. In essence, I have spent the last 12 years shooting commercially for myself or assisting other photographers in Arizona, New Mexico, Utah, Colorado, and California.

**Item IB.****Education**

1. Yes, I graduated from the University of Arizona, School of Journalism in 1996.

**Item IC.****References**

1. Real World Marketing, Inc. Ty Woodhall, Creative Director. Phone: 480-296-0139, fax: 480-296-0166, email: [ty@realworldinc.com](mailto:ty@realworldinc.com). Services provided include photography of automobiles in studio and location. Event photography including the Barrett-Jackson Automobile Auction in Scottsdale, Arizona. The Russo-Steele Automobile Auction in Scottsdale, Arizona. Automobile dealership architecture photography including the new Big 2 Toyota showroom at San Tan. Location lifestyle and fashion photography in San Carlos, Mexico. Various event and corporate conference photography as well.
2. Building Confidence General Contracting, Inc. Jennifer Couch, Office Manager. Phone: 623-322-2815, fax: 623-322-2843, email: [buildingconfidence@hotmail.com](mailto:buildingconfidence@hotmail.com). I photographed all the custom home images on their website. I'm in the process of shooting more homes for this client.
3. City of Tempe, Arizona, Transportation Planning & Transit Division. Sue Taaffe, Transit Information Specialist. Phone: 480-350-8663, fax: 480-858-2097, email: [sue\\_taaffe@tempe.gov](mailto:sue_taaffe@tempe.gov). Over the last few years, I have photographed community events involving alternate ways of commuting (cycling, mass transit, etc.). I shot the proposed locations for the light rail stations in the City of Tempe. Recently, I photographed traffic calming devices near Arizona State University, and the metal sculpture at the entrance to the Maple/Ash neighborhood on Thirteenth Street and Mill Avenue for a media brochure prepared by the Transportation Planning and Transit Division.

Item  
ID.

General Questions

1. What is the address of your office from which this City of Tempe contract will be administered, from which billing will be sent to the City and to which the City will issue payment?

1874 E. Carver Rd. Tempe, Az. 85284

2. Will your firm perform all work for this contract in conformance with all OSHA, Federal, State, County and City safety requirements?

Yes  No

3. Does your firm accept all terms and conditions of the RFP?

Yes  No

Company Name CJB Photography

REVISED PRICE SHEET - 01/02/2008

| ITEM NO. | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION | QTY | UNIT | Year 1     | Year 2     | Year 3     | Year 4     | Year 5     |
|----------|---|-----|------|------------|------------|------------|------------|------------|
|          |   |     |      | UNIT PRICE |

**Media Specialist**

1. Media Specialist - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..
2. Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.
- 3.. Rental of Equipment - Invoice cost plus markup.

**Still Photographer**

4. Still Photographer - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..
5. Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.
6. Rental of Equipment - Invoice cost plus markup.
7. Photo CD masters - Rate includes shipping/delivery
8. Photo DVD masters - Rate includes shipping/delivery

|   |          |    |  |    |  |    |  |    |
|---|----------|----|--|----|--|----|--|----|
| 1 | Hour     | \$ |  | \$ |  | \$ |  | \$ |
| 1 | Hour     | \$ |  | \$ |  | \$ |  | \$ |
|   |          |    |  |    |  |    |  |    |
|   |          |    |  |    |  |    |  |    |
| 1 | Hour     | \$ |  | \$ |  | \$ |  | \$ |
| 1 | Hour     | \$ |  | \$ |  | \$ |  | \$ |
| 5 | % Markup |    |  |    |  |    |  |    |
| 1 | Each     | \$ |  | \$ |  | \$ |  | \$ |
| 1 | Each     | \$ |  | \$ |  | \$ |  | \$ |

## Vendor's Proposal Offer

It is REQUIRED that Proposal Offeror COMPLETE, SIGN and SUBMIT the original of this form to the City Procurement Office with the proposal response offer. An unsigned "Vendor's Proposal Offer", late proposal response and/or a materially incomplete response will be considered non-responsive and rejected.

Proposal offeror is to type or legibly write in ink all information required below.

|  |   |
|--|---|
| Proposal Offeror's Company Name                    | <u>Wagner Photography, LLC</u>                                |
| Company Mailing Address                            | <u>423 E. Carson Drive Tempe, AZ 85282</u>                    |
| Company Street Address                             | <u>423 E. Carson Drive Tempe, AZ 85282</u>                    |
| Proposal Offeror Contact                           | <u>William {Bill} Wagner</u> Title <u>Owner</u>               |
| Contact's Phone No.                                | <u>480-831-9977</u> E-mail Address <u>Bill@wagnerpics.com</u> |
| <u>Proposal Offeror's Company Tax Information:</u> |   |
| Arizona Transaction Privilege (Sales) Tax No.      | <u>07584186-F</u> or  |
| Arizona Use Tax No.                                | <u>N/A</u>  |
| Federal I.D. No.                                   | <u>86-0939847</u>   |
| City & State Where Sales Tax is Paid               | <u>Tempe, Arizona</u>   |

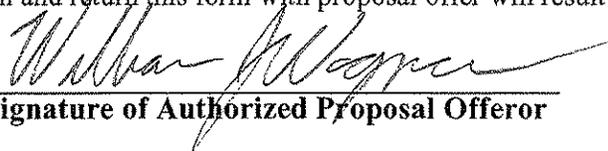
### THIS PROPOSAL IS OFFERED BY

Authorized Proposal Offeror (Type or Print in ink) William J. {Bill} Wagner

Proposal Offeror's Title (Type of Print in ink) Owner/Manager

Date January 21, 2008

**REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)**  
By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

  
**Signature of Authorized Proposal Offeror**

1/22/2008  
**Date**

Form 201-B (RFP)  
(H/RFP 3-2002)

Wagner Photography, LLC  
480-831-9977

**Item 1A**

**Work Experience**

1. Describe your firms work experience directly related to desired duties and qualifications.

My experience is over 27 years in photography dating back to Editor-in-Chief of my high school yearbook in Michigan. I graduated from the New York Institute of Photography in 1985. I have owned and operated my business here in Arizona since 1985. I have worked with 4x5 cameras and I own 35mm film, 2 ¼ square and digital 35mm equipment which include at least two of every major component in order to always have a back up equipment on hand.

I have expert knowledge in special event, commercial, portrait and wedding photography. Coverage includes but not limited to groups photos of 500+ to grip and grin award photos and candid coverage of conventions with multi media slide show production at the final banquet. This knowledge gives you an expert able to handle any situation.

I am available mornings, evenings, weekends as requested and have travel for clients through out the United States.

Currently my primary digital camera produces a 4300 x 2900, 36 M file. I compliment this with a combination of desk top computers for processing as well as on site laptop computer and printer for when my clients need immediate results.

2. Please describe your experience with electronic media editing software.

In reviewing my records it looks like I have been using electronic media since January 2003 for sure. I started by using both film and digital in late 2002 I believe.

I currently use Adobe Photoshop 8 for my editing. I have complimented it with Canon Express Digital, Kodak Digital. I use a variety of publishing software including Word, Publisher and Express Digital. In addition I use Pro Show Gold for slide show presentations.

Wagner Photography, LLC  
480-831-9977

3. List photography equipment you are able to operate with proficiency.

Canon 35mm Film; 2 ¼ Hasselblad; Canon 35mm Digital; Leica 35mm Film.  
Lens; wide angle, fish eye, standard zoom with stabilizers and portrait. Multiples of all  
On camera flash equipment for all either Canon, Vivitar or Sun Pack or Norman.  
Pocket Wizard {2 set Ups} for multiple lighting.  
White Lightning 3200 mono light; White Lightning 10,000; Sun Pack Mono.  
Norman multi pack lights. Most standard mono lights.  
Complete Studio set up {portable} including umbrellas, light boxes, booms.  
Copy Stand. Light meters.

4. List any certifications or licenses:

Certificate: Life time member – International Freelance Photographers Organization  
Certificate: United States Junior Chamber Certified Coach {trainer}  
Certificate: Arizona Professional Photographers Assoc.

5. Provide a detailed resume with your proposal response.

Please see attached resume.

6. Does your firm have ten-full time years of professional experience?  
My company has over 20 years of professional experience

**Item 1B**

**Education**

1. Are you a graduate of accredited college, university or technical school with primary emphasis in video/media production or any equivalent combination of education and experience?

Yes or No, If yes provide copy(s) of degree(s) and major(s).

I am a graduate of the New York Institute of Photography. A photo of the certificate is attached.

Wagner Photography, LLC  
480-831-9977

**Item 1C**

**References**

1. List three (3) customer references for which your firm has provided the services bid. (government and/or large business preferred). Provide the following information:

Name of the Firm: J.W. Marriott Camelback Inn  
Contact: Richard Rodney  
Telephone Number: 480-596-7065  
Fax Number: 480-951-2152

Services Provided: 18 years of service. Group photos of 3 to 500+. Award ceremonies. On location studio for portraits. Convention coverage of speakers, break out rooms, seminar rooms and group events. Same day processing. Golf foursomes. Slide show production and presentations. Weddings. Family Portraits. Employee appreciation events. Hotel guest holiday appreciation pictures. Birthday party coverage for Mr. Marriott and his family.

Name of the Firm: Tempe YMCA  
Contact: Kerry Fetherston  
Telephone Number: 480-730-4527  
Fax Number: 480-730-0265

Services Provided: 3 years of service. Coverage of special events. On location studio for portraits. Group photos. Slide show production and presentations. Golf foursomes. Composite framed wall prints.

Name of the Firm: Arizona Bank & Trust  
Contact: Denise Gorman  
Telephone Number: 480-346-4625  
Fax Number: 480-346-4630

Services Provided: 3 ½ years of service. On location studio for portraits. Grand opening coverage. Ground breaking events. Christmas party. Ribbon cutting events.

Wagner Photography, LLC  
480-831-9977

**Item 1D**

**General Questions**

1. What is the address of your office from which this City of Tempe contract will be administered, from which billing will be sent to the City and to which the City will issue payment?

Wagner Photography, LLC – 423 E. Carson Dr. Tempe, AZ 85282

2. Will your firm perform all work for this contract in conformance with all OSHA, Federal, State, County and City safety requirements?

