



FLORIDA DEPARTMENT *of* STATE

ADDENDUM NO. 1

March 14, 2018

Videos for Florida Panhandle Shipwreck Trail

Advertisement Number: DOS RFP 02/18-14

This Addendum now becomes a part of the original Request for Proposal.

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes (F.S.).

This Addendum includes the following:

1. Written Responses to Written Questions

1. Written Responses to Written Questions

The following questions were submitted prior to the deadline for written inquiries. The questions are reproduced in the exact format in which they were submitted.

Vendor Question Number	Page number, Section number, and Subsection Number	Vendor Question
Question 1		<p>A video production can, for very legitimate reasons, vary widely for the same project. Are you able to give us a window, however broad, of what your budget will allow? The response can then fit the available budget.</p> <p>Answer: The budget is anywhere from 0\$ to not more than 145,000. The budget is the TOTAL cost for the production company to prepare equipment/storyboards/scripts, travel to the sites, dive with rented or their own dive equipment, air fills, food, hotel, fuel, photo and video editing, etc.</p>
Question 2		<p>With the award of contract on March 29, the contract starting April 3, and the requirement to shoot in April, there is very little time allocated for research and script writing prior to shooting. The time crunch is amplified if storyboards are a requirement as well. What are the drivers for the shoot schedule?</p> <p>Answer: The shoot schedule is driven by the fact that the DOS requires deliverables before end of fiscal year (June 2018). The funds for this project come from a grant and the grant agreement requires that we provide deliverables by end of fiscal. Script is to be used in a general sense, as the archaeologists will know what to say about the history of the site. Think of it as fielded questions (rather than word for word scripts). For example: Q. Where are we headed to next? A. Next up, we are going to visit the USS <i>Oriskany</i>. Almost 900 feet long, this is the largest artificial reef in the world.....</p>
Question 3		<p>The mentions of 360 footage are unclear. Is this panoramic or spherical 360? Is this considered a requirement or a "nice to have"? How is it planned to use the 360 video? Note that shooting 360 footage will have a significant impact on the production of the videos, because it will have to be shot on separate dives from the cinematography for the videos. (You see literally everything in a 360-degree video, so there cannot be another crew in the water when it's shot.) Consequently, there will be less time in the water to shoot for the videos. This challenge will be compounded in the deeper wrecks.</p> <p>Answer: The 360 degree footage is intended for potential future use with Virtual Reality goggles or more simply, to be uploaded on a website so viewers can drag their mouse around the screen and feel as though they are underwater, spinning in place and experiencing the shipwrecks. While panoramic is acceptable, DOS</p>

		would also be happy with spherical (so users can look up at the water's surface and further add to the experience). Photographs are preferred for the 360 footage. It is not considered a requirement, but would certainly be nice to have.
Question 4		<p>The RFP states that the DOS will choose the boat charter company Is that company known now? If so, may we have contact information for them? For an efficient production, they should be a dive boat with the ability to handle refilling tanks and provide nitrox. Is this the case? Will the DOS pay the charter company directly or will that be part of the production budget?</p> <p>Answer: The production budget MUST include dive charter costs. DOS has a large list of charter companies, but will narrow it down before submittal to the production company. Please view various dive charters on the following website (http://www.floridapanhandledivetrial.com/trail-partners.html) and estimate dive charter costs. As the project dates get closer, DOS will contact specific ideal companies and determine their availability, then provide that information to the production company so that the production company can book the charters.</p>
Question 5		<p>We assume that the archaeologists will be a primary source for the research that will be the basis for the scripts. Is any of the research into the wrecks available already? How available will the archaeologists be to us prior to shooting?</p> <p>Answer: Information about the wrecks can be found at www.floridapanhandledivetrial.com, but archaeologists are happy to provide other information via email. Wreck candidates include (<i>Pete Tide II, YDT-14, USS Oriskany, Miss Louise, Black Bart, USS Strength, USS Accokeek, USS Chippewa</i>), and the histories and dates of sinking are easily located on the website. Instead of detailed scripts, production companies can make use of fielded questions. For example: Q. What wreck are we going to dive on next? A. We are headed to the YDT-14, a Navy diving tender sunk as an artificial reef in Q. Why is the Panhandle Shipwreck Trail an important aspect of Florida's tourism industry? A. The Trail brings divers in from all of the country, providing the local economies with business. The Trail is also a fascinating journey through history, and the wrecks serve as artificial reefs, hosting marine life.... Prior to actual dives, an archaeologist will be available via phone/email as much as the production company requires in order to answer questions and facilitate scripts/histories/etc. The archaeologist will also provide input on dive routes and wreck features that would be good to highlight.</p>
Question 6		<p>Is there a pre-proposal conference for this project?</p> <p>Answer: No pre-proposal conferences will occur for this project.</p>
Question 7		<p>Is it correct to assume that a more detailed budget will be included behind the Attachment C-Price Proposal Sheet? Is this the proper place for the detailed budget?</p>

