



NEW HAVEN PUBLIC SCHOOLS

Operations Memorandum

To: New Haven Board of Education Finance and Operations Committee
From: Mr. Justin Harmon, Director of Communications
Date: October 31, 2023
Re: Agreement with Recinotes LLC to provide photography and videography production services

Answer all questions and have a representative ready to present the details of each question during the Finance & Operations meeting or this proposal may not be advanced for consideration by the full Board of Education.

Company Information		
Vendor Name:	Recinotes LLC	
Doing Business as: (DBA)		
Vendor Address:	345 Railroad Ave, Bridgeport, CT 06604	
Vendor Contact Name:	Daniel Recinos	
Vendor Contact Email:	DanielR@therecinoscompany.com	
Is the contractor a minority or women owned small business?	No	
Agreement/Contract Information		
New or Renewal Agreement/Contract?	Agreement	
Effective Dates: (mm/dd/yy) <small>Multi-yrs. require Board of Aldermen approval</small>	From 11/13/2023	To 06/30/2024
Total Amount: <small>If Multi-yr. include yr. to yr. breakdown</small>	\$25,000.00	
Funding Source Name: Acct. #:	2023-2024 Operating Budget 190-40200-56694	
Contract #: <small>(Local or State)</small>	TBD	



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Key Questions:

1. What specific service will the contractor provide:

On-call to capture photography stills and videography capture and production to highlight academic and cultural events in New Haven Public Schools, to enhance theme-based marketing for magnet schools, and to frame leadership communications for the superintendent

2. How was the contractor selected? **Attach appropriate supporting documents*

- Quotes
- Sealed Bid # _____
- Sole Source # _____
- RFP# 2024-10-1603
- State Contract #
- Exempt Professional
 - Accountant
 - Actuary
 - Appraiser
 - Architect
 - Artist
 - Dentist
 - Engineer
 - Expert Professional Consultant
 - Land Surveyor
 - Lawyer
 - Physician/Medical Doctor

3. If the vendor was selected through Solicitation (Bid/RFQ/RFP) process; answer the following:

a. Please explain how the vendor was chosen? **Attach Vendor Proposal*

RFP ad was posted

b. Who were the members of the selection committee? *(Minimum 3 members required)*

Justin Harmon Dir. Communications
Eric Scholz Webmaster IT
Daniel Diaz Youth Engagement Proj Coord.



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4. If this is a renewal with a current vendor, has the vendor met all obligations under the existing agreement/contract?

N/A - New

5. If this agreement/contract is a Renewal, has the cost increase? If yes, by how much? *Attach Renewal Letters

N/A - New

6. If this new agreement/contract, has cost for service increased from previous years? If yes, by how much?

New, this agreement has no fiscal comparison.

7. Is this a service that existing staff could provide? Why or why not?

This is a service which will be provided by professionals and include the production of those image stills of video marketing as requested.



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Agreement/Contract Processing Checklist

To ensure timely processing of the submitted Agreement/Contract it is imperative to collect and provide all of the required documentation noted below and provide with submission to board.

Forms/Documents are available in: Drive G:\F&O Agenda Minutes\Agreement_Contract_Checklist\2022-2023

1. Has this vendor performed service(s) in prior fiscal years?	
If Yes,	Vendor # _____
If No or New,	Vendor must provide completed W9
2. A quotes or proposal submitting regarding the agreement/contract.	
If RFP	Attach Vendor Submitted
Other	Copy of State Contract, Quotes, etc.
<p>3. <u>Certificates of Liability Insurance (COI) are required for ALL agreements/contracts, read the following and select the applicable Rider.</u></p> <p>It is the submitters responsibility to request the COI from the vendor and attach with submission; the COI from the Vendor <u>must match rider specifications outlined.</u></p> <p>Failure to obtain or incorrect COIs will be returned for revision and will delay its processing.</p>	
Rider 300	Professional Services – Onsite Umbrella; w/ Auto; w/ Workers Compensation
Rider 305	Professional Services – Onsite Umbrella; No Auto; No Workers Compensation
Rider 310	Professional Services – Onsite Umbrella; w/ Auto; No Workers Compensation
Rider 315	Professional Services – Onsite Umbrella; w/ Youth under 21
Rider 320	Professional Services – Offsite; No Auto; No Workers Compensation
Rider 325	Professional Services – Offsite; No Auto; No Workers Compensation; w/ Youth under 21
Rider 330	Professional Services – Offsite Attorney; No Auto; No Workers Compensation
Rider 335	Professional Services – Onsite; Physician/Dentist; No Auto
Rider 340	Professional Services – Onsite Physician/Dentist w/ Youth under 21
Rider 345	Professional Services – Onsite Temp Nurses
Rider 350	Professional Services – Cyber – Onsite
Rider 355	Professional Services – Cyber – Offsite
<p>4. The City of New Haven requires the information requested in the <u>Disclosure Affidavit</u> before any City agency, department, or city official seeking agreement/contract shall obtain them, notarized.</p>	
Emailed Disclosures are acceptable.	