Yes X                      No \_\_\_\_\_

3. Does your firm accept all terms and conditions of the RFP?

Yes X                      No \_\_\_\_\_

Company Name Wagner Photography, LLC {Still Photographer}

REVISED PRICE SHEET - 0 1/02/2008

| ITEM NO.                  | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION   | QTY   | UNIT     | Year 1     | Year 2     | Year 3     | Year 4     | Year 5     |
|---------------------------|---|-------|----------|------------|------------|------------|------------|------------|
|                           |   |       |          | UNIT PRICE |
| <b>Media Specialist</b>   |   |       |          |            |            |            |            |            |
| 1.                        | Media Specialist - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..                   | 1     | Hour     | \$ _____   | \$ _____   | \$ _____   | \$ _____   | \$ _____   |
| 2.                        | Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.  | 1     | Hour     | \$ _____   | \$ _____   | \$ _____   | \$ _____   | \$ _____   |
| 3.                        | Rental of Equipment - Invoice cost plus markup.   | _____ | % Markup |            |            |            |            |            |
| <b>Still Photographer</b> |   |       |          |            |            |            |            |            |
| 4.                        | Still Photographer - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc.. Please See Note | 1     | Hour     | \$175      | \$175      | \$190      | \$210      | \$210      |
| 5.                        | Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.  | 1     | Hour     | \$65       | \$65       | \$75       | \$90       | \$90       |
| 6.                        | Rental of Equipment - Invoice cost plus markup.   | 10    | % Markup |            |            |            |            |            |
| 7.                        | Photo CD masters - Rate includes shipping/delivery {700 MB per CD}  | 1     | Each     | \$75       | \$75       | \$82       | \$86       | \$86       |
| 8.                        | Photo DVD masters - Rate includes shipping/delivery {4 GB per DVD}  | 1     | Each     | \$150      | \$150      | \$165      | \$175      | \$175      |

Note - Question 5. One hour minimum for all assignments. One to four hours running concurrent priced as outlined above.  
 Five to seven hours running concurrent priced as above less 10%. {half day rate}  
 Eight + hours running concurrent priced as above less 15%. {full day rate}

## Vendor's Proposal Offer

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Proposal offeror is to type or legibly write in ink all information required below.

|  |   |
|--|---|
| Proposal Offeror's Company Name                    | <u>KTIZO CREATIVE PRODUCTIONS, LLC</u>              |
| Company Mailing Address                            | <u>8490 SOUTH POWER ROAD #105-150 GILBERT 85297</u> |
| Company Street Address                             | _____   |
| Proposal Offeror Contact                           | <u>SCOTT POWELL</u> Title <u>OWNER</u>              |
| Contact's Phone No.                                | <u>480.242.9135</u> E-mail Address _____            |
| <u>Proposal Offeror's Company Tax Information:</u> |   |
| Arizona Transaction Privilege (Sales) Tax No.      | _____ or _____                                      |
| Arizona Use Tax No.                                | _____   |
| Federal I.D. No.                                   | _____   |
| City & State Where Sales Tax is Paid               | <u>GILBERT</u> , <u>AZ</u>                          |

### THIS PROPOSAL IS OFFERED BY

Authorized Proposal Offeror (Type or Print in ink) SCOTT POWELL

Proposal Offeror's Title (Type of Print in ink) OWNER

Date 01-22-08

### REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

Scott A Powell  
Signature of Authorized Proposal Offeror

01-22-08  
Date

## Proposal Questionnaire - Media Specialist

### ITEM IA. Work Experience

1. Before starting up Ktizo Creative Productions, LLC, I spent four years as the Director of Video at Central Christian Church of the East Valley. As the Director, I produced video elements from beginning to end. I was involved in the creative brainstorming; assisted in the development of story lines; organized video shoots on location and participated as: a camera operator (tripod, Steadycam, and crane), a director on multiple camera shoots, installation of lighting for location and in a studio atmosphere; over saw capture of audio mix; captured video on Final Cut Pro video editing system; edited video and treated video with special effects, animations and audio effects; exported video formatted for a live playback; during live playback: operated cameras, captured program in HD and SD for playback at multiple venues, synced the HD and SD formats for playback, computer operator responsible for content playback, technical director (switch operator), and directed live playback format.
2. My experience with electronic media has developed tremendously over the past five years. Pre-production through post-production I have worked with: Apple Macintosh computers; Final Cut Pro Studio Suite (DVD Studio Pro, Final Cut Studio Pro 6, Motion); Adobe After Effects, Illustrator, Photoshop; Microsoft Office; Corel Painter; Cinema 4D; ProAnimator; Keynote; Renewed Vision's ProVideoPlayer, ProPresenter, ProVideoSync.
3. Panasonic AG-DVX100B 3-CCD 24p/30p/60i Mini-DV Cinema Camcorder; JVC GR-HD1 video camera; Robotic cameras; Tripods, Cranes, GlideCam; Microphone boom; Sennheiser lapel microphones; Lighting kits.
4. I have developed training programs as a Video Director for operations and procedures for production suites for before, during, and after live productions and the process for HD/SD capture, syncing, and playback. I spent time as a high school teacher in the media area of the visuals arts department at Mesquite H.S. in Gilbert. As an under graduate at ASU, I worked in the Instruction and Research Support Lab where I designed manuals for the maintenance and operations of two computer lab classrooms in the computing commons on the ASU campus.
5. No current certifications or licenses.

6. I have produced and directed live services at Central Christian Church of the East Valley. These services consisted of two on Saturday evenings and four on Sunday.

7. Detailed Resume:

Education B.A., Studio Art  
Arizona State University 1997

Proficiency Final Cut Pro Studio 2; Final Cut Pro 6;  
Motion 3, DVD Studio Pro 4, Soundtrack Pro 2,  
Compressor 3; Adobe After Effects, Illustrator;  
Adobe Photoshop; QuarkXpress; PowerPoint; Easy  
Worship; Edirol HDD Playback; Keynote; Renewed  
Vision: ProPresenter 3, Pro Video Sync Playback,  
Pro Video Player, Cinema4D, ProAnimator, Corel  
Painter IX; Microsoft Office.

Experience **Ktizo Creative Productions, LLC. Owner**  
8490 South Power Road #105-150 Gilbert,  
Arizona 85297  
December 2007- Present

**Director of Video**

Central Christian Church of the East Valley  
933 North Lindsay Road Mesa, Arizona 85213  
January 2004 -December 2007

•**Responsibilities:** Pre-Production story boarding; On-Site  
and studio production; Post Production editing; HD and SD  
video capture for playback on two locations; setting-up and  
video taping on video shoots; planning and researching for  
future message topics and developing themes around those  
topics; develop visuals for video and print materials;  
carry thematic elements through DVDs created for  
purchase; logo creation for different ministries; oversee  
volunteers with training and developing skill sets;

Developed and project managed three day retreat for  
150 men; project management; Robo-camera operator.

**Marketing Graphic Designer**

University of Phoenix, Phoenix Campus June 2000 -  
January 2004

•**Designer:** print collateral for enrollment counselors;  
promotional brochures and postcards for direct mail;  
creation and project manager for printing and delivery  
process for School of Education's course catalog; creation  
of media presentations for campus quarterly meetings

**Educator/Coach/Athlete**

Mesquite High School  
Gilbert Unified School District August 1998 - May

2000

•**Teacher:** Introduction to Art (Art History); Cartooning; Graphic Design; Drawing; Painting; New Media (Adobe PhotoShop, Adobe Illustrator, QuarkXpress, Adobe/Macromedia Flash)

•**Coach:** Wrestling; Cross Country; Track  
(Some Highlights: Member of the Arizona/USA Junior/Cadet National Team Coaching Staff; Espoir (21 and under) Greco-Roman All-American, 3x Member Arizona Junior National Team; Team Member Arizona vs. Japan; Team Captain Arizona/USA National Greco-Roman Team to Scandinavia; Vierumakki Cup Placer, Vierumakki, Finland; New Zealand National Champion; New Zealand North Island Champion)

**ITEM IB. Education**

Bachelors of Art, Studio Art, Arizona State University 1997

**ITEM IC. References**

Fox Sports Network

Mark Reda, Coordinating producer, FSN Arizona

602.251.8950 Office

602.251.0848 Fax

Promotions graphics and animations

Central Christian Church of the East Valley

Jason Borrman, Pastor Worship Arts and Media

480.924.4946 Office

480.924.4990 Fax

Video production

Angella Joy, Inc.

Angella Alverson, Owner

847.852.2900 Office

480.718.8662 Fax

Graphic design and video editing

**ITEM ID. General Questions**

1. Ktizo Creative Productions, LLC  
8490 South Power Road #105-150  
Gilbert, Arizona 85297
2. Yes, all work performed in this contract will be in conformance with all OSHA, Federal, State, County and City safety requirements.
3. Ktizo Creative Productions, LLC. Accepts all terms and conditions of the RFP.

## Proposal Questionnaire - Videographer

### ITEM IA. Work Experience

1. Before starting up Ktizo Creative Productions, LLC, I spent four years as the Director of Video at Central Christian Church of the East Valley. As the Director, I produced video elements from beginning to end. I was involved in the creative brainstorming; assisted in the development of story lines; organized video shoots on location and participated as: a camera operator (tripod, Steadycam, and crane), a director on multiple camera shoots, installation of lighting for location and in a studio atmosphere; over saw capture of audio mix; captured video on Final Cut Pro video editing system; edited video and treated video with special effects, animations and audio effects; exported video formatted for a live playback; during live playback: operated cameras, captured program in HD and SD for playback at multiple venues, synced the HD and SD formats for playback, computer operator responsible for content playback, technical director (switch operator), and directed live playback format. I developed video for playback that would play as people would enter into the worship center, as well as transitional videos that would introduce the speaker. I produced transitional video elements and music videos for big events (Fire In The Sky Fourth of July celebration and Gilbert campus grand opening, both attracted around 30,000 people).
2. My experience with electronic media has developed tremendously over the past five years. Pre-production through post-production I have worked with: Apple Macintosh computers; Final Cut Pro Studio Suite (DVD Studio Pro, Final Cut Studio Pro 6, Motion); Adobe After Effects, Illustrator, Photoshop; Microsoft Office; Corel Painter; Cinema 4D; ProAnimator; Keynote; Renewed Vision's ProVideoPlayer, ProPresenter, ProVideoSync.
3. Panasonic AG-DVX100B 3-CCD 24p/30p/60i Mini-DV Cinema Camcorder; JVC GR-HD1 video camera; Robotic cameras; Tripods, Cranes, GlideCam; Microphone boom; Sennheiser lapel microphones; Lighting kits.
4. No current certifications or licenses.
5. My experience producing and directing live broadcasting is limited to seven services every Saturday and Sunday in a closed circuit format limited to the campus, later to be broadcast on the internet.

The live productions we produced only differentiated in the end products playback.

