

THE CORPORATION OF THE CITY OF ENDERBY

MEMO

To: Tate Bengtson, Chief Administrative Officer
From: Kurt Inglis, Planner
Date: February 17, 2023
Subject: Community Marketing Video – Award of Contract to Sproing Creative

RECOMMENDATION

THAT Council awards the contract for developing a community marketing video to Sproing Creative in the amount of \$6,900, in accordance with the Terms of Reference attached to this memorandum as Schedule 'A'.

BACKGROUND

At its Regular Meeting of August 15, 2022, Council directed Staff to research costs associated with developing a community marketing video. Based on that research, Council allocated \$7,000 from the Community Enhancement Fund as an estimate for procurement purposes, with such costs to be refined in conjunction with the winning supplier.

Following a Request for Information process, Council supported in principle awarding the contract to Sproing Creative ("Sproing"), with the final award being subject to Council approving a Terms of Reference and project budget. Council appointed Councillors Baird and Shishido to work with City Staff and Sproing to develop a Terms of Reference.

The Council representatives and Staff met with Sproing on February 10th to discuss priorities, objectives and overall direction of the community marketing video; this involved discussing topics such as:

- Target audiences;
- Main points of interest to feature in video;
- Preferred mediums for showcasing the video;
- Video duration and format; and
- Key messaging.

Based on the feedback received at this meeting, Sproing has developed a Terms of Reference which is attached to this memorandum as Schedule 'A'; the key elements of this Terms of Reference are as follows:

- Video footage will be gathered throughout spring, summer and fall, with the winter footage previously captured by Sproing to be incorporated into the video;


- Video footage will be captured over three days of filming, with one day allocated to each season;
- The video will include music, graphics, and narration;
- The final edited video will be 1.5-2 minutes in duration and will include two 15-second 'teaser clips'; and
- The total project cost is \$6,900, excluding taxes.

Although the Terms of Reference lists the main points of interest to feature in the video, additional events/activities/experiences may be included in the video (at the approval of the City), based on Sproing's recommendation.

Staff have reviewed the Terms of Reference and note that it appears consistent with the project deliverables identified by Council, and is within the budget value set prior to the procurement process. Given these considerations, it is recommended that Council awards the contract for developing a community marketing video to Sproing in the amount of \$6,900.

Should Council award the contract to Sproing, the next steps will involve Sproing beginning the scriptwriting process with City Staff and Council representatives, establishing dates and locations of events and activities to be filmed, and developing a 'shot list' for visuals to match the narrative. It is anticipated that the final video will be complete and ready for distribution in late 2023.

Respectfully Submitted,



Kurt Inglis
Planner

City of Enderby - Marketing the Community Video Production

Goal

The goal of the video is to promote Enderby as a city that attracts both investors and families alike; To illustrate the lifestyle and opportunities of living in a growing city, while raising your family, or retiring, away from the urban sprawl and a place to feel at home within the quaintness of Enderby.

Video Concept

The storyline will be carried throughout the video by a running narrative that will meld with the visuals to emphasize the passion of Enderby as portrayed through the 4-seasons. Visuals representing the lifestyle, activities and events, and showcasing selected areas of interest within the community, will tell the story of what Enderby today has to offer.

Project Scope

The scope of this project is based on our meeting with Council representatives held on Feb 10

- Video footage will be gathered over 3 seasons: Spring, Summer, and Fall
- 1-day on-location for shooting for each season (up to 3 visits to Enderby)
- Winter footage previously captured by Sproing Creative will be utilized to represent that season
- Additional footage of Enderby Cliffs, filmed in the fall, will be added during editing, with the permission of the owner. Any costs connected to the downloading or use of this footage will be the responsibility of City of Enderby

PROJECT MANAGEMENT AND PREPRODUCTION

- Ongoing discussion with the City of Enderby project coordinator
- Scriptwriting with City of Enderby (Enderby to provide main points and Sproing will assist with translating these points into a narrative for screen)
- Working with the City of Enderby coordinator to establish dates and locations of specific events or activities (the City of Enderby coordinator will be responsible for directly working with the event/activity planner to connect with participants and to introduce Sproing Creative before coming to locations)
- Finding any models for staged settings, and any remuneration, will be the responsibility of the City of Enderby coordinator
- Organizing and scheduling Sproing video crew
- Recording of narration (interviews will not be necessary)
- Development of shotlist for visuals to match the narrative
- City of Enderby will supply all logos and any sponsorship messaging to Sproing prior to post-production
- Project scope will be confirmed during pre-production planning and any additional elements or length added to the video, will be discussed with City of Enderby before any additional costs are



incurred. Should City of Enderby agree to changes during this period, pricing may be adjusted to reflect any additional elements to the production.

PRODUCTION

- On-location filming with Sproing director/videographer for 3 days, representing 1 day for each season (up to 6 hours on-location each day)
- Depending on opportunities at the locations, a drone may be used one of the 3 days to capture aerial footage
- Filming in 4K or HD 1090 to maintain high quality
- Travel to Enderby is included in this quote for up to 3 days of filming. Should additional travel be required the rate charged will be \$0.61/km.

Areas of interest and time of year that we will capture imagery, may be selected from the following table.

Feature	Season
Hiking Enderby Cliffs	Any
Drone footage of town, surrounding areas, Cliffs, Shuswap River, etc.	Any
Downtown experience (i.e. local dining, pillars lit up in the evening)	Summer
River activities (i.e. kayaking, paddleboarding)	Summer
Fishing (i.e. Gardom Lake, Shuswap River)	Gardom Lake – Any Shuswap River – Late Summer
Friday Night Lights	Summer
Farmers Market	Any (usually starts mid-April)
Seed Swap	Spring (March 4)
Splatsin culture/event (elements to be determined based on conversation with Splatsin representative)	TBD
Recreation (i.e. baseball, outdoor fitness classes, hockey)	Baseball/Outdoor Fitness Classes – Summer Hockey – Ends 2 nd week in March, starts again end of September
Riverside RV Park/Camping	Summer
Salmon Run	Fall
Existing footage related to snowmobiling, ice fishing, snowshoeing	Winter

Sproing may propose other imagery to feature, in addition to the items in the table above, with the agreement of the City of Enderby.



POST-PRODUCTION

- Organizing all footage and selecting best clips and interviews
- Editing narration with and footage together with music
- Adding on-screen graphics with logos
- Rough cut submitted to the client for review and feedback, followed by up to 2 rounds of revisions
- Final colour grading and audio mixing
- MP4 HD file export

DELIVERABLES

- 1 x 1:30 to 2:00 minute edited and mastered video
- 2 x 15-second excerpts from the main video
- Exported in a video format, such as MP4, that is compatible with YouTube and Vimeo
- The videos will be completed and available for distribution late 2023

Project Costs

Based on the above concept and project scope this project is budgeted at **\$6,900.00**.
This amount does not reflect any applicable taxes.

Disclaimer

City of Enderby will have royalty and copyright-free and unlimited usage of the final video.

The footage captured during this production will be used for creating this video. Prior to editing the raw footage into the final product, we select the best images that represent the focus of your video. During the editing process, this footage goes through denoising software, colour-grading, and audio work before delivery of the final high-quality version to you. Although we store and back up the raw footage for up to three years from the production date, this footage remains unedited and not suitable for distribution. The City of Enderby can utilize this footage at any time, however, a processing and editing fee is charged. Currently, our fee for this service is \$120 per hour.

Sproing Creative also reserves the right to use the footage for Sproing's internal marketing purposes.

