

# REQUEST FOR PROPOSALS

## *Production and Raw Film Work Documenting the Survivors of Hurricanes Audrey, Katrina and Rita*

### CONTRACTING AGENCIES:

Creole Nature Trail All-American Road District (CNTAARD) and the Southwest Louisiana Convention & Visitors Bureau (SWLACVB)  
These agencies will be referred to in the body of this document as “Client.”

### CONTACTS:

Shelley Johnson  
Executive Director  
Southwest Louisiana Convention  
& Visitors Bureau  
Magnolia Life Building, 7<sup>th</sup> floor  
Lake Charles, LA 70601  
TEL (337) 436-9588  
FAX (337) 494-7952

Jill Kidder  
Project Coordinator for  
National Hurricane Museum and  
Science Center  
9270 Siegen Lane Suite 802  
Baton Rouge, Louisiana  
TEL (225) 803-7033  
E-Mail [jill@in-housecreative .com](mailto:jill@in-housecreative.com)

### LOUISIANA STATE PROJECT NUMBERS:

State Project: # 745-01-001  
FAP: # SB – LA 02 (001)  
National Hurricane Museum and Science Center  
Creole Nature Trail All-American Road  
These project numbers and information must be listed on all proposals.

### DEADLINE FOR RECEIVING COMPLETED PROPOSALS:

Completed hard copy proposals (the original and three (3) copies), must be received at the Southwest Louisiana Convention & Visitors Bureau office by **4:30 p.m. on Monday, April 30, 2007**. Fax or E-mail copies of proposals will not be accepted. (See *SELECTION PROCESS* for more details)

## **BACKGROUND INFORMATION AND PROJECT DEFINITION:**

The Creole Nature Trail All-American Road District (CNTAARD), the Southwest Louisiana Convention & Visitors Bureau (SWLACVB), and the National Hurricane Museum and Science Center, Inc. (NHMSC, Inc.) are responsible for development of the National Hurricane Museum and Science Center. The center is to be developed as intrinsic part of the Creole Nature Trail All-American Road, a nationally designated byway of approximately 180 miles in length, which loops through Cameron and Calcasieu Parishes in Southwest Louisiana.

The Creole Nature Trail All-American Road District (CNTAARD) Board of Commissioners understands its mission to be one of protecting, preserving and showcasing the intrinsic qualities that make Louisiana and the trail a one-of-a-kind experience. Hurricanes and other weather related phenomena have the greatest impact on the Trail and on the successful completion of the CNTAARD mission. It is for this reason, and many others, that the CNTAARD is pursuing the National Hurricane Museum & Science Center (NHMSC) project.

Now that hurricanes Katrina and Rita have forever focused the nation's attention and resources on these recurring disasters, it is imperative that there be a comprehensive center to:

1. Interpret the effects of hurricanes on our land, people, culture and heritage;
2. Preserve artifacts and personal histories of those who have suffered through these events (The reason for this RFP);
3. Showcase improvements in meteorology, technology, communications and building systems;
4. Offer a creative learning experience in the disciplines of math, pure sciences, history, geography, and social sciences as they relate to these weather phenomena.

The proposed National Hurricane Museum and Science Center in Southwest Louisiana will accomplish these things and more. It will chronicle and showcase all U.S. hurricanes of record, memorialize all victims, and emphasize the recent storms, as well as pay memorial homage to the 1957 Hurricane Audrey.

The genesis of the National Hurricane Museum and Science Center predates Hurricanes Rita and Katrina. The concept started as a memorial and interpretive center for victims and survivors of Hurricane Audrey. Hurricane Audrey hit the southwest coast of Louisiana (Cameron and Calcasieu Parishes), on June 27, 1957, and left over 500 people dead and millions of dollars in devastation in its wake. This 1957 storm was a real catalyst in the push for improvements in meteorology, communication methods and in the National Weather Services' technology in the mid-20<sup>th</sup> century.

One of the purposes of the Center will be to preserve artifacts and personal histories of some of the worst natural disasters to strike the United States.

As one can imagine, the stories are heart-wrenching and heart-warming as the survivors and rescuers unfold the details of these horrific events. It is mandatory for us to capture as many of these stories as possible to be used in the museum in various ways.

