



## M E M O

TO: County Commissioners

FROM: Catlin Solum

DATE: August 31, 2022

SUBJECT: Cass County Video Project

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On September 6, 2022 the Commission will consider approving a proposal from Absolute Studios to produce a video for the 150<sup>th</sup> anniversary of Cass County in 2023. Total cost for the project is \$14,790. Funds are available in the publishing and employment line item within the Administration Budget.

During a recent Strategic Planning meeting, it was stated that there was a need for more community outreach to explain what county government does – this is an opportunity to address that. This video will be an opportunity for Cass County to “tell our story” and highlight the services that are offered to residents. This video will also bring attention to the smaller communities in our county to show the variety of quality of life opportunities that are available. The video will be mainly shared on our website and social media channels.

If approved, video production would begin this fall and continue through next year with completion of the project being in the fall of 2023. Beginning the production this fall would allow Absolute Studios to shoot scenes in each of the seasons throughout the year and complete editing and final production by our deadline.

**SUGGESTED MOTION:** Authorize to sign an agreement with Absolute Studios for a video production project at the cost of \$14,790.



**Client:** Cass County Government  
**Title:** 150th Anniversary Video  
**Date:** 08/22/22

## STATEMENT OF WORK

### CONTACT

Catlin Solum | [SolumnC@casscountynd.gov](mailto:SolumnC@casscountynd.gov) | 701.241.5794

### BACKGROUND

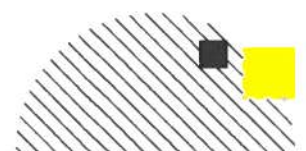
Cass County Government is seeking to produce an educational video with an enticing overview of their various departments and roles within the community. The main purpose of the video is to promote the services that Cass County provides to their residents throughout the area as well as serve as a promotional video for the area. Absolute Studios will work in conjunction with the government office and their specific standards to facilitate the logistical planning, development and production of the final video as well as creating clips to use on their website update in the future.

### DIRECTION

Our mission is to produce a 3-5 minute video telling the story of their role in the community and what Cass County Government does to serve the whole County. The main focus of the video is not to encompass the entire history but rather glimpse to the future. We'd specifically feature the rural communities of the Cass County area. In terms of content, they'd like to cover their available services, where they are located, as well as their various departments such as administration, corrections, finance, highway, human services, and more. They're seeking to use mainly voiceover narration rather than interview subjects to help convey their story and message.

### Cost Proposal | Phase 1

Deliverables	Cost
<b>Planning &amp; Project Management:</b> Includes project management, client communication, and coordinating personnel and shoots.	\$200
<b>Creative Development:</b> Includes writing services for video outline.	\$270
<b>Basic Graphics Package:</b> Includes development and production of video graphics for usage in the video (ie. intro, outro, lower thirds, transitions, title slates, etc).	\$725
<b>Shooting:</b> Includes grip truck, standard lights, camera and a 3-person crew for a full day of shooting or two half days. This should include anything needed to be captured during the Fall season or before there is snow.	\$2400
<b>Total For Phase I</b>	<b>\$3,595</b>



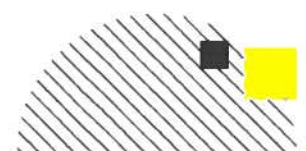
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### Cost Proposal | Phase 2

Deliverables	Cost
<b>Planning &amp; Project Management:</b> Includes project management, client communication, and coordinating personnel and shoots.	\$200
<b>Creative Development:</b> Includes writing services for video script.	\$270
<b>Shooting:</b> Includes grip truck, standard lights, camera and a 3-person crew for a full day of shooting or two half days. This should include anything needed to be captured during the Fall season or before there is snow.	\$2400
<b>Total For Phase II</b>	<b>\$2,870</b>

### Cost Proposal | Phase 3

Deliverables	Cost
<b>Planning &amp; Project Management:</b> Includes project management, client communication, and coordinating personnel and shoots.	\$135
<b>Shooting:</b> Includes grip truck, standard lights, camera and a 3-person crew for one full day of shooting or 2 half days. This should include anything needed to be captured during the spring or summer.	\$2400
<b>Video Editing:</b> Includes compiling captured visuals into rough final video along with allowance for internal and client edits. This includes assembly of graphics, video footage and mastering to final product deliverable.	\$1,680
<b>Total For Phase III</b>	<b>\$4,215</b>



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### Cost Proposal | Phase 4

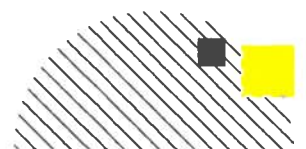
Deliverables	Cost
<b>Planning &amp; Project Management:</b> Includes project management, client communication, and coordinating personnel and shoots.	\$135
<b>Shooting:</b> Includes grip truck, standard lights, camera and a 3-person crew for one half day shoot. This should include anything additional needed to be shot for the video.	\$1200
<b>Video Editing:</b> Includes compiling captured visuals into rough final video along with allowance for internal and client edits. This includes assembly of graphics, video footage and mastering to final product deliverable. This also includes editing of clip video for website usage.	\$1260
<b>Music:</b> Includes full usage and licensing for music	\$195
<b>Voiceover Narration:</b> Includes talent search, audio session, full talent buyout and digital archive.	\$375
<b>Audio Editing:</b> Includes any editing, mixing & sweetening of audio.	\$945
<b>Total For Phase IV</b>	<b>\$4,110</b>
<b>Total For Phases I - IV</b>	<b>\$14,790</b>

### Progress Meetings and Key Deliverables

Progress meetings should be scheduled on a monthly basis to plan potential shooting locations and times. At the end of each phase we have developed a key deliverable component which will need to be reviewed and approved by key stakeholders from Cass County. For example:

- **Phase I:** Absolute Studios will develop an outline of the video along with a list of potential list of shots, which will need to be approved by the client. We will also start development of all the graphical elements that will need to be utilized in the final piece. *(outline and graphics developed)*
- **Phase II:** Script is written based on the shot list and outline, along with capturing of B-roll. *(scripting and active capture)*
- **Phase III:** Additional footage captured *(active capture)*
- **Phase IV:** Voice over, music and editing will be completed. *(final product)*

*During each phase of shooting, we can upload and provide links to the footage for review if desired. We are very flexible with the progressive billing by phases, however, if another process for billing would work better for budgetary purposes, we are certainly willing to accommodate the county.*





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### AGREEMENT APPROVAL

This agreement constitutes the entire understanding of the project(s) and/or items listed under the cost proposal section of this statement of work. Any changes or modifications to this agreement must be agreed to by the parties prior to development of the services or items listed under the cost proposal section. Acceptable forms of payment include a check payable to Absolute Studios.

### SIGNATURES

You cannot transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.

Although the language is simple, the intentions are serious and this contract is a legal document and is governed by North Dakota law without regard to conflicts of law. In the event of a dispute, such shall be submitted to binding arbitration in Fargo, North Dakota. The prevailing party shall be awarded its costs and reasonable attorney fees.

#### SIGN HERE

Signed by and on behalf of **Absolute Studios:**

By: \_\_\_\_\_ Date: \_\_\_\_\_

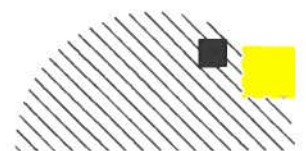
Its: \_\_\_\_\_

Signed by and on behalf of **Client:**

By: \_\_\_\_\_ Date: \_\_\_\_\_

Its: \_\_\_\_\_

Please sign above and keep a copy for your own records.





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