



## **Request for Proposals from Filmmaker(s) for Municipal Awareness Project**

### **Statement of Purpose**

The Municipality of the County of Antigonish seeks a filmmaker to complete a series of short vignettes on local government in our community. The intent of the vignettes is to demonstrate through stories the role of local government in the Municipality of the County of Antigonish. The vignettes will connect role(s), responsibilities, and service delivery with governance, civil society and community. The intent is to inspire civil engagement, educate on the role and reality of municipal government, and provide transparency on how decisions are made and actions are prioritized within the current structure.

Through interviews with community, elected officials, and staff of the municipality story lines will be developed around key areas of municipal responsibility.

Areas of focus **may** include (final focus areas to be decided in consultation with production team):

- Water/ Waste Water
- Recreation
- Public Works/ Solid Waste Management
- Land Use Planning
- Taxation / Administration

### **Scope of Work**

The filmmaker with a production support team, named by the Municipality, will develop a script and a storyboard using materials, themes, key messages and interviewees. The producers, max of 2 to be named by the Municipality will consult with the larger production support team and the municipal team and be the direct link between the filmmaker and municipality.

The film is to be shot entirely on location in Antigonish County; it may include footage captured at other times and by other artists (examples include drone footage, images that capture events and other seasons in community). The filmmaker is responsible for all creative and technical aspects of the project to include but not limited to interviewing, filming, editing, sound recording, and provision of all necessary equipment. Research and content material on local government may be supplied by the production support team to build content, this will be determined during development of story(s).

### **Deliverables**

Five vignettes-3-3.5 minutes each in both high and low resolution format to be completed by April 2016. Four of the vignettes will explore various aspects local government and the fifth will be a compilation/ overview of all, focus and highlights to be developed through development of main messages early in story development.

**Guidelines for proposal format and submission:**

Please include the following components in your proposal:

- A letter of introduction, introducing filmmaker and approach to this project.
  - Relevant training and experience
  - Two to three samples of previous work (include media links or links to online sources)
  - Proposed techniques and styles to be used to communicate certain messages. I.e.: graphics, animation, soundtrack, kind of footage, interview format etc.
  - Estimated budget (should not exceed \$14,000),
  - An Estimated timeline for film with details on each component of project
- Proposals are due at the Municipality of the County of Antigonish Administrative Centre, 285 Beech Hill Rd. Antigonish NS no later than **Friday, January 8<sup>th</sup> 2016 at 4:00pm.**

**Evaluation and Award Process**

The successful filmmaker will possess the requisite creative and technical skills to deal with the complexity involved with understanding the role of local government and how that can be approached and explored in this scope of work. They will facilitate dialogue with municipal councillors, staff and community members to draw out valuable knowledge, experience and vision and transfer this to film. Each proposal received will be reviewed and scored based on overall presentation, value and by using the following points system.

<b>Evaluation Criteria</b>	
Experience & Qualifications of film maker & team (where applicable).	<b>50%</b>
Measurable Strategy/ Quality of approach and proposed methodology	<b>10%</b>
Understanding of objectives, and ideal of project as expressed in proposal	<b>20%</b>
Work plan, schedule, cost & level of effort	<b>20%</b>
	<b>100%</b>

**Terms and conditions**

The filmmaker will be paid a flat rate, 50% on completion of the rough cut and 50% on final delivery of the completed film. It is expected the film will be completed within 14 weeks of starting but precise scheduling will be negotiated with the successful bidder. The film will be fully owned and copyrighted by the Municipality of the County of Antigonish, who will have complete control over distribution. The filmmaker, participants and crew will be given full credit and celebrated for the work.

**Costs Incurred by the proponents**

All costs and expenses incurred in the preparation and submission of a proposal shall be borne by the consultant. There shall be no direct or indirect payment for the preparation of a submission or to attend interviews in response to this Request for Proposal.

## **Organizational and Community Profile**

The Municipality of the County of Antigonish is a rural municipality nestled along Hwy 104. It is northeast- mainland in the Pictou- Antigonish Highlands of Nova Scotia; bordering the Northumberland Strait and St. George's Bay. The Town of Antigonish is located in the centre of the County.

The Municipality has a population of 14,692, including peoples and communities of First Nations; Acadian; Dutch, Scottish; and African Nova Scotian decent, in addition to a growing immigrant population. Approximately 25% of the population are under the age of 20, and 17% are 65 or older. This diversity contributes to a rich cultural history and a strong sense of community.

The Municipality has a strong reliance on its' natural resources; with economic and cultural investments in agriculture, fisheries and forestry; these industries combined with St. FX University, the Nova Scotia Health Authority and the retail service industry are the main means of employment. In addition there exists a vibrant artisan community, resulting in a multitude of festivals and celebrations.

Local governance and administration is provided by a warden and council (ten elected officials in total; one per district) with management of municipal staff led by a Municipal Clerk Treasurer. The Municipality is directly responsible for the provision of the following services:

- Property taxation and collection, including the collection of levies for water, sewer and fire services.
- Operations of two water utilities serving multiple communities.
- Sewer services in the communities of Lower South River, Pomquet, Havre Boucher and the Fringe area.
- Solid waste collection and management including the operation of the Beech Hill Transfer Station.
- Construction and maintenance of all municipal roadways and sidewalks.
- Recreation and cultural programming
- Land use planning and development through the Eastern District Planning Commission

## **Freedom of Information**

All documents, including submissions of proposals to the Municipality, become the property and a record of the Municipality. As such are subject to the Nova Scotia's Freedom of information and Protection of Privacy Act and the Nova Scotia Municipal Government Act. By submitting a proposal the proponent is agreeing to public disclosure of its contents as required under these Acts.

**Any enquiries regarding this Request for Proposal should be addressed/ directed to:**

**Tammy Feltmate, Director of Environment, Safety and Community Affairs.**

**Tel: 902.863.1117 Email: [tammy.feltmate@antigonishcounty.ns.ca](mailto:tammy.feltmate@antigonishcounty.ns.ca)**