

COUNCIL WORK SESSION
Tuesday, May 21, 2013, 5:00 p.m.
Council Meeting Room
Casper City Hall

AGENDA

1. Community Branding 101
2. Cable Channel 3 Programming

May 15, 2013

MEMO TO: John C. Patterson, City Manager

FROM: Liz Becher, Community Development Director
David Hough, Special Projects Coordinator

SUBJECT: Community Branding

RECOMMENDATION:

That Council earmark \$40,000 in FY 2014 funds to help support a Casper area community branding project.

SUMMARY:

Representatives of the Casper Area Convention & Visitors Bureau (CVB), Chamber of Commerce, Downtown Development Authority (DDA), Natrona County, and City have been meeting the past few months on the community branding project. They have established a clear focus for the project wherein a consultant or group of consultants will be commissioned to: 1) conduct the required level of research about the community then develop a brand identity for Casper; and, 2) create/design the actual brand/logo that the involved entities can then apply in promotional and informative material. The CVB has offered to contribute up to \$40,000 to help with the research and brand development, and the committee is requesting that Council support the brand/logo design portion of the program. Each individual entity will cover the cost of implementation, whether it is in the form of printed material, wayfinding signs, banners, or gateways.

Aaron McCreight, Chief Executive Officer of the CVB will be present at the work session to brief Council on the importance of a community branding effort and the steps involved in the process. He will outline where the committee is in the process of selecting a firm or group of firms to develop the brand. Members of the committee will also be present to answer questions and offer insights on how their organization will apply a new Casper community brand.

May 13, 2013

MEMO TO: John C. Patterson, City Manager
FROM: Fleur Tremel, Assistant to the City Manager
SUBJECT: Cable Channel 03 Production and Programming Services

Recommendation:

That the Council, by resolution, authorize a contract with Wolf Gang of Wyoming, LLC, for the provision of television production and programming services.

Summary:

The Casper City Council asked that staff pursue the expanded use of Channel 3 as EG/PEG, or an Educational and Governmental/Public Education Governmental access channel. The goal of the channel will be “to promote the public interest in the City of Casper and showcase services provided to the community.” City staff believes that shows covering City-sponsored cultural festivals, City facilities, City services, and City/community development, will allow the channel to meet this goal. However, City staff would also like to use the channel to air public domain television shows and movies, with the hope that it will appeal to residents and encourage them to tune into the station.

After receiving direction from Council, staff drafted a Request for Proposals (RFP), outsourcing all production and equipment costs through a contract model. At the beginning of March, staff began the RFP process by detailing the goal of the channel, the experience necessary, the scope of the work, and the equipment the contractor would need to provide. Also provided in the RFP was the amount of payment allowed for the first three months, after which the contractor was asked to bid on the last nine months of production for the year.

One proposal was received from Wolf Gang of Wyoming, LLC, which was analyzed by staff to ensure it met requirements. The Executive Producer, Dennis Rollins, was then invited to interview and discuss the proposal.

Staff is confident that Wolf Gang of Wyoming, LLC, will fulfill the needs, requirements and goals of the City.

A copy of the proposal is included for Council’s review. Dennis Rollins and staff will be available to answer any questions that Council may have at the May 21, 2013, work session.



Wolf Gang of Wyoming

A Film and Television Production Company

Phone (307)262-4576 Fax (307)337-4351

wyomingportraits@cs.com

Wolf Gang of Wyoming, LLC, a Wyoming company, is pleased to submit the attached proposal for the purpose of securing with the city of Casper the contract to provide Public Access television programming. All correspondence should be directed to the following:

Wolf Gang of Wyoming LLC
Dennis Rollins, Executive Producer
P.O. Box 3083
Mills, WY. 82644
(307)262-4576
(307)337-4351 fax
wyomingportraits@cs.com

Thank you,

Dennis Rollins
Executive Producer

CITY OF CASPER PHASE II BID

Phase	Total Amount	Monthly Payments
Phase I	\$10,000	Three Monthly Payments of \$3,333.33
Phase II	\$ <u>34,500.00</u>	\$ <u>11,500.00</u>
Total	\$ <u>44,500.00</u>	

City of Casper Operator Questionnaire

INSTRUCTIONS: This is a mandatory form. Submit this form with your bid or proposal. Provide information to the extent information available. If response is incomplete or requires further description, the City may request additional information within a specified deadline, or may determine the missing information is immaterial to award.

