



REQUEST FOR SUPPLIER QUALIFICATION ADDENDUM #1

RFSQ #DC-2023-CD-08 Video and Photo Production Services

Close Date/Time:

November 6, 2023
14:00 hours
Pacific Time

Issue Date: October 30, 2023

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below are the answers to questions submitted in regards to the above noted RFSQ as of October 18, 2023.

Q1. I noticed that you mentioned the preference to be Canadian based companies- is that a disqualifier?
We are US based.

Answer: According to Section D of the RFSQ - Full compliance with mandatory criteria is required in order for proposals to be further evaluated. Therefore, as a US based company, you would not be in compliance with mandatory criteria D.1.2 The Proponent must be a Canadian owned and based company.

Q2. Can you clarify the difference between Scope of Work A and Scope of Work B?

Answer: Scope of Work A focuses on production from a broader point of view wherein we are looking for Producers and Production companies (or companies that deliver said services in this category). Scope of Work B focuses on various creative components of the production process. The decision to enter either or both Scopes of Work is the responsibility of the Proponent; however, in designing the RFSQ we conceptually envisioned Scope of Work A for producers and production companies and Scope of Work B for individual creators or small companies that focus on various aspects of the entire production process.

Q3. Would the Destination Canada Team consider combining the two categories as the evaluation criteria for each is almost identical?

Answer: No, Destination Canada (DC) will not be combining the two scopes, see the below for the response requirements:

- a. Proponents responding to Scope of Work A: General Production Support must respond to:
 - Section D - Mandatory Criteria Questionnaire;
 - Section E – Samples Evaluation;
 - Section F – Desirable Criteria Questionnaire sub-sections F.1 Company Overview and F.2 Business/Technical Requirements; and
 - Section G – Pricing subsection G.1.1 Scope of Work A. General Production Support.
- b. Proponents responding to Scope of Work B: Production Services must respond to:
 - Section D – Mandatory Criteria Questionnaire;
 - Section E – Samples Evaluation;

- Section F – Desirable Criteria Questionnaire sub-sections F.1 Company Overview and F.3 Business/Technical Requirements; and
 - Section G – Pricing subsection G.1.2 Scope of Work B. Production Services.
- c. Proponents applying for both Scopes of Work must respond to:
- Section D – Mandatory Criteria Questionnaire (once);
 - Section E – Samples Evaluation (once unless different samples are needed to address both scopes);
 - Section F – Desirable Criteria Questionnaire sub-sections F.1 Company Overview (once) F.2 Business/Technical Requirements and F.3 Business/Technical Requirements; and
 - Section G – subsection G.1.1 Scope of Work A. General Production Support and G.1.2 Scope of Work B. Production Services.

Q4. Can you define "ability to scale" on page 8 under A. General Production Support?

Answer: The ability to scale includes the ability to quickly increase the capacities/resources of a team in response to job requirements. Generally, this may refer to an existing network of freelancers or the ability to source and hire through networks or any other means that you might propose.

Q5. Are we to assume that the costing - G.1 Proposed Pricing Detail is to be based on the scenario presented on page 17 - Job Details - a 20 min bilingual video?

Answer: Proponents responding to Scope of Work A: General Production Support are to use the Job Details only to respond to the first item in the table - Full production services for video content ranging from corporate communications to branded, consumer facing storytelling.

Q6. The RFSQ states that Destination Canada will be writing the scripts and storyboards. Will the interviews be scripted? Will DC find all the subject matter experts?

Answer: For the job details found in G 1.1, please assume that Destination Canada will handle scripting/key messages and casting of subject matter experts.

Q7. Under G.1.1. Scope of work A. General Production Support it asks for blended hourly rates for Script review and storyboarding. Is this additional to the deliverables that Destination Canada is responsible for under Assumptions - page 18? Destination Canada will write and deliver the script. Destination Canada will create an overall storyboard for the flow of the video and provide all relevant assets.

Answer: Under G 1.1, please provide rates for only the responsibilities required under the job details. If Destination Canada is delivering the script and storyboard, there is no need to provide a rate for this work.

Q8. Is travel additional? Would our proposed team travel to the Vancouver interview and b-roll location or would we be expected to pick up crew at the location?