		<p>Answer: A more detailed budget is certainly welcome and would help DOS determine that the vendor has considered all aspects of the project (tank fills, gear rentals, charters, hotels, etc.).</p>
Question 8		<p>Project stipulates travel to and from Tallahassee. This leads to concern that a Tallahassee company has already been informally selected. Our company and its production partners are located in South Florida. Does travel extend to this area as it would be for Tallahassee?</p> <p>Answer: Travel to and from Tallahassee is used as an example; a company has not been informally selected. The archaeologists are located in Tallahassee and will travel from Tallahassee to the destinations to meet the vendor during production. The vendor will travel from their location to the dive destinations. The vendor's travel should be included in the price proposal, but the archaeologists' travel will be funded by DOS.</p>
Question 9		<p>Will the producer be responsible for any distribution of the deliverables (i.e., social media, broadcast, etc.)</p> <p>Answer: DOS will be responsible for distribution of deliverables, NOT the vendor. The vendor will be required to supply DOS with deliverables in various formats suited for social media (facebook/youtube), broadcast, etc.</p>
Question 10		<p>There are concerns that weather is a huge factor in production, as it takes several days for murky water to resolve to clarity. Clear water is crucial to the quality of the final deliverable. Are deadlines flexible to account for this potential problem?</p> <p>Answer: Unfortunately, deadlines are not flexible, as DOS requires deliverables by end of fiscal. DOS understands weather (especially in the Gulf) can cause terrible conditions and has thus broken the trip into three areas, with the hope that at least some of the sites can be recorded. If we can only film in Pensacola, but not Destin or Panama City, then we can still get at least 3 to 4 videos because Pensacola has many wrecks. The pricing sheet is broken up to reflect that: if two out of three places are visited, the vendor will be paid accordingly. If all sites are visited, the vendor will be paid as such, etc. DOS monitors weather constantly and is working closely with dive shops in each area to determine visibility at various sites and best diving conditions. There may only be a small window to dive in April, so the vendor should expect to be ready to join the archaeologists any time in April.</p>
Question 11		<p>This is very high end production and we will be bringing in an internationally credentialed team, from shooting topside to underwater to drone aerial footage. Marine safety is an issue, insurance is expensive, and expertise of "extra" people is also a cost. We see this project as exceeding 6 figures, especially with 4k. Is this outside the budget parameters of the project?</p> <p>Answer: The budget is NOT to exceed \$145,000 USD.</p>

Question 12	Page 1, General Question	<p>In the instance where Respondent is submitting a Request for Proposal to the DOS that includes the Respondent acting on not only its own behalf, but also on behalf of a corporation which will form an integral part of Respondent's team, may the Respondent represent Respondent's Name on the Request for Proposal Solicitation Acknowledgement Form in the following format: "ABC Productions, Inc., together with XYZ Productions, Inc, an integral part of ABC Productions, Inc.'s team"?</p> <p>Answer: The requirement of this RFP and subsequent Contract/PO is to enter into an agreement with one entity being solely responsible for the obligations/requirements of this project. Pursuant to section 2.13, please identify subcontractors on this project as they must be approved with prior written consent of the DOS.</p>
Question 13	Page 6, Section 1, 1.1- Definitions	<p>Can the DOS provide definitions of capitalized words and terms contained in the RFP that are not defined in Section 1, Subsection 1.1 of the RFP or in PUR1000 or PUR 1001?</p> <p>Answer: Definitions of all acronyms are provided in the RFP. Unsure of what this question is asking.</p>
Question 14	Pages 14-15, Section 3, 3.0 A Tab 2-Past Work Experience	<p>In the instance where Respondent is submitting a Request for Proposal to the DOS that includes the Respondent acting on not only its own behalf, but also on behalf of a corporation which will form an integral part of Respondent's team, and if Respondent may not include that corporation's name with Respondent's name under Respondent's Name on the Request for Proposal Solicitation Acknowledgement Form, may Respondent provide that corporation's clients as references requested in this subsection?</p> <p>Answer: No, past experience must be of the Respondent and not the other entity, the corporation. If there was a previous project where the Respondent was the Prime Contractor or service provider, then any work performed under that agreement can be used as past experience.</p>
Question 15	Pages 14-15, Section 3, 3.0 A Tab 2-Past Work Experience	<p>Does every aspect of RFP products and services need to have been provided to all three references? (i.e. Would Respondent having been contracted to shoot underwater videography for Respondent's Client 1, but not having been contracted for pre or post production services, qualify Respondent's Client 1 as an acceptable reference?)</p> <p>Answer: The department would like references from complete projects; however, we will consider references from a portion of a project provided that Respondent can provide references that make up the other portion of the project experience.</p>
Question 16	Page 16, Section 3, 3.0 B Tab 2- Project Staff	<p>Since most production companies utilize freelance contractors, is it acceptable to include subcontractors as principal individuals who will be an integral part of the Respondent's team?</p> <p>Answer: Pursuant to section 2.13, please identify subcontractors on this project as they must be approved with prior written consent of the DOS. The awarded Vendor will be the prime service provider and shall be responsible for all work performed and all Contract Deliverables.</p>