6. I have produced and directed live services at Central Christian Church of the East Valley. These services consisted of two on Saturday evenings and four on Sunday.
7. My experience over the past five years has dealt specifically with directing, producing, and editing packages for broadcast in a live venue. I utilized: Apple Macintosh computers; Final Cut Pro Studio Suite (DVD Studio Pro, Final Cut Studio Pro 6, Motion); Adobe After Effects, Illustrator, Photoshop; Microsoft Office; Corel Painter; Cinema 4D; ProAnimator; Keynote; Renewed Vision's ProVideoPlayer, ProPresenter, ProVideoSync.
8. Ktizo Creative Productions, LLC. Is a new company that was started in January of 2008.

**ITEM IB. Education**

Bachelors of Art, Studio Art, Arizona State University 1997

**ITEM IC. References**

Fox Sports Network

Mark Reda, Coordinating producer, FSN Arizona

602.251.8950 Office

602.251.0848 Fax

Promotions graphics and animations

Central Christian Church of the East Valley

Jason Borrman, Pastor Worship Arts and Media

480.924.4946 Office

480.924.4990 Fax

Video production

Angella Joy, Inc.

Angella Alverson, Owner

847.852.2900 Office

480.718.8662 Fax

Graphic design and video editing

**ITEM ID. General Questions**

1. Ktizo Creative Productions, LLC  
8490 South Power Road #105-150  
Gilbert, Arizona 85297

2. Yes, all work performed in this contract will be in conformance with all OSHA, Federal, State, County and City safety requirements.
3. Ktizo Creative Productions, LLC. Accepts all terms and conditions of the RFP.

Company Name \_\_\_\_\_

REVISED PRICE SHEET - 01/02/2008

ITEM NO. DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION

| Year 1     | Year 2     | Year 3     | Year 4     | Year 5     |
|------------|------------|------------|------------|------------|
| UNIT PRICE |

**Media Specialist**

1. Media Specialist - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..
 

|   |      |  |                 |                 |                 |                 |                 |
|---|------|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| 1 | Hour |  | \$ <u>50.00</u> | \$ <u>60.00</u> | \$ <u>70.00</u> | \$ <u>75.00</u> | \$ <u>80.00</u> |
|---|------|--|-----------------|-----------------|-----------------|-----------------|-----------------|
  
2. Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.
 

|   |      |  |                 |                 |                 |                 |                 |
|---|------|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| 1 | Hour |  | \$ <u>75.00</u> |
|---|------|--|-----------------|-----------------|-----------------|-----------------|-----------------|
  
- 3.. Rental of Equipment - Invoice cost plus markup.
 

|   |          |  |  |  |  |  |  |
|---|----------|--|--|--|--|--|--|
| 3 | % Markup |  |  |  |  |  |  |
|---|----------|--|--|--|--|--|--|

**Still Photographer**

4. Still Photographer - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..
 

|   |      |  |          |          |          |          |          |
|---|------|--|----------|----------|----------|----------|----------|
| 1 | Hour |  | \$ _____ | \$ _____ | \$ _____ | \$ _____ | \$ _____ |
|---|------|--|----------|----------|----------|----------|----------|
  
5. Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.
 

|   |      |  |          |          |          |          |          |
|---|------|--|----------|----------|----------|----------|----------|
| 1 | Hour |  | \$ _____ | \$ _____ | \$ _____ | \$ _____ | \$ _____ |
|---|------|--|----------|----------|----------|----------|----------|
  
6. Rental of Equipment - Invoice cost plus markup.
 

|       |          |  |  |  |  |  |  |
|-------|----------|--|--|--|--|--|--|
| _____ | % Markup |  |  |  |  |  |  |
|-------|----------|--|--|--|--|--|--|
  
7. Photo CD masters - Rate includes shipping/delivery
 

|   |      |  |          |          |          |          |          |
|---|------|--|----------|----------|----------|----------|----------|
| 1 | Each |  | \$ _____ | \$ _____ | \$ _____ | \$ _____ | \$ _____ |
|---|------|--|----------|----------|----------|----------|----------|
  
8. Photo DVD masters - Rate includes shipping/delivery
 

|   |      |  |          |          |          |          |          |
|---|------|--|----------|----------|----------|----------|----------|
| 1 | Each |  | \$ _____ | \$ _____ | \$ _____ | \$ _____ | \$ _____ |
|---|------|--|----------|----------|----------|----------|----------|

Company Name \_\_\_\_\_

REVISED PRICE SHEET - 01/02/2008

ITEM NO. DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION

| ITEM NO. | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION   | QTY | UNIT     | Year 1                          | Year 2                          | Year 3                          | Year 4                          | Year 5                          |
|----------|---|-----|----------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
|          |   |     |          | UNIT PRICE                      |
| 9.       | <b>Videographer</b><br>Videographer (b-roll) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc.. | 1   | Hour     | <del>\$100.00</del><br>\$105.00 | <del>\$105.00</del><br>\$110.00 | <del>\$110.00</del><br>\$115.00 | <del>\$115.00</del><br>\$120.00 | <del>\$120.00</del><br>\$125.00 |
| 10.      | Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.  | 1   | Hour     | \$75.00                         | \$75.00                         | \$75.00                         | \$75.00                         | \$75.00                         |
| 11.      | Rental of Equipment - Invoice cost plus markup.   | 3   | % Markup |                                 |                                 |                                 |                                 |                                 |
| 12.      | Digital master (DVCam or DVCPPro) - Rate includes shipping/delivery   | 1   | Each     | <del>\$100.00</del><br>\$105.00 | <del>\$105.00</del><br>\$110.00 | <del>\$110.00</del><br>\$115.00 | <del>\$115.00</del><br>\$120.00 | <del>\$120.00</del><br>\$125.00 |
| 12.      | Videographer (edited package) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc.                 | 1   | Hour     | \$40.00                         | \$45.00                         | \$50.00                         | \$55.00                         | \$60.00                         |
| 14.      | Digital master (DVCam or DVCPPro) - Rate includes shipping/delivery   | 1   | Each     | <del>\$10.00</del><br>\$45.00   | <del>\$45.00</del><br>\$50.00   | <del>\$50.00</del><br>\$55.00   | <del>\$55.00</del><br>\$60.00   | <del>\$60.00</del><br>\$65.00   |

\* Applicable Tax \_\_\_\_\_ %

\* State correct jurisdiction to receive sales tax on the Vendor's Bid Offer, form CS-P201 (B) included in this Invitation for Bid document.

Less prompt payments discount terms of \_\_\_ % \_\_\_ days/ or Net \_\_\_ days. (To apply after receipt and acceptance of an itemized monthly statement.) For bid evaluation purposes, the City cannot utilize pricing discounts based upon payments being made in less than 30 days from receipt of statement.

# Vendor's Proposal Offer

It is REQUIRED that Proposal Offeror COMPLETE, SIGN and SUBMIT the original of this form to the City Procurement Office with the proposal response offer. An unsigned "Vendor's Proposal Offer", late proposal response and/or a materially incomplete response will be considered non-responsive and rejected.

Proposal offeror is to type or legibly write in ink all information required below.

|  |  |                |                             |
|--|--|----------------|-----------------------------|
| Proposal Offeror's Company Name                    | <u>SKYLINE PRODUCTIONS, INC</u>                |                |                             |
| Company Mailing Address                            | <u>49 S. SYCAMORE, SUITE 2, MESA, AZ 85202</u> |                |                             |
| Company Street Address                             | <u>49 S. SYCAMORE, SUITE 2, MESA, AZ 85202</u> |                |                             |
| Proposal Offeror Contact                           | <u>JOE REYNOLDS</u>                            | Title          | <u>PRESIDENT</u>            |
| Contact's Phone No.                                | <u>(480) 345-8009</u>                          | E-mail Address | <u>JOE@SKYLINEVIDEO.COM</u> |
| <u>Proposal Offeror's Company Tax Information:</u> |  |                |                             |
| Arizona Transaction Privilege (Sales) Tax No.      | <u>07632172-P</u>                              | or             |                             |
| Arizona Use Tax No.                                | _____  |                |                             |
| Federal I.D. No.                                   | <u>86-0996135</u>                              |                |                             |
| City & State Where Sales Tax is Paid               | <u>MESA, AZ</u>                                |                |                             |

## THIS PROPOSAL IS OFFERED BY

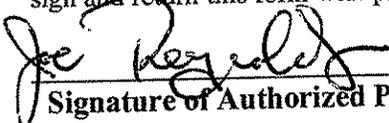
Authorized Proposal Offeror (Type or Print in ink) JOE REYNOLDS

Proposal Offeror's Title (Type of Print in ink) PRESIDENT

Date 12/21/2007

### REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

  
Signature of Authorized Proposal Offeror

12/21/2007  
Date

## Proposal Questionnaire – Media Specialist

Offerors shall respond to the questions below. Additional pages may be used to provide answers as long as the same format is followed.

### ITEM

#### IA.

##### Work Experience

1. Describe your firms work experience directly related to desired duties and qualifications.  
**Skyline Production's daily activities involves complete turn-key video production services for clients both locally, nationally and Worldwide working on projects varying in scope of work from commercials and training videos to full length documentaries as well as half hour programming both taped and live.**
2. Please describe your experience with electronic media.  
**I have worked on all aspects of media from shooting on location to post production working with producers and clients to deliver the final project on time and on budget. My career started in this field in 1991.**
3. List video production equipment you are able to operate with proficiency.  
**Cameras: Sony D30/D35, Sony Models DSR-330/370/390/500, Panasonic 100A  
Audio: Yamaha PM-3000, Soundcraft Vienna, Midas XL Series, Mackie SR40-8, Portable Field Mixers.  
Editing: Final Cut, Media 100 iFinish V80  
Other: Steadi-Cam Rig, Waveform, Vectorscope, Sony CCU Units, Various VTR units.  
Switchers: Echolab, Panasonic MX-7**
4. Please describe your experience in developing information and/or training programs.  
**Pre-production is key when developing new programs working closely with producers/clients. Currently I oversee all aspects of programming Skyline is in charge of producing including: pre-production, crews, time tables, budgets, flow, post production, look and feel of the show to list some of the larger aspects of the process.**
5. List any certifications or licenses.  
**None, although Skyline has won numerous Awards and has been in the Arizona Business Journal "Book of Lists" for two consecutive years- 2005 and 2006.**
6. Please describe your experience in producing and directing live broadcasting.  
**Currently, I produce a weekly (1) hour program which airs across the State of Arizona. It requires a crew of (8) and is a live (4) camera switched program with graphics, and commercials. Skyline just produced its 160<sup>th</sup> program for the client.**
7. Provide a detailed resume with your proposal response.  
**Attached.**

**Item**

**IB.**

**Education**

1. Are you a graduate of accredited college, university or technical school with primary emphasis in video/media production or any equivalent combination of education and experience?

