



REQUEST FOR PROPOSALS

AFA Art Collection 50th Anniversary Video Series

Deadline to submit
August 2, 2022



Summary

In September 2022, the Alberta Foundation for the Arts (AFA) Art Collection will celebrate its 50th year since it was first established by the Government of Alberta. The AFA is seeking proposals from qualified organizations or individuals to develop a series of five approximately 10-minute documentary-style videos that tell the story of the art collection to be published sequentially from October 2022 through until March 2023.

The AFA will announce the celebration on September 29, 2022, at which time it would like to debut a short preview/teaser-trailer of the video series. The videos will be published on the AFA's YouTube channel and promoted through its website and various social media platforms.

Each video will focus on a specific theme related to the AFA Art Collection:

1. Origin of AFA Art Collection, what it is, the inspiration behind its inception, its purpose, and a general overview of its evolution from 1972 to 2022 (i.e., a history of the visual arts in Alberta).
2. The ways the AFA shares the art collection, including: the Travelling Exhibition (TREX) program, artwork loans programs/partners, art placement,) the AFA's Virtual museum <http://alberta.emuseum.ca> and examples of AFA public artworks in Alberta.
3. A behind-the-scenes overview about the ways that the AFA acquires, cares for and preserves the collection as a public asset for the benefit of all Albertans.
4. Significant events and milestones during the history of the collection, which could include representation of the collection at: the first international exhibit in 1975 in London, England, the 1978 Commonwealth Games, etc. This could also highlight important exhibitions such as the 25th anniversary of the AFA collection and its five associated exhibitions, the Studio Ceramics exhibition featuring Alberta ceramic artists, and the Narrative Quest exhibit - a showcase of contemporary Indigenous art.
5. The diversification of the AFA Art Collection and its ongoing evolution to represent and serve Albertan artists from all communities. This includes outreach to and acquisition of artworks by Indigenous and other under-represented artists, and the acquisition of new media into the collection.

Please see attached draft treatments (Attachment 1) for each video for additional information.

Vendors will have access to AFA facilities in Edmonton for shooting, including the AFA Art Collection vault, photography studio, workshops and gallery space, as well as staff resources to support the project.

Project proposals must not exceed \$74,999.00. As an agency of the crown, the AFA is GST exempt. All proposals must be submitted as a fixed price, meaning that all project expenses (including travel, compensation amounts, etc.) for the duration of the term of the contract must be included in the total proposed amount. Please see section below on compensation. It is highly recommended that applicants have capacity to conduct virtual meetings via videoconferencing applications as it is likely meetings will be conducted via the AFA's Zoom account.

The deadline for all applications is August 2, 2022. The anticipated start date for the successful consultant(s) will be week of August 8, 2022 (see procurement competition timeline below).

Project background

About the AFA

The AFA is a public agency and a provincial corporation of the Government of Alberta with a mandate to support and contribute to the development of the arts in Alberta. The AFA Art Collection is the largest, most active, and one of the oldest of 16 provincially owned art collections. The collection:

- Comprises more than 9,000 artworks
- Features more than 1,700 Alberta artists
- Is valued at \$17.4 million
- Has more than 2,200 artworks currently on loan or on display (24 per cent of the total collection)

For more information about the AFA Art Collection, visit www.affta.ab.ca/collection.

For more information about the history of the AFA and the AFA Art Collection, visit <https://affta.ab.ca/funding/special-programs/afa-25th-anniversary#history>.