Operator Information

Operator's Legal Name	Dennis Rollins
"Doing Business Name" (dba) if applicable	Wolf Gang of Wyoming LLC
Mailing Address	P.O. Box 3083 Mills WY 82644
Contact Person and Title	Dennis Rollins Executive Producer
Contact Person's Phone Number	307-262-4576
Contact Person's Fax Number	307-337-4351
Contact Person's E-Mail Address	wyomingportraits@cs.com
Business License # (UBI#)	2011-000607-400
Dun & Bradstreet number (if available)	
Identify the City and State of your company headquarters	Casper, WY

Ownership

Is your firm a subsidiary, parent, holding company, or affiliate of another firm?	no
What year was your firm, under the present ownership configuration, founded?	2011
How many years has your firm been in continuous operation without interruption?	7
What year did your firm begin providing, on a continuous basis, the types of services or products that are required from this solicitation?	2006

Financial Resources and Responsibility

**Specify yes or no.
If yes, explain.**

Within the previous five years has your firm been the debtor of a bankruptcy?	no
Is your firm in the process of or in negotiations toward being sold?	no
Within the previous five years has your firm been debarred from contracting with any local, state, or federal governmental agency?	no
Within the previous five years has your firm been determined to be a non-responsible bidder or Operator for any government contract?	no
Within the previous five years has a governmental or private entity terminated your firm's contract prior to contract completion?	no
Within the previous five years has your firm used any subcontractor to perform work on a government contract when that subcontractor had been debarred by a governmental agency?	no

Affirmative Contracting – SMC 20.42

Specify yes or no.

Within the previous five years has your firm been found to have violated any local, state, or federal anti-discrimination laws or regulations?	no	If yes, explain.
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Disputes

**Specify yes or no.
If yes, explain.**

Within the previous five years has your firm been the defendant in court on a matter related to any of the following issues: no

Payment to subcontractors?

Work performance on a contract?

Does your firm have outstanding judgments pending against it? no

Within the previous five years, was your firm assessed liquidated damages on a contract? no

Has your firm received notice of and/or in litigation about patent infringement for the product and/or service that your firm is offering to the City? no

Compliance

**Specify yes or no.
If yes, explain.**

Within the previous five years, has your firm or any of its owners, partners, or officers, been assessed penalties or found to have violated any laws, rules, or regulations enforced or administered by a government entity? This does not include owners of stock in your firm if your firm is a publicly traded corporation. no

If a license is required to perform the services sought by this solicitation, within the previous five years has your firm had a license suspended by a licensing agency or been found to have violated licensing laws? no

If Hazardous Materials are an element of the contract, has the Operator had any violations of improper disposal of such materials or any violation of associated laws, rules or regulations in the previous five years? no

Involvement by Current and Former City Employees

**Specify yes or no.
If yes, explain**

Are any of your company officers or employees a current or former City of Casper employee or volunteer? If yes, identify the employee name. Operator (including officer, director, employee, trustee, or partner) must not have a business interest or a close family or domestic relationship with any City official, officer or employee who was, is, or will be involved in selection, negotiation, drafting, signing, administration or evaluation of the Operator performance. Operator shall notify the City in writing, if known, and the City shall make the sole determination as to compliance. no

Emergency Contact Information

Certain contract products or services may be valuable during a 24-hour emergency. If you have alternative contact information for emergency response during non-business hours, please provide below.

Contact Name

Emergency Phone Number

Back-up Emergency Phone Number

If your company has locations outside Casper that can be called upon in an emergency for these products or services, please list:

Business History

Specify yes or no.

In the last five years, has your firm held other contracts with public agencies to provide similar products or services in a size and scope similar to that required by the City of Casper?

yes

Provide and/or attach a sampling of contracts you have held in the past five years, sufficient for the City to understand the depth and breadth of your experience, with a particular emphasis on contracts with public agencies. The City may use this to assess your capability and experience at this particular type of product provision or service work. Specify the name/contact that can serve as a reference for each.

Though not a written contract, we have had an agreement with Wyoming PBS to provide twelve new episodes of the half hour series "Wyoming Portraits" per year for the last five years.

If you have many such contracts, you can provide a brief summary.

If you are a subsidiary of a national firm, summarize the contracts that represent your local office.

By submittal of this form, the Operator hereby certifies:

Operator is not debarred, suspended, proposed for debarment, or declared ineligible for award of contracts by any Federal agency.

During the most recent three years, the Operator has not been convicted of or had a civil judgment rendering against the firm for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a Federal, state or local government, or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property, and my firm is not presently indicted for, or otherwise criminally or civilly charged by a Government entity with, commission of any of these offenses.

Operator has not paid, nor will pay, Federal appropriated funds (including profit or fee received under a covered Federal transaction), to any person for influencing or attempting to influence an officer or employee of any agency, including City Council, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress on his or her behalf in connection with this solicitation, the Offeror shall notify the City of Casper and complete and submit, with its offer, OMB standard form LLL, Disclosure of Lobbying Activities.