- **No degree. Attended ASU for (4) years studying Communications.**
- **(1) year internship at Phoenix 11- City Government, Phoenix, AZ - 1988**

**Item**

**IC.**

**References**

List three (3) customer references for which your firm has provided the services bid. (government and/or large business preferred). Provide the following information:

Evercare  
Gayle Quinte  
Evercare Sr. Instructional Designer  
UnitedHealth Group  
602-293-3820  
602-569-3587 (fax)

Services provided: Turn key production services to produce an internal training video for employees of Evercare and UnitedHealth Group. Budget for this project was \$35,000.00.

St. Joseph Productions  
Steve Ray  
(734)-516-2933

Services Provided: Currently producing a (10) part documentary series entitled: "The Footprints of God". Seven of the ten documentaries have been completed. Average length of each documentary is (90) minutes requiring Worldwide production in Israel, Syria, Egypt, Italy, France, Jordan, Turkey and Greece. Skyline provides all production support for this project from start to finish. Budget for this project is approximately \$2 million.

## Proposal Questionnaire – Still Photographer

Offerors shall respond to the questions below. Additional pages may be used to provide answers as long as the same format is followed.

### ITEM

#### IA.

##### Work Experience

1. Describe your firms work experience directly related to desired duties and qualifications.  
**Currently Skyline personnel shoot our production shots internally and hire our free lance personnel when our clients require stills for their projects.**
2. Please describe your experience with electronic media editing software.  
**Skyline Staff has working knowledge of Photo Shop.**
3. List photography equipment you are able to operate with proficiency.  
**Canon PowerShot Pro 1 8.0 Mega Pixels, Canon Rebel XT**
4. List any certifications or licenses.  
**None at this time.**
5. Provide a detailed resume with your proposal response.  
**Does not apply for this portion of the RFP.**
6. Does your firm have ten-full time years of professional experience?  
**Not in the area of still photography.**

### Item

#### IB.

##### Education

1. Are you a graduate of accredited college, university or technical school with primary emphasis in video/media production or any equivalent combination of education and experience?  
**No.**

### Item

#### IC.

##### References

**Does not apply for this portion of the RFP.**

## Proposal Questionnaire – Videographer

Offerors shall respond to the questions below. Additional pages may be used to provide answers as long as the same format is followed.

### ITEM

#### IA.

##### Work Experience

1. Describe your firms work experience directly related to desired duties and qualifications.  
**Skyline Production's daily activities involves complete turn-key video production services for clients both locally, nationally and Worldwide working on projects varying in scope of work from commercials and training videos to full length documentaries as well as half hour programming both taped and live.**
2. Please describe your experience with electronic media.  
**I have worked on all aspects of media from shooting on location to post production working with producers and clients to deliver the final project on time and on budget. My career started in this field in 1991.**
3. List video production equipment you are able to operate with proficiency.  
**Cameras: Sony D30/D35, Sony Models DSR-330/370/390/500, Panasonic 100A  
Audio: Yamaha PM-3000, Soundcraft Vienna, Midas XL Series, Mackie SR40-8, Portable Field Mixers.  
Editing: Final Cut, Media 100 iFinish V80  
Other: Steadi-Cam Rig, Waveform, Vectorscope, Sony CCU Units, Various VTR units.  
Switchers: Echolab, Panasonic MX-7**
4. Please describe your experience in developing information and/or training programs.  
**Pre-production is key when developing new programs working closely with producers/clients. Currently I oversee all aspects of programming Skyline is in charge of producing including: pre-production, crews, time tables, budgets, flow, post production, look and feel of the show to list some of the larger aspects of the process.**
5. List any certifications or licenses.  
**None, although Skyline has won numerous Awards and has been in the Arizona Business Journal "Book of Lists" for two consecutive years- 2005 and 2006.**
6. Please describe your experience in producing and directing live broadcasting.  
**Currently, I produce a weekly (1) hour program which airs across the State of Arizona. It requires a crew of (8) and is a live (4) camera switched program with graphics, and commercials. Skyline just produced its 160<sup>th</sup> program for the client.**
7. Provide a detailed resume with your proposal response.  
**Attached.**

**Item**

**IB.**

**Education**

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**Item**

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**References**

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Evercare  
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Company Name SKYLINE PRODUCTIONS

REVISED PRICE SHEET - 01/02/2008

| ITEM NO. | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION | QTY | UNIT | Year 1     | Year 2     | Year 3     | Year 4     | Year 5     |
|----------|---|-----|------|------------|------------|------------|------------|------------|
|          |   |     |      | UNIT PRICE |

**Media Specialist**

- Media Specialist - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..
 

|   |      |              |              |              |              |              |
|---|------|--------------|--------------|--------------|--------------|--------------|
| 1 | Hour | \$ <u>65</u> | \$ <u>67</u> | \$ <u>69</u> | \$ <u>71</u> | \$ <u>73</u> |
|---|------|--------------|--------------|--------------|--------------|--------------|
- Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.
 

|   |      |              |              |              |              |              |
|---|------|--------------|--------------|--------------|--------------|--------------|
| 1 | Hour | \$ <u>90</u> | \$ <u>92</u> | \$ <u>94</u> | \$ <u>96</u> | \$ <u>98</u> |
|---|------|--------------|--------------|--------------|--------------|--------------|
- Rental of Equipment - Invoice cost plus markup.
 

|     |          |
|-----|----------|
| ___ | % Markup |
|-----|----------|

**Still Photographer**

- Still Photographer - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..
 

|   |      |               |               |               |               |               |
|---|------|---------------|---------------|---------------|---------------|---------------|
| 1 | Hour | \$ <u>___</u> |
|---|------|---------------|---------------|---------------|---------------|---------------|

*Do Not MEET RFP Qualifications*
- Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.
 

|   |      |               |               |               |               |               |
|---|------|---------------|---------------|---------------|---------------|---------------|
| 1 | Hour | \$ <u>___</u> |
|---|------|---------------|---------------|---------------|---------------|---------------|
- Rental of Equipment - Invoice cost plus markup.
 

|     |          |
|-----|----------|
| ___ | % Markup |
|-----|----------|
- Photo CD masters - Rate includes shipping/delivery
 

|   |      |              |              |              |              |              |
|---|------|--------------|--------------|--------------|--------------|--------------|
| 1 | Each | \$ <u>12</u> | \$ <u>12</u> | \$ <u>13</u> | \$ <u>13</u> | \$ <u>14</u> |
|---|------|--------------|--------------|--------------|--------------|--------------|
- Photo DVD masters - Rate includes shipping/delivery
 

|   |      |              |              |              |              |              |
|---|------|--------------|--------------|--------------|--------------|--------------|
| 1 | Each | \$ <u>20</u> | \$ <u>20</u> | \$ <u>21</u> | \$ <u>21</u> | \$ <u>21</u> |
|---|------|--------------|--------------|--------------|--------------|--------------|

Company Name SKYLINE PRODUCTIONS

REVISED PRICE SHEET - 01/02/2008

| ITEM NO.            | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION   | QTY | UNIT     | Year 1        | Year 2        | Year 3        | Year 4        | Year 5        |
|---------------------|---|-----|----------|---------------|---------------|---------------|---------------|---------------|
|                     |   |     |          | UNIT PRICE    |
| <b>Videographer</b> |   |     |          |               |               |               |               |               |
| 9.                  | Videographer (b-roll) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..        | 1   | Hour     | \$ <u>80</u>  | \$ <u>82</u>  | \$ <u>84</u>  | \$ <u>86</u>  | \$ <u>88</u>  |
| 10.                 | Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.  | 1   | Hour     | \$ <u>105</u> | \$ <u>107</u> | \$ <u>109</u> | \$ <u>111</u> | \$ <u>113</u> |
| 11.                 | Rental of Equipment - Invoice cost plus markup.   |     | % Markup |               |               |               |               |               |
| 12.                 | Digital master (DVCam or DVCPPro) - Rate includes shipping/delivery   | 1   | Each     | \$ <u>51</u>  | \$ <u>51</u>  | \$ <u>53</u>  | \$ <u>55</u>  | \$ <u>57</u>  |
| 12.                 | Videographer (edited package) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc. | 1   | Hour     | \$ <u>95</u>  | \$ <u>100</u> | \$ <u>105</u> | \$ <u>110</u> | \$ <u>115</u> |
| 14.                 | Digital master (DVCam or DVCPPro) - Rate includes shipping/delivery   | 1   | Each     | \$ <u>51</u>  | \$ <u>51</u>  | \$ <u>53</u>  | \$ <u>55</u>  | \$ <u>57</u>  |

\* Applicable Tax 8.05 %

\* State correct jurisdiction to receive sales tax on the Vendor's Bid Offer, form CS-P201 (B) included in this Invitation for Bid document.

Less prompt payments discount terms of — % 0 days/ or Net 30 days. (To apply after receipt and acceptance of an itemized monthly statement.) For bid evaluation purposes, the City cannot utilize pricing discounts based upon payments being made in less than 30 days from receipt of statement.

# Vendor's Proposal Offer - Media Specialist

It is REQUIRED that Proposal Offeror COMPLETE, SIGN and SUBMIT the original of this form to the City Procurement Office with the proposal response offer. An unsigned "Vendor's Proposal Offer", late proposal response and/or a materially incomplete response will be considered non-responsive and rejected.

Proposal offeror is to type or legibly write in ink all information required below.

|  |  |
|--|--|
| Proposal Offeror's Company Name                    | <u>FischTale Media, LLC</u>                                  |
| Company Mailing Address                            | <u>5518 North 130th Avenue, Litchfield Park, AZ 85340</u>    |
| Company Street Address                             | <u>same</u>  |
| Proposal Offeror Contact                           | <u>Adam Fischer</u> Title <u>Owner</u>                       |
| Contact's Phone No.                                | <u>623-810-3865</u> E-mail Address <u>adam@fischtale.com</u> |
| <u>Proposal Offeror's Company Tax Information:</u> |  |
| Arizona Transaction Privilege (Sales) Tax No.      | _____ or   |
| Arizona Use Tax No.                                | <u>0016608832</u>  |
| Federal I.D. No.                                   | <u>06-2553742</u>  |
| City & State Where Sales Tax is Paid               | <u>Litchfield Park, Arizona</u>                              |

## THIS PROPOSAL IS OFFERED BY

Authorized Proposal Offeror (Type or Print in ink) Adam Fischer

Proposal Offeror's Title (Type of Print in ink) Owner

Date 1-22-08

## REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

  
\_\_\_\_\_  
Signature of Authorized Proposal Offeror

1-22-08  
\_\_\_\_\_  
Date

## **Proposal Questionnaire – Media Specialist**

Offerors shall respond to the questions below. Additional pages may be used to provide answers as long as the same format is followed.