The Master Plan Design Team envisioned using the raw footage from this RFP's work to develop a short, introductory "film" for the museum; a data bank of survivor stories to be called up on a computer monitor by name of survivor; over the internet as streaming video; and/or in a full length documentary DVD. The possibilities are only limited by our imaginations.

Grant funding through the Louisiana Department of Transportation and Development from the Federal Highway Administration has been awarded to the Creole Nature Trail District and is available to fund the filming of the Hurricane Audrey, Rita and Katrina survivors and rescue workers. With this RFP we are requesting firms to send proposals for working with us to accomplish our goals.

Please keep in mind that, although funding exists for this project, the budget is limited. We recommend including in your proposal ways in which your organization may reduce costs and/or stretch the budget. As a not-for-profit organization, we encourage your creativity in looking at ways to fund this work.

NOTE: Please visit our website at "[nhmsc.com](http://nhmsc.com)" to review the Master Plan; current team members; and a timeline to date on the project.

**WORK TO BE PERFORMED BY  
PRODUCTION COMPANY (Company):**

Work to be performed shall include, but is not limited to, the following:

1. Work with Project Coordinator to schedule two, two-day shoots on location in Cameron Parish and Orleans Parish. Our goal for the two days would be to capture on tape as many survivors and rescuers from Hurricanes Audrey, Rita and Katrina, who are willing to tell their stories, as possible.

We see a minimum of 15-20 survivors being recorded within the four days. The production company will be responsible for scheduling all interviews. The National Hurricane Museum Project Coordinator will assist the Production Company with survivor contact information. The Client will provide final approval on all interviews.

2. All interviews shall be captured in 16:9 high definition video, using equipment supplied by the Production Company. We are careful to define high definition original as being 720 lines progressive or 1080 lines interlaced, rather than simply wide format standard NTSC. In addition to the camera(s), the Company will supply excellent lighting, audio, and an appropriate background drape or other solution necessary to produce the highest quality raw footage. Your suggested background will be approved in advance of the shoot by the Client. The Company will provide an accurate list of camera, lighting and audio equipment in the proposal.

3. The Company shall provide an off-camera talent to interview the survivors/rescuers. The Company must provide audition tapes of recommended talent, and talent must be approved by the Client. Company will compensate said interviewer, and provide signed talent releases to ensure that talent and interviewees understand that all reproduction rights belong in perpetuity to the Client. All interview questions will be suggested by the production company and then approved by the client.

4. The Company's bid should include travel and transportation to and from Louisiana and all expenses while on location.

5. The Company will immediately provide two DVD and/or VHS copies of all raw footage of the shoot to the Client.

5. The original field source tape and all copyrights will transfer to the Client upon full payment of contract.

6. The Company will edit the footage and provide it to the Client in a format that may be used in pre-opening promotional materials. (i.e. PowerPoint presentations, videos, etc.) This would include supers listing the survivor's name and any other pertinent information about that survivor as provided by the Client.

**INFORMATION REQUIRED IN PROPOSAL:**

(NOTE: AN ORIGINAL AND THREE (3) COPIES OF ALL WRITTEN MATERIAL ARE REQUIRED.)

To facilitate the evaluation of the Proposals please provide the following information organized in the manner described below:

- A. Provide the names, addresses, telephone/fax numbers, e-mail addresses, and principal contacts of the proposing entity.
- B. Names of key personnel and brief bio of each.  
(NOTE: THE CLIENT WILL HAVE FINAL APPROVAL OF ALL PERSONNEL ASSIGNED TO THIS PROJECT.)
- C. Please state and verify that all services outlined in this RFP can and will be completed using in-house services of the Production Company. If sub-contractors will be utilized, and are confirmed to be partners for this project at time of completion of this proposal, please provide name and complete contact information for each as well as a note what they will be sub-contracted to accomplish. (Production Company will pay and be held accountable for all work by sub-contractors.)
- D. Describe in SUMMARY form the Production Company's plan of action for completing this project. Any work completed prior to the awarding and signing of a contract will be deemed work at the Production Company's own expense.
- E. Production Company fees and planned invoicing procedures; details are requested.  
(NOTE: CHARGES CANNOT BE ALTERED IN ANY CONTRACT ENTERED INTO AS A RESULT OF THIS RFP.)
- F. Names and descriptions of any similar projects that Company has handled in the past, or is currently handling.
- G. Provide a DVD of your relevant work for two current or recently completed projects similar in scope to this project.
- H. Provide three (2) client references, to include name, organization, address, e-mail and telephone numbers. These should be clients the company has done similar work for within the last five years.