<p>Question 17</p>	<p>Page 16, Section 3, 3.0 B Tab 4- Samples</p>	<p>Can the sample videos be compilations of a variety of projects, with Respondent's specific work products, services and responsibilities defined? Answer: This would be acceptable, provided the vendor submits at least 2 separate samples of work, as per the RFP language under Section 2 Tab 4 – Samples.</p>
<p>Question 18</p>	<p>Page 16, Section 3, 3.0 B Tab 4- Samples</p>	<p>In the instance where Respondent is submitting a Request for Proposal to the DOS that includes the Respondent acting on not only its own behalf, but also on behalf of a corporation which will form an integral part of Respondent's team, and if Respondent may not include that corporation's name with Respondent's name under Respondent's Name on the Request for Proposal Solicitation Acknowledgement Form, may Respondent provide that corporation's finished work product as one or both of the videos requested in this subsection? Answer: No, samples must be of the Respondent and not the other entity, the corporation. If there was a previous project where the Respondent was the Prime Contractor or service provider, then any work performed under that agreement can be used as past experience.</p>
<p>Question 19</p>	<p>Page 29, Section 6, Attch. B, Para. 3</p>	<p>Is Respondent responsible for hiring and expenses for "Archaeologists"? If so, what are the required qualifications expected of "archaeologists"? Answer: The Respondent is NOT responsible for hiring or expenses of archaeologists. DOS archaeologists will arrange to meet the Respondent at the dive destinations. DOS will cover the archaeologists' travel and incidentals. Archaeologists will have their own dive gear and tanks. The Respondent must rent their own gear/tanks and book the dive charters.</p>
<p>Question 20</p>	<p>Page 29, Section 6, Attch. B, Para. 3</p>	<p>Will archaeologists be available for additional interview filming if necessary, and if so, where and when? Answer: Archaeologists will be available via email/phone/skype certainly during most business days. On location, archaeologists will be available well before, during, and after the dives (for as long as the vendor requires, within reasonable limitations). Upon completion of filming, should the vendor find more footage is necessary, the vendor is welcome to visit the archaeologists' headquarters in Tallahassee.</p>
<p>Question 21</p>	<p>Page 29, Section 6, Attch. B, Para. 5</p>	<p>Regarding music rights, will these deliverables be utilized for web distribution only or is there a possibility of local or national broadcast over cable or network television? (I.e. what level of music licensing and use rights should Respondent include in its budget?) Answer: The intent is for these videos to be used at the discretion of the department, and as such should remain as flexible for use as possible, to include web, social media promotion, television, etc.</p>
<p>Question 22</p>	<p>Page 29, Section 6,</p>	<p>As Respondent must utilize and include in its budget submitted with the RFP the boat or dive charters pre-selected by the DOS, what are the names and</p>