Operator has not had a governmental or private entity contract terminated prior to contract completion or debarred from bidding, within the last five years.

Within the previous five years, Operator has not used any subcontractor to perform work on a government contract when that subcontractor had been debarred by a governmental agency.

Operator's offer is valid until the date the City awards an Operator Agreement or rejects all offers; Operator has not, directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of competitive pricing in the preparation and submission of its Offer;

Operator shall provide immediate written notice to the City of Casper if, at any time prior to contract award, the Operator learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

Submittal of this Operator Questionnaire with your proposal provides authority and certification for your entire submittal.

City of Casper Operator Questionnaire
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Operator's Name: Dennis Rollins DBA Wolf Gang of Wyoming
LLC _____

City of Casper
Cable Channel 03 EG Access

MINIMUM QUALIFICATIONS

Please check the applicable box to signify compliance or non-compliance to each minimum qualification. If you do comply, describe exactly how you achieve each minimum qualification. The determination that you have achieved all the minimum qualifications is made from this document or a document with the same information.

Item #	Minimum Qualifications	Complies	Does Not Comply	If you comply, describe how you meet the minimum qualification.
1	Operator shall have been in the business of television or video production, editing or file experience for a minimum of 5 years.	X		
2	Operator shall supply any and all equipment necessary to produce and edit agreed upon television programs.	X		

please see proposal.



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Wolf Gang of Wyoming, LLC is an independent film and television production company located in Casper, WY. Since 2007, we have been providing Wyoming PBS with the weekly "Wyoming Portraits" series. Prior to that, we co-produced the series "Wolf Gang Presents", which was seen locally on KGWC television. We also produced the award winning special "Living Nightmare: Crystal Meth in Wyoming" For PBS and served in the capacity of associate producer for the critically acclaimed feature "My War, My Story", which aired nationwide on the Documentary Channel.

"Wyoming Portraits" is a half-hour show in which we travel Wyoming showcasing various people, places, and things. We recently completed our fifth season and celebrated our 100th segment. Over the years, the show has received six Telly awards, one Davey award and received first place in the video competition sponsored by the Wyoming State Historical Society. In addition, two segments have been film festival selections.

We feature an in-house composer, as well as copy writing, and voiceover talent.

Although we have produced commercials, private functions, and fundraising videos, including the 2012 video for the Nicolaysen Art Museum, I would like to stress that we are not an advertising agency. Our primary focus is producing quality television programming that people enjoy watching. I believe our knowledge and expertise qualify us as an ideal candidate for this project.



2660 Peck Avenue
Riverton, WY 82501
Phone: 307-856-6944
Web: www.wyomingpbs.org

March 25, 2013

To whom it may concern:

This letter will serve as a reference and support letter for Mr. Dennis Rollins, who has been producing the series "*Wyoming Portraits*" for distribution on Wyoming PBS for the past several years. This series has included portraits of people and places from across Wyoming, including a good number from Casper, and the series has been very successful in terms of content and viewership, and in raising awareness about the history and culture of Wyoming. We understand that Mr. Rollins is hoping to produce programs for the City of Casper's access channel – I can only say that he has been a terrific producer – reliable, creative, and easy to work with, and I would highly recommend him. Let me give you some background on how we know Dennis, the producer for "*Wyoming Portraits*".

Wyoming PBS first started airing "*Wyoming Portraits*" in 2008, when he produced the first 13 half-hour programs; in the second season of shows which aired in 2009, Rollins produced another 13 programs. These segments range from interviewing authors, to highlighting the Casper theatre group, to the art of Old Time Fiddling, music, painting, and sculptors. His dedication to telling the stories of not only local artisans, but also the stories of important events and historical places in Wyoming, are testament to his dedication to providing diversity across our state. In July, 2009, Wyoming PBS received Nielsen ratings on the show "*Wyoming Portraits*", and it would appear that approximately 1,000 tv households, or around 2,500 people each week, are watching *Wyoming Portraits* in the Casper-Riverton market (it is probably double that if you consider statewide viewership). We also had similar ratings in November, 2012, on Sunday evenings at 6 pm (1 rating/1 share, equating to about 1,000 TV households, 2,000 adults). This would be considered a substantial number of people at any gathering of people in Wyoming, and cumulatively, it is probable that well over 5,000 people each month are watching this series statewide.

I hope you will seriously consider giving Mr. Rollins the opportunity to produce programs for the City of Casper access channel. There is no doubt he will deliver quality programs on time and that the programs will be a unique public service to your great city. Thank you for your consideration.

