

# **REQUEST FOR PROPOSALS**

**FOR**

**Production of a Corporate Video about the Mosaic Project's  
International Mentoring & International Spouse Programs**

**Issued by the St. Louis Center for International Relations  
d/b/a World Trade Center-St. Louis and the St. Louis Mosaic Project, a  
regional initiative of the World Trade Center-St. Louis**

**Proposals Due By:**

**April 2, 2021, at 5:00 PM CST**

**St. Louis Mosaic Project**

**ATTN: Suzanne Sierra**

**[ssierra@worldtradecenter-stl.com](mailto:ssierra@worldtradecenter-stl.com)**

## **Introduction**

The St. Louis Center for International Relations d/b/a World Trade Center-St. Louis (the “WTC”) is a non-profit charitable organization established for the purpose, among others, to promote international cooperation through job creation, new investment, exchanges, and development in the areas of economics, commerce, education, technology, and culture, and the advancement of international business growth and economic development opportunities.

The St. Louis Mosaic Project (“Mosaic Project”) is a regional initiative of the World Trade Center-St. Louis and is focused on the attraction and retention of foreign-born individuals to grow the economy. The Mosaic Project’s Women’s Connector Programs – the International Spouse Group (“ISP”) and the International Mentoring Program (“IMP”) – help foreign-born women in St. Louis acclimate to the area by connecting them to other international and local women who can serve as mentors and resources so they can lead fulfilling, connected lives in the region and create a sense of belonging. The IMP matches cohorts of five international women with five local women who mentor the internationals on the nuances of St. Louis, while the ISP creates social and professional connections for international women who have moved to St. Louis with their spouses and need help acculturating. More than 520 women now comprise the ISP and more than 200 are part of the IMP. Among other connections, both programs provide introductions to local professionals who help the international women network toward careers in their fields, which in turn helps companies diversify their talent.

The WTC and Mosaic Project issue this Request for Proposals (the “RFP”) for a qualified and experienced videographer to produce one high-quality, comprehensive video about the IMP and ISP for use with corporations and for other marketing purposes, including social media, online, and other uses (the “Project”).

## **Scope of Services**

Pursuant to this RFP, the “Services” shall include, and the successful firm shall, at a minimum:

- Work with Mosaic staff to develop a comprehensive visual story;
- Coordinate and manage interviews for the video;
- Produce a three (3)-minute video; and
- Provide shorter segments/clips for use on social media or for other marketing purposes.

The successful individual or agency will possess knowledge and understanding of the subject programs, as well as an understanding of visual storytelling for maximum impact with different audiences. The successful individual/agency will possess experience coordinating multiple perspectives and offering expertise.

## **Proposal Content**

Proposals must include, at a minimum, the following information:

1. Experience of individual/agency. Provide a detailed description of the individual/agency's experience in providing similar services. Include an overview of your company and a description of any relevant experience, as identified in the Scope of Services above.
2. Experience/Qualifications of Assigned Professional(s). Provide the qualifications for each individual who may be assigned to provide the Services and designate the individual who would have primary responsibility for oversight of the Services.
3. Project Approach. Provide a detailed description of the firm's approach to provide the Services as identified herein.
4. Availability and Timeline. Provide a statement of the firm's availability and proposed timeline to provide the Services.
5. Approach to Diversity, Equity, and Inclusion. Provide a description of the firm's approach to diversity, equity, and inclusion in providing the Services.
6. Proposed Fees/Expenses. Proposals shall clearly state all fees and expenses to be charged for the performance of the Services:
  - a. If based on an hourly rate, provide the hourly rates to be charged for each individual who would be assigned to this engagement and a general description of how billable hours will be allocated among key personnel. If a non-profit rate is available, please identify that rate.
  - b. Provide an explanation if fees will be calculated on any other basis. Itemize the type of expenses (other than fees) for which your firm would seek reimbursement.
  - c. **A five percent (5%) proposal discount shall be applied to MBE firms during the evaluation process. The proposal discount shall lower the eligible MBE firm's price proposal but shall not reduce the contract award amount. In order to qualify for the proposal discount, the eligible MBE firm shall include with its proposal a copy of a current MBE certification approval letter issued by a federal, state, or local governmental entity.**
  - d. It is anticipated that a maximum not to exceed amount will be established for the Services.

### **Selection Criteria**

Proposals submitted will be reviewed by the WTC/Mosaic staff for completeness and qualifications. Selection of a firm will be made on the basis of the following criteria:

1. Qualifications, experience, and previous success in delivering similar services;
2. Qualifications, expertise, and experience of the individuals assigned from the firm;

3. Project approach;
4. Availability and timeline to provide the services;
5. Approach to diversity, equity, and inclusion;
6. Cost, after application of any applicable MBE discount, as described above; and
7. Responsiveness of the firm to the RFP categories.

The WTC/Mosaic Project actively encourages submission of proposals from disadvantaged business enterprises and companies owned by minorities, women, immigrants, and veterans. The WTC/Mosaic Project does not discriminate on the basis of race, color, religion, creed, sex, sexual orientation, gender identity, age, ancestry, national origin, disability, or veteran status in consideration of this award. Equal Opportunity Employer.

### **Terms and Conditions**

The following terms and conditions apply to all proposals:

1. The WTC/Mosaic Project reserves the right to reject any and all proposals submitted; to select one or more responding parties; to void this RFP and the review process and/or terminate negotiations at any time; to select separate responding parties for various components of the scope of services; and to select a final party/parties from among the proposals received in response to this RFP. Additionally, any and all RFP project elements, requirements and schedules are subject to change and modification. The WTC/Mosaic Project also reserves the unqualified right to modify, suspend, or terminate at its sole discretion any and all aspects of this RFP process, to obtain further information from any and all responding parties, and to waive any defects as to form or content of the RFP or any responses by any party.
2. This RFP does not commit the WTC/Mosaic Project to award a contract, defray any costs incurred in the preparation of a response to this RFP, or contract for any services. All submitted responses to this RFP become the property of the WTC/Mosaic Project as public records. All proposals may be subject to public review, on request, unless exempted as discussed elsewhere in this RFP.
3. By accepting this RFP and/or submitting a proposal in response thereto, each responding party agrees for itself, its successors and assigns, to hold the WTC/Mosaic Project, the St. Louis Economic Development and its affiliated entities, St. Louis County, the City of St. Louis, and all of their various agents, commissioners, directors, consultants, attorneys, officers and employees harmless from and against any and all claims and demands of whatever nature or type, which any such responding company, its representatives, agents, contractors, successors or assigns may have against any of them as a result of issuing this RFP, revising this RFP, conducting the selection process and subsequent negotiations, making a final recommendation, selecting a responding party/parties or negotiating or executing an agreement incorporating the commitments of the selected responding party.

4. By submitting responses, each responding party acknowledges having read this RFP in its entirety and agrees to all terms and conditions set out in this RFP.
5. Responses shall be open and valid for a period of ninety (90) days from the due date of this RFP.

#### **Submission of Proposals**

**To be considered, proposals must be received no later than **April 2, 2021, at 5:00 PM CST.****

Electronic proposals should be emailed to Suzanne Sierra, [ssierra@worldtradecenter-stl.com](mailto:ssierra@worldtradecenter-stl.com).