	Attch. B, Para. 7	<p>inclusive-of-6-divers rates of each boat captain or dive charter company to be utilized?</p> <p>Answer: See answer to Question 4. DOS understands it is difficult, if not impossible, to include dive charter rates in a budget if the vendor is not sure of which dive charter to choose. DOS is working to choose adequate charters based on boat size and ability to carry video equipment, as well as charter availability. In order to calculate dive charter costs, please see the webpage listed in Question 4. If the vendor contacts at least two charters each in Pensacola, Destin, and Panama City, the vendor can get a general idea of costs per diver to visit the sites. The projected dive sites are listed in Question 5 and in the RFP. For example, a vendor may ask charter what it would cost to take 6 divers to <i>Oriskany</i> for a two tank dive.</p>
Question 23	Page 30, Section 6, Attch. B, Pre-production	<p>Are pre-production meetings to be held in person in Tallahassee? If so, is it possible to utilize video link conference calling in lieu of physical meet ups?</p> <p>Answer: DOS is happy to have pre-production meetings and encourages them to ensure everyone is on the same page. Conference calls, skype, facetime, etc. are all acceptable means for a pre-production meeting(s).</p>
Question 24	Page 30, Section 6, Attch.B, Post-production and Deliverables	<p>What is the DOS' anticipated approval process and turnaround timing on each deliverable?</p> <p>Answer: Due to the strict timeline, DOS expects to have a rapid turn-around during the approval process. DOS has made this project a priority and will do everything possible to make the process run smoothly and in a timely manner.</p>
Question 25	Page 30, Section 6, Attch. B, Post-production and Deliverables	<p>Will there be stages of approval sign offs by DOS on rough cuts prior to final version Deliverables on June 15, 2018?</p> <p>Answer: While not defined in RFP, DOS can work with the selected vendor to build a calendar to approve script, rough cuts, etc.</p>
Question 26	Page 30, Section 6, Attch. B, Deliverables	<p>Will the DOS be making payments to Respondent for each Deliverable outlined in the Deliverables subsection, as those Deliverables are made? If not, on what schedule will Respondent be paid?</p> <p>Answer: Awarded Vendor will receive payment at the end of the project in accordance with Section 5.6 of the RFP document.</p>
Question 27	Pages 30-31, Section 6, Attch. B, SCHEDULING	<p>To accommodate for weather delays beyond the two days allowed, can additional weather delays be included as a contingency clause, especially given the Financial Consequences assessed against the Respondent for providing final Deliverables past June 15, 2018?</p> <p>Answer: The Respondent should budget in a few extra weather days in the event filming is delayed and may budget in extra days as they see fit. See answer to Question 71.</p>

Question 28	Page 30-31, Section 6, Attch. B, SCHEDULIN G	<p>Are there any restrictions on Respondent utilizing decompression dives or rebreather diving gear?</p> <p>Answer: DOS archaeologists will use single air or nitrox tanks on the dives, but if decompression and rebreather are certifications the videographers have, then by all means, utilize the equipment (especially useful on <i>Oriskany</i>). Please note that the archaeologists will be limited by depth and time and may only be able to lead the videographer around portions of the sites or for shorter time periods than the rebreather divers. The videographer is certainly welcome to continue the dive, as long as at least some footage features other divers exploring the site.</p>
Question 29	Page 30-31, Section 6, Attch. B, SCHEDULIN G	<p>Are all dives limited to the 130' depth?</p> <p>Answer: DOS archaeologists are limited to the 130' depth, not the videographer. However, the videographer should expect to bring a dive buddy should they wish to go to deeper depths as the archaeologists cannot accompany them. See answer to Question 28 for further notes.</p>
Question 30	Page 30-31, Section 6, Attch. B, SCHEDULIN G	<p>Dive schedule is based on a 10-day trip, offering one day per location and, in some cases, necessitating two wreck dives per day. In our experience this schedule appears to offer insufficient time to capture adequate footage for the DOS' desired Deliverables. What process will be used to extend dive operations at specific sites if deemed necessary and how should Respondent budget for that contingency?</p> <p>Answer: The 10-day limit is for DOS archaeologists. DOS archaeologists may only be available for 10-day trips, but the vendor is welcome to stay longer to achieve more footage if necessary. DOS may work to extend trip days for the archaeologists if needed. Most charters visit two wrecks a day (except for the <i>Oriskany</i>), but DOS recognizes that more time may be needed for filming.</p>
Question 31	Page 31, Section 6, Attch. B, Financial Consequences	<p>In the event of weather delays or delays caused by DOS-provided materials and/or personnel, and/or DOS approval delays, is the Financial Consequences clause waived for those days?</p> <p>Answer: Financial Consequences will be applied in accordance with Section 5.7 on pages 24 and 31 of the RFP.</p>
Question 32	Page 32, Section 6, Attch. C, Optional 360	<p>Is the optional 360-degree underwater footage (photo or video) to be estimated as a unit price for each wreck or as a whole for all locations?</p> <p>Answer: Please price it as follows: how much would you charge per wreck to record 360 degree footage. Each area may have multiple wrecks.</p>
Question 33	Page 5, Section 15, PUR 1000 General	<p>How shall Respondent invoice DOS? Will there be a tiered system of payment, i.e. 50% at award of contract and 50% upon completion?</p> <p>Answer: Invoice should be submitted upon completion of work and submission of deliverables and in accordance with Section 5.6 of the RFP</p>

