Video Agreement: State of the Town 2019
Town of Matthews & Mayor Paul Bailey

PROPOSAL DATE: January 9, 2019

PROJECT TYPE: 5-6 Minute “State of the Town” video with Mayor Paul Bailey presenting

VIDEO DESCRIPTION:
This production will create a State of the Town Video with Mayor Paul Bailey speaking directly to the camera with a message about the status, progress and future of the town. The production will use a combination of B-Roll elements to include video clips, photos, motion graphics and animated on-screen text. B-Roll will be shot specifically to the needs of the script. The script is to be developed by Town Staff and Mayor Bailey. Visual elements and other creative input and consulting will be provided by Steve Huff. Appropriate licensed background music for the introduction and closing will also be used in this production. Target project completion: End of January 2019.

EQUIPMENT, STOCK FOOTAGE & CREATIVE SERVICES:
Paul Bailey Address: One HD Camera (Sony HVR-Z7U HD) or Panasonic Lumix GH4 Video Camera with Tripod, Multiple battery-powered LED Video Lights, Professional grade microphones for capturing high quality audio. Teleprompter included.

B-Roll Footage and Images: The following will be utilized as needed. Panasonic Lumix GH4 Video Camera mounted on a three-axis motorized gimbal for stabilization. Professional grade DJI Drone for shooting aerial footage and images. Nikon D750 Full Frame professional still camera for capturing still images. Steve Huff can also work together with Town Staff to source footage or images of events and activities from the past.

Stock B-Roll Footage: Steve Huff owns a substantial library of footage shot around the Town of Matthews and at various Matthew’s events such as the Matthews Alive Event and Parade, Beach Fest, Auto Reunion, Art-Fest, Healthy Living Expo and more. If Steve Huff Media is hired for this project, this library of footage will be available for use in the final video as called for in the script.

Creative Services: Steve Huff Media can work together with the Town Staff and Mayor for input on messaging, types of shots and images, locations and the final look and feel of the project.

PRODUCTION QUALITY STANDARDS:
It is often difficult to make an apple to apples comparison when considering video production companies because the quality of equipment and the experience level of the producers can vary greatly. Steve Huff is a multiple Telly Award winning producer with more than 10 years in production. Steve has produced many hundreds of videos for a variety of clients ranging from syndicated television shows, to major corporate brands, small business enterprises, government and non-profits. Steve Huff Media is often not the cheapest but is rarely the most expensive. You can be sure you will get a great creative experience and outcome with a truly great value for your investment.
PRODUCTION RATE:
- Production at Town Hall with Paul Bailey: One person with gear. Half Day Rate: $650
- B-Roll shooting & compiling other assets: One person with gear. Half Day Rate: $650
- Access to Steve Huff’s Matthews B-Roll Library for use in the project: NO CHARGE
- Post Production: Editing & Post Production with one revision. 10 Hours at $90/hour: $900
- Project management and consulting: $200
- Discount: -$400

TOTAL PRODUCTION RATE: $2,000

STANDARD MEDIA LICENSE AND COPYRIGHT:
With this agreement, the Town of Matthews is buying the creative production services of Steve Huff Media and will own a license for the unlimited and unrestricted use of the final completed video. This license will allow the Town of Matthews to use the video on the Town’s website, social media, YouTube or other media sharing sites, with news media, other websites, directories, in-person presentations and for any and all other uses the Town desires. The Town will have access to the raw footage, B-Roll and other unedited assets that are filmed for this project or used in the final video. The Town will not have access to Steve Huff’s existing B-Roll library except for clips used in the final version of this video. Steve Huff Media retains the copyright and ownership of all raw footage, b-roll files, and assets used in the production and the final completed video.

PAYMENT AND TERMS:
Half of the total fee will be due with the signing of this agreement. The balance will be due upon completion of the project.

DELIVERY OF DRAFT & FINAL VIDEO:
The draft of the video will be provided to the Town staff and Mayor to review via a private link on Vimeo. Once the revisions are made, another private link will be sent along with download instructions.

For the Town of Matthews:

Signature: ____________________________
Print Name: ___________________________
Date: _______________________________

For Steve Huff Media:

Signature: Steven D. Huff
Print Name: Steven D. Huff, President
Date: January 29, 2019
VIDEO PRODUCTION PROPOSAL

DATE: January 11, 2019

CLIENT: Town of Matthews - Contact: Maureen Keith (704.708.1278)

PROJECT: Produce a 5-6 minute video of the Mayor’s State of Matthews 2019

DETAILS: We propose to videotape Mayor Bailey sharing his 2019 state of the town video presentation. We will use professional equipment (lights, sound and camera) for this project and we understand that 1 or 2 interior locations will be selected. We will create an open and closing title, and build on-screen graphics to reinforce the key points for the viewer. We will add an appealing music bed, and where possible, we will use any client-supplied graphics, logos and titles. It is our understanding that the town will provide the final script for the TelePrompter, and the narration will be supplied by the mayor. This production quote includes all music usage rights, graphics, encoding, exporting, and creating an .mp4 data file. This editing package includes one round of minor editing revisions. If additional edits or substantial changes are requested after this one round of revisions is completed, they will be billed at an agency rate of $125.00 per hour

DELIVERABLE: One .mp4 video for use at meetings, on websites, and on social media

COSTS: $800 per finished minute ($4,000-$4,800 depending on final 5-6 min. length)

DEADLINE: With timely approvals and scripting, the video should be done by January 31st.

Accepted:

_________________________________________ (date) ______________________________________ (date)

Wendy H. Gill, owner/manager
Professional Communications LLC

Authorized Representative
Town of Matthews, NC
------ Forwarded message ------
From: Maureen Keith <mkeith@matthewsnc.gov>
Date: Wed, Feb 27, 2019 at 8:44 AM
Subject: Fwd: Proposal from Videographer Ingrid Russell
To: Hazen Blodgett <hblodgett@matthewsnc.gov>

------ Forwarded message ------
From: Maureen Keith <mkeith@matthewsnc.gov>
Date: Tue, Jan 22, 2019 at 9:36 AM
Subject: Proposal from Videographer Ingrid Russell
To: Hazen Blodgett <hblodgett@matthewsnc.gov>

Ingrid Russell
Proposal:
$975.00

Includes:
5-6 minute video
I will be in charge of capturing footage (Broll) for video
I will create necessary graphics
Music track included
Video revisions will be available
Additional $100-$150 for drone footage

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Maureen Keith
Communications Coordinator
Town of Matthews
232 Matthews Station Street
Matthews, NC 28105
Town Hall: 704-847-4411
Direct: 704-708-1276
Cell: 704-621-4163
mkeith@matthewsnc.gov
www.matthewsnc.gov

Town of Matthews
North Carolina

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