### **ITEM**

#### **IA.**

#### **Work Experience**

**1. Describe your firms work experience directly related to desired duties and qualifications.**

*We have worked in all areas of video production from live broadcast to field production to high end editing for several years. We have worked directly with the Tempe 11 Media Services Department since 2002 to shoot and edit many of their segments. From 2002 through 2004, Owner Adam Fischer worked with the Media Services Department on a daily basis.*

**2. Please describe your experience with electronic media.**

*We work with all forms of electronic media proficiently. We keep up with the newest technology and trends in order to ensure we have a strong grasp on the state of the art.*

**3. List video production equipment you are able to operate with proficiency.**

*HD cameras, 35mm lens adapters, uncompressed HD editing equipment, Steadicam, jib, dolly tracking, professional lighting, professional audio equipment, duplication equipment, DVD authoring software, photo editing software, professional video projectors.*

**4. Please describe your experience in developing information and/or training programs.**

*We have great experience using entertainment and high production value to develop informational and training programs. By focusing on keeping the viewer engaged we have had great success with getting the message across and fulfilling the client's needs. We have received several awards for our work on these types of videos.*

**5. List any certifications or licenses.**

*Other than my B.A., FischTale has no other certifications or licenses.*

**6. Please describe your experience in producing and directing live broadcasting.**

*For two years Owner Adam Fischer was the director of a live call-in show. He was responsible for overseeing all aspects of production on the show including shooting and editing of segments, as well as directing the live broadcast.*

**7. Provide a detailed resume with your proposal response.**

*See Attached.*

**Item**

**IB.**

**Education**

**1. Are you a graduate of accredited college, university or technical school with primary emphasis in video/media production or any equivalent combination of education and experience?**

*Yes. I received a B.A. degree from Ball State University in Muncie, Indiana with an emphasis in video production.*

**Item**

**IC.**

**References**

4. Yahoo, Inc.

Lance Pillersdorf

(646) 213-6125

[Lancep@yahoo-inc.com](mailto:Lancep@yahoo-inc.com)

*Services: We provided onsite shooting and editing for a large advertising and marketing convention held in Phoenix.*

5. City of Tempe

Skip Neely

(480) 350-8474

[Skip\\_Neely@tempe.gov](mailto:Skip_Neely@tempe.gov)

*Services: Over the past six years, we have provided many shooting and editing services. We have directed and produced a live television show; covered events; and edited segments.*

6. Bigger Picture Productions

Phyllis Lane

(480) 363-0303

[PhyllisLane@cox.net](mailto:PhyllisLane@cox.net)

*Services: Over the past several years, we have worked with Bigger Picture Productions to create documentaries and informational videos. These videos are very artistic and cutting edge. Our services include directing, shooting, producing, and editing. One of our documentaries received the highest award at a film festival.*

**Item**

**ID.**

**General Questions**

**1. What is the address of your office from which this City of Tempe contract will be administered, from which billing will be sent to the City and to which the City will issue payment?**

*5518 North 130<sup>th</sup> Avenue, Litchfield Park, Arizona 85340*

**2. Will your firms perform all work for this contract in conformance with all OSHA, Federal, State, County and City safety requirements?**

*Yes.*

**3. Does your firms accept all terms and conditions of the RFP?**

*Yes.*



# Vendor's Proposal Offer - Videographer

It is REQUIRED that Proposal Offeror COMPLETE, SIGN and SUBMIT the original of this form to the City Procurement Office with the proposal response offer. An unsigned "Vendor's Proposal Offer", late proposal response and/or a materially incomplete response will be considered non-responsive and rejected.

Proposal offeror is to type or legibly write in ink all information required below.

|  |  |
|--|--|
| Proposal Offeror's Company Name                    | <u>FischTale Media, LLC</u>  |
| Company Mailing Address                            | <u>5518 North 130<sup>th</sup> Avenue, Litchfield Park, AZ 85346</u> |
| Company Street Address                             | <u>same</u>  |
| Proposal Offeror Contact                           | <u>Adam Fischer</u> Title <u>Owner</u>                               |
| Contact's Phone No.                                | <u>623-810-3865</u> E-mail Address <u>adam@fischtale.com</u>         |
| <u>Proposal Offeror's Company Tax Information:</u> |  |
| Arizona Transaction Privilege (Sales) Tax No.      | _____ or   |
| Arizona Use Tax No.                                | <u>601560832</u>   |
| Federal I.D. No.                                   | <u>56-2553742</u>  |
| City & State Where Sales Tax is Paid               | <u>Litchfield Park, Arizona</u>                                      |

## THIS PROPOSAL IS OFFERED BY

Authorized Proposal Offeror (Type or Print in ink) Adam Fischer

Proposal Offeror's Title (Type of Print in ink) Owner

Date 1-22-08

## REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

  
\_\_\_\_\_  
Signature of Authorized Proposal Offeror

1-22-08  
\_\_\_\_\_  
Date

## **Proposal Questionnaire – Videographer**

Offerors shall respond to the questions below. Additional pages may be used to provide answers as long as the same format is followed.

### **ITEM**

#### **IA.**

#### **Work Experience**

**1. Describe your firms work experience directly related to desired duties and qualifications.**

*We have worked in all areas of video production from live broadcast to field production to high end editing for several years. From 2002 through 2004, Owner Adam Fischer worked directly with the City of Tempe Media Services as a media specialist on a daily basis. Since 2004, we have worked with them on a contract basis. We are familiar with the Tempe 11 shows, Tempe events, and all Tempe 11 gear. In 2003 and 2004, we produced the show "Streetbeat" that aired monthly on Tempe 11.*

**2. Please describe your experience with electronic media.**

*We work with all forms of electronic media proficiently. We keep up with the newest technology and trends in order to ensure we have a strong grasp on the state of the art. In addition, we continually update our education through industry journals/magazines, tradeshow, and classes.*

**3. List video production equipment you are able to operate with proficiency.**

*HD cameras, 35mm lens adapters, uncompressed HD editing equipment, Steadicam, jib, dolly tracking, professional lighting, professional audio equipment, duplication equipment, DVD*

*authoring software, photo editing software, professional video projectors.*

**4. List any certifications or licenses.**

*Other than my B.A., FischTale has no other certifications or licenses.*

**5. Please describe your experience in producing and directing live broadcasting.**

*For two years Owner Adam Fischer was the director of a live call-in show. He was responsible for overseeing all aspects of production on the show including shooting and editing of segments, as well as directing the live broadcast.*

**6. Provide a detailed resume with your proposal response.**

*Please see attached.*

**7. Please describe your experience in directing, producing, and editing packages for broadcast.**

*For two years Owner Adam Fischer was the director of a live one hour call-in show that featured approximately 30 minutes of edited packages per episode. He coordinated the production of all of these packages and carried out the majority of the shooting and editing himself.*

**8. Does your firm have five-full time years of professional experience?**

*Yes.*

**Item**

**IB.**

**Education**

**1. Are you a graduate of accredited college, university or technical school with primary emphasis in video/media production or any equivalent combination of education and experience?**

*Yes. I received a B.A. degree from Ball State University in Muncie, Indiana with an emphasis in video production.*

**Item  
IC.  
References**

1. Yahoo, Inc.

Lance Pillersdorf

(646) 213-6125

[Lancep@yahoo-inc.com](mailto:Lancep@yahoo-inc.com)

*Services: We provided onsite shooting and editing for a large advertising and marketing convention held in Phoenix.*

2. City of Tempe

Skip Neely

(480) 350-8474

[Skip\\_Neely@tempe.gov](mailto:Skip_Neely@tempe.gov)

*Services: Over the past six years, we have provided many shooting and editing services. We have directed and produced a live television show; covered events; and edited segments.*

3. Bigger Picture Productions

Phyllis Lane

(480) 363-0303

[PhyllisLane@cox.net](mailto:PhyllisLane@cox.net)

*Services: Over the past several years, we have worked with Bigger Picture Productions to create documentaries and informational videos. These videos are very artistic and cutting edge. Our services include directing, shooting, producing, and editing. One of our documentaries received the highest award at a film festival.*

**Item**

**ID.**

**General Questions**

**1. What is the address of your office from which this City of Tempe contract will be administered, from which billing will be sent to the City and to which the City will issue payment?**

*5518 North 130<sup>th</sup> Avenue, Litchfield Park, Arizona 85340*

**2. Will your firms perform all work for this contract in conformance with all OSHA, Federal, State, County and City safety requirements?**

*Yes.*

**3. Does your firms accept all terms and conditions of the RFP?**

*Yes.*

Company Name FischTale Media, LLC

REVISED PRICE SHEET - 01/02/2008

| ITEM NO.            | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION   | QTY      | UNIT     | Year 1        | Year 2        | Year 3        | Year 4        | Year 5        |
|---------------------|---|----------|----------|---------------|---------------|---------------|---------------|---------------|
|                     |   |          |          | UNIT PRICE    |
| <b>Videographer</b> |   |          |          |               |               |               |               |               |
| 9.                  | Videographer (b-roll) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..        | 1        | Hour     | \$ <u>75</u>  |
| 10.                 | Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.  | 1        | Hour     | \$ <u>100</u> |
| 11.                 | Rental of Equipment - Invoice cost plus markup.   | <u>0</u> | % Markup |               |               |               |               |               |
| 12.                 | Digital master (DVCam or DVCPro) - Rate includes shipping/delivery  | 1        | Each     | \$ <u>20</u>  |
| 12.                 | Videographer (edited package) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc. | 1        | Hour     | \$ <u>75</u>  |
| 14.                 | Digital master (DVCam or DVCPro) - Rate includes shipping/delivery  | 1        | Each     | \$ <u>20</u>  |

\* Applicable Tax 8.3 % - only on supplies, not labor

\* State correct jurisdiction to receive sales tax on the Vendor's Bid Offer, form CS-P201 (B) included in this Invitation for Bid document.

Less prompt payments discount terms of 0 % days or Net 30 days. (To apply after receipt and acceptance of an itemized monthly statement.) For bid evaluation purposes, the City cannot utilize pricing discounts based upon payments being made in less than 30 days from receipt of statement.