	Contract Conditions	
Question 34	Pg 6 Section 1 Paragraph 1.0	The RFP asks for the production of “5 videos (at least 5 mins. each – no less than :30 over or under)”. Does that intend to say “no <i>more</i> than 30 seconds over or under”? In other words, five videos which are between 4:30 and 5:30 in length? Answer: That is correct.
Question 35	Pg 6 Section 1 Paragraph 1.0	Is the 60-second video ever intended for broadcast or cable use? Answer: See answer to Question 21.
Question 36	Pg 6 Section 1 Paragraph 1.0	How will the 360 video be used? Will its use require editing? If so, will that editing be done under an addendum to this contract or a separate contract? Answer: DOS would like to use the footage on websites (as a virtual reality experience). DOS can stitch the photos together at a later time. See answer to Question 3.
Question 37	Pg 6 Section 1 Paragraph 1.0	Is there a preference for panoramic or spherical 360-degree footage? Answer: DOS does not have a preference. See answer to Question 3.
Question 38	Pg 6 Section 1 Paragraph 1.0	Is the shooting of 360 video truly optional or is some 360 video a must-have? The 360 shoots will have a significant impact on the 2D production because they require separate dives. (You see literally everything in a 360-degree video, so another crew cannot be in the water when it’s shot.) Consequently, there will be less time in the water to shoot for the videos. This challenge is compounded for the deeper wrecks by shorter dive times. Answer: See answer to Question 3.
Question 39	Pg 11 Section 2 Paragraph 2.13	The normal course of business for video production involves the use of freelance subcontractors to make up production crews—cinematographers, sound recordists, etc. What, if any, steps must we take to secure the consent of the Department for this? Answer: Written consent of the Department is required. Written requests can be in the form of a letter and also be communicated electronically.
Question 40	Pg 23 Section 5 Paragraph 5.6	Re: Invoices and Payments. The RFP asks for prices with very little detail other than that they be broken out into three geographically-centered cost centers. Does the DOS expect more detail in invoices? If so, please clarify the DOS requirements. Answer: The invoice should be structured in the same manner of Attachment C-Price Proposal Sheet. The total project must not exceed \$145,000.
Question 41	Pg 23 Section 5 Paragraph 5.6	It is customary for video production to be invoiced in three parts, with the first portion due upon signing of contract, the second part due upon approval of photography, and the third billed upon completion and delivery of all elements. Is this structure acceptable? If not, what billing schedules are allowed? What are DOS’s payment terms? (30 days?60?, other?) Answer: See answer to Question 26.

Question 42	Pg 24 Section 5 Paragraph 5.10	RE: Travel Expenses: Travel expenses will, of necessity, be a part of our bid price, and the tentative schedule in Attachment B includes travel days. Given that, what does Paragraph 5.10 mean in this RFP? Answer: Travel expenses must be covered by the Vendor. All Expenses should be all inclusive in the Price Proposal Sheet.
Question 43	Pg 25 Section 5 Para. 5.18- 5.19	RE: Copyrights. Will the contractor have the right to use the material produced under this contract for their own self-promotion? Answer: DOS retains all rights of deliverables and may provide rights to selected vendor to use the final product in self-promotion.
Question 44	Pg 29 Attachment B Paragraph 3	By the term "synthesizing," is the RFP referring to the creation of computer-generated imagery of the underwater wrecks? Or does it simply mean the color-correction and finishing of footage shot underwater? Or does it mean something else? Answer: This does not refer to computer-generated imagery; merely the pulling together and editing of the final products. Synthesize the footage into final videos.
Question 45	Pg 29 Attachment B Paragraph 3	Are the archaeologists paid by the production company for their time at the shoot? If so, what is their rate of compensation? Answer: No, archaeologists will join the vendor at the dive site and be funded by DOS. See answer to Questions 8 and 19.
Question 46	Pg 29 Attachment B Paragraph 3	Is there a desire to capture footage of marine life a visitor could observe beyond the immediate wreck areas? Answer: The focus is on the wrecks and immediate associated marine life of the Panhandle Shipwreck Trail.
Question 47	Pg 29 Attachment B Paragraph 4	With the contract award scheduled for April 3, and all filming to be completed in April, there is very little time allowed for research and script writing. Does the DHR have script outlines or concepts or any script development underway already? Answer: See answers to Questions 2 and 5.
Question 48	Pg 29 Attachment B Paragraph 4	Will the DHR personnel and the DOS archaeologists be available to the contractor prior to the shoot as resources for script development? How much availability can we expect? Answer: See answers to Questions 2 and 5.
Question 49	Pg 29 Attachment B Paragraph 4	The creation of storyboards is time consuming. Given the short time available for research, scriptwriting, and storyboard creation, are storyboards a must-have requirement? Answer: They are not a requirement. DOS would like a general outline of the vision for the videos. See answers to Questions 2 and 5.

