



Recommendation for Action

File #: 20-1424, **Agenda Item #:** 38.

2/20/2020

Posting Language

Authorize negotiation and execution of a multi-term contract with Woody Harrison D/B/A Friendly Universe Inc., LLC D/B/A Woody Harrison Films, to provide videography services, for up to five years for a total contract amount not to exceed \$675,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this solicitation, there were insufficient subcontracting opportunities; therefore, no subcontracting goals were established).

Lead Department

Purchasing Office.

Client Department(s)

Austin Convention Center Department; Building Services Department; Communication and Public Information Office; Economic Development Department; Financial Services Department.

Fiscal Note

Funding in the amount of \$256,500 is available in the Fiscal Year 2019-2020 Operating Budget of various City departments. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Purchasing Office issued a Request for Proposals (RFP) 8200 PBEN3000 for these services. The solicitation issued on September 2, 2019, and it closed on September 26, 2019. Of the five offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=131216)
<https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=131216>.

For More Information:

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or mail to agendaoffice@austintexas.gov <<mailto:agendaoffice@austintexas.gov>>

NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Brenita Selement, at 512-974-3164 or Brenita.Selement@austintexas.gov <<mailto:Brenita.Selement@austintexas.gov>>.

Additional Backup Information:

The contract will provide the City a qualified contractor to provide professional videography services on an as needed basis, without guarantees of any specific quantities of work. The contract provides services such as creating training videos and documenting a variety of events, meetings, and community engagement activities in multiple file formats, which the City may use online or through a variety of viewing formats including DVD's,

social media and web marketing, desktop computers, broadcast television, and smartphones.

City departments will use this contract for varying operational needs on an as needed basis and for projects which the City does not have the resources to handle through ATXN. ATXN is a division of the Communications and Public Information Office that produces videos for all City departments to help educate residents on their programs, activities, services, and initiatives.

The Austin Convention Center Department (ACCD) will use this contract on an as needed basis in order to document a variety of events from meetings, consumer shows, banquets and receptions to large-scale conventions. The videos produced will be used as advertising and promotional material by ACCD Sales and Marketing staff to create digital presentations for potential clients seeking to host their events in Austin, as well as, showcasing the facilities capabilities, versatility, and functionality.

For the Economic Development Department, video needs span across all six divisions. The Cultural Arts Division video projects include on-site filming for the People's Gallery installation and opening event, plus Art in Public Places builds and installations - all to include short clips and time lapse videos. The Global Business Divisions video projects include site visits of manufacturing partners, food industry initiatives (like farm stands and mobile markets, retail displays), and circular economy partnerships, and highlights covering local businesses awarded economic incentives. As a newly formed division, Heritage Tourism video projects will build up a promotional library to include cultural tourism and heritage sites in Austin. The Music and Entertainment Division needs include community engagement for live music and creative space funding, performances coordinated through City partnerships, and professional industry events to educate musicians and venues. The Redevelopment Division requests are specific to geographic locations in which the Redevelopment team has active projects including new and existing Souly Austin Business districts, Public Improvement Districts, 2nd Street Business District and Redevelopment Project Sites. Aerial videography of location flyovers would be utilized in creating programmatic resources and content, as well as location specific marketing materials. The Small Business Division uses video recordings for event promotional efforts including National Small Business Week, Women's Entrepreneurial Luncheon, Austin Fast Start: Pitch Competitions, and Exploring Entrepreneurship Panel Discussions. In addition, short video clips for general promotions and teasers are used on social media, web, and newsletters.

The Building Services Department plans to use the contract to create drone operation training videos and to create a historical video record of City buildings and properties by recording such information as roofing, heating, ventilation, and air conditioning systems, flooring, and outside structures.

Authorization was also included for other departments who do not currently have any identified needs, to allow for unanticipated small projects which may arise. Allowing these departments to use this contract versus them contracting separately as the need arises allows departments to access services without delays when ATXN resources are not available and provides them the benefits of volume contract pricing.

An evaluation team with expertise in this area evaluated the offers and scored Woody Harrison D/B/A Friendly

Universe Inc., LLC D/B/A Woody Harrison Films as the best to provide these services based on prior experience, personnel and references, proposed solution and program, proposed fees, local preference, and service-disabled veteran business enterprise.

Contract Detail:

<u>Contract Term</u>	<u>Length of Term</u>	<u>Contract Authorization</u>
Initial Term	2 yrs.	\$256,500
Optional Extension 1	1 yr.	\$135,000
Optional Extension 2	1 yr.	\$139,500
Optional Extension 3	1 yr.	\$144,000
TOTAL	5 yrs.	\$675,000

Note: Contract Authorization amounts are based on the City's estimated annual usage.