

UCIDA

Ulster County Industrial Development Agency

To: Ulster County IDA Members
From: Evelyn Heinbach, Staff
Re: **UCIDA Informational Video Procurement**
Date: June 8, 2018

Project Summary

The Ulster County Industrial Development Agency (UCIDA) is looking to contract with a marketing and video production firm to create an informational video on the UCIDA's incentives to Ulster County businesses, and how these incentives benefit Ulster County's communities.

Scope of Services

The video's message should incorporate and promote UCIDA's mission and track record in economic development, as well as a summary of incentives using words and terms that the average individual (someone without professional training in the subject area) can understand.

Key content components of the video are:

- History - NYS law created IDAs, members are appointed by the County Legislature
- Mission
- Track record - summary statistics, quotes or similar
- Process - from application to approval and ongoing compliance
- Eligibility criteria - type of projects, Uniform Tax Exemption Policy including Matrix and Points calculator
- Incentives – PILOTs, mortgage tax abatement, sales tax abatement and bonding
- Cost/benefit analysis
- Project compliance and clawbacks

The audience includes municipal leaders, residents, business owners and other stakeholders.

Prior to commencing video production and in coordination with staff, the vendor should develop a storyboard outline for the video that communicates the UCIDA's mission and activities in promoting economic development and job creation with UCIDA incentives.

The video should leverage examples and provide facts and data to support the messaging based on UCIDA and NYS reporting.

The video should be of high-quality with engaging visuals to support the purpose of the video. The video could leverage animated graphics or narrated visuals or a combination thereof.

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Depending on the length, the video may need to be sub-dividable into segments (e.g., separate chapters or even a series of shorter videos for topic-specific viewing of materials).

The video should be suitable for YouTube and be compatible with the UCIDA website at www.ulstercountyida.com (website design is in Drupal).