Answer: Travel is not to be included in the proponent's pricing proposal. For any future projects awarded to a successful proponent: travel costs would be determined between the CTC and the proponent at the time of the Project Briefing.

Q9. Our industry works in full or half days not hourly rates. Is the blended hourly rate an evaluation exercise or is that how the work is invoiced?

Answer: The blended hourly rate is being applied for evaluation purposes. For the purposes of calculating blended hourly rate from a standard day rate: please assume that a standard day is ten (10) hours.

Q10. One of the stipulations in the RFSQ is that companies need to be incorporated for 3 years. The company has been running since 2017 as a sole proprietor and incorporated 2 years 8 months ago. Are we still eligible to submit for this tender?

Answer: Mandatory criteria D.1.1 requires that the proponent has three (3) years of experience, the criteria does not require three (3) years of incorporation.

Q11. What is the current mean and range of blended hourly rates that Destination Canada is paying for the Service Categories listed in G.1.1?

Answer: Destination Canada (DC) cannot release rate information as this is confidential contractor information; proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this RFSQ and as demonstrated through their response.

Q12. When applying for both Scope of Work A & B, are we required to send in two separate proposals?

Answer: no, please refer to the response to question three (Q3) for additional information.

Q13. As stated, Under B.4.1 Submissions: Proposals should be in PDF format and should be submitted as per the instructions in B.4.4.

- Is there an expected format of the PDFs?
- Will a PowerPoint PDF suffice for section E.1, Sample Evaluations?

Answer: Any PDF format the proponent prefers is acceptable.

Q14. Where will the majority of these projects take place within Canada?

Answer: Destination Canada works throughout all of Canada and is accepting bids from across the country to help support its nationwide visual storytelling projects.

Q15. What are the travel expectations of these projects?

Answer: Destination Canada works throughout all of Canada and is accepting bids from across the country to help support its nationwide visual storytelling projects. Travel may be required depending on the project travel costs would be determined between the CTC and the proponent at the time of the Project Briefing.

Q16. Can we just copy and paste these questions into our proposal and answer then in sequence to each question as a Q&A? Then the pricing proposal will basically be a quote on the proposed job that is presented as the “fully bilingual 20 min video proposal”?

Answer: Refer to Section B.5.2 RFSQ Format and Depth where it states:

This Request for Supplier Qualification sets DC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a detailed description of their ability to provide the requirements set out in this RFSQ. Emphasis in each proposal should be on completeness and clarity of content and should correspond to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

Proponents must respond to Section G Pricing as indicated in the RFSQ.

Q17. Under Section C - Statement of work C1 A & B: Our Canadian owned and operated production company is more or less a mix of both A & B. Definitely more into the B scope of work, but we often work on all aspects of the project to help the agency find suitable talent, locations, storyboarding etc. Should we just include Section B and then have A as an add on for services down [the] line if we make it onto the roster?

Answer: Destination Canada cannot comment on what Scope of Work the proponent should respond to; the proponent is responsible for deciding which Scope of Work they should respond to. However, in designing the RFSQ we conceptually envisioned Scope of Work A for producers and production companies and Scope of Work B for individual creators or small companies that focus on various aspects of the entire production process.

Q18. Regarding Section E.1 Proponent Sample Requirements. As one of my 3 examples of work may I submit a piece of work that I produced for Destination Canada that demonstrates quality of work plus alignment with Destination Canada's global marketing strategy? Or do you prefer examples of work performed for other clients?

Answer: Submitting work previously produced for Destination Canada is acceptable, but please include other examples of work as part of the submission.

Q19. Regarding Appendix 1: Proponent Information and Acknowledgement Form 1b) v. Verification of Financial Stability

I am a Sole Proprietor and as such manage simple accounting procedures such as capturing income, sub-contractor fees plus resource payments on a basic spread sheet.

Annual income reporting is managed exclusively through my personal CRA income tax filing. What documentation is require to fulfil Appendix 1 1b) v. (Verification of Financial Stability)?

