

Questions & Answers for Eudora Welty House & Garden General Introductory Film RFQ
RFx: 3140004113

	Question	Answer
1	What is the target budget or budget range for this film?	Project budget is TBD with selected firm; MDAH hopes the budget does not exceed \$100,000. This does not include hardware and installation.
2	The RFP mentions acquiring still images still images with full reproduction rights. Does the museum have access to and/or rights for any archival imagery useful for this film? If yes, can you please describe the extent of those materials?	MDAH owns many of the photographs that Welty took, as well as, many personal photographs. Copyright is maintained by the Welty family/estate.
3	Should we include the cost for researching and licensing still images in our proposed cost for creation of the film?	Yes, although MDAH staff has great knowledge of our Welty holdings, some research will be required of the selected firm.
4	If the answer to the above question is yes, can you please provide the exact rights that must be licensed including term, territory and media needed? (For Reference: Term refers to the length of time. Territory refers to what geographical location the film be shown in, and media refers to what medium will the film be shown: i.e. at the museum, on the website, on a youtube channel, on television, in movie theaters, etc.)	Reproduction rights should be licensed for an indefinite term. The primary use will be at the site in Mississippi but may also be shown on our website or YouTube channel.

5	Can you please describe what you're looking for with regard to "innovative use of technology and techniques" in the context of this film and our proposals and how will that section of our proposal be evaluated?	Innovative use of technology and techniques refers to how the story of Eudora Welty is presented to general public that is accessible to a wide variety of persons over the age of twelve (12). We want the film to be engaging!
6	Would you please consider accepting electronic delivery (i.e. email) of proposals rather than multiple hard copies and a flash drive?	Yes, hard copy is still required, but instead of a flash drive, you may email information to ewhggeneralintrofilm@mdah.ms.gov by due date and time.
7	The Technical Factors and Management Factors of the Submission refer "Sample designs, basic description of preliminary exhibit ideas with basic sketches, fabrication and installation." Are these the correct Submission guidelines for this RFQ or is this meant to be an exhibit rather than a film?	Technical factors relate to past experiences with government entities and project vision for completion of the scope of work as identified on page 2 of the RFQ, "in the creation and production of a subtitled Eudora Welty based orientation film geared towards the general public and not to exceed twelve (12) minutes in length for the Eudora Welty House & Garden (EWHG)."
8	May we submit more than one creative idea/vision for the film?	Yes.
9	Would you be able to provide a total project budget for media design and production, including AV/hardware and install costs?	Project budget is TBD with selected firm; MDAH hopes the budget does not exceed \$100,000. This does not include hardware and installation.
10	Can you please provide further detail on the space and any existing infrastructure where the General Public Film will be screened?	Film to be shown in existing small theater space in the EWHG Visitor Center that seats approximately 15 persons and is displayed on large format monitor/television.

11	Does the MDAH have an audio-visual collection and existing assets/material, or will new film footage be necessary? If a combination, to what extent do you envision that the project be new filmed materials versus existing assets?	MDAH does have an audio-visual collection with existing assets/material; new film footage will be necessary but to what extent will be determined with selected firm.
12	At this stage, would more information be available about the core working group?	The core working group is anticipated to be approximately 5 MDAH staff members and 3-5 non-MDAH content experts.
13	Is there a target budget range for this project that you can share?	Project budget is TBD with selected firm; MDAH hopes the budget does not exceed \$100,000. This does not include hardware and installation.
14	To help inform our cost estimates, could you please share how much original footage is expected for the film?	Original film footage amounts to be determined collaboratively between selected firm and MDAH.
15	How much time is expected for client reviews?	Project schedule to be determined with selected firm, but MDAH expects turnaround to move at a quick pace.
16	Please share the anticipated format of the film, including screen size and resolution.	Required delivery format is avi and mp4 digital formats, resolution at 4k and anticipated 50" screen size.
17	Please share any existing videos that were utilized as an orientation film at the Eudora Welty House & Garden.	Existing videos to be provided to selected firm
18	If bidders are applying for both the general public and children's introductory films, should those proposals be submitted separately or together as one proposal?	Qualifications should be submitted separately. These are two separate RFQs.