## Vendor's Proposal Offer

It is REQUIRED that Proposal Offeror COMPLETE, SIGN and SUBMIT the original of this form to the City Procurement Office with the proposal response offer. An unsigned "Vendor's Proposal Offer", late proposal response and/or a materially incomplete response will be considered non-responsive and rejected.

Proposal offeror is to type or legibly write in ink all information required below.

|  |  |
|--|--|
| Proposal Offeror's Company Name                    | <u>Show-N-Tell Productions</u>                                 |
| Company Mailing Address                            | <u>2180 E. Balboa Drive, Tempe, AZ 85282</u>                   |
| Company Street Address                             | <u>2180 E. Balboa Drive, Tempe, AZ 85282</u>                   |
| Proposal Offeror Contact                           | <u>Steve Wargo</u> Title <u>Vice President</u>                 |
| Contact's Phone No.                                | <u>(480) 345-2187</u> E-mail Address <u>steve@sntvideo.com</u> |
| <u>Proposal Offeror's Company Tax Information:</u> |  |
| Arizona Transaction Privilege (Sales) Tax No.      | <u>58955</u> or  |
| Arizona Use Tax No.                                | _____  |
| Federal I.D. No.                                   | <u>86-0939072</u>  |
| City & State Where Sales Tax is Paid               | <u>Tempe</u> , <u>AZ</u>                                       |

### THIS PROPOSAL IS OFFERED BY

Authorized Proposal Offeror (Type or Print in ink) Steve Wargo

Proposal Offeror's Title (Type of Print in ink) Vice President

Date 1/21/2008

### REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

Steve F. Wargo  
Signature of Authorized Proposal Offeror

JAN 23, 08  
Date

## **Proposal Questionnaire – Videographer**

Offerors shall respond to the questions below. Additional pages may be used to provide answers as long as the same format is followed.

### **ITEM**

#### **IA.**

#### **Work Experience**

1. Describe your firms work experience directly related to desired duties and qualifications.  
>> Show-N-Tell has been a cutting edge production company for over 20 years. Starting with S-VHS and U-Matic in the early 1980s, we then transitioned to BetaCamSP in 1995 and then digital recording in 1999. In 2002, we purchased the first High Definition camera in Arizona.
2. Please describe your experience with electronic media.  
>> We have operated every type of video camera available since 1983. We've also operated tape decks, video switchers as well as many types of audio mixers and recorders. In recent years, we've become the green screen gurus and have created visual effects that rival the results provided by famous Hollywood companies.
3. List video production equipment you are able to operate with proficiency.  
>> Cameras, switchers, tape decks, DVD encoders, audio mixers,
4. List any certifications or licenses.  
>> Certified HD Cinematographer,
5. Please describe your experience in producing and directing live broadcasting.  
>> Produced/directed 13 programs for Bally Fitness, 28 programs for Family Shopping Corner, created over 400 TV commercials, directed and shot 4 infomercials.
6. Provide a detailed resume with your proposal response.\>> See attached item.
7. Please describe your experience in directing, producing, and editing packages for broadcast.  
>> 7 Prime time programs titled "Let's Talk Sports", 9 ESPN Speedworld covering off-road racing
8. Does your firm have five-full time years of professional experience?  
>> We have been in the Phoenix phone book since 1982.

**Item**

**IB.**

**Education**

1. Are you a graduate of accredited college, university or technical school with primary emphasis in video/media production or any equivalent combination of education and experience?

Yes or No, If yes provide copy(s) of degree(s) and major(s).

>> Although I attended classes in studio production at Mesa Community College, I did not work toward a degree because my intention was to open and run a production company rather than apply for a position as an employee at an existing company..

**Item**

**IC.**

**References**

1. List three (3) customer references for which your firm has provided the services bid. (government and/or large business preferred). Provide the following information:

- Name of Firm – Piranha Marketing
- Contact Person – Eunice Miller
- Telephone Number – 480-858-0008
- Fax Number – 480-858-0004
- Services Provided – Numerous instructional and promotional videos and live event coverage since 1994

- Name of Firm – Rio Salado College
- Contact Person – Mary Rodes
- Telephone Number – 480-517-8503
- Fax Number - 480-517-8479
- Services Provided - Many award winning instructional and marketing videos as well as live event coverage. Any program produced for Rio that was submitted for an award, won that award.

- Name of Firm: City of Tempe – Media Services
- Contact Person: - Skip Neeley
- Telephone Number – 480-350-8474
- Fax Number \_ 480-350-8866
- Services Provided – Event Coverage, crime re-enactments for Street Beat, morning breakfast with the mayor at the Pyle Center.

- Name of Firm: Douglas Unified School District
- Contact Person: - Robert Doctor
- Telephone Number – 520-364-2447 ext 7612
- Fax Number \_ 520-364-8342
- Services Provided - We produced a customized DVD for the DUSD which gave an overview of the school district and invited teachers and staff to join the district office. We also created a custom DVD for the high school's CTE program.

Company Name Show-N-Tell Productions

REVISED PRICE SHEET - 01/02/2008

| ITEM NO.            | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION   | QTY  | UNIT   | Year 1     | Year 2     | Year 3     | Year 4     | Year 5     |
|---------------------|---|------|--------|------------|------------|------------|------------|------------|
|                     |   |      |        | UNIT PRICE |
| <b>Videographer</b> |   |      |        |            |            |            |            |            |
| 9.                  | Videographer (b-roll) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..        | 1    | Hour   | \$135-     | \$140-     | \$145-     | \$150-     | \$155-     |
| 10.                 | Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.  | 1    | Hour   | \$110-     | \$115-     | \$120-     | \$125-     | \$130-     |
| 11.                 | Rental of Equipment - Invoice cost plus markup.   | 1.5% | Markup |            |            |            |            |            |
| 12.                 | Digital master (DVCam or DVCPPro) - Rate includes shipping/delivery   | 1    | Each   | \$40-      | \$40-      | \$40-      | \$40-      | \$40-      |
| 12.                 | Videographer (edited package) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc. | 1    | Hour   | \$135-     | \$140-     | \$145-     | \$150-     | \$155-     |
| 14.                 | Digital master (DVCam or DVCPPro) - Rate includes shipping/delivery   | 1    | Each   | \$40-      | \$40-      | \$40-      | \$40-      | \$40-      |

\* Applicable Tax 1.8% (Tempe)

\* State correct jurisdiction to receive sales tax on the Vendor's Bid Offer, form **CS-P201 (B)** included in this Invitation for Bid document.

Less prompt payments discount terms of 2 %/30 days/ or Net 30 days. (To apply after receipt and acceptance of an itemized monthly statement.) For bid evaluation purposes, the City cannot utilize pricing discounts based upon payments being made in less than 30 days from receipt of statement.

# Vendor's Proposal Offer

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Proposal offeror is to type or legibly write in ink all information required below.

|  |  |                |                               |
|--|--|----------------|-------------------------------|
| Proposal Offeror's Company Name                    | <u>DIRECT CURRENT PRODUCTIONS</u>                            |                |                               |
| Company Mailing Address                            | <u>1928 E. HIGHLAND AVENUE # F104-448, PHOENIX, AZ 85016</u> |                |                               |
| Company Street Address                             | <u>2007 E. TURNER, PHOENIX AZ 85016</u>                      |                |                               |
| Proposal Offeror Contact                           | <u>GINNY TEMPLE</u>  | Title          | <u>CO-OWNER</u>               |
| Contact's Phone No.                                | <u>602-263-7717</u>  | E-mail Address | <u>dircurr@mindspring.com</u> |
| <u>Proposal Offeror's Company Tax Information:</u> |  |                |                               |
| Arizona Transaction Privilege (Sales) Tax No.      | <u># 05000468</u>  | or             |                               |
| Arizona Use Tax No.                                | <u># 20055057-A</u>  |                |                               |
| Federal I.D. No.                                   | <u>EIN # 20-2336438</u>                                      |                |                               |
| City & State Where Sales Tax is Paid               | <u>PHOENIX, AZ</u>   |                |                               |

## THIS PROPOSAL IS OFFERED BY

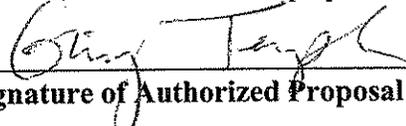
Authorized Proposal Offeror (Type or Print in ink) GINNY TEMPLE

Proposal Offeror's Title (Type of Print in ink) CO-OWNER

Date 01-22-08

### REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

  
Signature of Authorized Proposal Offeror

01-22-08  
Date

City of Tempe  
Request For Proposal #08-098  
Proposal Questionnaire – Videographer  
Submitted by Direct Current Productions

**Item 1A. Work Experience**

1. Describe your firms work experience directly related to desired duties and qualifications. Direct Current Productions has been in business since 1988, specializing in location video production for broadcast, corporate, and independent clients. Dan Crapsi (who will provide the videography and editing services requested should our company will this bid) has worked in television news, corporate in-house production and as the co-owner of Direct Current Productions. He has extensive experience as a producer, videographer, director, soundman and/or editor. His work falls into two main categories: working as a freelance crew member – videographer, director, soundman or editor; or as a project producer who hires and directs freelance crew members and is ultimately responsible for the overall production. In both of these roles Dan has organized production schedules, broken down scripts into shot lists, arranged and conducted interviews, directed professional and non-professional talent, served as videographer and editor, communicated with the client to ensure that all goals are met and won numerous awards over the years. The attached resume details his production experience with commercial spots, electronic news gathering (ENG) at public events, marketing programs, training programs, internal corporate employee communications, and television programming.
- 2.
3. Please describe your experience with electronic media.  
Dan has ten years broadcast experience including studio crew/cameraman, ENG videographer/editor and master control switcher. He has spent the last twenty years of operating a thriving video production company – from freelancing as an individual crew member to full program concept, through all stages of production, to completion.
4. List video production equipment you are able to operate with proficiency.  
We own and/or use the following professional, broadcast quality equipment:
  - A full range of broadcast and industrial cameras, including studio cameras and pedestals; most Ikegami, Sony and Panasonic cameras (standard and hi-def) including Ikegami and Sony BetaCam SP and DigiBeta in both Pal and NTSC; Sony XDHD Cam, HDW-F900, HDV Z1U, and DVCam PD150; Panasonic HDX 900 and DVX100
  - audio mixers and microphones
  - studio and location lighting
  - dollies, jibs and other grip equipment
  - non-linear edit systems with a variety of special effect, audio and graphic software
  - test equipment such as waveform monitor, vector scope and color monitor
  - DVD/CD duplicators

**City of Tempe**  
**Request For Proposal #08-098**  
**Proposal Questionnaire – Videographer**  
**Submitted by Direct Current Productions**

5. List any certifications or licenses.  
Dan holds a Maricopa County Community College teaching certificate
6. Please describe your experience in producing and directing live broadcasting. Early in Dan's career he spent hundreds of hours of live broadcasting as a cameraman/crew including a recent live Bud Lite television commercial.
7. Provide a detailed resume with your proposal response. Resume is attached.
8. Please describe your experience in directing, producing and editing packages for broadcast. While working in television news Dan videotaped and edited hundreds of news packages for local affiliates, and taped and edited several packages for national CBS network feed. After forming Direct Current Productions, he has acted as field producer, segment producer, cameraman and/or editor for numerous news magazine shows, reality television shows and entertainment shows in the U.S. and abroad (see resume for details on Railway Adventures Across Europe, Amazing Race, World Business Review, Australian 60-Minutes, Shop NBC, NBA All-Star segment with Conan O'Brien and more).
9. Does your firm have five-full time years of professional experience? Yes, Dan Crapsi has worked full time in the video production industry since 1983.

