



Request for Proposal: For Photography and Videography for The Right Door for Hope, Recovery and Wellness

Overview:

The Right Door for Hope, Recovery and Wellness (The Right Door) announces a Request for Proposal (RFP) for photos and video from qualified vendors to showcase the organizations physical properties to potential employees.

A. Deadline The deadline for submission of this proposal is Monday, June 27 by 5:00PM. Proposals received after this date and time will not be considered. Proposals can be emailed to: kpossehn@rightdoor.org or mailed to: The Right Door for Hope, Recovery and Wellness, Attn: Kerry Possehn, 375 Apple Tree Drive, Ionia, MI 48846.

B. Disclosure Bidders must acknowledge any relationship between the bidder's principal officers and Board members and any members of The Right Door (to include staff employees, board members, and principal directors).

C. Rejection of Proposals The Right Door reserves the right to reject any and all proposals received as a result of the RFP, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of The Right Door. This RFP is made for information and planning purposes only. The Right Door does not intend to award a contract solely on the basis of any response made to this request, or otherwise pay for the information solicited or obtained.

D. Incurring Costs The Right Door is not liable for any cost incurred by contractors prior to issuance of a contract.

E. Disclosure of Pre-Proposal Contents – Freedom of Information Act Please be advised that ALL information submitted in response to public Request for Proposals may be divulged under the provisions of the Freedom of Information Act (FOIA). Confidential or proprietary information cannot be shielded from disclosure under the FOIA requirements for a public bid process.

F. Acceptance of Proposal Content The contents of the proposals of the successful bidder may become contractual obligations if a contract ensues. Failure of the successful bidder to accept these obligations may result in cancellation of the award.

G. Right to Re-Bid The Right Door reserves the right to re-bid all or some components of this Request for Proposal (RFP) in the event of significant changes the proposal needs.

H. Contract Award Date This will be a single project engagement with The Right Door for Hope, Recovery and Wellness

I. Debarment and Suspension Bidder agrees to comply with Federal regulation 42 CFR Part 180 and certifies they: 1.Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency; 2.Have not been



convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; 3. Are not presently indicted or otherwise criminally or civilly charged by a government entity (federal, state or local) with commission of any of the offenses enumerated above, and: 4. Have not had one or more public transactions (federal, state or local) terminated for cause or default.

Project Goals:

Deliver 3-5 quality photos of each physical building location – Belding, Ionia and Portland, MI. Deliver a maximum length video of 90 seconds of the three building locations. The goal of the photos and video is to showcase our three locations in an engaging and creative manner to help potential employees get an understanding of their potential new work environment.

The Right Door will be provided proof of rights to the end product photographs and video by the contractor.

Contractor Responsibilities:

The selected Vendor shall comply with all privacy and security standards as stipulated by the Health Insurance Portability and Accountability Act (HIPAA) of 1996.

The selected Vendor shall comply with all Federal and Michigan Laws, regulations and the Michigan Administrative Code, the Michigan Mental Health Code, and the Michigan Department of Health and Human Services (MDHHS) Contractual obligations.

Vendor Requirements:

- The selected Vendor should have a minimum of two (2) years' experience in photography and videography.
- The selected Vendor must have the capacity to provide the services described in this RFP.
- The selected Vendor shall possess licensure or certification as needed and/or required and accreditation by a nationally recognized accreditation organization as needed and/or required by federal, state, or local statute or professional requirement.
- The selected Vendor must be able to complete the project by July 31, 2022. If the selected Vendor cannot complete provision of services as outlined in this RFP by July 31, they should submit a timeline for a plan for full implementation.



Content of Proposal:

A. Title Page Please identify the RFP subject, name of your business, address, and lead contact individual at along with their contact information.

B. Table of Contents Include a clear identification of the material by section and page number.

C. Description of Scope of Work The proposal should describe a work plan indicating the bidder's approach that will accomplish the specific tasks outlined in the RFP. The bidder should describe the philosophy that will be utilized, along with the interest and capacity to meet the requirements outlined in this RFP. Within the scope of work, the bidder(s) should develop and outline statements and/or objectives which will clearly identify the goals and expectations of the project. Please describe, in detail, the methodology, tools, and/or techniques that would be utilized to complete this project for The Right Door. This description should minimally include, but not be limited to:

- A description of how you would propose completing this project.
- Clarify your plan for capturing photos and video, proposed timelines, and staffing resources to accomplish tasks.
- A description of how the photographs will be compiled, edited, and shared with The Right Door.
- A description of how the video will be compiled, edited and shared with The Right Door.

D. Organization's Qualifications and Experience Overview of the bidder's business, the number and nature of the staff to be employed for this project, and the type of technology in place for this project. The bidder should describe any qualifications and/or experience and/or demonstrated competency specifically related to real estate photography and video executed for businesses.

E. Identification of Anticipated Problems The proposal should identify and describe any anticipated or potential problems, the approach to resolving these problems and any special assistance that will be requested from The Right Door.

F. Selected Vendor's Assurances The selected Vendor(s) will be required to assume responsibility for all services offered in their proposal. The Vendor must agree not to discriminate against employees or applicants for employment on the basis of race, religion, color, national origin or handicap.

G. Costing of Execution of the Project The bidder(s) must provide their rate for carrying out photography and video marketing as outlined above. Detailed fee-related information should be included in the proposal as well; this should include a total project cost with an itemized breakdown for review.

H. Examples of Previous Work The bidder(s) must provide evidence of past work by sharing links to their past work with The Right Door. Evidence must include photographs and videos. A maximum of 5 projects can be shared for evidence.



I. Letter of Reference The bidder(s) must provide a reference list of relevant clients, especially any for which you have conducted business photography for in the past.

Proposal Evaluation:

Submitted proposals will be evaluated in the following areas by The Right Door’s recruitment committee. Each Proposal will be evaluated based on the following criteria:

1. Expertise
2. Experience and performance on comparable engagements
3. Approach to project completion
4. Reference feedback
5. Rationale/Value of cost
6. Price bid for the project
7. Quality/thoroughness of proposal

In addition, The Right Door’s recruitment committee will also review the following:

- The number and scope of conditions, if any, attached to the bid.
- Whether the bidder is presently in default to The Right Door for any reason.

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