

From: Kristin Tieche kristin@selvavision.com
Subject: Re: Atherton History Videos - Scope of Work/Bid
Date: April 5, 2023 at 6:13 PM
To: George Rodericks grodericks@ci.atherton.ca.us

KT

[The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.]

Great, thanks!

On Wed, Apr 5, 2023 at 5:38 PM George Rodericks <grodericks@ci.atherton.ca.us> wrote:

The team would be myself and two city council members. We would be the primaries. The council members are Rick DeGolia, and Diana Hawkins-Manuelian.

George Rodericks
City Manager
Town of Atherton
80 Fair Oaks Lane
Atherton, CA 94027
(650) 752-0504 - Office
grodericks@ci.atherton.ca.us

[Schedule A Meeting With Me](#)

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On Apr 5, 2023, at 4:36 PM, Kristin Tieche <kristin@selvavision.com> wrote:

[The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.]

Hi George,

Great to meet you on Zoom yesterday. I have a question.

Will you be the primary point of contact for this project, or will there be a team of people serving as creative leads? If the latter, could you let me know who the team would be?

Thank you!

On Mon, Mar 27, 2023 at 6:05 PM Kristin Tieche <kristin@selvavision.com> wrote:

Thank you, George.

I'll look over the Scope of Work and let you know if I need to schedule a meeting to ask any questions.

Have a great evening,
Kristin

On Mon, Mar 27, 2023 at 3:11 PM George Rodericks <grodericks@ci.atherton.ca.us> wrote:

Kristin (Selvavision) -

The Town of Atherton is seeking a vendor/firm to create two local history videos. The first video will comprise a brief History of the Town of Atherton. The purpose of this video is to showcase the Town and its history since incorporation in 1923. The video will be made available in the Atherton Library and may run on a loop on Town monitors throughout the Town Center.

The second video will comprise a brief History of the Train and the Atherton Train Station. The purpose purpose of this video is to showcase the historical significance of the train, the Atherton Train station and promote the station's connection to the area. The Train Station existed long before the Town's incorporation in 1923. This video will be made available in the Atherton Library and also within the newly renovated Historic Train Station. The video will be incorporated into a history display and visitors will watch the video during their visit.

Attached is a short Scope of Work for the project. Production dates and timing are somewhat flexible, but the Town would like both videos completed by the end of August. It is anticipated that a Subcommittee of the City Council along with Town Staff will assist with identification of historic materials, review of final editing and script.

Please provide a bid response by April 7, 2023.

George Rodericks
City Manager
Town of Atherton
80 Fair Oaks Lane
Atherton, CA 94027
(650) 752-0504 - Office
grodericks@ci.atherton.ca.us

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Kristin Tièche - Executive Producer & Creative Director (she/her)

<http://selvavision.com>

in: <https://www.linkedin.com/in/kristintieche/>

t: 323.243.1585



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From: Kristin Tieche kristin@selvavision.com 
Subject: Selvavision proposal and budget for Atherton History and Train Station videos
Date: April 7, 2023 at 1:09 PM
To: George Rodericks grodericks@ci.atherton.ca.us

KT

[The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.]

Hi George,

Please find my proposal and budget attached for the two videos. My team and I are very excited about the opportunity to collaborate with you and your team to create two compelling history videos.

Should you have any follow up questions or need changes, please do not hesitate to contact me.

Thanks for this opportunity to present our concept.

Have a great weekend,
Kristin

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Kristin Tièche - Executive Producer & Creative Director (she/her)

<http://selvavision.com>

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**SELVAVISION PROPOSAL FOR
TOWN OF ATHERTON VIDEO SERIES**



Proposal for Historical Videos

Kristin Tieche
Selvavision
T: 323-243-1585
E: kristin@selvavision.com

Introduction

Selvavision is thrilled to propose this concept for the Town of Atherton's two history videos. Selvavision specializes in creating short-form video content, including explainers, branded content, promotions, and mini-documentaries. It would be our honor to help the Town of Atherton tell the story of the town and its residents since it was founded in 1923 to today, and that of the historic train station, the train and its passengers. These two history videos will inform, educate and engage all visitors to City Hall, the public library and the historic train station, as well as social media channels where it will be encountered by followers. And of course, the videos will dazzle guests who attend Atherton's Centennial Celebration in September 2023. Viewers will leave with a better understanding of how Atherton came to be what it is today – from a railroad flag stop between San José and San Francisco to a beautiful tree-covered residential community in the heart of Silicon Valley.

Messaging and Target Audience

Selvavision will work with Atherton's team to optimize viewers' interest and engagement with both videos. We propose that the two 3-5 minute videos follow a documentary style. Each video will tell a story and engage visitors with fascinating historical details and with voices from the past. Selvavision's team will listen to and collaborate closely with the Town of Atherton's creative team, including the City Manager and two City Council Members, to craft the stories of each video, the voiceover narration and on-screen text that communicates the following points:

History of Atherton Video

- Early history and foundation of town in 1923
- Naming (and renaming) of the town
- Early residents and the locations of land/homes
- Railroad stop and its importance in town's history
- Landmark buildings and residences
- Natural history and old trees
- Parks, neighborhoods and current culture/demographics

History of Train Station/Train Video

- 19th-century history of the train station
- Cultural history of the early train's passengers
- Historical figures who rode the train
- Southern Pacific Railroad history relevant to Atherton
- The train station itself, its structure, renovations
- How the station connected Atherton to the region
- How the station came to be a rail history museum

Each video will include creative voiceover narration that gives a feeling of the era. It will also include soundbites from the town historian and potentially other residents who can contribute to telling the story of Atherton's historic places and people.

