



# KAUAI ECONOMIC DEVELOPMENT BOARD, INC

## FILM MARKETING CONTRACT REQUEST FOR PROPOSALS

DUE: July 15, 2022, at 4:30 PM (HST)

TO: Jackie Kaina ([jkaina@kedb.com](mailto:jkaina@kedb.com))

Questions: Jackie Kaina ([jkaina@kedb.com](mailto:jkaina@kedb.com))

### I. Overview of the County of Kauai Film Industry

The Kaua'i Economic Development Board (KEDB) a private nonprofit and the County of Kauai Office of Economic Development ("OED"), a government entity, interfaces with the business and community leaders as well as other government programs to enhance Kauai's economic development activities. OED is also responsible to provide technical and financial support, as feasible, for both large and small business establishments or existing and emerging new industries which offer full employment for Kauai Residents.

### II. Mission

The Office of Economic Development works, in partnership with the community, to create economic opportunities towards the development of a healthy, stable, and balanced economy for the residents of the County of Kauai. The Kaua'i Economic Development's mission is to improve the quality of life on Kauai by developing partnerships to diversify the economy, support industry clusters and educate our youth to succeed in the global economy.

### III. Overview of Project

The Kauai Film Office seeks to promote Kauai County as a premiere filming location to all Major Hollywood (and other) Film Studios. The desire is to market the county in a cost effective and efficient way that leads to the attraction of large and small film and television project to Kauai.

The new FilmKauai logo and website is expected to launch in July of 2022 in hopes of reinvigorating our social media presence and add a content and digital strategy to promote Kaua'i film locations for a one year period from July, 2022 through June of 2023 by utilizing a marketing strategy at the launch of the website. This includes a brand sponsored content and placed ads to market the county and elevate its brand to the "Hollywood" elite including production studios, directors, producers, and location personnel.

Kaua'i wishes to further define and project the film location image both within and beyond its borders through effective messaging and through a comprehensive marketing strategy, both traditional and digital, and advertising in a variety of media.

The website [www.filmkauai.com](http://www.filmkauai.com) has become a source of comprehensive information regarding filming in the County of Kauai and can serve as a landing page for any marketing campaign. OED plans to launch its new website and logo in the summer of 2022. OED would like to use this to

raise the profile of the county film office through an increased online presence and digital marketing efforts through search engine optimization (SEO) and content creation. Video production will also be a part of the marketing initiative, which includes highlighting the Kaua'i's location assets by enhancing our current presence on Facebook and Instagram and adding additional digital media sources as recommended by the proposer.

### III. Detailed RFP Descriptions

#### (A) Marketing Strategy

KEDB seeks a vendor to develop a cost effective yet comprehensive marketing strategy (both digital marketing and traditional) that would utilize social media (e.g. Facebook, LinkedIn, Instagram, Twitter, YouTube, etc.) and other media as suggested (e.g. billboards, direct mailings, ads in transit hubs such as airports and train stations, magazines, etc.).

Overall services are to include:

- Development of digital and traditional marketing strategy with suggested budget expenditures and for future budgeting purposes, to market, to promote and educate the public about the strengths and comparative benefits of filming in Kauai County.
- SEO strategy including suggested website content and key words and metrics to evaluate effectiveness of strategy;
- Initial cost assessment, set-up, strategy and support for postings and channel management with suggested resources;
- Create and advise on an e-mail, social media, strategy (e.g. frequency of postings, suggested topics) with newsletter and blogging as appropriate to maximize outreach and connect with widest possible audience;
- On-going support

It is requested that the vendor also include in the proposal response the cost of such on-going support preferably in the form of an hourly rate and estimated monthly cost related to social media posts and regular (i.e., quarterly or as-needed) evaluation of the effectiveness of the strategy, to evaluate execution, and advise staff.

Timeline: We envision a timeframe for completion of strategy outline and framework within one (1) month of contract authorization.

(B) Development of a marketing the promotion and launch of new FilmKauai website and logo. Promotion to include production of logo items, giveaways, new film brochures and/or coffee table books as suggested.

#### (C) Text and Graphic Design

In coordination and consultation with the marketer (if a sub consultant), will develop text and graphics, to convey the message.

All text, graphics, video, source code, and editorial content used in connection with the campaign will become the sole property of the Kaua'i Economic Development Board and the County of Kaua'i Film Commission and may be used for any purpose including but not limited to posting, disclosure, reproduction, broadcast, and transmission. KEDB and OED may use any concepts, ideas or techniques for any reason or purpose whatsoever including but not limited to developing and marketing services or applications using such data. The vendor shall covenant that any material published, or technologies used in the project will not violate or infringe on any copyright, trademark, patent, statutory, common law or proprietary rights of others, or contain anything libelous or harmful.

Timeline: KEDB realizes that this is on-going and would expect that initial copy and graphics to be reviewed would be available starting within a month of the completion of strategy and not more than three months from contract authorization.

(D) Production of videos showcasing County of Kauai Filming Locations

Proposer will seek a vendor capable of producing short videos highlighting the assets of Kauai County separately that can be used as digital ads, on websites, in social media posts, and integrated into other aspects of the campaign proposal.

Timeline: KEDB realizes that this is on-going and would expect that initial marketing and website launch would be available starting within two months of the start of the contract.