City of New Haven

Bureau of Purchases

200 Orange Street, Room 301

New Haven, CT 06510

Tel: 203-946-8201 Fax: 203-946-8206

Honorable Justin Elicker
Mayor

Malinda Figueroa
Purchasing Agent

The City of New Haven ("City") is accepting sealed
Request for Proposals (RFP) for the following:

Request for Proposals

Project Summary

RFP Title: **Photographer & Videography Production Service**

RFP #: **2024-10-1603**

Projection Description: The Office of Communications and Marketing seeks to hire two vendors to work on-call to capture photography stills and videography capture and production to highlight academic and cultural events in New Haven Public Schools, to enhance theme-based marketing for magnet schools, and to frame leadership communications for the superintendent.

Department: **BOE -Facilities**

RFP/Advertise Date: **October 8, 2023**

Intent to Respond Due Date: **October 23, 2023**

RFP Due Date: **October 24, 2024**

Closing Time

11:00

AM

Pre-Proposal Meeting Date: **N/A**

Meeting Time:

Pre-Proposal Meeting Location: **N/A**

Contract Term:

1

year

Renewals
Option(s)
(at the sole
discretion of the
CONH)

Insurance Requirements:

Refer to Rider

320

(This Rider is attached)

System for Award Management
(Federal Requirement)

YES

NO

If marked yes, to bid and
get paid you must already
have a Unique Entity ID.
See Statement of
Qualification Form

Local Preference:

YES

NO

Pricing Sheet:

Respondent Supplied

Responses must be submitted in the form and manner specified in this request.

Request for Proposal – New Haven Public Schools

Department: Office of Communications and Marketing

Services: On Call Photography & Videography Production

Purpose: The Office of Communications and Marketing seeks to hire multiple vendors to work on-call to capture photography stills and videography to highlight academic and cultural events in New Haven Public Schools, to enhance theme-based marketing for magnet schools, and to frame leadership communications for the superintendent.

Deliverables

The Office of Communications and Marketing will require at a minimum the following deliverables:

- *PHOTOGRAPHY (STILLS)* -

The Office of Communications and Marketing operates www.nhps.net to showcase the range of our schools, opportunities and educational programming at our 40+ schools. The vendor will be responsible for collaborating with the Office of Communications and Marketing to manage the full-creative process to include

- A minimum of (240) edited photos from at least 12 two-hour event and classroom shoots using high-quality skills and tools will be delivered to the Office of Communications and Marketing for inclusion in school recruitment materials, on district websites and social media.

- *VIDEO* -

- The Office of Communications and Marketing will distribute six short videos (30 seconds to one minute in length) featuring messages from the superintendent. The vendor will be responsible for collaborating with the Office of Communication and Marketing to manage the development, shooting and production of these short videos to be distributed via the website, email, and social media. The vendor will be responsible for developing a script in English and Spanish, where appropriate, for the approval of the Director of Communications and Marketing, as well as all production, filming, and postproduction editing.
- The Office of Communications and Marketing will post 30 short videos (each approximately a minute in length) featuring school leaders describing the distinctive aspects of their schools' academic programs. Of these, the vendor will need to shoot and produce five videos using scripts prepared by the school leaders. Approximately 25 more have been taped already and require minor edits by the vendor to remove time references.