**Item 1B Education**

1. Are you a graduate of an accredited college, university or technical school with primary emphasis on video/media production or any equivalent combination of education and experience? Yes, Dan Crapsi has a degree in Theater and Television from the University of New Mexico.

**Item 1C References**

1. List three (3) customer references for which your firm has provided the services bid. (government and/or large business preferred).
  - a. City of Tempe, Tempe 11  
Skip Neeley  
480-350-8474 phone  
480-350-8886 fax  
Video production: Tempe In Motion commercial, "Bling, Bling" (for external audiences)

**City of Tempe  
Request For Proposal #08-098  
Proposal Questionnaire – Videographer  
Submitted by Direct Current Productions**

- b. Office of the Attorney General of Arizona  
Jane Irvine  
602-542-6903 phone  
602-542-4085 fax  
Video production: “Internet Safety”, “Life-Care Planning” and “A Consumers Guide to Buying a Car” (for external audiences)
  
- c. American Express  
Lynn Pellistri  
623-492-5737 phone  
623-492-2575 fax  
Location videography for various productions (for internal audiences)
  
- d. Gordon C. James Public Relations  
Gregg Edgar  
602-274-1988 x203 phone  
602-274-2088 fax  
Full video production for Pat Tillman Foundation, DeGreen Financial Services, Crossroads, and Childhelp (for external audiences)

**Item 1D      General Questions**

- 1. What is the address of your office from which this City of Tempe contract will be administered, from which billing will be sent to the City and to which the City will issue payment? Direct Current Productions, 1928 E. Highland Ave. #F104-448, Phoenix AZ 85016
  
- 2. Will your firm perform all work for this contract conformance with all OSHA, Federal, State, County and City safety requirements? Yes.
  
- 3. Does your firm accept all terms and conditions of the RFT? Yes.

Company Name DIRECT CURRENT PRODUCTIONS

REVISED PRICE SHEET - 01/02/2008

| ITEM NO. | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION | QTY | UNIT | Year 1     | Year 2     | Year 3     | Year 4     | Year 5     |
|----------|---|-----|------|------------|------------|------------|------------|------------|
|          |   |     |      | UNIT PRICE |

**Videographer**

- 9. Videographer (b-roll) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..
 

|   |      |    |    |    |    |    |    |    |
|---|------|----|----|----|----|----|----|----|
| 1 | Hour | \$ | \$ | \$ | \$ | \$ | \$ | \$ |
|---|------|----|----|----|----|----|----|----|
- 10. Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.
 

|   |      |    |    |    |    |    |    |    |
|---|------|----|----|----|----|----|----|----|
| 1 | Hour | \$ | \$ | \$ | \$ | \$ | \$ | \$ |
|---|------|----|----|----|----|----|----|----|
- 11. Rental of Equipment - Invoice cost plus markup.
 

|     |        |              |  |  |  |  |  |  |
|-----|--------|--------------|--|--|--|--|--|--|
| ___ | Markup | SEE ATTACHED |  |  |  |  |  |  |
|-----|--------|--------------|--|--|--|--|--|--|
- 12. Digital master (DVCam or DVCPro) - Rate includes shipping/delivery
 

|   |      |    |    |    |    |    |    |    |
|---|------|----|----|----|----|----|----|----|
| 1 | Each | \$ | \$ | \$ | \$ | \$ | \$ | \$ |
|---|------|----|----|----|----|----|----|----|
- 13. Videographer (edited package) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc.
 

|   |      |    |    |    |    |    |    |    |
|---|------|----|----|----|----|----|----|----|
| 1 | Hour | \$ | \$ | \$ | \$ | \$ | \$ | \$ |
|---|------|----|----|----|----|----|----|----|
- 14. Digital master (DVCam or DVCPro) - Rate includes shipping/delivery
 

|   |      |    |    |    |    |    |    |    |
|---|------|----|----|----|----|----|----|----|
| 1 | Each | \$ | \$ | \$ | \$ | \$ | \$ | \$ |
|---|------|----|----|----|----|----|----|----|

\* Applicable Tax \_\_\_\_\_ %

\* State correct jurisdiction to receive sales tax on the Vendor's Bid Offer, form CS-P201 (B) included in this Invitation for Bid document.

Less prompt payments discount terms of \_\_\_ % \_\_\_ days/ or Net \_\_\_ 30 days. (To apply after receipt and acceptance of an itemized monthly statement.) For bid evaluation purposes, the City cannot utilize pricing discounts based upon payments being made in less than 30 days from receipt of statement.

**City of Tempe  
Request For Proposal #08-098  
Revised Pricing Sheet 01-02-08 – Videographer  
Submitted by Direct Current Productions**

9. **Videographer (b-roll):** Direct Current Productions uses the industry standard for videography rates, which are 'half-day' or 'full-day' rates versus hourly rates (portal to portal a half-day is 5 hours and a full-day is 10 hours).. However, for the purpose of this bid, we are willing to alter our standard rates and offer:
- Year 1 and 2**
- an hourly rate for videography (b-roll) at \$135 an hour, with a 3 hour minimum, all inclusive, portal to portal.
  - a half-day rate, 5 hours at \$650, all inclusive, portal to portal.
  - a full-day rate, 10 hours at \$1100, all inclusive, portal to portal.
- Year 3 and 4**
- an hourly rate for videography (b-roll) at \$150 an hour, with a 3 hour minimum, all inclusive, portal to portal.
  - a half-day rate, 5 hours at \$700, all inclusive, portal to portal.
  - a full-day rate, 10 hours at \$1200, all inclusive, portal to portal.
- Year 5**
- an hourly rate for videography (b-roll) at \$165 an hour, with a 3 hour minimum, all inclusive, portal to portal.
  - a half-day rate, 5 hours at \$750, all inclusive, portal to portal.
  - a full-day rate, 10 hours at \$1300, all inclusive, portal to portal.
10. **Travel outside Metropolitan Phoenix:** Travel time is included in the hourly rate. For example if Direct Current Productions is requested to shoot an interview in Prescott -- it takes 1 ½ hours to drive to Prescott, 2 hours to set up and shoot the interview and b-roll and 1 ½ hours to drive back to the Phoenix metro area, that's a total of 5 hours, which would be charged at a half-day rate. There is no mileage charge for miles 1 to 50; standard mileage rates allowed by the IRS will apply to mileage over 50 miles.
11. **Rental Equipment:** 15% mark-up
12. **Digital Master:** \$25 ea. (Years 1 – 5)
13. **Videographer (editing):** Hourly rate offered:
- Year 1 and 2**
- an hourly rate for editing at \$125 an hour
- Year 3 and 4**
- an hourly rate for editing at \$135 an hour
- Year 5**
- an hourly rate for editing at \$150 an hour
14. **Digital Master:** \$25 ea. (Years 1 – 5)

## Vendor's Proposal Offer

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Proposal offeror is to type or legibly write in ink all information required below.

|  |   |                |                             |
|--|---|----------------|-----------------------------|
| Proposal Offeror's Company Name                    | <u>JUST PRESS PLAY</u>                                  |                |                             |
| Company Mailing Address                            | <u>7762 E. GRAY RD., SUITE 200 SCOTTSDALE, AZ 85260</u> |                |                             |
| Company Street Address                             | <u>SAME</u>   |                |                             |
| Proposal Offeror Contact                           | <u>BOB GOLDSTEIN</u>                                    | Title          | <u>VP PRODUCTION</u>        |
| Contact's Phone No.                                | <u>480-634-1925</u>                                     | E-mail Address | <u>BOB@JUSTPRESSPLAY.TV</u> |
| <u>Proposal Offeror's Company Tax Information:</u> |   |                |                             |
| Arizona Transaction Privilege (Sales) Tax No.      | <u>07682475-R</u>                                       | or             |                             |
| Arizona Use Tax No.                                | _____   |                |                             |
| Federal I.D. No.                                   | <u>87-0699342</u>                                       |                |                             |
| City & State Where Sales Tax is Paid               | <u>SCOTTSDALE</u>                                       | ,              | <u>AZ</u>                   |

### THIS PROPOSAL IS OFFERED BY

Authorized Proposal Offeror (Type or Print in ink) BOB GOLDSTEIN

Proposal Offeror's Title (Type of Print in ink) VP PRODUCTION

Date 1/21/08

### REQUIRED SIGNATURE OF AUTHORIZED PROPOSAL OFFEROR (Must Sign in Ink)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other offeror or potential offeror. Failure to sign and return this form with proposal offer will result in a non-responsive proposal.

Bob Goldstein

Signature of Authorized Proposal Offeror

1/21/08

Date

JUST PRESS PLAY

Item  
ID.

General Questions

1. What is the address of your office from which this City of Tempe contract will be administered, from which billing will be sent to the City and to which the City will issue payment?

7762 E. GRAY RD, SUITE 200 SCOTTSDALE, AZ 85260

2. Will your firms perform all work for this contract in conformance with all OSHA, Federal, State, County and City safety requirements?

