

CITY OF SAN ANTONIO
DEPARTMENT OF ARTS & CULTURE



**REQUEST FOR INTEREST
("RFI")**

BROADCASTING SERVICES

Release Date: Monday, April 2, 2018

Proposals Due: Thursday, April 26, 2018

001 - SCOPE OF SERVICES

The City is seeking to partner with a local broadcast company; digital media company and/or a local television network affiliate for 1) film and live broadcast of the Distinction In The Arts event without fee or charge, on the evening of the event; or 2) film and then broadcast and/or digitally stream the event at a different time, or 3) to edit film of the event produced by another party of the City's choosing, broadcast and post on Respondent's website. The City will consider offers that are both comprehensive and/or address portions of this scope of work.

The City does not seek a revenue split for media sales if the selected Respondent chooses to promote and advertise the event. The selected Respondent will be able to manage all media sales (commercials) during the airing of the event.

With the cooperation, advice and written consent of the City, the City is seeking a Respondent to perform and/or manage the performance of:

- a. Broadcast Production
 - b. Lead broadcast production, direction, video recording and all post-production activities.
 - c. Develop and place premium or run-of-network ads and announce the broadcast of DIA Awards
1. Production:
 - a. Pre-production preparations
 - b. Video recording – video open/close, and lower 3rds.
 - c. Post-production – potential editing for promo versions or later broadcast
 - d. Deliver a copy of the recording to Department of Arts & Culture
 2. Creative Concept:
 - a. The selected Respondent shall have expertise in developing creative for television and video for analog or digital broadcast, via television networks, websites, and/or social media,
 3. Performance Criteria:
 - a. Respondent will provide feedback and advice on dates suggested and availability for broadcasting the DIA Awards in October.
 - b. Respondent will demonstrate an aptitude and experience for broadcasts of this nature.
 - c. Respondent will demonstrate a sincere desire in serving the interests of San Antonio Residents and the Arts & Culture Community.

Selected Respondent will be granted rights for branding their logo and corporate identification as part of their sponsorship package of this broadcast, including their logo on the invitation, signage within the venue during the event, and the possibility of any on-air talent to act as the M.C. Master of Ceremonies/Host of the DIA Celebration. Of course, this event could develop an audience and a following that may lead to revenue opportunities for the media partner.

002 - BACKGROUND

The Department of Arts & Culture advocates for the growth of the local creative industry by increasing awareness of the impact and value of arts and culture to the city. Its mission is to enrich quality of life by leading and investing in San Antonio's arts & culture. Helping to make San Antonio an exciting place to live and visit, the Department develops and presents a wide range of programs and events.

One of the initiatives that the department has been featuring over the last 3 years is a program called "Distinction in the Arts Awards" (DIA). Broadcast coverage of the 2018 DIA CELEBRATION is the focus of this Request For Interest.

The DIA award is presented to an Artist, Organization or Individual who has provided enduring and effective cultural leadership, displayed exceptional artistic accomplishments and/or has made a significant contribution and impact to the San Antonio arts community. On October 17, 2017, the Department of Arts & Culture and Councilman Roberto Trevino hosted the successful 3rd annual Distinction in the Arts (DIA) Awards at the Tobin Center for the Performing Arts with approximately 500 attendees.

The Department is developing strategies to host a celebration of DIA Honorees in the fall of 2018 as part of the City's Tricentennial. A national, luxury brand has shown firm interest in sponsoring a Red Carpet Event prior to the show. This celebration will be hosted at the Tobin Center, and will include musical and dance performances and poetry readings to highlight the careers of the previous 16 honorees; followed by a reception. Target dates under consideration are October 2, 3, 9, 10, 23, 24, 29 and 30. Once a date is selected with the advice and input from Respondents, performers will be confirmed.

The 2017 DIA award celebration included award presentations, performances, and a curated film archiving the history and achievements of the honorees, followed by a closing reception in the Tobin.