(E) Public Relations

KEDB recognizes the need for Kauai County to raise its film marketing profile. A strong public relations component is also key to successful execution of this strategy which would ideally tell the county's story through unpaid or earned media to build trust and improve filmmaker's perception of Kauai as a destination film location. A combination of informing and persuading the public to view the county positively and favorably would be included in the strategy.

IV. Budget

The overall project budget is up to \$163,800 which is to include consultant fees for strategy and implementation and expenditure on media ads including social media, print, billboards, videos, logo items, etc. for a [twelve (12) month] period. OED will allow flexibility within each of the sub-budgets if the consultant is providing a proposal for the entirety of services requested, with or without subcontractors.

The budget contemplates including time for project coordination and strategy development, on-going support in execution of strategy that includes traditional and digital marketing strategy, integration with the launch of the new FilmKauai website (WordPress), SEO, social media, video production and public relations.



## V. RFP Evaluation Criteria

The minimum general proposal requirements include:

- Qualifications and experience of the project team
- Demonstrated understanding of scope of work and suggested approach to project
- Artistry based on prior portfolio submitted with three (3) samples of prior projects
- Capacity to perform work within schedule and budget
- Billing rates, hourly, to remain in effect for the duration of the project
- Any additional terms or conditions to which the parties may agree
- Please provide three references.

In-person or virtual meetings or conference calls may be requested of proposing vendors during the evaluation period.

Be advised that these are minimum requirements, and the Review Committee is receptive to innovative ideas and value-added concepts provided in the proposal that will be considered and evaluated as part of the selection process.

## VI. Proposal Evaluation

Proposals will be evaluated by a committee which may be referred to as the "Review Committee." The Review Committee reserves the right to request additional information or clarification from a submitting vendor regarding the specifics of the proposal, negotiate modification, reject any and all proposals, and waive informalities or irregularities in a proposal, split or make the award in any manner most advantageous to KEDB at sole and exclusive discretion of the committee.

KEDB and the Review Committee prefer that the project be led by one prime contractor providing a single point of contact and coordination with any other vendors.

## VII. Submission of Proposal Requirements

### (A) Summary Letter

Submission of the "Statement of Work" engagement letter will constitute a representation by your firm that your firm is willing and able to perform the commitments contained in the proposal. The letter must be signed by a person authorized by your firm to obligate your firm to perform the commitments contained in the proposal. The letter must also include a statement that your firm is able to comply with the contract requirements.

### (B) Organization Identification

Provide, as applicable, the following information about the vendor's organization, company, partnership, coalition or unincorporated association:

- Vendor's Name
- Ownership structure

- Business Registration and Federal Identification Number (FIN)
- Name and telephone number of vendor and vendor's contact person.
- This person must be capable of committing the vendor to an agreement with KEDB
- Brief biographies of team members with main point of contact indicated
- Number of years vendor has operated under this name.
- Brief description of the nature of vendor's business.
- Type of business organization
- Website address

(C) Qualifications and Experience of Project Team

- Identify the key personnel to be assigned to the project, including their key responsibilities.
- Include a brief summary of each individual's qualifications and relevant experience.
- Identify the proposed project manager who will be responsible for the day-to-day execution of the project and his or her relevant experience in leading similar efforts.

(D) Previous Experience and References

Provide contact information, including name, organization, address, phone number, and email, for at least three references for projects, preferably of a similar scope and size. For each reference, provide a brief summary of the nature of the work and the outcomes of the engagement.

(E) Schedule and Budget

Respondents should clearly demonstrate how they intend to perform the work on schedule and within budget. Describe the intended method of task planning and budget control, including a table showing each task, the proposed schedule, and the anticipated level of effort for each task.

Be advised that separate reimbursement for travel related expenses is not included.

(F) Required Signature

A signed proposal must be included with your submission.

- Pre-production, production and post-production timeline with breakdown of costs must be submitted.
- Web links to editors' work.
- A production schedule building in all key dates including rough cut delivery, second cut and final cut.
- Insurance requirements – Comprehensive General Liability insurance in the amount of not less than \$1,000,000 Combined Single Limit (Bodily Injury & Property Damage).
- Four examples of company's best work which applies to this project.
- Budget details for each phase of production and payment terms
- Amount of time to review project at each edit phase.
- Recommended format for final deliverable



- Indicate whether MCEDC is expected to pay for food during filming.
- \* Must comply with the County of Kaua'i's accessibility policy.

#### VIII. Final Deliverable

All deliverables including code, data, schematics, research, flow charts, notes, outline, formulae, processes, algorithms, text, graphics, video, source code, editorial content and the like used in connection with the marketing campaign will become the sole property of KEDB and OED and may be used for any purpose including but not limited to posting, disclosure, reproduction, broadcast, and transmission. KEDB and OED may use any concepts, ideas or techniques for any reason or purpose whatsoever including but not limited to developing and marketing services or applications using such data.

For questions contact:

Jackie Kaina

Kaua'i Economic Development Board

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Website current: <http://www.kauaifilm.com>

Facebook page: <https://www.facebook.com/KauaiFilm>

Instagram: <https://www.instagram.com/kauaifilmcommission/?hl=en>

Future website and new logo coming-former iteration:

