

## SOUTH CENTRAL TENNESSEE DEVELOPMENT DISTRICT

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### ADDENDUM NO. 1

#### Request for Proposals — Video Production Services

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| <b>RFP Number</b>        | SCTDD-2026-VID-001                           |
| <b>RFP Title</b>         | Video Production Services                    |
| <b>Addendum Number</b>   | One (1)                                      |
| <b>Date Issued</b>       | June 15, 2026                                |
| <b>Issued By</b>         | South Central Tennessee Development District |
| <b>Proposal Due Date</b> | Unchanged by this Addendum                   |

#### PURPOSE OF THIS ADDENDUM

This Addendum No. 1 is issued to provide official responses to written questions submitted by prospective proposers concerning the above-referenced Request for Proposals (RFP). The questions are reproduced below, organized by subject area, together with the District's responses.

This Addendum is hereby incorporated into and made a part of the RFP. Where a response in this Addendum conflicts with the original RFP, this Addendum shall govern. All other terms, conditions, specifications, and requirements of the RFP remain unchanged and in full force.

**Acknowledgment Required.** Each proposer must acknowledge receipt of this Addendum by completing and returning the acknowledgment at the end of this document with its proposal, or by otherwise confirming receipt as directed in the RFP. Failure to acknowledge receipt may result in the proposal being deemed non-responsive.

#### APPROVAL PROCESS AND REVIEW STRUCTURE

**Q1.** Who serves as the designated point of contact or approval authority for creative decisions, feedback, and final approvals on each video? Will feedback be consolidated through a single SCTDD representative, or will vendors receive input from multiple program area staff or stakeholders?

**Response:** There will be multiple reviewers; however, the Director of Communications, Sydney Brewer, will serve as the primary point of contact. Feedback will be consolidated and delivered through her.

**Q2.** For the two revision rounds provided at no additional cost (Section 2.4.1), will all revision requests per round be delivered as a single consolidated document, or may vendors receive multiple rounds of notes from different reviewers?

**Response:** Revision requests for each round will be delivered to the vendor as a single consolidated document.

## GEOGRAPHIC SCOPE AND FILMING REQUIREMENTS

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**Q3.** Does SCTDD require representation from all 13 counties across the video series, or is geographic coverage at the vendor’s discretion subject to Creative Brief approval? If all-county representation is expected, which videos carry that requirement?

**Response:** Geographic coverage is at the vendor’s discretion, subject to SCTDD approval of the Creative Brief. All-county representation is not a fixed requirement.

**Q4.** Who determines the specific filming locations, interview sites, and B-roll settings for each program area? Will SCTDD staff direct location selection, or is the vendor expected to propose all locations in the Creative Brief?

**Response:** Location, interview site, and B-roll selection will be a collaboration between SCTDD and the vendor.

**Q5.** Will SCTDD provide a point of contact within each program area to assist with location scouting, participant identification, and site access coordination?

**Response:** Yes. SCTDD will provide a program-area point of contact to assist with location scouting, participant identification, and site access coordination.

## SCRIPTING AND NARRATIVE DEVELOPMENT

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**Q6.** Section 2.3.5 states that videos shall be “scripted or guided by a detailed outline approved by SCTDD prior to filming” but does not specify who is responsible for writing the script or outline. Is script and narrative development the vendor’s responsibility, or will SCTDD provide written program content, talking points, or messaging for each video?

**Response:** Script and narrative development will be performed in collaboration with SCTDD staff. The vendor is responsible for assembling the storyboards and scripts, with SCTDD input and approval.

**Q7.** Will SCTDD provide existing brand guidelines, a style guide, approved messaging documents, or sample language describing each program area for the vendor’s use in developing scripts and Creative Briefs?

**Response:** Yes. SCTDD will provide existing brand guidelines, style references, approved messaging, and sample language for each program area.

## RAW FOOTAGE AND ASSET DELIVERY

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**Q8.** Section 2.4.5 requires delivery of all raw footage. Does SCTDD prefer camera-original files (ungraded, unedited), color-corrected dailies, or both? Are proxy files acceptable or required alongside camera originals?

**Response:** SCTDD requires delivery of the color-corrected dailies only.

**Q9.** Is there a preferred file format, drive format, or storage organization structure for the raw footage and project file delivery? Will SCTDD provide a hard drive, or is the vendor expected to supply the delivery drive?

**Response:** The preferred format is current industry standard. SCTDD will provide the delivery hard drive.

## VOICEOVER TALENT

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**Q10.** Section 2.3.6 requires the vendor to present at least two voiceover talent options per video, or a single unified talent across all seven videos. Are the costs of voiceover talent expected to be included in the vendor’s fixed-fee proposal, or will SCTDD budget for and contract voiceover talent separately?

