

**Giants of the Earth Heritage Center, Inc.**  
**Request for Proposal (RFP)**

**Services:** Project management

**Project:** Giants of the Earth Heritage Center (GEHC) seeks the services of a highly qualified Project Manager to coordinate with GEHC and a video production company to develop and distribute two 55-minute broadcast-quality documentaries for television and one 90-minute special edition for film festival screenings and other unique showings.

The videos will present changing farm life and culture in Norwegian Ridge near Spring Grove, Minnesota. They will span the 1850s to today, roughly divided as pre- and post-World War II. The project will draw upon 41 oral history interviews, a rough script, and b-roll footage that GEHC previously prepared.

**Closing Date:** Wednesday, September 8, 2021 at 11:59pm Central Time

**Contact:** Crystal Boyd  
Project Manager  
(612) 247-5283  
[crystalboydconsulting@gmail.com](mailto:crystalboydconsulting@gmail.com)  
Note: Email preferred for fastest response time.

**Expected Period of Contract:** January 1, 2022 – September 30, 2022

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*1. Purpose*

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The primary goal of this project is to honor, preserve, and interpret the history and heritage of farm families from the Norwegian Ridge area. The project shall: 1) improve awareness and understanding of farm life and culture in southeastern Minnesota and the surrounding area; 2) increase community awareness of GEHC as a resource for historical knowledge; and 3) honor the 41 oral history participants by including at least 30 seconds from each interview.

This RFP describes the basic services required and the process for selecting the qualified Project Manager for this project.

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*2. Submission of Proposal*

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Prospective contractors shall submit one (1) electronic copy (sent via e-mail) of their proposal and fee schedule no later than 11:59pm Central Time on Wednesday, September 8, 2021 to

[crystalboydconsulting@gmail.com](mailto:crystalboydconsulting@gmail.com). All proposals must be clearly marked "Documentary Project Management – Giants of the Earth Heritage Center, Inc." in the subject heading.

All submissions must be received by the RFP closing date. Incomplete submissions and submissions received after the closing date will not be accepted.

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### *3. Background Information*

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GEHC is dedicated to honoring, preserving, and interpreting the history and heritage of the people from Spring Grove's Norwegian Ridge in southeastern Minnesota and the surrounding area.

Spring Grove is Minnesota's first Norwegian settlement. Immigrants began arriving in the 1850s, and today Norwegian Ridge is represented by the townships of Black Hammer, Caledonia, Spring Grove/Highland, and Wilmington. The documentary's subjects are farmers from these 4 quadrants.

Agriculture has been the region's primary industry for the past 170 years. Many local farmers work the land that their parents, grandparents, or even great-grandparents farmed. This consistency and influence of Norwegian culture creates a unique opportunity to explore issues of cultural retention, generational change, and adaptation.

In pursuit of its mission, GEHC seeks to complete two 55-minute broadcast-quality documentaries for television and one 90-minute special edition for film festival screenings and other unique showings. These films will explore farm life and culture in Norwegian Ridge from the 1850s to today.

The primary target audiences for the documentary include the local community, television audiences, domestic and international film festivals, researchers, and the general public.

This project will build upon 3 previously completed phases:

- Phase 1 – 17 interviews
  - GEHC self-funded 17 oral history interviews in 2017.
  - 38 hours of audio or video materials are available.
  - Oral history interview transcriptions are in progress.
  - Previously, 10 of the interviews were used to create a short video titled "Not Just a Farmer: Stories from the Fields of Spring Grove." It is available for viewing on YouTube: <https://www.youtube.com/watch?v=jpCB1lTvc1w>.
  
- Phase 2 – 24 interviews
  - GEHC received Legacy Amendment funds to complete 24 oral history interviews in 2018.
  - 17 hours of video footage are available.

- Oral history interview transcriptions are complete.
- Sample interview video footage is available here:  
<https://vimeo.com/516869571/eed0a88cf9>
- Phase 3 – Rough script and b-roll footage
  - GEHC received Legacy Amendment funds in 2020 to draft a rough script and secure b-roll footage.
  - The rough script includes 81 pages with visual and audio material suggested.
  - The rough script includes select passages from video recordings of the 24 interviews. It does not yet include passages from the original 17 interviews.
  - Sample b-roll footage is available here starting at 4:32:  
<https://vimeo.com/516869571/eed0a88cf9>
  - The rough script and log of b-roll footage are available upon request.

This project will expand the rough script so it includes the original 17 interviews. It will bring to life two 55-minute video documentaries that highlight common themes from the 41 oral history interviews. The new script will be roughly divided into 2 segments of pre- and post-World War II material. A special edition will present select material as one 90-minute version for film festival screenings and other unique showings.

Audiences in Spring Grove and across the region will gain valuable insights into the long history and evolution of family farming in Norwegian Ridge. The film will include details about early settlement, agricultural life, culture, education, and family life.

To fund completion of this project, GEHC is applying for a large grant through the Minnesota Arts and Cultural Heritage program (Legacy Amendment funds). The application is due September 10, 2021. Award notifications are anticipated by late November 2021. If awarded, the project would commence January 1, 2022.

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#### *4. Scope of Services*

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Giants of the Earth Heritage Center (GEHC) seeks the services of a highly qualified Project Manager to coordinate with GEHC and a video documentary production company to develop and distribute two 55-minute broadcast-quality documentaries for television and one 90-minute special edition for film festival screenings and other unique showings.

The Project Manager will collaborate closely with the GEHC President of the Board of Directors (President) and the Production Company to provide support activities as needed.

**The Project Manager shall:**

- Organize and facilitate 12 meetings with Production Company and GEHC.
  - 1 kickoff meeting with GEHC Board of Directors
  - 10 monthly check-in meetings with the GEHC Project Manager
  - 1 final presentation to the GEHC Board of Directors

- Some meetings may be conducted by phone, as agreed upon during the project kickoff meeting
- Monitor and share project progress.
  - Receive and review written updates from Production Company, including:
    - Short written status updates weekly
    - 9 monthly written reports, corresponding with 9 check-in meetings
    - Final written report summarizing project activities and outcomes
  - Share monthly updates with President
  - Provide short updates for GEHC e-newsletter and social media
  - Submit progress reports and project deliverables to funders
  - Facilitate communication with funders, including milestone check-ins for the Minnesota Arts and Cultural Heritage Fund grant staff, if applicable
- Manage project logistics.
  - Monitor and document financial expenditures
  - Request reimbursement from funders and distribute payments to contractors
  - Monitor and document cash match
  - Monitor project schedule and facilitate changes, if needed
- Monitor project volunteers.
  - Monitor and document volunteer hours being donated as in-kind match
  - Secure signed volunteer time logs to verify in-kind match
  - Facilitate volunteers engaged in the following activities:
    - Identifying and digitizing visual images for the documentary
    - Transcribing 17 oral history interviews
    - Researching genealogy for oral history participants
    - Donating bonus images to accompany oral history interviews
    - Hosting the community screening and grand premiere
    - Conducting audience evaluations
- Collaborate with the President to review materials and secure President's approval for the following deliverables from the Production Company:
  - Preliminary storyline
  - Draft script and narrations
  - Preliminary storyboard and shot list
  - Interview questions for historian
  - Final script
  - First draft (rough cuts) of videos
  - Final version (fine cuts) of videos
  - 60-90 second trailer
  - Film poster
  - Press kit
  - DVD design
- Assist Production Company with project planning.

- Meet with President and Production Company to conceptualize and agree on expectations for the project
- Develop, present, and refine methodology for implementing the assignment
- Gather, review, and log deliverables from previous project phases, include 2 oral history projects, the rough script, and b-roll footage
- Submit a realistic project timeline considering travel time and footage needs
- Review and approve the work plan, including schedule for filming and approach
- Collaborate with Production Company to develop script and content.
  - Provide historical expertise, archival research, reference materials, images, and other support activities
  - With volunteer support, digitize images as needed from GEHC's collection
  - Assist Production Company with securing license fees for visual and audio content, including historical recordings of Bill Sherburne
  - Identify stories and expected results for film shooting; determine scenes for 2-3 actors to create additional b-roll footage (non-speaking roles)
  - Write draft script and final script
    - Must include at least 30 seconds from each of the 41 oral history interviews
  - Facilitate script review by historical consultant
- Assist with hiring, as needed.
  - 2-3 actors to create additional b-roll footage
  - Narrator to provide historical context
  - If necessary, a music composer
  - Musicians
    - Potential musicians include Luren Singing Society
  - Artist to design imagery for film poster and DVD cover
- Assist with production logistics, as needed.
  - Make logistical arrangements and travel to Spring Grove to complete 3 days maximum of on-site filming of a historical reenactment (non-speaking roles) and additional b-roll footage
  - Schedule and make logistical arrangements to record historian interview
    - Secure oral history release form from historian
    - Transcribe historian interview
    - Archive interview materials
  - If needed, assist GEHC with scheduling and making logistical arrangements to record musicians
    - Potential recording location is Luther College in Decorah, Iowa
  - Assist Production Company with securing GEHC's copyright, ownership, and broadcasting rights for all project materials
- Assist with documentary distribution.
  - Submit documentary for broadcast consideration by TPT and at least 1 public broadcasting station in each of the states of Minnesota, Iowa, and Wisconsin or at

