



CITY OF MENIFEE

SUBJECT: Agreements with Mind and Mill LLC, Dynamic Video Communications, LLC, and Sebaz Video Productions, Inc. for On-Call Videography Services

MEETING DATE: September 6, 2023

TO: Mayor and City Council

PREPARED BY: Rebekah Kramer, Assistant to the City Manager

REVIEWED BY: Rochelle Clayton, Assistant City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve and authorize the City Manager to execute Professional Services Agreements with Mind and Mill, LLC, Dynamic Video Communications, LLC, and Sebaz Video Productions Inc. for On-Call Videography Services in an amount not-to-exceed \$25,000 for Fiscal Year (FY) 2023/2024 and \$25,000 for FY 2024/2025; and
2. Authorize the City Manager to approve three, one-year renewals in an amount not-to-exceed \$25,000 annually.

DISCUSSION

On May 1, 2023, the City issued Request for Proposal (RFP) No. 2023-18 for On-Call Videography services to produce professional, high-quality video footage and edited videos that highlight community events and programs, internal trainings or engagements, and promotional information. The selected firms will serve as a back-up to City staff in the production of video content aired on all communication channels including Menifee TV on an as needed basis throughout the year.

RFP Process

A total of 13 proposals were received by the submittal deadline of May 30, 2023, from the following firms:

1. Blu Fable LLC
2. Colorblast Films
3. Dynamic Video Communications LLC
4. GOASTAFA Productions
5. Media3Sixty

6. Mind and Mill, LLC
7. Pegasus Studios
8. Searle Creative Group, LLC
9. Sebaz Video Productions, Inc.
10. The Creative Bar
11. Tripepi Smith and Associates Inc.
12. TV Pro Gear, Inc.
13. Video Approach

A comprehensive evaluation of the proposals received was completed by a review committee comprised of City staff. Proposals were reviewed and ranked based on the qualifications and experience of the firms and their project team, service delivery approach, and cost.

TABLE 1 – RFP Evaluation Summary

Firm	Average Score (100 possible point)
1. Dynamic Video Communications, LLC	82.0
2. Tripepi Smith and Associates, Inc.	81.67
3. Sebaz Video Productions, Inc.	81.67
4. Mind and Mill, LLC	81.0
5. TV Pro Gear, Inc.	80.0
6. Searle Creative Group, LLC	79.0
7. Pegasus Studios	77.0
8. Colorblast Films	77.00
9. GOASTAFA Productions	77.0
10. Video Approach	75.67
11. Media3Sixty	73.67
12. Blu Fable, LLC	73.67
13. The Creative Bar	66.67

The top five finalists participated in an interview. The average scores of the evaluation completed by the interview panel are summarized in Table 2 below.

TABLE 2 – RFP Interview Summary

Firm	Average Score (100 possible point)
1. Mind and Mill, LLC	90.33
2. Dynamic Video Communications, LLC	85.67
3. Sebaz Video Productions, Inc.	82.0
4. Tripepi Smith and Associates, Inc.	74.67
5. TV Pro Gear, Inc.	77.67

Following the proposal evaluation, interviews, and reference checks, City staff determined that Mind and Mill, LLC, Dynamic Video Communications, LLC, and Sebaz Video Productions, Inc. were best qualified to provide On-Call Videography services for the City. Each of these firms have a broad range of videography experience serving both public and private sector clients.

The proposed Professional Services Agreement (PSA) terms are for a two-year period extending from September 6, 2023, through June 30, 2025, with three, one-year renewals. The agreement gives the City sole discretion to extend the agreement if it so chooses, and the recommended action for this agenda item includes authorization to the City Manager to grant up to three one-year renewals for each of the PSAs. The PSA renewal terms allow for an annual increase in the hourly rates charged by the service providers equal to the lesser of (i) 3% per year or (ii) the increase in the Consumer Price Index for Los Angeles, Riverside, and Anaheim for the prior 12-month period.

The On-Call Agreements would provide access to three qualified firms able to meet the City's videography requirements on an as-needed basis. This would help to eliminate the potential for capacity constraints should any of the selected firms be unable to meet the City's scheduling/support needs on a project. As projects arise, City staff would acquire estimates from the authorized videography firms based upon the required scope of work. Projects would be awarded from among the selected firms based upon the project cost considered in combination with the firm's capabilities and ability to complete each project within the required timeframe.

STRATEGIC PLAN OBJECTIVE

Community Engagement and Social Infrastructure

FISCAL IMPACT

The estimated fiscal impact for as needed videography services is set not-to-exceed \$25,000 annually in FYs 2023/2024 and 2024/2025 for a total of \$50,000. The associated costs have been included as part of the adopted FY 2023/2024 and 2024/2025 budgets within the Communications Division Account No. 100-4121-52800 (Professional Services). Funding for the three additional one-year renewals would be established as part of the respective year's operating budget. No additional budget appropriation action(s) are required.

ATTACHMENTS

1. PSA – Mind and Mill LLC
2. PSA – Dynamic Video Communications LLC
3. PSA – Sebaz Video Productions Inc.