

**ROBERTO L. DASILVA
MAYOR**



**JESSICA LAMPREY
PROCUREMENT SPECIALIST**

**CITY OF EAST PROVIDENCE
DEPARTMENT OF FINANCE
145 TAUNTON AVENUE
EAST PROVIDENCE, RI 02914**

Bid Tabulations Thursday, September 4, 2025, at 11:00am

RFP EP24/25-022 Web Design, Hosting, and Support

RFP EP24/25-023 Social Media Content Creation and Media Services

Location: Conference Room A, East Providence City Hall

Present: Jessica Lamprey, Procurement Specialist

Representatives: None

All bids have been properly advertised. An Anti-Collusion Statement must be included in each bid submission, or the bid will not be accepted. Vendors are free to view all bids once they are opened. All bid submissions will go to the appropriate departments for their review and recommendation.

RFP EP24/25-022 Web Design, Hosting, and Support

- 12 Bids Received

BI Consulting Services	3540 Toringdon Way, Suite 200	Charlotte, NC 28277
Concourse Tech Inc.	169 Madison Ave. Suite 15520	New York, NY 10016
Exemplifi LLC	2563 Waverley Street	Palo Alto, CA 94301
First Arriving, LLC	9555 Kings Charter Dr. Suite K	Ashland, VA 23005
GHD Services Inc.	2055 Niagara Falls Blvd. Suite 3	Niagara Falls, NY 14304
IT Simple LLC	12150 Morris Rd.	Alpharetta, GA 30005
John Guilfoil Public Relations	1 Elm Park	Groveland, MA 01834
JPG Designs	5 Division St. Unit A-312	East Greenwich, RI 02818
Leap Spark, LLC	2500 Technology Dr.	Louisville, KY 40299
Planeteria Media	100 Stony Point Rd. 240	Santa Rosa, CA 95401
RDW Group	225 Dyer Street	Providence, RI 02903
Symphonize, Inc.	3051 Miller Rd.	Ann Arbor, MI 48103

Pricing as Follows

Continued next page

EP24/25-022 Web Design, Hosting Support
 Bid Tabulations REVISED

Item Number	Description	BI Consulting Services	Concourse Tech Inc.	Exemplifi LLC	First Arriving	GHD Services	IT Simple LLC	John Guilfoil Public Relations	JPG Designs	Leap Spark, LLC	Planetaria Media	RDW Group	Symphonize Inc.
1	Website Design	Bid Price (Lump Sum - Not to Exceed) \$125,000.00	Bid Price (Lump Sum - Not to Exceed) \$45,000.00	Bid Price (Lump Sum - Not to Exceed) \$48,000.00	Bid Price (Lump Sum - Not to Exceed) \$6,950.00	Bid Price (Lump Sum - Not to Exceed) \$26,639.00	Bid Price (Lump Sum - Not to Exceed) \$12,485.00	Bid Price (Lump Sum - Not to Exceed) \$15,000.00	Bid Price (Lump Sum - Not to Exceed) \$6,998.00	Bid Price (Lump Sum - Not to Exceed) \$80,000.00	Bid Price (Lump Sum - Not to Exceed) \$53,950.00	Bid Price (Lump Sum - Not to Exceed) \$23,200.00	Bid Price (Lump Sum - Not to Exceed) \$47,500.00
2	Annual Hosting Rate - Year 1	\$10,000.00	\$6,000.00	\$2,400.00	\$2,388.00	\$7,025.00	Included	\$2,388.00 Basic \$4,788.00 Advanced	\$1,190.00	\$6,000.00 - \$9,000.00/year (included in first 6 months)	\$1,800.00	\$4,800.00	\$6,000.00
3	Annual Support & Maintenance - Year 1	\$15,000.00	\$18,000.00	\$6,000.00	Included in above rate	Included	\$7,510.00	Included in above rates	\$1,190.00	\$15,000.00/year (included in first 6 months)	\$3,250.00	\$6,720.00	\$9,600.00
Total (Items 1-3)		\$150,000.00	\$69,000.00	\$56,400.00	\$9,338.00	\$33,664.00	\$19,995.00	\$17,388.00 Basic \$19,788.00 Advanced	\$9,378.00	\$80,000.00 - \$95,000.00	\$59,000.00	\$34,720.00	\$63,100.00
4	Annual Hosting Rate - Years 2 - 5	\$8,000.00/year	\$6,000.00/year	\$7,200.00/year	\$2,388.00	\$7,373.25 Year 2 \$7,744.06 Year 3 \$8,131.26 Year 4 \$8,537.82 Year 5	Included	\$2,388.00/year Basic \$4,788.00/year Advanced	\$1,190.00/year	\$6,000.00 - \$9,000.00/year (included in first 6 months)	\$2,000.00/year	\$6,988.00	\$6,000.00/year
5	Annual Support & Maintenance - Years 2 - 5	\$12,000.00/year	\$18,000.00/year	\$18,000.00/year	Included in above rate	Included	\$9,998.00	Included in above rates	\$1,190.00/year	\$9,000.00 - \$15,000.00/year (included in first 6 months)	\$3,500.00/year	\$4,992.00	\$9,600.00/year

RFP EP24/25-023 Social Media Content Creation and Media Services

- 10 Bids received

32One Media, LLC
39 Grove Ave. First Floor
Westerly, RI 02891

Capital Strategic Solutions
43 Broad Street, Suite B309A
Hudson, MA 01749

First Arriving, LLC
9555 Kings Charter Dr. Suite K
Ashland, VA 23005

John Guilfoil Public Relations
1 Elm Park
Groveland, MA 01834

JPG Designs
5 Division St. Unit A-312
East Greenwich, RI 02818

KSA Marketing
100 Metro Center Blvd.
Warwick, RI 02886

Namra
163 Exchange Street, Studio 405
Pawtucket, RI 02860

Peanut Gallery Group
4045 Woodman Cyn
Sherman Oaks, CA 91423

PSV Media LLC
100 W Clarke St. Apt 15
Manchester, NH 03104

RDW Group
225 Dyer Street
Providence, RI 02903



Project Costs

Category	Description	Cost
Initial Production (One-Time)	- Department portraits and b-roll.	\$3,500
	- Recruitment video (scripting, filming, editing, captions, music).	\$5,000
	Subtotal - Initial Production (One-Time)	\$8,500
Ongoing Services (Annual)	- Short-form reels (10/month at \$200 each	\$24,000/year
	- Graphics as needed, monthly consulting, and quarterly reviews.	\$9,000/year
	- On-call retainer for rapid response.	\$6,000/year
	Subtotal - Ongoing Services (Billed Monthly)	\$39,000/year
Event Coverage (Variable)	<ul style="list-style-type: none">- Livestream coverage of all department events (on-site filming, remote production, archiving, editing) billed hourly.- 2 hour minimum charge for travel, setup, teardown, archiving, and editing.- EPPD will be billed hourly for the runtime of each event.- Example: 2 hour event = 4 billable hours.	\$300/hour



Fee

Task Description	Price	Notes
High-res video production (interviews, ride-alongs, fleet & equipment spotlights, community). 10 Filming Days Per Year - 2-person crew w/ cinema camera, location lighting & audio; producer; Post-Production Edit with licensed music, 2D graphics (1-3 days per video package)	\$37,999.00	Add-ons: extra cam/sound (\$560-\$1,310/day), drone (\$400-\$900), teleprompter/OP (\$800-\$1200)
Department photography (individual & group). 3-4 Photo Sessions (Personnel updates + Campaign Imagery) On-site lighting, tethered capture, light retouch per selected image, team photos (up to 5).	\$11,500.00	
Recruitment video (values, workplace, community). 2 shoot days, scripting, casting internal talent, voiceover, graphics, music, 60-180s master + 2-4 cutdowns	\$29,500	
Social media reels/shorts 8 to 12 posts. (IG/TikTok/Facebook). Hook scripting, vertical framing, captions, basic motion graphics, platform-ready exports	\$4,500.00	Paid promotion/ad spend is separate
Event coverage (promotions, graduations, community, awards). Events per year. Includes Run-and-gun coverage, natural sound, short highlight edit, basic color & mix	\$12,500.00	Livestream can be added on at a transparent rate on an as-needed basis
Delivery of raw & edited assets (metadata/usage). Folder creation, file naming, caption/keywords, usage guidelines PDF, checksum copies	\$1,250.00	
Social media consulting (scheduling, targeting, analytics)	\$35,000.00	

Ongoing Support Services are provided at the following rates below:

- Post-project editing and adaptation of existing content is available at an hourly rate of \$150.00 per hour.
- Additional days of filming and editing are available at a rate of \$2,750.00 per day
- Continued collaboration with the EPPD leadership to align creative execution with recruitment and community engagement objectives are priced at \$180.00 per hour.

Recommended Budget Pricing

Recommended Budget Pricing	Year One: Foundation Investment	Year Two: Efficiency Phase	Total
Recruitment & Outreach Strategy	\$12,500	\$4,500	\$17,000
Video & Multimedia Production (One On-Site Production: Flagship Recruitment Video, Cutdowns, Spotlights, Professional Photography)	\$25,500		\$25,500
Annual Recognition Highlight Reels (from EPPD-supplied footage & photos, professionally edited by FA)	\$7,000		\$7,000
Digital Advertising Campaigns (creation, management, optimization, reporting)	\$10,150	\$15,000	\$25,150
Total	\$48,650	\$19,500	\$68,150

Timeline Details

A comprehensive project schedule and related timeline will be developed during the first 30 days of the project. Work will begin at the receipt of signed contract and any pre-payments agreed upon prior to contract execution.

We will present regular updates and reports throughout the process on the overall impact, deliverables and success of the program.

Billing and Payment

Payment terms will be customized based on the scale of your project, requirements and other factors, to be mutually agreed upon execution of a formal contract.

More Information

SAM Registration: FIRST ARRIVING, LLC (022925800)
CAGE: 8FC94
DUNS: 022925800

All content and concepts provided in this proposal is the intellectual property of First Arriving and its employees and cannot be used, shared or otherwise disseminated without the express written permission of First Arriving, LLC.

Price Proposal

We propose a one-year agreement starting on the date of the signed contract. JGPR will provide an option for 2 additional years of service at the same rate, if opted for at the signing of this contract. Otherwise, the contract will renew on a year-by-year basis with an annual rate increase of 2.5%, with the option of a 3-year contract at any renewal period to lock in the rate at that time.

Pricing Overview

This proposal includes pricing details for the deliverables outlined in the scope of work for this project.

TASK	TIMELINE	COST
Longform Videos <ul style="list-style-type: none"> 5 videos (up to 3 minutes in length) 	Months 2-12	\$10,000
Photography <ul style="list-style-type: none"> Up to 3 Sessions (up to 4 hours each) Headshots for up to 125 department members Up to 10 Group Shots Interior/Exterior Shots of Police Station <ul style="list-style-type: none"> Action shots of officers and department staff Vehicles Etc. Drone Photos and Videos of Department Building Exterior 	Months 1-2	\$10,000
Recruitment Video (up to 3 minutes in length) <ul style="list-style-type: none"> Includes drone footage of up to 5 key locations and landmarks in East Providence. Up to 5 interview subjects 	Month 2-3	\$4,000
Social Media Reels & Posts <ul style="list-style-type: none"> Reels - Up to 25 per year Social Campaigns - Up to 10 per year (up to 5 posts per campaign) <ul style="list-style-type: none"> Includes graphic design for social campaigns. 	Months 1-12	\$5,000
Press Releases/Written Content Pieces <ul style="list-style-type: none"> Up to 4 per month 	Months 1-12	\$10,000

<ul style="list-style-type: none"> o Includes in-person availability for events once per month o Includes Media Relations Services o Include Crisis Management Services 		
Content Delivery <ul style="list-style-type: none"> o Creation of a Google Drive to Ensure Secure Delivery of Materials 	Months 1-12	Included in Contract
Consulting, Strategy, & Analytics <ul style="list-style-type: none"> o Availability for bi-weekly strategy and consulting meetings (or as-needed, pending availability) <ul style="list-style-type: none"> ■ Meetings to discuss goals, upcoming deliverables, future projects, receive/provide feedback, etc. o Creation of a Social Media Content Calendar (for one year of content) o Quarterly analytics report from social media accounts (client must provide access to social media accounts) 	Months 1-12	\$8,000
Additional Services (Beyond the Above Services & Post-Project Support) <ul style="list-style-type: none"> o In-person work/response o Video o Social Media Content (Reels and Posts) o Press Releases and Written Content o Meetings o Analytics Reports o Other Projects/Work 	Discussed in advance and done with your prior approval.	\$150/hour
Total:		\$47,000

Project Quote & Pricing

Average ROI on
Websites & Marketing
200-700+%
Year over Year!

Project Package	Quote
Video & Photo Content Production	\$7,498
First Responder Discount	-500
Total	\$6,998
<i>Additional \$500 discount (\$1,500 total for hiring JPG for both video and website proposals.)</i>	
Ongoing Media Production	
Quarterly Retainer - \$2,498 (1 day+ editing)	
Quarterly Retainer - \$3,998 (2 days+ editing)	

KSA Marketing Rates



KSA Marketing's fully loaded hourly rates are outlined below. While we do not apply a markup on pass-through out-of-pocket (OOP) expenses—such as travel, shipping, and similar costs—we do apply a markup on other billable items as follows:

- Printed Materials, Subcontracted Vendor Services (e.g., translations): 10%
- Paid Media:
 - 15% for media buys/campaigns less than \$25,000
 - 10% for media buys/campaigns greater than \$25,000

KSA Team Member	Hourly Rate
Client Services Director	\$250
Client Services Manager	\$190
Content Strategy	\$205
Copy Editor	\$175
Copywriting	\$185
Creative Director	\$225
Data Marketing Ops Architect	\$250
Director of Production	\$250
Event Management	\$175
Event Planner	\$190
Founder	\$305
Graphic Designer	\$175
IT Support Specialist	\$200
Market Research Analyst	\$175
Media Director	\$205
Media Analyst	\$175
Media Strategy & Buying	\$190
Project Manager	\$195
Social Media Management	\$175
Strategic Planning	\$225
Technical Director	\$225
Video Editor	\$190
Web Design & Development	\$225
Web Programming	\$205

SAMPLE PROJECT COSTS



KSA Marketing proposes a flexible, value-driven pricing model that delivers high-quality media services with transparent and scalable costs. Our approach enables customization tailored to evolving needs.

All creative assets will be delivered in both high-resolution archival formats (suitable for print or future use) and optimized, platform-ready versions for digital and social deployment. Licensing and usage rights are also factored into the project estimates unless otherwise noted.

Category	Deliverable	Unit	Proposed Cost
KSA Management	Includes project management and production management which is required for each project and delivery of all raw and edited content to EPPD.	Hourly based on project scope.	\$195
Consulting	Best practices for social media scheduling, audience targeting, and performance analytics.	Hourly based on project scope.	\$205
Initial Video & Photography Sessions	Officer interviews, ride-alongs, fleet/equipment features, individual & group portraits.	Flat-rate package for each deliverable (planning, travel, 2-3 sessions, editing) for each project.	\$5,000-\$8,000
Recruitment Video Production	Flagship 2-3 minute video, including scripting, filming, editing, and final delivery in multiple formats.	Flat-rate package for recruitment video (planning, travel, 2-5 filming sessions, editing).	\$20,000
Event Documentation	Coverage of promotional ceremonies, graduations, community events, award and recognition ceremonies.	Per event (includes travel, video & photos, editing).	\$1,500-\$2,000
Short-Form Content Creation	Vertical reels, clips, TikTok/Instagram/Facebook ready.	Per clip (delivered in social-ready format).	\$600
Additional Editing/ Follow-Up Requests	Editing of new or existing content, graphic design for posts.	Hourly based on project scope.	\$190
Reporting	Review of content performance and strategy adaptation.	Quarterly	\$5,000

PROJECT PRICING

Issued
August 20, 2025
Expires
October 19, 2025

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**Videos under 90 seconds will be formatted portrait or 9:16*

- Best for Meta Reels/Stories, YouTube Shorts, and TikTok

Videos over 90 seconds will be formatted horizontally (16:9)

- Best for websites, YouTube Playlists, and social media 'feed'

Products & Services	Billing Frequency	Quantity	Unit price	Price
Launch Day Launch Day Immediately upon launching our part- nership, Namra will spend 2-3 hours with you to complete the onboarding process. A successful Launch Day allows our team to become a part of yours.		1	\$1,500.00	\$1,500.00
Monthly Check-In Calls Our Monthly Check-In	Monthly	1	\$0.00 / month	\$0.00 / month

Products & Services	Billing Frequency	Quantity	Unit price	Price
<p>Calls are a key part of ensuring your social media strategy is optimized, aligned with your goals, and delivering results. These structured sessions allow us to review progress, discuss upcoming campaigns, and make strategic adjustments to maintain an impactful online presence.</p> <p>Key Highlights of the Call:</p> <p>Graphics & Content Review: Preview and approve upcoming posts, including visuals, captions, and overall branding.</p> <p>Scheduling Updates: Confirm timelines for content publication and campaign launches.</p> <p>Strategy Alignment: Discuss upcoming promotions, seasonal themes, or changes to focus areas.</p> <p>Paid Ad Efforts: Review the performance of paid campaigns (PPC, Meta Ads, etc.), including key metrics, budget utilization, and opportunities for optimization.</p> <p>Content Collaboration: Identify opportunities for additional content (photo-</p>				for 1 year

Products & Services	Billing Frequency	Quantity	Unit price	Price
<p>tos, videos, or other assets) to enhance the strategy.</p> <p>Open Discussion: Address any feedback, questions, or adjustments needed for ongoing efforts.</p> <p>Next Steps: Recap key takeaways, assign action items, and schedule the next monthly check-in.</p> <p>These calls ensure your organic and paid social media efforts work cohesively to achieve your marketing goals while keeping you actively involved in the process.</p>				
<p>Meta Management Services (Facebook & Instagram)</p> <p>Month #1 – is the implementation phase which consists of setup and re-vamping (as needed) of all accounts to be managed, as well as the initial design and approval of your first posts.</p> <p>Month #2 & Beyond – weekly posting begins.</p> <p>Management services include ongoing posting, video publishing, and monthly check-in calls*.</p>	Monthly	1	\$600.00 / month	\$600.00 / month for 1 year

Products & Services	Billing Frequency	Quantity	Unit price	Price
<p>Posting–Frequency: 3 posts per week on both platforms (photos, graphics, and/or videos)</p> <p>*Please note: Frequency of posting can be changed upon request.</p>				
<p>YouTube Channel Management</p> <p>Uploading and scheduling of all Namra–produced video content to your YouTube Channel. This includes utilizing the appropriate tags and descriptions in each video with captions to match those posted on other social media channels.</p> <p>Month #1 – is the implementation phase which consists of setup and re-vamping (as needed) of all accounts to be managed, as well as the initial design and approval of your first posts.</p> <p>Month #2 & Beyond – ongoing posting begins. We will publish all video content to your page on a routine basis.</p>	Monthly	1	\$300.00 / month	\$300.00 / month for 1 year
<p>LinkedIn Management Services</p> <p>Month #1 – is the implementation phase which</p>	Monthly	1	\$300.00 / month	\$300.00 / month for 1 year

Products & Services	Billing Frequency	Quantity	Unit price	Price
<p>consists of setup and re-vamping (as needed) of all accounts to be managed, as well as the initial design and approval of your first posts.</p> <p>Month #2 & Beyond – weekly posting begins.</p> <p>Management services include ongoing posting, video publishing, and monthly check-in calls*.</p> <p>Posting–Frequency: 3 posts per week (photos, graphics, and/or videos)</p> <p>*Please note: Frequency of posting can be changed upon request.</p>				
<p>TikTok Management Services</p> <p>Month #1 – is the implementation phase which consists of setup and re-vamping (as needed) of all accounts to be managed, as well as the initial design and approval of your first posts.</p> <p>Month #2 & Beyond – weekly posting begins.</p> <p>Management services include ongoing posting, video publishing, and monthly check-in calls*.</p>	Monthly	1	\$300.00 / month	\$300.00 / month for 1 year

Products & Services	Billing Frequency	Quantity	Unit price	Price
<p>Posting-Frequency: All video content will be published to your TikTok page</p> <p>*Please note: Frequency of posting can be changed upon request.</p>				
<p>Pre-Production</p> <p>How will Namra take your vision from an idea to a finished marketing product?</p> <p>Before each shoot, we will have a 15-30-minute pre-production call to discuss the shoot itinerary, shot list, and deliverables. We will outline the messaging of each piece of content, as well as its style and format. From there, we handle the rest. This can include, but is not limited to:</p> <ul style="list-style-type: none"> - location scouting - script finalization - shot list finalization - equipment preparation and rental logistics - scheduling and communication with the production team 	Monthly	1	\$100.00 / month	\$100.00 / month for 1 year
<p>Onsite Content Production Services (monthly)</p> <p>Upon launch, our team will work with you to develop a video marketing</p>	Monthly	1	\$1,250.00 / month	\$1,250.00 / month for 1 year

Products & Services	Billing Frequency	Quantity	Unit price	Price
<p>strategy based on your goals. This includes identifying the types of videos you want created & the format they should be delivered in. The key forms of video content can include, but are not limited to the following. Vlogs, short social clips, tour videos, monthly updates, event videos, and more. The different formats of edited video content can include, but are not limited to Meta Reels & Stories (9:16), YouTube & Facebook (16:9).</p> <p>You will have complete ownership and access to any and all content created (that includes raw footage). Each video is shot & delivered in HD resolution. We simply ask that you download all edited footage within two months of final delivery.</p> <p>Video Shoot Frequency: monthly</p> <p>Our team will be available to come onsite to the location(s) of your choosing one time every month. This will be scheduled on our aforementioned pre-production call.</p> <p>Deliverables: – 3 Hours Onsite</p>				

Products & Services	Billing Frequency	Quantity	Unit price	Price
<ul style="list-style-type: none"> - Travel time to multiple locations within 5 miles of each other - Full access to our studio if required - Content Management (Cloud Upload, File Management, Content Sharing, Etc.) - 1-2 Camera Angles - Photography (upon request) <p>Please note, additional services can be provided upon request:</p> <ul style="list-style-type: none"> - Script Writing - Multiple Locations - Multiple Cameras - Drone Footage - Photography 				
Content Editing Services (ongoing) Deliverables: <ul style="list-style-type: none"> - Full HD downloadable delivery via Google Drive. - 3 x revisions per project - Title graphics - Transitions - Background music <p>If additional revisions are needed beyond the included rounds, we will be happy to accommodate them at our standard revision rate of \$50 per revision.</p> <p>Each month, the number</p>	Monthly	1	\$1,250.00 / month	\$1,250.00 / month for 1 year

Products & Services	Billing Frequency	Quantity	Unit price	Price
<p>of edited videos delivered may vary. Some months may be higher, and some months may be lower based on multiple factors. These can include the length of the videos, the time spent on-site shooting, the topics to be covered, the goals of the shoot, etc.</p> <p>On average, our clients receive anywhere from 1–10 edited videos per shoot.</p> <p>Additional deliverables can be included upon request:</p> <ul style="list-style-type: none"> – Thumbnail graphics for social – Teaser/promo clips – Bloopers reel – Additional videos – Subtitles – Animations 				
Cloud Storage & Backup Upon delivery, Namra will upload and store all raw footage and edited videos for 60 days. Upon request, we will deliver all raw files to your team. Please be sure to back up all raw and edited content immediately upon receipt.	Monthly	1	\$25.00 / month	\$25.00 / month for 1 year
If you'd like an extension				

A. Initial Sessions (Pre-Production, Photography, and Video Capture)

The Initial Sessions will establish a comprehensive foundation of high-quality video and photographic content for the East Providence Police Department's social media, recruitment, and community engagement efforts. This one-time package covers the planning, capture, and delivery of baseline assets that will be used throughout the engagement.

Scope of Work Includes:**• Pre-Production & Planning:**

- Kickoff call(s) with EPPD leadership to align on goals, content priorities, and scheduling
- Development of an initial content roadmap to determine priority deliverables, recurring vs. occasional needs, and milestone outputs.
- Coordination of logistics, shot lists, interview outlines, and scheduling.

• Video Capture (3 days):

- Officer interviews and testimonials (Day 1).
- Ride-along coverage and community engagement moments (Day 2).
- B-roll of facilities, patrol operations, vehicles, and equipment (Day 3).
- Department-wide footage to serve as building blocks for recruitment and social media content (Day 3).

• Photography (1-2 days, as needed):

- Professional portraits of officers and staff.
- Group photos by unit or division.
- Candid and staged images for social media use.

• Production Oversight:

- PGG leadership team will oversee all creative development, on-site production management, and direction.
- Providence-based technical crew (camera operators, sound, lighting) will be engaged to ensure efficient local execution while keeping costs manageable.

• Post-Production:

- Editing and delivery of an initial library of photographs and video clips suitable for immediate use in social media and recruitment efforts.
- Organized archiving with clear file naming, metadata, and usage guidelines.

Approach:

PGG will staff this as a lean, efficient production, with creative leadership and producers directing the process while leveraging trusted Providence-based specialists for technical roles. This model ensures the highest production quality while maintaining cost-effectiveness and responsiveness.