- least 1 domestic TV channel in each state that has a track record of broadcasting similar documentaries
  - Submit documentary to at least 3 domestic and 2 international film festivals
  - Donate copies of the DVD to archives and libraries, as approved by President
  - Assist GEHC volunteers with organizing and facilitating the community screening and grand premiere, anticipated in October 2022
- Assist GEHC with initial planning for 2 companion projects.
  - Provide input for initial webpage development planning
    - The webpage will serve as a central hub for the documentary's marketing and outreach
    - A contractor TBD will develop the webpage
    - Webpage must include the Research Report and Bibliography
  - Provide input for initial stages of book publication
    - The book will feature 41 oral history interview transcripts plus photographs and genealogy charts for each family
    - A contractor TBD will complete book design, layout, indexing, and publishing
- Archive project materials.
  - Assist GEHC with implementing a storage system and backups for all project materials
  - Transcriptions
    - Submit 17 oral history transcriptions from volunteers
    - Create and place hard copies of 41 oral history interviews in GEHC's publicly accessible Rosendahl Reference Library
  - Assist Production Company with submitting:
    - All raw footage to archive repository hard drive
    - An uncut master video of all interview footage for each of the 4 quadrants
    - Final cuts transferred to Digital Linear Tape (DLT) for long-term storage
    - All written reports, financial documentation, volunteer forms, and other project materials
- Ensure project aligns with funder requirements and expectations, such as:
  - Confirm end products conform to applicable interpretive standards, including the Americans with Disabilities Act (ADA) Standards and the [National Association for Interpretation Standards and Practices](#)
  - Note: This project may be funded in part through a Minnesota Historical and Cultural Heritage Grant and must be carried out in accordance with the provisions outlined by the [Minnesota Historical and Cultural Heritage Grants Manual](#). Any publications must include the Legacy Amendment's standard disclaimer, which is provided in the Grants Manual.

Individuals hired for this work are considered contract employees and not GEHC employees. No sick leave, vacation, or medical benefits are provided for this work. Contracted individuals will be responsible for their own state and federal income taxes.

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## 5. Qualifications

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The selected contractor shall possess the following qualifications:

- Bachelor’s degree in business, history, filmmaking, or related field
- 3-5 years of project management and related experience
- Proven ability to complete projects according to outlined scope, budget, and timeline
- Demonstrated ability to see projects through the full life cycle
- Ability to organize project records
- Strong interpersonal and analytical skills
- Strong commitment to quality control, communication, and collaboration
- Experience working with Minnesota history, agriculture, or rural communities
- Experience with narrative documentary filmmaking preferred
- Project Management Professional (PMP) certification preferred

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## 6. Project Timeline

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<b>Date</b>	<b>Activity</b>
Monday, August 23, 2021	RFP posted
Wednesday, September 8, 2021, 11:59pm Central Time	RFP response due
Wednesday, September 8, 2021	Estimated contract award
Saturday, January 1, 2022	Project commences, dependent on funding
Friday, September 30, 2022	Estimated project completion

Proposals will be evaluated within a maximum of two weeks of the bid closing, and bidders will be notified of their status as soon as possible thereafter.

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## 7. Proposals

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### **Conditions on Receipt of Proposals**

This Request for Proposals does not obligate GEHC to award any specific project. GEHC reserves the right to award no contract as a result of this solicitation, to advertise for new proposals, to abandon the need for such services, cancel or reissue this solicitation, or to change its scope if doing so would be in GEHC’s best interest. GEHC also reserves the right to waive irregularities in proposal content or to request supplemental information from prospective bidder(s). All documents included in this package do not constitute a legal offer. A legally binding contract will not be formed until all parties involved have fully executed a written contract that incorporates all mutually agreed-upon instructions, specifications, conditions, and fees.

## Minimum Proposal Contents

Proposals from qualified consulting firms shall include, at a minimum, the following information:

### 1. Project Understanding and Approach

- Describe project understanding and identify approach to fulfill the scope of services and deliverable requirements.
- Describe how you propose to address the challenges of completing this project, including any perceived opportunities that should be considered.
- Summarize the key elements of the proposal and outline reasons why your firm should be selected.

### 2. Similar Project Experience

Consulting firm shall identify similar project experience within the last 3-5 years, preferably of a similar size and scope, and provide contact information for a reference for each. Submitted projects shall represent work of the proposed consulting team and not just that of the firm. By submitting a response to this RFP, the respondent hereby authorizes GEHC to contact references and make such further investigations as may be in the best interest of the organization.

### 3. Company Profile, Contractor Team, and Project Manager Qualifications:

Consulting firm shall submit a company profile and identify a project manager, work performed on similar projects, and manager qualifications. Additional team members, including sub-contractors if required, shall be identified, including previous experience and qualifications, details of training, and where Bidder personnel and subcontractors are located.