Question 50	Pg 29 Attachment B Paragraph 4-5	<p>How much attention should be given to promoting the destinations near the wrecks? (Pensacola, Destin, Panama City) How much is non-diving tourism to be a part of these videos?</p> <p>Answer: The focus is diving tourism. Promoting the destinations can be as simple as an archaeologist mentioning on-screen the destination and the dive charter. "Welcome to Destin, where we are on DIVE CHARTER BOAT and headed to Miss Louise...." Vendor has the option of including topside video of the beaches/area in the video as b-roll, to help strengthen the storyline, if desired.</p>
Question 51	Pg 29 Attachment B Paragraph 4	<p>Who will determine which local Dive Shops and Charter companies are highlighted at each destination?</p> <p>Answer: DOS will choose the shops/charters and provide the vendor with that information as soon as the contract is signed.</p>
Question 52	Pg 29 Attachment B Paragraph 5	<p>Will the DOS be able to "lock down" the dive sites during filming? (By "lock down" we mean restrict access to people under our control to prevent interruption or the appearance of un-released people in the footage.)</p> <p>Answer: This may be impossible to manage, especially with the <i>Oriskany</i>. DOS is happy to show that the trail is popular with divers, even if it means some interruptions will happen. Other divers may need to be informed that filming is taking place in the area in order to secure releases.</p>
Question 53	Pg 29 Attachment B Paragraph 7	<p>When will the DOS let us know which dive boat charter company they have chosen? Will dive tanks, weights and Nitrox available through this operator or are they a boat charter op only? (This information is essential for budgeting.)</p> <p>Answer: See answer to Question 4 and 22.</p>
Question 54	Pg 29 Attachment B Paragraph 7	<p>Will the charter company be able to provide a dive-master aboard that will be able to dive with our underwater cinematographer or take care of other divers if needed? Or must we bring an additional diver? (This information is essential for budgeting.)</p> <p>Answer: See answer to Question 4 and 22. Most dive shops can provide a divemaster. DOS archaeologists will also be available as divers and can lead the dives if needed.</p>
Question 55	Pg 29 Attachment B Paragraph 7	<p>Will the DOS specify one charter company for the entire contract or a different charter company for each of the three dive locations?</p> <p>Answer: A different charter company will be used in each area (Pensacola, Destin, Panama City).</p>
Question 56	Pg 30 Attachment B Paragraph 1	<p>Has the DHR's vision of the videos been described in a document that can be made available to us? Is there a shot/wish list the DHR has in mind?</p> <p>Answer: DOS can supply this to the vendor upon signature of contract.</p>

Question 57	Pg 29, 30 Attachment B Para. 29-3, 30-7	Paragraph 3 asks for “Underwater footage of at least 5 wrecks...” The tentative schedule includes 8 wrecks. Section 1 mentions 12 wrecks. Please clarify how many and which wrecks must be filmed for the videos, and which are optional. Answer: The RFP provides wiggle room because some of the wrecks may be inaccessible due to weather, currents, and visibility. There is no required wreck list. DOS will be glad to have footage from any of the wrecks on the Trail. There are 12 wrecks on the Trail. DOS included 8 in the trip outline as a best case scenario. However, DOS has included flexibility to record between 5 and 8 wrecks.
Question 58	Pg 29 Attachment B Paragraph 7	Will there be any divers from DHR or DOS in addition to the archaeologist/diver? We assume these divers: 1) Archaeologist 2) Camera, 3) Underwater Safety diver (dive master), 4) Camera assistant, 5) Dive Extra A, 6) Dive Extra B. Are any others anticipated? Answer: At least 2 DOS archaeologists will dive every trip and can serve as a dive extras if needed. It is more likely that DOS will send 3 archaeologists, though the 3 do not have to dive every single time (They can switch off).
Question 59	Pg 29 Attachment B Paragraph 7	In addition to the archaeologist/diver, how many people from DHR or DOS will be attending the shoot topside? How many will be on the boat (including the archaeologist/diver)? Answer: Only up to 3 DOS archaeologists will be on the boat, on the dive, or topside at any given time.
Question 60	Pg 29 Attachment B Paragraph 7	What are the provisions for weather contingencies? The RFP mentions that production is not responsible for lost days caused by circumstances beyond our control, but who would pay for contracted resources (boat, divers, lodging, crew down days, etc.). Answer: Payment of contracted resources is the responsibility of the Vendor.
Question 61	Pg 29 Attachment B Paragraph 7	RE: 3D footage. Is it acceptable to the DOS if the 3D footage includes the 2D camera crew, archaeologist, talent, etc. in the frame? Answer: Do you mean 360 degree footage? If so, then yes. This is acceptable and could provide an exciting element to a 360 degree photo.
Question 62	Pg 30 Attachment B Paragraph 7	The Tentative Schedule as proposed has only five dive days out of ten schedule days, and seems to anticipate only one dive per wreck. Would a schedule that included more dive days (and dives) be acceptable? Answer: Yes, as long as the budget does not exceed \$145,000. Archaeologists may only be available for a set number of days (this is why the trips are limited to 10 days). See answer to Question 30.
Question 63	Pg 30 Attachment B Paragraph 7	In a scenario with more dive days scheduled, what are the limitations on DHR archaeologist’s and other DHR/DOS personnel’s time that the production must consider (beyond the requirement to shoot in April). Answer: See answer to Questions 20 and 30.
Question 64		Does the 360-degree video need to be for the entire dive or just down by the wreck? What resolution? Is it ideally photos or video? Answer:

		Only down by the wreck. See answer to Question 3. As for resolution, that is left to the expertise of the vendor. High enough for presentation of the 360 degree footage on a website or via social media.
Question 65		Are the archaeologists going to be on camera talent? Or is the vendor providing the talent? Or is it a script that's being read in voice over? Or is type going to be over the video to guide the viewer along with no talent? In other words, who is the narrator of the program? Answer: The narrator will be the DOS Archaeologists. See answers to Questions 2 and 5. Archaeologists can also serve as diver talent.
Question 66		The scope doesn't include anything about photos but then photography is mentioned in Tab 1 under Narrative/Record of Past Experience. Could you let me know if the deliverables include photos as well as video? Answer: The scope mentioned 360 degree footage (photo or video). See answer to Question 3.
Question 67		What is the best way to submit a video? Can we submit via USB or a link? Answer: USB or link is acceptable.
Question 68		What are the amenities we can outline in the videos? Answer: Please see FloridaPanhandleShipwreckTrail.com for description of the wrecks. Some wrecks include swim-through exploration, etc.
Question 69		Can we submit a proof of concept video as part of our proposal? Answer: Yes.
Question 70		Who is our primary target demo? Is it specifically for scuba enthusiasts, tourists at large, etc? Answer: Primarily, the Trail targets dive enthusiasts, so we want to engage those groups; however, the intent of the video is to make the cultural and historical resources of the State of Florida enjoyable and accessible to anyone.
Question 71		What is the contingency plan for weather if a large part of the allotted hours is bad weather? Answer: DOS suggests production would move to a different area (for example Destin or Panama City) and film there. Once filming is complete in those areas, the company could try to move back to Pensacola. DOS will closely monitor weather in April and attempt to choose the best week for diving.
Question 72		Will we have access to a subject matter expert on each wreck? Answer: The DOS archaeologists will narrate the histories of the wrecks. See answer to Question 65.

Question 73		<p>Are there any other elements of the area(s) that we'd need to cover in these videos? Any other commercial aspects of the Shipwreck Trail to consider when producing these spots?</p> <p>Answer: Other aspects to consider include the fact that many of the Shipwreck Trail wrecks are artificial reefs monitored by Florida Fish and Wildlife Conservation Commission, local dive charters rely on the wrecks to bring in business, and the seafood industry is bolstered because the artificial reefs attract marine life.</p>
Question 74	Page 29, "Scope of Service"	<p>Will underwater photo and/or video references and any other information be provided of the wrecks in order to inform the creation of storyboard and shoot strategy during the pre- production phase?</p> <p>Answer: Yes, DOS can provide such information to the vendor upon signature of contract. More information can also be found at floridapanhandlewrecktrail.com, youtube, and the Florida Panhandle Shipwreck Trail facebook page.</p>
Question 75	Page 29, "Scope of Service"	<p>How many archaeologists will be interviewed?</p> <p>Answer: DOS can provide 3 archaeologists per area. A different one may be interviewed at each wreck location (one archaeologist per wreck).</p>
Question 76	Page 29, "Scope of Service"	<p>How many archaeologists will dive?</p> <p>Answer: At least 2 will dive at a time.</p>
Question 77	Page 29, "Scope of Service"	<p>Will archaeologists provide their own dive gear, air, and supplies?</p> <p>Answer: Archaeologists will provide their own dive gear, travel, incidentals, air, and supplies. They will not supply the dive charter; this is the responsibility of the vendor.</p>
Question 78	Page 29, "Scope of Service"	<p>Are interviews of the featured dive shop and charter owners desired for this production?</p> <p>Answer: It would be great to include the locals' input on the Trail.</p>
Question 79	Page 29, "Scope of Service"	<p>Which charter service(s) has the DOS selected for each site?</p> <p>Answer: See answer to Questions 4 and 22.</p>
Question 80	Page 29, "Scope of Service"	<p>What rates, if any, has the DOS secured for the selected charter service(s).</p> <p>Answer: No rates have been secured as yet. See answers to Questions 4 and 22.</p>
Question 81	Page 29, "Scope of Service"	<p>Is it desired that these videos include archival content to supplement the histories described by the archaeologists?</p> <p>Answer: The intent of the project is to focus on the current site as a diving destination. The archaeologists will narrate the histories on camera; however, the Vendor may choose to include archival content as b-roll during the narration,</p>
Question 82	Page 29, "Scope of Service"	<p>If required, will the DOS provide archival footage/photos?</p> <p>Answer: See answer to Question 81.</p>