Sincerely,

Ruby Calvert
General Manager, Wyoming PBS

Dale Bohren
PO Box 1328
Mills, Wyoming 82644

March 25, 2013

To whom it may concern:

I have had several interactions with Dennis Rollins, a videographer, owner of Wolf Gang of Wyoming and producer of the Wyoming Portraits, a WPBS series on Wyoming people.

I have published stories about Rollin's work, been featured in Wyoming Portraits, ^{and} I have seen and talked with others he has worked for.

His work is very good quality. And in every case I have found Mr. Rollins to be a cut above some other videographers I have worked with because he does what he says he will and meets deadlines. I have found him to be not only prompt, but courteous and professional.

I recommend Dennis Rollins to you without reservation.

Sincerely,



Dale Bohren



March 18, 2013

To Whom It May Concern:

I am writing this letter on behalf of producer and filmmaker Dennis Rollins and Wyoming Portraits. In the fall of 2011, Casting for Recovery held its first retreat in Wyoming for breast cancer survivors. Dennis and Wyoming Portraits covered the inaugural event.

Casting for Recovery (CFR) is a national non-profit organization that provides support and education retreats for breast cancer survivors. Our quality of life program uses counseling, medical education, and instruction in fly fishing to provide an opportunity for women to address survivorship issues. Since 1996, CFR has held 445 retreats, serving more than 5,600 women across the country.

Each CFR retreat is unique because women of all ages, and all stages of treatment and recovery, are eligible to attend. Our participants range in age from 26 to 90 and are from many diverse backgrounds. Some arrive at the retreat wearing wigs or scarves because they are still in active treatment and have lost their hair. Others may have been cancer-free for years and feel good physically, but are still dealing with the emotional and psychological affects of their cancer experience. They typically arrive at the retreat not knowing anyone and our goal is to provide them with a unique opportunity to gain support from others.

Breast cancer is a potentially life-threatening disease and a delicate subject to approach. Therefore, we are very strict about any media coverage that could negatively affect the retreat experience for the women. Dennis spent almost an entire day at the Wyoming CFR retreat and handled it beautifully. He approached the filming of survivors and the overall subject matter with the utmost of care, sensitivity and professionalism. His personality and intuitiveness won us all over and we have the utmost respect for him. He is discrete and polite in his filming which enabled him to capture compelling moments of our participants. He is also a relaxed interviewer which put everyone at ease.

I can't recommend Dennis enough and I hope you will contact me if you need more information about our experience working with him.

Sincerely,

Susan Gaetz
Regional Program Director

3738 Main Street, P.O. Box 1123, Manchester, VT 05254 www.castingforrecovery.org
Telephone (888) 553.3500 Facsimile (802) 362.9182



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We prefer location shooting for our work, for several reasons. We find interview subjects to be more comfortable in their own environment. Also, if the subject references something, such as an award they may have won, we are there to film a reference shot, thus saving a return trip. We have found our audience prefers location shooting as well, as it provides a fresh backdrop for each show. However, we do have access to static locations if necessary. All editing is done at our office, 1145 N. Jackson St. in Casper.



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Our two main cameras are a Canon XHA1s HDV camera, and a Sony HDR-FX7 HDV camera. We also feature a Canon GL-2 camera, as well as a Panasonic PV-GS500 camera.

We prefer to use Audio-Technica lavalier microphones, as we find them to provide crisp audio. We have other microphones as well.

We feature a Lowell portable light kit, as well as Opteka camera mount light kits, when necessary.

We also incorporate the necessary support equipment, such as tripods, mounts, etc.

For editing, we utilize three IMac computers equipped with Final Cut software.



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We have been producing a weekly television series for PBS for five years. In the beginning, we met with PBS to discuss what was, and what was not acceptable in the programming we provided to them. Everything we provided to them was required to be family friendly. I am proud to say that in five years, we have not received a single complaint about the content of our programming. In this day and age, it is easy to "push the envelope" as a way to create buzz for your project. We prefer the time honored concept of creating entertaining and informative programming that people enjoy watching. I personally review every project before it is finalized to ensure it meets our standards.



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Creating television programming that viewers enjoy watching is a time consuming task. We estimate it takes approximately 40 hours to complete one episode of "Wyoming Portraits". We propose to acquire "Classic Arts Showcase" to provide a foundation on which to build. CAS is a free 24 hour network featuring videos of music, ballet, opera, etc. that is available to Public Access channels. It is currently available on over 200 outlets throughout the country, including Riverton and Gillette. As more local programming is produced, CAS programming and reruns would be reduced.

