



SOUTH DAKOTA
**Native Homeownership
Coalition**

www.sdnativehomeownershipcoalition.org

**REQUEST FOR PROPOSALS:
“NATIVE HOMEOWNERSHIP IS
POSSIBLE”
VIDEO PRODUCTION**

February 2017

REQUEST FOR PROPOSALS: VIDEO PRODUCTION

Overview

With support from the Bush Foundation, the South Dakota Native Homeownership Coalition (Coalition) will be producing two videos to promote the message that “Native homeownership is possible.” These two videos are part of our communications strategy to dispel the perception that homeownership is not possible by showcasing powerful Native homebuyer success stories.

The Coalition plans to produce two videos: one short, 30-second video, and one longer video (up to 10 minutes). It is anticipated that the longer video will showcase three to four homebuyer success stories from different tribal communities, highlighting what it took to achieve homeownership and obstacles that were overcome, as well as what it means for homeowners - the benefits of homeownership. The shorter video will be a “trailer” for the longer piece, and focus on some of the highlights and key messages of the longer piece.

The Coalition is requesting proposals from interested parties to develop and produce these videos. Interested parties may submit proposals according to the guidelines described below by **March 24, 2017**. The Coalition will be accepting questions on the Request for Proposals from **March 1 - March 10, 2017** (refer to questions section for details on submitting questions).

About the Coalition

The South Dakota Native Homeownership Coalition was created in 2013 by a diverse group of stakeholders working to increase Native homeownership opportunities in South Dakota. Stakeholders include approximately 75 representatives of South Dakota’s tribes, federal and state agencies, the South Dakota Governor’s Office, Tribally Designated Housing Entities (TDHEs), nonprofit organizations, housing developers, lenders, and community development financial institutions. Lakota Funds (www.lakotafunds.org) serves as the fiscal agent.

In working to address the complex array of obstacles to Native homeownership in South Dakota, the Coalition has achieved the following accomplishments:

- Conducting annual visits to tribal communities to highlight successful homeownership efforts;
- Providing certification trainings for homeownership practitioners;
- Supporting contractors’ efforts to increase housing stock;
- Developing a data collection system to track Coalition impacts over time;
- Developing a Native homeownership track at the South Dakota Annual Housing Conference;
- Creating key resources to support Native homeownership efforts, including a flow chart that maps out the homeownership process; and
- Facilitating housing needs assessments in two tribal communities.

Additional information about the Coalition’s accomplishments may be found on our website, www.sdnativehomeownershipcoalition.org.

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Scope of Work

The scope of work for this project includes the following:

1. Create a video development plan that outlines the key elements of video production and video production schedule to meet a mid-September 2017 screening date, in consultation with the Coalition Communications Team.
2. Draft interview questions for the homebuyers and Coalition members, in consultation with the Coalition Communications Team.
3. Record homebuyer interviews and gather observational footage.
4. Gather production stills.
5. Explore options for and identify background music for videos.
6. Develop two to three rough cuts for Coalition Communications Team review.
7. Produce final videos.

Timeline

The video project will be overseen by the Coalition's Communications Team, and interviews of homeowners and filming will be conducted in coordination with Coalition members (homebuyer practitioners) around the state.

TIMELINE FOR VIDEO PRODUCTION PROCESS

Publish Request for Proposals	February 24, 2017
Question period	February March 24 - March 10, 2017
Proposals due to the Coalition	March 24, 2017
Select Consultant	April 7, 2017
Commence work on video production	By April 15, 2017
Presentation of first cut	July 1, 2017
Final versions complete	September 1, 2017

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Criteria for Evaluation of Proposals

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| 1. | Qualifications of Consultant
Experience developing these types of videos
Experience working in tribal communities
Quality of work (<i>Link to a video developed by the Consultant should be provided as an example of the Consultant's work product.</i>) | 45 points |
| 2. | Proposed Approach to Project | 20 points |
| 3. | Understanding of RFP | 20 points |
| 4. | Adherence to Timeline | 10 points |
| 5. | Cost of Services | 5 points |

Submission of Proposals

A complete submission will include:

1. Narrative response to Request for Proposals/Approach
State your firm's approach to the scope of work outlined above, and describe how you plan to achieve the goals and purpose of the videos.
2. Proposed timeline for video production
3. Brief statement of qualifications
Provide an overview of your firm and resumes of team members that will be assigned to this project. Please address any relevant experience, describing any similar service contracts that your firm has delivered on. In addition, please discuss your experience working on Indian reservations.
4. List of references for similar projects
5. Link to sample of video(s)
6. Cost proposal
Your proposal should include a detailed cost estimate of fees and travel expenses required to meet the objectives described in this Request for Proposals.

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SUBMITTING PROPOSALS

Responses to this Request for Proposals should be submitted by **March 24, 2017** by email to Leslie Newman at lesliefnewman@gmail.com.

QUESTIONS

The Coalition will be accepting questions on the Request for Proposals from **February 24 - March 10, 2017**.

Questions will be submitted and answered through an open and transparent platform on our website. Please submit questions through the comments platform here:

<http://sdnativehomeownershipcoalition.org/video>