19	The proposal says the RFQ submission deadline is March 19th by 2pm DST. Should that be CST?	Yes, that should be CST.
20	Is there an estimated budget range that can be shared for this project at this time?	Project budget is TBD with selected firm; MDAH hopes the budget does not exceed \$100,000. This does not include hardware and installation.
21	Is there an existing script, treatment, or creative vision for the introductory film that can be shared with bidders?	No, staff will share ideas with selected firm
22	Are there any inspiration videos that MDAH had in mind for this introductory film? Is there a specific tone or style this video should convey?	There are no inspiration videos at this time.
23	What are the main takeaways that visitors should have after watching this film?	Knowledge of the life and importance of Eudora Welty
24	Do you anticipate the introductory film will be completely made up of new, original filming? Or are there any existing visual assets owned by the MDAH (archival, stock, photos, etc) that will be part of it? Do you imagine that MDAH assets are the majority of the film?	There are existing visual assets that should make up portions of the film. MDAH assets will be a large part of the film.
25	Can you estimate what percentage of the film will require new filming?	New filming is unknown at this time.
26	Do you imagine that dramatic reenactment will be part of this film? If so, will this be the dominant element in the film?	No reenactments.

27	If there are existing visual assets that can be used in the film, can you elaborate on what's currently available to use?	Archival resources at MDAH
28	For any new, original filming, can you estimate how many locations and interviews you'd want included in the video?	TBD with selected firm. Family and expert scholars are in Jackson.
29	Are there additional visual assets (archival, stock, photos, etc), not owned by MDAH, that will need to be acquired and licensed for the film? If so, can you estimate how much will be needed? For example, can you ballpark estimate what overall percentage of the film will be comprised of such licensed pre-existing imagery that is not owned by MDAH?	MDAH owns many of the photographs that Welty took, as well as, many personal photograph and documents. Copyright is maintained by the Welty family/estate. MDAH staff is very knowledgeable about our holdings and holdings at other organizations, but percentages are to be determined.
30	How do you envision, if at all, archival photos and footage being used in this film?	Archival footage and video is anticipated to be the majority of used.
31	Will this introductory film require any animation? If yes, can you estimate how much will be needed and what would this animation illustrate?	To be determined by selected firm; but animation is not anticipated.
32	Do you imagine this program being narrated, or not? Do you imagine that this program would have an on-camera host?	To be determined. MDAH is open to suggestions from selected firm.

33	Are there any desired delivery specifications for the introductory video, like resolution? Should the final program be in 4K resolution or HD resolution?	Required delivery format is avi and mp4 digital formats, resolution at 4k and anticipated 50" screen size.
34	Does captioning only need to be provided in English? If other languages are to be included, please specify which languages.	Yes, English only.
35	Will the MDAH be providing historical experts for consultation or should we provide our own?	The core working group is anticipated to be approximately 5 MDAH staff members and 3-5 non-MDAH content experts
36	What is the budget or budget range for each film? We understand that the award will be based on the stated formula for scoring the qualification factors combined with cost. Lowest cost getting the most points. However, we need some idea of the budget in order to develop an accurate "Project Vision."	Project budget is TBD with selected firm; MDAH hopes the budget does not exceed \$100,000. This does not include hardware and installation.
37	Would the use of acquired images or footage with one-time use rights for only the films be considered? This is a licensing cost consideration.	Reproduction rights should be licensed for an indefinite term. The film will be at the site in Mississippi but may also be shown on our website or YouTube channel.
38	Are there any existing media assets you wish to incorporate into the films?	Yes, archival material
39	Do you anticipate Filming Fees, Permits, or Honorariums will be required for any of the locations or subjects you wish to film?	To be determined; but yes honorariums or fees may be required.

40	Are new exhibits being designed that should be compatible with the content or look of the films?	No
41	Do you have a preference for having both films produced by the same or two different producers?	No preference
42	Should the films have a similar look and feel with the children's film being different from the general audience film through content and writing? Or should the children's film have a more child-like appearance as well as content?	The children's film should have a different look, feel and tone from the general audience film. The children's film should be geared towards children twelve years old or younger while the general audience film is longer in time and geared towards person over the age of twelve (12).
43	Since the completion schedule is less than one year, is it safe to assume that four-season shots of the house or garden are not desired?	Yes, correct.