Yes  No

3. Does your firms accept all terms and conditions of the RFP?

Yes  No



Company Name Just Press Play

REVISED PRICE SHEET - 01/02/2008

| ITEM NO.            | DESCRIPTION OF REQUIRED MATERIAL, SERVICE OR CONSTRUCTION  | QTY        | UNIT | Year 1     |            | Year 2     |            | Year 3     |            | Year 4     |            | Year 5 |       |
|---------------------|--|------------|------|------------|------------|------------|------------|------------|------------|------------|------------|--------|-------|
|                     |  |            |      | UNIT PRICE |        |       |
| <b>Videographer</b> |  |            |      |            |            |            |            |            |            |            |            |        |       |
| 9.                  | Videographer (b-roll) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc..                           | 1          | Hour | \$50       | \$50       | \$50       | \$50       | \$50       | \$50       | \$50       | \$50       | \$50   | \$50  |
| 10.                 | Travel Outside Metropolitan Phoenix area - Hourly rate shall be all inclusive.   | 1          | Hour | \$50       | \$50       | \$50       | \$50       | \$50       | \$50       | \$50       | \$50       | \$50   | \$50  |
| 11.                 | Rental of Equipment - Invoice cost plus markup.  | 30% Markup |      |            |            |            |            |            |            |            |            |        |       |
| 12.                 | Digital master (DVCam or DVCPPro) - Rate includes shipping/delivery  | 1          | Each | \$40       | \$40       | \$40       | \$40       | \$40       | \$40       | \$40       | \$40       | \$40   | \$40  |
| 12.                 | Videographer (edited package) - Hourly rate shall be all inclusive. No additional charges shall be made for overhead, profit, shipping/delivery or travel, or incidental expenses, etc. (DIFF'S EQUIPMENT) | 1          | Hour | \$180      | \$180      | \$180      | \$180      | \$180      | \$180      | \$180      | \$180      | \$180  | \$180 |
| 14.                 | Digital master (DVCam or DVCPPro) - Rate includes shipping/delivery  | 1          | Each | \$40       | \$40       | \$40       | \$40       | \$40       | \$40       | \$40       | \$40       | \$40   | \$40  |

\* Applicable Tax 7.95 %

\* State correct jurisdiction to receive sales tax on the Vendor's Bid Offer, form CS-P201 (B) included in this Invitation for Bid document.

Less prompt payments discount terms of \_\_\_ % \_\_\_ days/ or Net 30 days. (To apply after receipt and acceptance of an itemized monthly statement.) For bid evaluation purposes, the City cannot utilize pricing discounts based upon payments being made in less than 30 days from receipt of statement.



**JUST PRESS PLAY**

FILM ▶ HD ▶ VIDEO ▶ DVD

7762 E. Gray Rd., Suite 200  
Scottsdale, Az. 85260  
480-634-1925 / 480-634-1935 fax.

## **Proposal Questionnaire – Media Specialist**

Offerors shall respond to the questions below. Additional pages may be used to provide answers as long as the same format is followed.

### **ITEM**

#### **IA.**

##### **Work Experience**

1. Describe your firm's work experience directly related to desired duties and qualifications.

JUST PRESS PLAY has a well qualified staff with many years experience. We produce a variety of media communication productions for various clients. For example, we produced a weekly sports show for *Fox Sports Arizona*. We also produce information and training videos plus television commercials for numerous customers.

2. Please describe your experience with electronic media.

JUST PRESS PLAY is an Arizona production company that specializes in expert media production services. The company produces TV commercials, corporate communication videos, program production and web videos for a variety of clients. In-house are four custom-designed editing suites, Avid's latest editing system, "Adrenaline™", which provides real-time, multi-stream, uncompressed video editing capabilities. Whether it's coordinating a shoot, editing a project, or duplicating videos, JUST PRESS PLAY can accommodate any format: • *Film, HD, Beta SP, DV24p Production* • *Video Editing* • *Audio Production* • *Broadcast Production* • *DVD Authoring* • *2D/3D Animation* • *Conversions to DVD* • *DVD & VHS duplication* • *CD-ROM Business Cards (with video)*

3. List video production equipment you are able to operate with proficiency.

We are capable of operating various video cameras such as Sony DVCAM & Betacam systems, Panasonic DV & DVCPRO systems, television lights (Arri Soft Bank IV), wireless microphones (Sennheiser for example) and various accessories (C-Stands, etc.). Additionally, we edit with Avid and Final Cut.

4. Please describe your experience in developing information and/or training programs.

JUST PRESS PLAY's staff Producer/Writer has over two decades of award-winning experience, including Emmy & Telly Awards. Our clients receive expert assistance in producing television commercials, television programs, sales videos, information programs, interactive CD-ROMs & DVDs, computer animations, training programs, and other types of electronic media communication.

RFP 08-098 22

**Item**

**ID.**

**General Questions**

1. What is the address of your office from which this City of Tempe contract will be administered, from which billing will be sent to the City and to which the City will issue payment?

**JUST PRESS PLAY**

7762 E. Gray Road, Suite 200  
Scottsdale, AZ. 85260  
480-634-1925 / 480-634-1935 fax.

2. Will your firm perform all work for this contract in conformance with all OSHA, Federal, State, County and City safety requirements?

Yes.

3. Does your firm accept all terms and conditions of the RFP?

Yes. RFP 08-098 23

**Proposal Checklist For Submittals - Media Specialist**

One (1) signed and complete original of the proposal response, including "Vendor's Proposal Offer" (Form 201-B).

Two (2) copies of the complete proposal response for evaluation purposes.

Proposal Questionnaire has been completed and included.

Price Information completed and included

Any addendum(s) have been included

Resume

RFP 08-098 24

**Evaluation – Media Specialists**

An evaluation committee comprised of Community Relations and Procurement staff will review the proposals and score them according to the criteria listed below.

Award Criteria Weight X Rating = Value

1. Work experience directly related to desired duties and qualifications.

5 X \_\_\_\_\_ = \_\_\_\_\_

3. Education and training in the media specialist field 4 X \_\_\_\_\_ = \_\_\_\_\_

4. References 4 X \_\_\_\_\_ = \_\_\_\_\_

5. Cost 3 X \_\_\_\_\_ = \_\_\_\_\_

6. Overall Response to RFP to include the ability of firm to provide all information required ability of firm to comply with the scope and terms/conditions of the RFP.

1 X \_\_\_\_\_ = \_\_\_\_\_

Total =

This proposal will be evaluated on a cumulative point system.

Scoring

Outstanding . . . 7

Good . . . . 5

Average . . . 3

Poor . . . . 1

Not Addressed or Unacceptable 0

**Item**

**IB.**

**Education**

1. Are you a graduate of accredited college, university or technical school with primary emphasis in video/media production or any equivalent combination of education and experience?

Yes. See attached certificate. Additionally, many years of professional experience provides expertise in media communication.

**Item**

**IC.**

**References**

List three (3) customer references for which your firm has provided the services bid (government and/or large business preferred). Provide the following information:

- Name of Firm
- Contact Person
- Telephone Number
- Fax Number
- Services Provided

Customer references:

Arizona Department of Transportation,  
Motor Vehicle Division  
Cydney DeModica, Media Relations Director  
1801 W. Jefferson St., Mail Drop 500M  
Phoenix, AZ. 85007-3224

602-712-7966 office / 602-602-712-6539 fax.

JUST PRESS PLAY assists with producing ServiceArizona television commercials, radio commercials and other media communications.

Farnam Companies  
Jerry Filson, Writer/Producer  
301 W. Osborn Rd., Suite 3600  
Phoenix, AZ. 85013

602-664-1295 office / 602-207-2193 fax.

JUST PRESS PLAY assists with producing various media communications including television commercials, trade show videos, sales videos, radio commercials and internet communications.

The Motta Company  
Mark Motta, VP Creative Director  
One E. Camelback Rd., Suite 500  
Phoenix, AZ. 85012

602-307-0300 office / 602-307-0400 fax.

JUST PRESS PLAY assists with producing various Motta client television commercials, web videos and other media communications.

5. List any certifications or licenses.

Avid Certified Editor.

6. Please describe your experience in producing and directing live broadcasting.

Produced & Directed live Public Affairs shows for KTVK-TV3.

7. Provide a detailed resume with your proposal response.

Biography of Bob Goldstein, VP Production

*Background:*

Developed, wrote and produced hundreds of television commercials, public service announcements, corporate/industrial videos, and presentations for major local, regional and national companies.

Produced a number of successful television programs and broadcast-aired public-affairs specials for a television station in Phoenix.

Wrote and produced numerous television and radio commercials for regional and local advertising agencies.

Recipient of multiple Emmy and Telly Awards.

*Experience:*

- JUST PRESS PLAY – Scottsdale, Az. VP Production, 2005-present
- Metropolitan Audio-Visual – Scottsdale, Az. Producer/Writer, 2001-2004
- Self Employed – Phoenix, Az. Producer/Writer, 2000-2001
- Great Scott Productions – Phoenix, Az. Producer/Writer, 1999-2000
- Desert Production Center (owned by KTVK-TV3) – Phoenix, Az. Senior Producer/Writer, 1983-1999
- KTVK-TV3 – Phoenix, Az. Executive Producer, 1979-1983
- McAward & Associates – Phoenix, Az. Account Exec./Dir. of P.R., 1978
- Best Western International – Phoenix, Az. Advertising Account Exec., 1978
- Ms. Rona Enterprises – Hollywood, Ca. Associate Producer, 1977
- Fishman/Free Productions – Burbank, Ca. Production Coordinator, 1976
- James Deitch & Assoc. – Las Vegas, Nv. Freelance Producer/Writer, 1976
- Kelly & Reber Advertising – Las Vegas, Nv. Freelance Producer/Writer, 1976
- Jaffe/Markowitz Productions – Hollywood, Ca. Production Assistant, 1976
- National Broadcasting Co. – Burbank, Ca. Research Assistant, 1973-1975

*Education:*

Bachelor of Fine Arts from University of Arizona – Tucson, Az.

Biography of Terry O'Neal, JUST PRSS PLAY Owner and Chief Editor

*Background:*

Terry O'Neal brings over 18 years experience in the audio-visual and video production industry, having edited more than 4000 television commercials, over 1000 hours of sports programming, and countless corporate and educational productions.

O'Neal has produced award-winning videos and television commercials for many of Arizona's top companies such as *Discount Tire, Ashley Furniture HomeStore, IBM, Arizona Diamondbacks, Estrella Mountain Ranch, and GMAC.*

O'Neal also enjoys giving back to the community, doing continuous public-service work for organizations such as *The Boys and Girls Clubs of Metropolitan Phoenix, The Make-A-Wish Foundation, The Phoenix Children's Hospital and Emily Foundation.*

**Client references:**

Arizona Department of Transportation,  
Motor Vehicle Division  
Cydney DeModica, Media Relations Director  
1801 W. Jefferson St., Mail Drop 500M  
Phoenix, AZ. 85007-3224  
602-712-7966 office / 602-602-712-6539 fax.  
Just Press Play assists with producing ServiceArizona  
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