- 2017 Honorees: Belinda Menchaca, Vernon Spot Barnett, Paula Owen, Dr. Carmen Tafolla, Russell Hill Rogers Fund for the Arts, and César Martínez
- 2016 Honorees: Jim Cullum, Maria Lopez De Leon, Jesse Treviño, Tomas Ybarra-Frausto and Aaronetta Hamilton Pierce
- 2015 Honorees: Teresa Champion, Vincent Valdez, Naomi Shihab Nye, Flaco Jimenez, and H.E.B

The following is a link to a promotional video for this last year's event: <https://www.youtube.com/watch?v=OvffhLaNiTM>.

Through this RFI, the City will establish the level of interest in the Broadcast of the Distinction In The Arts celebration.

003 - PROPOSALS

RESPONSE SUBMISSION:

The deadline for submitting the RFI Response is **11:00a.m., Central Standard Time, Thursday April 26, 2018**. Address all services listed within the Scope of Services in this RFI. Please submit your response in electronic format or a sealed envelope marked, **"REQUEST FOR INTEREST - BROADCASTING SERVICES."** Responses should be submitted to: **Department of Arts & Culture, Attn: Sebastian Guajardo, Special Projects Manager**, City of San Antonio 115 Plaza de Armas, Suite 102 San Antonio, Texas 78205 sebastian.guajardo@sanantonio.gov | 210-207-5798.

This RFI is posted on the City of San Antonio web page:
<http://www.sanantonio.gov/purchasing/biddingcontract/opportunities>

Any submissions after 11:00a.m., Central Standard Time, Thursday April 26, 2018, will not be accepted.

Questions about this RFI may be submitted via email no later than Friday, April 20, 2018 @ 2:00 PM CST to: Sebastian Guajardo, Special Projects Manager, Department of Arts & Culture, City of San Antonio 115 Plaza de Armas, Suite 102 San Antonio, Texas 78205 sebastian.guajardo@sanantonio.gov | 210-207-5798.

004 - SCHEDULE OF EVENTS

Following is a list of **projected dates/times** with respect to this RFI:

RFI Release Date	Monday, April 2, 2018
Final Questions Accepted	Friday, April 20, 2018 @ 2:00 PM CST
Proposal Due	Thursday, April 26, 2018 @ 11:00 AM CST

RFI ATTACHMENT A
Contracts Disclosure Form (attached)

General Terms and Conditions of the Request for Interest (RFI)

1. The City will retain full ownership of the Distinction In The Arts program and franchise in terms of content, branding, logos and corporate identification.
2. The City reserves the right to refuse any part or all of any offer made in response to this Request For Interest. The City reserves the right to contract with respondents who meet the minimum requirements and best meet the preferred requirements. In the event more than one respondent is able to satisfy the minimum and preferred requirements, City may issue a Request for Proposals and accept proposals from only those respondents.
3. The City of San Antonio will not be obligated to any Respondent as a result of this RFI. The City is not obligated for any cost incurred by vendors in the preparation of the Request for Interest. The City will not pay for any information herein requested nor is liable for any costs incurred by the vendor. For economy of presentation, special bindings, colored displays, promotional materials and the like are not required but if they are presented, the City will not be responsible for this cost.
4. Confidential or Proprietary Information: All Request for Interest responses become the property of the City upon receipt and will not be returned. Any information deemed to be confidential by Respondent should be clearly noted; however, City cannot guarantee that it will not be compelled to disclose all or part of any public record under the Texas Public Information Act, since information deemed to be confidential by Respondent may not be considered confidential under Texas law, or pursuant to a Court order.
5. The City welcomes vendors to submit any pertinent information that the City should consider, including considerations the City has not included in this RFI.
6. At a later time, the City may pursue a contract as a result of this RFI.

A. Provide the following information:

Respondent Name: _____

(NOTE: Give exact legal name.)

Principal Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Website address: _____

B. Contact Information: List the one person who the City may contact concerning your proposal or setting dates for meetings.

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No. _____ Fax No: _____

Email: _____