Project information

Video and multimedia deliverables

1. Five .mp4 videos, approximate length 10 minutes (including opening/closing treatments)

- Videos must be optimized for publishing on YouTube (1080p resolution, 1920x1080 pixels, 16:9 aspect ratio, frame rate of at least 30 frames per second, h.264 video codec)
- Videos should include (but not limited to):
 - Interviews with staff, former and/or current board members and program partners
 - Interviews with individual artists and arts workers (recommended minimum number of interviews included in Attachment 1)
 - B-roll, which may include footage of selected artworks from the AFA Art Collection
 - The AFA's logo and a special 50th anniversary graphic (to be provided by staff)
 - May include narration
 - May include archival footage and photos/images (successful vendor to work with staff to identify appropriate materials)

2. One .mp4 video preview/teaser-trailer, between 30 to 60 seconds

- Video must be optimized for publishing on Instagram/Facebook (Recommended resolution: 1080 x 1920 pixels. Aspect ratio: 9:16. Max video size is 4GB. Must have a resolution minimum of 720p.)
- Does not necessarily need to include footage from the main video series.

Proposals that include delivery of additional content along with each video for use in promotions via social media are encouraged. In addition to its YouTube channel, the AFA's social media platforms include Facebook, Instagram and Twitter.

Proposals that include an option to have all five videos run together as one long film are encouraged.

For all videos, the following components must be included:

- Title/credits (short – logos to be provided)
- Look and feel must be consistent between all videos.
- Captions required
- Stock scoring preferred

Additional project conditions

Staff must review video scripts prior to production.

Travel required: AFA Art Collection is located in Edmonton.

- Successful vendor will be required to travel to a minimum of five additional locations in Alberta, including Calgary, northern Alberta and southern Alberta, depending on interview schedule and locations of featured public art sites. (Locations to be finalized with staff).

The AFA will own all deliverables upon the completion of the contract. (Please note this is not a grant opportunity.)

Note on compensation for individual artists and arts workers:

Any compensation rates for artists, arts workers, talent (i.e. actors) or any interview subject included in the project is the responsibility of the successful vendor to negotiate and pay within the existing Project Budget. The AFA will not provide additional funding for compensation.

The Government of Alberta recently passed the *Arts Professions Recognition Act*, which requires government to use contracts and honour rates set by artist associations to compensate artists. While the successful vendor is not compelled by this legislation, appropriate compensation of artists and arts workers for their time and expertise is of significant importance to the AFA.

- Proposals that reserve budget allocations for artist/arts worker compensation are encouraged.

For reference, government uses CARFAC Alberta minimum rates for compensating individual visual artists for professional services, whenever possible. The minimum rates for 2022 are:

Flat rate per half day, under 4 hours	\$328
Flat rate per day, over 4 hours	\$579

Should a vendor wish to also propose the services of a professional actor(s) to be included in the video, the AFA encourages adherence to the rates set by the appropriate artist association (i.e., ACTRA).

Note on compensation for use of artworks:

The total number of AFA artworks to be filmed for the project, as either featured artworks or in b-roll, is at the discretion of the vendor. (The attached project treatments will provide some guidance.)

The AFA does not own moral rights or copyright of the artworks in its collection. Permissions to use artworks would need to be obtained from the artists, their agents, or their estates. Staff can assist and provide guidance with this process.

Permission for use may require compensation. Compensation rates may be dependent on whether an artwork is being included as background/character role or featured in a central role.

Any compensation paid for use of artworks included in the project is the responsibility of the successful vendor to negotiate and pay within the existing Project Budget. The AFA will not provide additional funding for compensation.

- Proposals that reserve budget allocations for use of artworks are encouraged.
- AFA staff will support the successful vendor with identifying appropriate works as required, contact information, and other resources as necessary. Should the successful vendor wish to capture footage of artworks in the AFA’s gallery or photo studio, staff will be responsible for retrieval, installation, and return of the identified artworks. (This is especially important for sculptural works with specific instructions provided by artists related to installation.)
- For reference, the AFA recommends the following rates:

Number of works	Background	Used as a character role	Plays a central role
1-4 artworks per artist	\$125 (per piece)	\$310 (per piece)	\$ 434.50 (per piece)

Project structure

The successful contractor will liaise with and be supported primarily by a Project Team comprising the following individuals/roles:

- The contract manager will be the Arts Services – Communications consultant.
- The project manager will be the Manager, Art Collections.
- Additional key staff contacts will be in both the Art Collections and Arts Services sections, and identified upon contract award.