**Response:** Voiceover talent costs shall be included within the vendor’s fixed-fee proposal.

**Q11.** Will SCTDD consider a single voiceover talent used consistently across all seven videos as a preferred approach, or does SCTDD wish to evaluate talent options independently for each program video?

**Response:** SCTDD wishes to evaluate voiceover talent options independently for each program video.

## MUSIC LICENSING

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**Q12.** Are licensed background music costs expected to be included within the vendor’s fixed-fee proposal, or does SCTDD have a separate budget allocation for music licensing?

**Response:** Licensed background music costs shall be included within the vendor’s fixed-fee proposal.

## SOCIAL MEDIA DELIVERABLES

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**Q13.** Section 2.4.4 references social media versions in square (1:1) or vertical (9:16) format. Are both formats required for each program video, or is one format sufficient? Are social media cuts required for the brand video as well?

**Response:** Vertical (9:16) format is required. Social media cuts are also required for the brand video.

## BRAND VIDEO SCOPE

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**Q14.** The brand video (Deliverable #7) is described as assembled “primarily” from footage captured during the six program shoots. Is there a minimum or maximum percentage of brand-video-specific footage the vendor may include beyond program shoot footage? Does SCTDD anticipate a dedicated shoot day for the brand video, or should the vendor plan to capture brand-specific footage during the program shoots?

**Response:** The brand video should be captured primarily during the program shoots. SCTDD anticipates that some additional footage may be needed to complete the brand video; no fixed minimum or maximum percentage applies.

## BRAND IDENTITY AND VISUAL STANDARDS

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**Q15.** Will SCTDD provide existing brand assets including logo files, color palette, approved fonts, and any existing graphic templates for the vendor’s use in developing the lower-third package and opening/closing graphics? If no brand standards document exists, is the vendor expected to develop a visual identity system as part of this scope?

**Response:** Yes. SCTDD will provide its brand assets, including logo files, color palette, and related standards. The vendor may be asked to enhance and elevate these elements as part of the production.

## PROJECT TIMELINE

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**Q16.** The timeline between contract execution (July 14) and Creative Brief submission for all seven videos (August 7) is approximately three weeks. Given the coordination required with multiple program area staff, is this deadline flexible, or is August 7 a firm date?

**Response:** SCTDD can be flexible to a point on the Creative Brief deadline; however, the brand video must remain on the timeline documented in the RFP.

**Q17.** If SCTDD’s review or approval at any milestone is delayed beyond the target date, will corresponding downstream deadlines (rough cuts, revisions, final delivery) shift by an equivalent period, or are the December delivery dates fixed regardless of upstream delays?

**Response:** SCTDD can be flexible to a point on downstream milestones affected by review delays; however, the brand video must remain on the timeline documented in the RFP.

## PRICING AND DELIVERABLES STRUCTURE

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**Q18.** Section 1.2 and the RFP introduction reference “six program feature videos,” while the deliverables table in Section 2.1 lists Videos #5 and #6 as two separate entries under related program areas. Can SCTDD confirm that the total number of program feature videos is six, and that the brand video brings the total deliverable count to seven?

**Response:** Confirmed. There are six program feature videos plus one brand video, for a total of seven videos.

**Q19.** The payment schedule (Section 5.2) combines the contract execution milestone and Creative Brief approval into a single 20% payment. Will this payment be released upon contract execution, upon Creative Brief approval, or split between the two events?

**Response:** This payment will be released after Creative Brief approval.

## SUBCONTRACTORS

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**Q20.** Tab G requires resumes or bios for all key personnel including subcontractors. If subcontractors for specific roles (such as voiceover direction or post-production editing) have not been formally engaged at the time of proposal submission, will SCTDD accept a description of the intended subcontractor qualifications and selection criteria in place of a specific named individual, with final subcontractor identification provided at contract execution?

**Response:** Yes. In place of a specific named individual, SCTDD will accept a description of the intended subcontractor qualifications and selection criteria, with final subcontractor identification provided at contract execution.

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**ACKNOWLEDGMENT OF RECEIPT — ADDENDUM NO. 1**

The undersigned acknowledges receipt of Addendum No. 1 to RFP SCTDD-2026-VID-001 (Video Production Services) and confirms that the contents of this Addendum have been incorporated into the proposal submitted.

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Firm / Company Name

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Authorized Signature

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Printed Name & Title

Date