



Legislation Text

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Report to Mayor and City Council

Tuesday, December 19, 2023

Consent

SUBJECT:

CONSIDER APPROVAL OF CONTRACT SERVICES WITH LOMA MEDIA FOR STATE OF THE CITY COMPREHENSIVE DOCUMENTATION OF CITY PROJECTS AND INFRASTRUCTURE DEVELOPMENTS, AND APPROVAL OF RESOLUTION NO. 23-202 "A RESOLUTION OF THE CITY OF CARSON CITY COUNCIL AMENDING THE FISCAL YEAR 2023-2024 BUDGET IN THE SPECIAL EVENTS FUND" (CITY COUNCIL)

I. SUMMARY

A Request for Proposal, RFP 23-047 State of the City Video Production was released on November 16, 2023 to solicit consultants to provide create an engaging video of the Mayor's speech for the upcoming State of the City event planned for March of 2024.

Staff is recommending approving a contract for an amount not to exceed \$31,000 with Loma Media for the videography production of the City's various projects and infrastructure developments. The proposal submitted by Loma Media demonstrates a deep understanding and expertise in producing high-quality visual content that effectively captures and showcases the City's advancements and infrastructural progress. Their approach integrates innovative filming techniques and storytelling methods to create engaging and informative visual narratives that will highlight the City's achievements and strategic developments.

II. RECOMMENDATION

TAKE the following actions:

1. AWARD and APPROVE a Contract Services Agreement with Loma Media for videography production for an amount not to exceed of \$31,000. (Exhibit No. 1)
2. AUTHORIZE the Mayor to execute the Contract following approval as to form by the City Attorney.
3. WAIVE further reading and ADOPT Resolution No. 23-202, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, AMENDING THE FY 2023/2024 BUDGET IN THE SPECIAL EVENTS FUND "

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III. ALTERNATIVES

TAKE another action the City Council deems appropriate consistent with the requirements of the law.

IV. BACKGROUND

A formal solicitation, RFP 23-047 - Video Production for City Projects and Infrastructure, was released on PlanetBids and advertised through various channels seeking expert videography services to document the City's key projects and infrastructure developments. This initiative aims to create engaging and informative video content that effectively communicates the City's progress and achievements in urban development and community enhancement.

The RFP called for proposals from experienced firms capable of capturing the essence of the City's dynamic projects through creative visual storytelling. The focus was on firms that could demonstrate an innovative approach, technical expertise, and a deep understanding of the City's vision for this project.

The solicitation closed on December 7, 2023, and multiple proposals were received, including from Loma Media. An evaluation committee, comprising City staff members, thoroughly reviewed all submissions. The committee focused on assessing each proposal's alignment with the RFP requirements, the creativity of the approach, and the overall value for the City.

After careful consideration, Loma Media was identified as the most suitable vendor. Their proposal stood out due to its comprehensive approach, blending innovative filming techniques with a narrative that resonates with the City's identity and goals. Loma Media's proposal, valued at \$31,000, was deemed the best fit for the project despite competitive bids from other vendors.

Loma Media's experience in producing high-quality video content for similar municipal projects and their creative vision for capturing the City's developmental strides were key factors in their selection. Their proposal was not only technically sound but also creatively compelling, promising to deliver a final product that would effectively showcase the City's ongoing efforts in enhancing its urban landscape and community life.

V. FISCAL IMPACT

If Resolution 23-202 is approved, Special Events Budget will be amended \$31,000 toward Special Events Professional Services Account.

VI. EXHIBITS

1. Contract Services Agreement with Loma Media

2. Resolution no. 23-202

1.

Prepared by: Tarik Rahmani, Deputy City Manager