Answer: As stated in Appendix 1 1b) v. The proponent may submit other assurances of corporate and financial stability that provide sufficient evidence of their financial capability to deliver the services, such as a letter of good financial standing from the proponent's bank and/or other assurances of corporate and financial stability.

Q20. Regarding Section F - Desirable Criteria Questionnaire F2.3 (Testimonials) May the 'client testimonials' be in the form of business letter from the client? And may I submit more than 2 testimonial letters?

I offer a range of relevant production services so I may wish to include additional testimonial support to demonstrate this.

Answer: Please limit your answer to two (2) testimonials and keep your answer within the half page limit. A business letter from a client is an acceptable document to include. Also; note that other clients can be included in Appendix 1 Item 2 References.

Q21. I am a sole proprietor, I have a company bank account, an accountant prepared comparative tax summary for the last 5 years as well as a GST report which lists net & gross income. Question is, would it be sufficient that I submit the following regarding Financial Stability:

1. Letter from the bank with business / personal balance
2. QTrade account summary
3. Accountant's 5-year Comparative Tax Summary listing self-employment income
4. GST report which lists Net and Gross totals for 2020-2022
5. Anything else?

Answer: Please submit; the letter from the bank, and the GST report which lists Net and Gross totals for 2020-2022.

Q22. Do you anticipate hiring BC-based companies only or do you anticipate filming across the country and therefore want companies that have a larger geographical footprint?

Answer: Destination Canada is seeking Canadian based service providers. Destination Canada works throughout all of Canada and is accepting bids from across the country to help support its nationwide visual storytelling projects.

Q23. Page 09 - C.3.2 - Could you confirm the deliverables for Brand Activations and Advertising and narrative work?

Answer: This would be what is commonly through of as advertising work (as opposed to editorial or events focused work). In these cases, you would often be working as part of a team to create photo or video assets that would be used in consumer facing advertising.

Q24. As I am primarily a photographer for the past 10 years. I do no have equivalent experience as a videographer. I have added my name to the "partner with another business" section. My question is,

would I have to wait until I find a partner videographer to apply for the role, or can I apply just as a photographer?

Answer: Proponents should only submit a proposal for the Scope of Work they have the expertise to satisfy. If the proponent wishes to qualify for both photo and video, expertise in both areas would be required.

- Q25. Section E.1 - Proponent Sample Requirements; It is mentioned that "You may use the same examples for multiple services."

Can you clarify what is meant by this statement? Does this mean that we can use the same work examples for both Scope of Work A as well as Scope of Work B if we intend to submit for both scopes.

Answer: You may use the same sample(s) to illustrate the quality and efficacy of your work in both Scope of Work A and Scope of Work B.

- Q26. Section G.1.1 - Scope of Work A. General Production Support

The outlined job detailed in this section mentions, "We would like for this to take place somewhere in the greater Vancouver area that has a scenic backdrop that reads 'tourism experience.'"

For companies that are based outside of Vancouver, are we expected to include travel costs within our estimate? Our concern is that this would differentiate the quotes of any company outside of the greater Vancouver area. We wondered if this example could instead ask proponents to base the estimate on the production taking place within their geographic region to ensure a level playing field.

Answer: Please provide an estimate that does not include travel expenses.

- Q27. Section G.1.2 - Scope of Work B. Production Services "Brand/campaign photography and videography service including but not limited to: Brand activations, Advertising and narrative work"

Could you provide clarity on what exactly this service category includes and how a "day rate" would be applicable here?

Answer: This would be what is commonly thought of as advertising work (as opposed to editorial or events focused work). In these cases, you would often be working as part of a team to create photo or video assets that would be used in consumer facing advertising. For the purposes of calculating blended hourly rate from a standard day rate: please assume that a standard day is ten (10) hours.

- Q29. Is the geographic location of an applicant part of the evaluation?

Answer: Yes, the proponent must respond yes to mandatory criteria D.1.2. in order to proceed to the next stage of the evaluation process; however, proponents are not evaluated based on where they are located within Canada.

- Q30. Can you provide insight if there is any desire/requirement for DC to ensure the roster represents different geographic regions of Canada?

Answer: There is a desire to have a roster of proponents throughout Canada however, this is not a mandatory requirement.