### 4. Schedule and Work Plan

Consulting firm shall identify the key work tasks, milestones, and critical path based upon GEHC's proposed project completion date of September 30, 2022. Any proposals that project work beyond GEHC's preferred project completion date must provide clear justification for the scheduling overage.

### 5. Fee

- Consulting firm shall identify total fee to complete described work with a breakdown of tasks, estimated hours, and hourly rates.
- The fee shall be structured "hourly-not-to-exceed" unless an alternative fee structure is proposed as appropriate.
- Costs for each phase of service shall be individually delineated.
- The consulting firm is expected to include the following items in its proposed budget: travel costs, print services, mailing costs, supply costs if any, etc. The total fee shall reflect all costs, included but not limited to, subcontractors/consultants, meeting allowance, specified deliverables, overhead, profit, and reimbursable.
- No equipment should be purchased under this contract.
- Estimated costs for materials are required to be included in fee proposal under reimbursable expenses. As appropriate, the contractor shall include cost for coordinating purchase and receipt of materials in the fee proposal.
- Please note that indirect/overhead is not an allowable expense under the terms of Arts and Cultural Heritage Grant, so GEHC is unable to cover this line item.



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## *8. Proposal Evaluation and Selection Process*

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1. Shortly after the submission deadline a selection committee comprised of the GEHC Board of Directors will review all proposals. At its discretion, GEHC may elect to conduct interviews with prospective contractors as part of the selection process.
2. GEHC will evaluate proposals based on the following criteria:
  - a. Project understanding and approach
  - b. Previous experience with similar projects
  - c. Bidder and sub-contractor qualifications, technical expertise, knowledge, and experience
  - d. Schedule and Work Plan
  - e. Fee Proposal
  - f. Any other factor(s) that might aid in selecting the best candidate.
3. Upon approval by GEHC, the successful Bidder will be notified and a contractor agreement will be finalized. Unsuccessful candidates will be notified after the contractor agreement has been executed. Work on this project is projected to commence no later than Saturday, January 1, 2022.
4. GEHC reserves the right to cancel the RFP at any time, or for any reason that is in the best interests of the organization. GEHC also reserves the right to reject proposals based on the evaluation of submitted materials, to accept other than the lowest cost proposal, and to negotiate the specified dollar amount or any portion thereof.

The selection of the successful bidder is not based solely on low bid, but on the candidate that will best accomplish the objectives of the project.

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## *9. Delivery & Payment Schedule*

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The production schedule will be determined at project startup, as mutually agreed to by the successful Bidder and GEHC. The anticipated project completion date is September 30, 2022.

Support for this project may be provided by the Minnesota Historical and Cultural Heritage Grants program of the Arts and Cultural Heritage Fund, created by the Clean Water, Land, & Legacy Amendment. Status of the GEHC grant proposal is expected in late November 2021.

Please note that GEHC's ability to extend the project's end date may be restricted due to timelines required by GEHC's funders.

Also, please note that GEHC's ability to provide payments may be aligned with milestone approvals and subsequent receipt of funds from the Minnesota Historical and Cultural Heritage Grants program. For example, if GEHC receives the documentary's rough cut from the Project Manager, it may take up to 60 days for the Minnesota Historical and Cultural Heritage Grants program to provide approval and release the funds and GEHC to provide payment to the contractor.

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## *10. Anticipated Budget*

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The contractor is expected to include the following items in its proposed budget, if deemed necessary by the contractor: all costs associated with accommodation and travel expenses, materials, and supplies.

GEHC anticipates that it will provide approximately \$9,789 as in-kind match from 343 hours of volunteer work.

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## *11. Resources*

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- Available online
  - Sample Phase 1 oral history interview video footage: “Not Just a Farmer: Stories from the Fields of Spring Grove”:  
<https://www.youtube.com/watch?v=jpCB1ITvc1w>.
  - Sample Phase 2 oral history interview video footage:  
<https://vimeo.com/516869571/eed0a88cf9>
  - Sample Phase 3 b-roll footage (starting at 4:32):  
<https://vimeo.com/516869571/eed0a88cf9>
- Available upon request
  - Sample oral history transcript
  - Summary of storyline recommendations (based on 24 interviews)
  - Rough script (based on 24 interviews)
  - Log of b-roll footage
  - Research Report and Bibliography

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## *12. Contact*

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Questions regarding this RFP or the associated project should be directed to:

Crystal Boyd  
Project Manager  
(612) 247-5283  
[crystalboydconsulting@gmail.com](mailto:crystalboydconsulting@gmail.com)

Note: Email preferred for fastest response time.