Response Review Criteria

The Office of Communications and Marketing will closely monitor all work created by the selected vendor and have final approval of all creative production and final deliverables. The vendors must be able to work within the timeframe required by the district and be able to produce high-quality production work. The vendors should have the ability to work closely with students and adults in school-based settings.

- Professional Expertise – The selected vendor will demonstrate professional expertise that shall include a credible history in media platforms that shall include photography, photo editing and video filming and production. (40% score)
- Timelines - Deliverables will be due over the course of the school year and during the summer; many will be time-sensitive and require turnaround within 24 hours *Vary per project. (25% score)
- Flexibility – The selected vendor must be flexible and work collaboratively with New Haven Public Schools, the Office of Communications and Marketing. (25% score)
- Cost Breakdown – include hourly rates for employees including position titles, for on-site services and post production work. (10% score)

DANIEL RECINOS

PHOTOGRAPHER/VIDEOGRAPHER

CONTACT

203-873-1802



Danielr@therecinoscompany.com



www.Danielrecinos.com



New Haven Public Schools

I would like to express my interest in the Photographer/Videographer positions with the New Haven Public Schools. With our experience in capturing visual content that expresses the essence of various programs, brands, and events I am confident in our ability to contribute significantly to the organization's goals and missions.

I take pride in our ability to not only document moments and experiences but also to distill the core message and emotions behind each event. I believe that our work can play a pivotal role in representing the New Haven Public Schools.

Below are a few highlights of our qualifications and experience:

Technical Expertise: Proficiency in using the latest photography and videography equipment and software, ensuring adaptability to any shooting environment or creative requirement.

Track Record: Consistently delivering high-quality visual content within community groups and businesses such as Bridgeport DSSD, Cultural Alliance of Fairfield County, Uconn, Faith Acts, Senator Chris Murphy, as well as brands such as Adidas, Dannon Yogurt, Nordstrom, William Sonoma and others.

Storytelling: Understanding the importance of storytelling in visual content creation, I'm able to translate complex narratives into visually compelling stories that engage and resonate with the audience, ultimately enhancing the program's visibility, impact and engagement.

Attached is a portfolio and references for your review. I am excited about the opportunity to contribute our creative skills and passion and look forward to the possibility of working with the New Haven Public Schools. Thank you.

DANIEL RECINOS

PHOTOGRAPHER/VIDEOGRAPHER

References:

CONTACT

203-873-1802



Danielr@therecinoscompany.com



www.Danielrecinos.com



Duanecia Clarke

Faith Acts/ EDLOC:

Duanecia@faithacts.org

Lauren Coakley

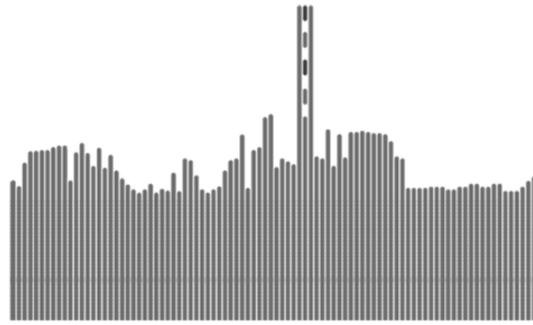
Bridgeport DSSD:

lauren.dssd@infobridgeport.com

Courtney Nischan

Wholesome Wave/ Wholesome Crave:

courtney@wholesomecrave.com



Daniel Recinos

www.Danielrecinos.com

Danielr@therecinoscompany.com

(203) 873-1802

Studio:

345 Railroad Ave, Bridgeport CT
06604

Links to relevant video work:

Love Bonito Event: <https://youtu.be/RMYOnPFIk9U>

Metro Art: https://youtu.be/s_53lZjzz0I

BOTL Farm: <https://youtu.be/-lyMiFsqS20>

Stillwater Stamford: <https://youtu.be/l8q3AeHZq-l>

Red Bull: <https://youtu.be/zhRbGH-GucQ>

TWO GOOD: <https://youtu.be/DZsPLPBhuNQ>

Chez Vouz: <https://youtu.be/NQTGQO2CQys>

DJ Frai: <https://vimeo.com/608664261>