Pricing Breakdown – Initial Sessions

Event Coverage Type	Pre-Production (Coordination & Planning)	Production (On-Site Coverage)	Post-Production (Editing & Delivery)	Total (Estimated Range)
Initial Sessions & Deliverables (assumes 3-day shoot)	\$48,980	\$70,916	\$31,500	\$151,392

B. Per-Event Documentation (Ceremonies, Graduations, Community Events, Awards)

In addition to the Initial Sessions, the East Providence Police Department has identified the need for ongoing professional coverage of key departmental events. These may include promotional ceremonies, academy graduations, community outreach activities, press conferences, and award recognitions.

Scope of Work Includes:
• Photography & Videography:

- Professional photo coverage of event highlights, staged and candid.
- Video capture of key moments (e.g., oath ceremonies, speeches, award presentations, community engagement activities).
- Short highlight clips and/or edited packages suitable for social media sharing.

• Pre-Event Coordination:

- PGG will work with the department to confirm the scope of coverage for each event (e.g., full video + photo vs. photo-only).
- Coordination of logistics, schedules, and key individuals to feature.

• On-Site Coverage (Assumption):

- Events are assumed to require half-day (up to 4 hours) or full-day (up to 8 hours) coverage.
- A lean team model will be used, with local technical specialists (camera operators, photographers, audio) supported by PGG creative direction as needed.

• Post-Production:

- Delivery of edited highlight video clips (where applicable).
- Edited photographs provided in both high-resolution and social-ready formats.
- Archival of all media with clear file naming and metadata.

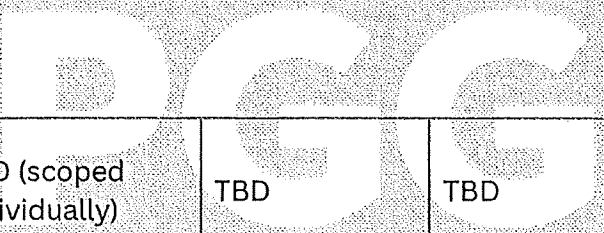
Assumptions:

- Pricing will be structured on a per-event basis, with costs scaled depending on event size, scope, and required deliverables.
- Typical events are expected to fall within a half-day or full-day coverage model.
- The department may also request photo-only coverage, which will be priced separately at a reduced rate.
- Should multi-day or large-scale events occur, PGG will provide tailored pricing to ensure coverage is right-sized to the occasion.

Approach:

PGG will provide flexible coverage tailored to the department's needs for each specific event. Our model ensures professional quality while remaining cost-effective, with the ability to quickly mobilize local specialists for short-notice events.

Sample Pricing Table – Per-Event Documentation

Event Coverage Type	Pre-Production (Coordination & Planning)	Production (On-Site Coverage)	Post-Production (Editing & Delivery)	Total (Estimated Range)
Half-Day Event (up to 4 hrs, Photo + Video)	\$15,190	\$15,760	\$16,740	\$47,690
Full-Day Event (up to 8 hrs, Photo + Video)	\$16,926	\$20,038	\$22,568	\$59,532
Photo-Only Event (Full Day)				\$9,300
Custom / Multi-Day Event				Quoted per request

Notes about Per-Event Pricing

- Above pricing samples assume on-site producer and several days of pre-production meetings and coordination. On-site producer may not always be needed, which will result in cost reductions.
- Final pricing will vary based on the specific size and scope of each event.
- PGG will confirm requirements with EPPD in advance (e.g., whether photo, video, or both are required).
- Costs for custom or multi-day events will be provided upon request.

C. Recruitment Video

The Recruitment Video will serve as a flagship piece for the East Providence Police Department's hiring and outreach efforts. This video will highlight the Department's mission, professionalism, and community engagement, designed to attract and inspire qualified candidates while strengthening public trust.

Scope of Work Includes:

- **Pre-Production / Concept Development:**

- Recruitment video concepting will be addressed during the initial planning and content roadmap sessions to ensure appropriate footage is captured during the Initial Sessions.
- Refinement of messaging, scripting, and interview/storyline selection in alignment with EPPD's hiring goals.

- **Content Capture:**

- All core footage for the recruitment video will be captured during the Initial Sessions (interviews, B-roll, photography).
- This approach ensures cost efficiency and minimizes disruption to Department operations.

- **Post-Production:**

- Editing of a 2–3 minute recruitment video, including storyline development, professional graphics, titles, and licensed music.
- Delivery in multiple formats (web, social media, recruitment platforms).

Assumptions:

- No additional filming is anticipated beyond the Initial Sessions.
- Should EPPD later request additional scenes or content requiring on-site filming, costs will be scoped and quoted separately.

Approach:

By integrating recruitment video planning into the Initial Sessions, PGG ensures that all necessary footage is captured upfront. This approach reduces cost and time while allowing for a polished, compelling recruitment video that reflects both the professionalism of the Department and the character of the community it serves.