Question 83	Page 24, 5.10 "Travel Expenses"	What travel expenses, if any, should not be included in the price proposal? Answer: See answer to Question 42.
Question 84	Page 23, 5.6 "Invoices and Payments"	Will the DOS submit payment, as invoiced by the vendor, for hard costs necessary to begin production (i.e. deposits, rentals, charters, air, etc.) prior to the commencement of the production phase? Answer: See answer to Question 26.
Question 85	Page 32, "Attachment C - Price Proposal Sheet"	What is the target budget range allotted for this contract? Answer: See answer to Question 1.
Question 86	Page 11, Section 2.13	Would flexible consideration be granted in the event that subcontractors (e.g. crew) need to be switched due to unforeseen circumstances? Answer: Prior written consent of the Department is required.
Question 87	Page 17, 3.1 "Submittal Requirements"	What format and delivery method is preferred to receive video samples? Answer: USB and links are acceptable, as well as CDs, and file sharing websites (i.e. Dropbox).
Question 88	Page 17, 3.1 "Submittal Requirements"	Clarify how many USB drives must be submitted for Sections One through Three. Answer: 1 USB drive with each section as a separate file.
Question 89	Page 16 Section C	Is there a budget or budget range the DOS has in mind? Answer: See answer to Question 21.
Question 90	Page 11 Section 2.10	Is it absolutely required that the contractor or a subcontractor be a Florida-certified minority or woman-owned business? Section 2.10 on page 11 seems to state that an awarded vendor could be disqualified for not including this participation. However, this is not referenced in the Evaluation Criteria on page 21, nor in the list of non-responsive replies on page 18, section 3.4. Section 2.9 on page 10 seems to imply that MWBE and SDVBE participation is encouraged, but not required. Please clarify. Answer: No, being or becoming a certified minority or woman-owned business is not a requirement.
Question 91	Page 15 - 16 Section 3.0 B	May we submit a relevant media sample that represents work of key personnel involved, if the work was not performed specifically by the company bidding? (i.e., can we submit a video that showcases underwater camerawork by our cinematographer even though our company did not hold the contract for that project? Answer: See question 15. Also, the Vendor should check for copyright laws.
Question 92	Page 15 - 16 Section 3.0 B	Are work samples to be included under Tab 1 or Tab 4 of Section Two? The proposal instructions seem to indicate both. Answer: Either is fine.

Question 93	Page 17 Section 3.1	To confirm, it seems that Sections One, Two, and Three of the proposal should be submitted as separately bound volumes, correct? Answer: Yes.
Question 94	Page 17 Section 3.1	Can electronic copies of Sections One, Two, and Three be submitted all on one CD/DVD-ROM/USB flash drive, or are 3 separate devices required? Answer: See answer to Question 88.
Question 95	Page 29 – 30 Attachment B Scope of Service Qualifications	Please define the term "motion graphics," as used in the phrase "Videos are expected to implement sleek motion graphics to enhance the films." We understand this term to mean digital animation, although animation segments are not specified in the scope of work. Is this referring to graphic elements such as titles, lower-thirds, and other onscreen text? Answer: Yes, this refers to titles, lower thirds, etc., not digital animation.
Question 96	Page 31 Attachment C	Could you please specify whether photo or video footage is desired for the optional 360-degree underwater filming? There is a significant price difference depending on which one is used, so it would be helpful to clarify which is preferred or allow pricing for both. Answer: See answer to Question 3.
Question 97	Page 29 Attachment B Scope of Service	We see the vendor is responsible for reserving the boat -- does the vendor also pay for it, though DOS chooses the charter company? If so, can DOS specify the charter company in advance of the proposal so we can budget accordingly? Answer: See answer to Questions 4 and 22.
Question 98	Page 30 - 31 Attachment B Scheduling	Expected days in the field seems to vary, yet that is one of the leading drivers of price. Can DOS please specify the exact field shoot days so all contractors will be on the same page when budgeting the shoot? We can then factor in contingency costs due to weather, etc. Answer: Unfortunately, exact dates are unknown because DOS must closely monitor weather in April and choose dates based on conditions. Vendors should expect to be available between April 1 and 30.

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