We would also ask that the city would designate a liaison for us to work with, so as to gain easier access to city services and employees.



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As you evaluate each proposal, I would like to stress our experience in producing television programming, which is vastly different and more time consuming than commercials or music videos.

For this reason, one area of concern was the short time allocated for production. We have many hours of our own programming archived, and I believe this, along with CAS, will provide a solid base, with new shows being produced throughout the year.



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Show Ideas

Government at Work- A behind the scenes look at various facets of government

Historic Casper- Focusing on the history of Casper

Arts in Casper

Outdoor Wonderland

Ride Along- We spend a shift riding with a policeman, trash man, etc.

You Can Do That in Casper?- Focusing on things you do not usually think of as available in Casper

Casper Forward- Looking at Casper's future

Educational Corner- Various aspects of education

Leisure Services- Year round activities available

Wed. Night at the Nic

Farmers Market

Thursday at the bandshell

One of our main objectives initially is to substantially expand the community calendar. In addition to making it more comprehensive, we propose to add a highlight feature. As an example, if there was a play being performed, we would include a 1-2 minute visit with the director. We would include a variety of events each week, so as to rotate them and not have the same one running each hour.

Over the years, we have found the best source for show ideas comes from the public. In addition to providing potential material, it is a great way to keep the public involved. We would use social media and a web page in addition to on-air solicitations of ideas. Above shows, in addition to new ones, would be added to the schedule throughout the year.



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Daily Schedule Phase 1 (non council meeting weeks)

12am Comm. calendar/CAS	12pm Council replay
12:30 Wyoming Portraits	12:30 Council replay
1am Council replay	1pm Council replay
1:30 Council replay	1:30 Council replay
2am Council replay	2pm Comm. calendar/CAS
2:30 Council replay	2:30 Ride along
3am Comm. calendar/CAS	3pm Comm. calendar/CAS
3:30 Farmers mkt.	3:30 Thu. concert
4am Comm. calendar/CAS	4pm Comm. calendar/CAS
4:30 Wolf Gang Presents	4:30 Wed. night live
5am Movie	5pm Comm. calendar/CAS
5:30 Movie	5:30 Farmers mkt.
6am Comm. calendar/CAS	6pm Comm. calendar/CAS
6:30 Thu. concert	6:30 Wyoming Portraits
7am Comm. calendar/CAS	7pm Comm. calendar/CAS
7:30 Wyoming Portraits	7:30 Ride along
8am Comm. calendar /CAS	8pm Council replay
8:30 Ride along	8:30 Council replay
9am Comm. calendar/CAS	9pm Council replay
9:30 Farmers mkt.	9:30 Council replay
10am Comm. calendar/CAS	10pm Comm. calendar/CAS
10:30 Wed. night live	10:30 Wolf Gang Presents
11am Movie	11pm Movie
11:30 Movie	11:30 Movie

As council meetings and movie times may vary, CAS would be used as filler.
Days with council meetings, time would be blocked for live broadcast.
This schedule is repeated daily throughout the month.



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Daily Schedule Phase 2 (non council meeting weeks)

12am Comm. calendar/CAS	12pm Comm. calendar/CAS
12:30 Wyoming Portraits	12:30 Educational Corner
1am Council replay	1pm Wyoming Portraits
1:30 Council replay	1:30 Arts in Casper
2am Council replay	2pm Comm. calendar/CAS
2:30 Council replay	2:30 Ride along
3am Comm. calendar/CAS	3pm You Can Do That?
3:30 Farmers mkt.	3:30 Leisure Services
4am Wed. night live	4pm Comm. calendar/CAS
4:30 Wolf Gang Presents	4:30 Casper Forward
5am Movie	5pm Government at Work
5:30 Movie	5:30 Outdoor Wonderland
6am Comm. calendar/CAS	6pm Comm. calendar/CAS
6:30 Educational corner	6:30 Arts in Casper
7am Comm. calendar/CAS	7pm Historic Casper
7:30 You Can Do That?	7:30 Ride along
8am Comm. calendar /CAS	8pm Comm. calendar/CAS
8:30 Ride along	8:30 Council replay
9am Comm. calendar/CAS	9pm Council replay
9:30 Government at work	9:30 Council replay
10am Comm. calendar/CAS	10pm Council replay
10:30 Historic Casper	10:30 Wolf Gang Presents
11am Movie	11pm Movie
11:30 Movie	11:30 Movie

As council meetings and movie times may vary, CAS would be used as filler.
Days with council meetings, time would be blocked for live broadcast.
New shows listed above, as well as others, will be added throughout the year.
This schedule is repeated daily throughout the month.