Pricing Breakdown – Recruitment Video

Deliverable	Pre-Production (Concept & Coordination)	Production (Filming)	Post- Production (Editing & Delivery)	Total
Recruitment Video (2–3 minutes)	\$12,400	Included in Initial Sessions	\$11,780	\$29,300
Additional On-Site Filming (if required)	TBD (scoped individually)	TBD	TBD	Quoted per request

D. Short-Form Content (Social Media Reels, TikToks, and Cutdowns)

Short-form content will provide the East Providence Police Department with a steady stream of engaging, social-first media to connect with the community, highlight departmental initiatives, and showcase officer stories in a format that resonates with modern audiences. These deliverables will leverage both the initial content library (captured during the Initial Sessions) and new event coverage to ensure a consistent pipeline of relevant material.

Scope of Work Includes:
• Content Development:

- Creation of high-impact, platform-ready clips (15–60 seconds in length).
- Use of footage from the initial video sessions, supplemented with new capture from ongoing events and Department activities.
- Storyboarding, scripting (where needed), and editing designed for social-first distribution.

• Editing & Post-Production:

- Incorporation of captions, motion graphics, and licensed music tracks optimized for TikTok, Instagram Reels, Facebook, and YouTube Shorts.
- Formatting of deliverables across multiple platforms.

• Content Strategy Integration:

- Prioritization of recurring themes (e.g., officer spotlights, community highlights, safety messages, recruiting content).
- Flexibility to adapt outputs based on trending topics, EPPD initiatives, or seasonal campaigns.

Assumptions:

- Short-form deliverables will primarily draw on existing captured footage but may require additional filming as new events arise.
- Deliverables may be provided as one-off videos or recurring batches (e.g., monthly sets of 5). Batch pricing is provided below but the exact size and frequency of "batches" can be adjusted to meet the needs of the EPPD.
- Batches may include a mix of pre-recorded and newly captured material, with pricing adjusted accordingly.

Approach:

PGG will maintain an agile workflow to ensure the Department always has fresh, engaging social content. By balancing efficient use of the initial footage library with responsive capture of new events, we maximize quality and timeliness while keeping costs predictable.

Pricing Table – Short-Form Content

Deliverable Type	Pre-Production (Concept & Coordination)	Production (Filming)	Post-Production (Editing & Delivery)	Total (Estimated)
Single Short-Form Video (using existing footage)	\$1,000	Included in initial sessions	\$1,750	\$2,750
Batch of 5 Short-Form Videos (using existing footage)	3500	Included in initial sessions	\$6,500	\$10,000
Batch of 5 Short-Form Videos (with new capture)	\$4,500	\$10,500	\$7,500	\$22,500
Sample Monthly Content Package - 5 Short Form Videos, 5 non-video Graphics	If the EPPD is interested in consistent video and non-video content for social media, PGG can design a package that would meet the needs of the Department. This is a sample of what that package could look like; however the specific deliverables and pricing will be adjusted based on the needs of the Department.			\$12,500

Note: PGG understands that short-form deliverables may include both previously recorded content and some new capture. In such cases, pricing will be adjusted proportionally to reflect the actual mix of editing and production required.

E. Additional Editing & Follow-Up Requests

The East Providence Police Department may have occasional requests beyond the defined deliverables, including:

- Adjustments or revisions to completed videos (e.g., updated graphics, captions, or cuts).
- Development of new short-form or mid-length content from previously captured footage.
- Quick-turn projects related to community updates, recruitment, or Department priorities.
- Graphic design for non-video social media content.

Because these requests may vary significantly in scope and complexity, PGG proposes an **hourly rate model** for follow-up work. This ensures flexibility while keeping costs transparent and predictable.

Hourly Rate Structure

Service Type	Rate	Notes
Pre-Production / Coordination	\$160 / hour	Includes concept development, planning, scripting, and coordination.
Production (On-Site Capture)	\$250 – \$500 / hour (4-hour minimum)	Rate range based on complexity (single-camera vs. multi-camera, additional crew, or specialized equipment).
Post-Production (Editing & Delivery)	\$150 / hour	Includes editing, graphics, captions, color correction, sound mixing, and formatting.
Photography	\$400 - \$600 / hour	Includes professional portraits, event coverage, and on-location support. Rates depend on scope and complexity.

Approach:

This structure allows PGG to scope each request proportionally, ensuring the Department only pays for the actual work performed. For small adjustments, only minimal editing hours may be required, while larger follow-up requests can be scoped with transparent estimates before work begins.

F. Optional Add-Ons

While the scope of work defined in this RFP focuses primarily on content creation and consulting, Peanut Gallery Group has additional capabilities that could support the Department's mission over time. These services are not included in the current proposal but can be made available if the Department wishes to expand the engagement:

1. Full Social Media Management

Beyond producing content, PGG can provide complete social media channel management, including scheduling and posting, calendar planning, and community engagement. This optional service allows the Department to maintain a consistent, professional online presence without adding internal workload.

2. Podcast or Audio Series Development

Members of the PGG leadership team bring direct experience producing successful podcast and audio projects, giving the Department an additional medium for storytelling and outreach. If desired, PGG can help EPPD design and launch a recurring podcast or audio series to share officer perspectives, community updates, or recruitment insights, using best practices in audio content strategy and production.

3. Internal & Training Video Production

PGG can also produce internal videos designed for staff development, training, or internal communications. These can be used to streamline onboarding, reinforce Department values, or provide consistent messaging across the organization.