Proposed Project timeline

It is proposed the successful vendor will begin work during the week of August 8, 2022.

Deliverable	Delivery Date
Vendor signs contract and begins work	August 8, 2022 or earlier
Initial project/script meetings with staff (Kick Off Meeting)	August 12, 2022 or earlier (script meetings ongoing as required)
Updated work plan	August 19, 2022
Teaser/trailer developed for the public announcement of the AFA’s 50 th year of the Collection.	September 8, 2022 (Teaser to be published on September 29, 2022)
Artworks and artists included in project identified	September 30, 2022
Rough cut and fine cut/sound of first video completed	October 30, 2022
Rough cuts of other four videos	January 15, 2023 or earlier
Final cuts/sound of other four videos	February 15, 2023 or earlier
Final versions – all *	March 1, 2023 or earlier

*Videos to be published as final versions are delivered, ideally one per month from November 2022 to March 2023.

What to include in your proposal

Proposals should be no longer than 10 pages in length (not including support materials) and should include the following:

A. Relevant Experience

Please provide two cases or examples of how you have handled similar projects in the past. *Creative samples may also be submitted but will not be scored.*

B. Production Management

Detail your production/project management processes and your quality control pertaining to production management

C. Staffing

Outline qualifications and experience of key members. Provide short bios. Indicate if team members are in-house or outsourced.

Skills required for this project include:

- Pre-production – script/structure planning
- Logistical planning – travel, accommodations, location booking (to be done in consultation with staff)
- Research and consultation
- Consultation/communication – liaising with Government staff and artists
- Administration – ability to compensate participating artists/arts workers as required
- Production (photography, sound, lighting, etc.)
- Post-production (picture editing, sound editing, captioning, etc.)

D. Overall Approach

Tell us why your firm is suited to this project. Please describe any organizational specialties that may add value to this project.

E. Costs and time considerations

Detail your budget costs (including a total cost); estimate time required for components and any relevant time considerations.

How proposals will be assessed

1. Relevant Experience – **30 points**
2. Production Management – **20 points**
3. Staffing – **20 points**
4. Overall approach – **20 points**
5. Costs and time considerations – **10 points**

By responding to this brief you are acknowledging that you are able to provide project deliverables within allocated budget and timeline.

Procurement competition timeline

Issue Date:	July 12, 2022
Closing Date and Time:	August 2, 2022 at 16:00 Alberta Time
Evaluation of Proposals:	August 2 to 4, 2022
Selection of Successful Vendor:	August 5, 2022

The above dates are subject to change at the sole discretion of the AFA.

Summary of attachments

1. Video series interpretive briefs

How to submit and contact information

Please submit application packages by email to AFAContact@gov.ab.ca by the deadline date and time.

- PDFs are preferred, with all attachments consolidated into one document attached to the email. (Downloadable links to Google drive, Microsoft OneDrive, Dropbox, etc. are not preferred, but may be accommodated by special request.)
- Files that cannot be converted into PDFs, like videos, maybe provided by downloadable link (must be a file that can be downloaded and saved).
- Late submissions will not be accepted.

You may wish to mail or drop off a hard copy of your submission. Please send to/drop at:

Alberta Foundation for the Arts (AFA)
Re: 50th Anniversary Collection Project
Capital Arts Building
10708 – 105 Avenue
Edmonton, Alberta
T5H 0A1

Paper copies are preferred (i.e. please do not drop off a USB key with files for download, with the exception of files that cannot be printed, like videos).

Questions?

Contact Aaron Talbot, Arts Services – Communications, at Aaron.Talbot@gov.ab.ca or by phone at 780-289-3781 (toll-free in Alberta by dialing 310-0000 first).