- I. A proposed timeline of work on the project with specific dates through completion.

## GENERAL PROJECT SPECIFICATIONS:

1. The Creole Nature Trail All-American Road District will own all rights to this project, including, but not limited to, all trademarks and copyrights, and all reproduction and publication rights to the finished projects.
2. Once the project has been awarded to a Production Company, all questions, reports, cost estimates, footage and documentation will be passed along to the Project Coordinator. Exhibit Design Firm is requested to work with and through Jill Kidder, National Hurricane Museum and Science Center Project Coordinator.
3. The Project Coordinator will also serve as liaison between the Production Company and the Creole Nature Trail All-American Road District, the Southwest Louisiana Convention and Visitors Bureau and the media.
4. Project invoices will be sent for approval and processing to Jill Kidder, Project Coordinator, for the National Hurricane Museum and Science Center, 9270 Siegen Lane Suite 802, Baton Rouge, Louisiana, 70810. The invoices should be made out to: The Creole Nature Trail All-American Road District (client), a tax-exempt organization. All invoices should reflect this exemption. The SWLACVB will provide the appropriate Creole Nature Trail All-American Road District tax-exempt certificate to the Production Company. Invoices should include the Project Numbers as listed on the first page of the RFP, and should be made out to the Creole Nature Trail All-American Road District.
5. Although grant funding has been made available through LaDOTD and FHWA, neither will be party to the contract for this RFP.
6. DBE (Disadvantaged Business Enterprises): It is the policy of the FHWA that small business firms owned and controlled by socially and economically disadvantaged persons and other persons defined as eligible in Title 49 Code of Federal Regulations, Part 26 (49 CFR 26) shall have reasonable opportunity to participate in the performance of contracts financed in whole or in part with Federal funds.
7. **All questions about this RFP should be directed in writing to Jill Kidder, Project Coordinator of the National Hurricane Museum and Science Center, [jill@in-housecreative.com](mailto:jill@in-housecreative.com).**
8. The Client reserves the right to reject any or all of the proposals submitted for this Request For Proposals and to resubmit a second, similar Request For Proposals for this same National Hurricane Museum and Science Center project, should the Client deem it necessary.

## **SELECTION PROCEDURES:**

1. Completed proposals, including an original and three (3) copies, must physically be in possession of the Southwest Louisiana Convention & Visitors Bureau by **4:30 p.m. on Monday, April 30, 2007**, to be considered for this project. No proposals will be accepted after that time and date. All items of required information must be answered in order for a proposal to be considered.
2. Address proposals to **Shelley Johnson, Southwest Louisiana Convention and Visitors Bureau, 1205 North Lake Shore Drive, Lake Charles, Louisiana, 70601. Telephone number 337.436.9589.** All proposal envelopes need to state: "National Hurricane Museum and Science Center Proposal."
3. All proposals must reference the state project numbers as indicated on page one.
4. The Creole Nature Trail All-American Road District (CNTAARD) and the Southwest Louisiana Convention & Visitors Bureau (SWLACVB) reserve the right to award the project based on the strength of the proposals received without hearing oral presentations. However, the Client also reserves the right to schedule oral presentations with submitting firms if the selection committee deems them necessary.
5. To aid in selection of the winner of this RFP, Proposals will be weighted using the following criteria as a guideline:
  - A. Production Experience 35%
  - B. Samples of Similar Project Work 35%
  - C. Cost of Services 20%
  - D. Earliest Completion Schedule 10%

## **PROJECTED TIMELINE:**

1. Deadline for submitting proposal: Monday, April 30, 2007
2. Decision by Creole Nature Trail District Board of Commissioners and awarding of contract will be made no later than: Last Week of May, 2007
3. Work to begin immediately following awarding of contract.