Pricing Summary

The following table summarizes the proposed costs for each major deliverable. Detailed breakdowns of scope, assumptions, and production/post-production effort are provided within the respective sections above.

Deliverable	Description	Cost Estimate*
Initial Sessions (Planning + Content Capture)	Pre-production, kickoff, and initial content capture (3 days video, 1 day photography; Providence-based crew with PGG leadership oversight).	\$151,392
Per-Event Documentation	Filming & editing for key Department/community events. Pricing varies by event size, length, and capture needs.	\$47,690 – \$59,532 per event
Recruitment Video	Editing of recruitment video leveraging content from initial capture; includes planning, scripting, and post-production.	\$29,300
Short-Form Video Packages	Options include single videos or batches of 5, with or without new capture. Flexible pricing to accommodate recurring needs.	\$2,750 – \$22,500 (depending on scope)
Additional Editing / Production Support	Hourly or day rates for pre-production, production, and post-production services beyond the above deliverables.	See hourly/day rate table

Note 1: All costs are estimates based on RFP scope and assumptions outlined in this proposal. Final costs will be confirmed in collaboration with EPPD once project priorities, scheduling, and deliverables are finalized.

Note 2: Our Subcontractor Disclosure Form reflects the totals and subcontractor participation for the contract line items with fixed pricing and defined scope (i.e., Initial Sessions and Recruitment Video). For line items presented as ranges, final costs will depend on future discussions and client decisions; therefore, those totals are not included in the disclosure form at this time. As scope and pricing are clarified, PGG will ensure ongoing compliance with the City's 20% MBE/DBE subcontractor participation requirement.

Cost Breakdown

Description	Rate
Short-Form Video	\$175.00 / video
~ 20 - 60 second vertical video, 3 hrs of production, 2 hrs of post-production	
Long-Form Recruitment Video	\$1,800.00 / video
~ 3 to 5 min video landscape video, 20 hrs of production, 4 hrs of post-production	
Photography Session	\$150.00 / hr
Portraits, Headshots, Group Photos, Automotive, etc.	
Supplemental Rounds of Revisions	\$50.00 / hr
Additional revisions, requested edits, etc.	
Design for Print, Digital & Motion	\$35.00 / hr
Marketing Materials, Graphics for Videos	
On-Site Event Coverage	\$35.00 / hr
Staff on location to film public events, graduations, ceremonies, etc.	
Media Consultation	\$35.00 / hr
Content-strategy, pre-production planning, post-project support, etc.	
Raw Footage Storage	\$150
Will be released upon request	for physical storage
	or
	\$120 / yr
	for cloud storage

Budget Allocation

As the East Providence Police Department has not outlined a specific budget for this initiative, RDW Group has developed cost estimates based on our understanding of the scope and objectives detailed in the RFPs. These figures represent our best assessment at this stage.

That said, following a discovery process and the development of a detailed media plan, we will work with your team to capture budget details and rightsize both scope and budget accordingly. This collaborative approach will ensure that the strategy, deliverables, and investment are fully aligned with the Department's priorities and resources, while maximizing the effectiveness of the campaign.

Ad Hoc Creative Services Rates

Creative Director	\$305/hr
Associate Creative Director	\$255/hr
Senior Copywriter	\$230/hr
Copywriter	\$200/hr
Digital Designer	\$230/hr
Senior Designer	\$230/hr
Designer	\$200/hr
Senior Art Director	\$255/hr
Art Director	\$200/hr
Production Art	\$165/hr
Production Manager	\$165/hr

Additionally, our team is prepared to provide unscheduled crisis response, charging for time and materials, at a rate of \$400/hr.

Pricing

Discovery & research	Conduct initial stakeholder interviews, review existing materials, and analyze community insights to understand current perceptions and goals. Also gather detailed insights on target recruitment and community audiences through surveys, focus groups, and sentiment analysis.	\$10,000
Media strategy	Identify optimal communication channels and develop tailored strategies for organic and paid outreach to reach target audiences effectively.	\$15,000
Creative conceiving & development	Develop multiple conceptual directions, refine, and select a final creative approach to guide asset production. Then design and produce visual and multimedia assets aligned with messaging to support campaign goals.	\$30,000
Recruitment video development	Two (2) five-minute recruitment videos with social media cut downs. Plan, shoot, edit, and distribute a high-quality video to communicate recruitment messages and attract candidates.	\$60,000
Photography	Costs include coordinating logistics, onsite art direction, retouching on images (EPPD to retains full usage rights). Onsite photoshoot options include: single day: 1-2 locations or two days: 2-3 locations.	\$6,500/single day \$12,600/2-day
Monthly content calendar development	Create a scheduled social content plan to ensure consistent, timely posting across channels with aligned content for 12 months.	\$36,000
Campaign setup, management, and reporting	Configure and launch targeted search and social media campaigns, including ad placements and audience targeting. Monitor, optimize, and report on campaigns to maximize engagement, reach, and ROI.	\$80,000
*Advertising budget	Typically recommend a minimum of \$3,000/month per channel for advertising (Google search, Facebook/Instagram, etc.) but we will work with your team to finalize advertising budget based on your objectives, target audiences, search volume, etc.	\$3,000/month, per channel