Apart from being unveiled at Atherton's Centennial Celebration, the history of the Town of Atherton video will be seen primarily by people visiting City Hall, while the video of the train station will be on display at the rail museum. It is expected that a cross-section of people will encounter the videos, including adults who visit City Hall for business, train aficionados visiting the railroad museum, families visiting the museum and public library, followers to Atherton's social media channels, and subscribers to the printed newsletter. The video will spark interest in Atherton's history among the people who encounter it through any of the above mentioned channels. The videos will also have an educational appeal and could be of interest to Atherton's schools. The Atherton train station video may also potentially entice visitors to become members of the new rail history museum. Ultimately, both videos will help residents and visitors develop a deeper appreciation for Atherton's fascinating history.

Project Description

Each 3-5 minute video will use a combination of archival photos and media, stunning b-roll and drone footage of Atherton and the train station, voiceover narration and music, interview soundbites with town historian and other residents, subtitles for deaf and hard-of-hearing viewers, on-screen graphics indicating historical landmarks, important dates and points of interest, engaging music, and other elements agreed upon by the creative team.

Selvavision's team will collaborate with Atherton's City Manager and Council Members to write narration for each video that will reach all target audiences – attendees of the Centennial Celebration, Atherton residents, train aficionados, families and social media followers. The narration will be intercut with soundbites in each video to tell the rich story of the town and the train station, including anecdotes about historically significant residents and train passengers. The videos will inform, educate and engage audiences, leaving them with a greater knowledge of and connection to their surroundings and how the town and train station have evolved over time.

Locations and Schedule

During pre-production, the producer will work with the City Manager and City Council Members to scout all the necessary locations for each video, including where to film interviews. We will choose an appropriate location for each interview and obtain permits, if needed. The producer will also work with Atherton's team to create an outline for the story of each video. Furthermore, the producer will work with the Atherton Heritage Association to obtain photos and media to be featured in both videos, as well as historical knowledge that can contribute to the story outlines, using the book "Under the Oaks" as inspiration. When the outlines and shot lists are completed, and we receive signoff from Atherton's team, we can begin filming.

We propose *three full days of filming* in Atherton as follows:

Day 1 - interviews with historian and other residents, exact locations TBD

Day 2 - b-roll of Town of Atherton, historical landmarks/buildings/residences, train station, parks, and nature

Day 3 - drone cinematography and continued filming of b-roll

On day 1 of filming, we will conduct interviews with the town historian and additional residents who can speak specifically about the history of the Town of Atherton and/or the train station and train. On this day, we'll need a full crew (producer/director, cinematographer, location sound mixer, production assistant). We will use the interviews to help us add to the shot list for filming b-roll on day 2 and drone footage on day 3 (shooting dates do not necessarily need to be consecutive).

On day 2, the producer/director will work on location with the cinematographer to ensure we capture b-roll of all the locations. On day 3, the cinematographer will complete the drone footage and remaining b-roll on his own. We will work with the City Manager and Council Members to acquire any permits needed to film at historical landmarks, buildings, residences and parks. We will also acquire a permit to use the drone, if required.

Media will be transferred at the end of each day to two hard drives – one for editing and one for media backup. The backup drive will be left with the City Manager with all the raw media after day 3.

Once the filming is complete, the producer will select soundbites to be used in each video's script. The voiceover narration will be written and recorded, and the final scripts will be sent to the Atherton team for approval.

Each 3-5 minute video should take five days to edit and include three rounds of review. Additional changes after the third review may require additional editing days, and will be negotiated between Selvavision and the Town of Atherton's team. Also, if the videos are longer than 5 minutes in length, additional days of editing may be required, and will be negotiated with Atherton's team.

Stylistic Approach

Each video will play on nostalgia and will captivate target audiences using archival photography, descriptive voiceover and storytelling, stunning footage of Atherton, and iconic music. Each video will rely on eye-catching visuals – both archival and beautiful video filmed by our team – and the powerful storytelling carried by the voiceover narration. To accomplish this, we propose using the following cinematic techniques to best tell the story of the Town of Atherton and its historic train station:

- Epic and stunning drone cinematography of the town, historic landmarks/buildings, train station, train tracks, nature and parks
- Establishing shots of historic landmarks (carriage house, council chambers, residences, train station and tracks, etc.)
- B-roll of important historic artifacts and points of interest in the town
- Archival still photography and newspaper articles
- Splicing archival photos with present day imagery
- Archival video footage and/or sound recordings, if available
- Creative voiceover narration that conveys sense of nostalgia
- Soundbites from expert interview with town historian (and other residents, as needed)
- Music that captures the feel of historical periods represented in Atherton's history, and also engages target audiences
- Use of film grain, film dust, sepia tone effects and other techniques to give the feel of the past, as appropriate
- Sound effects to add texture

We will work with a talented writer who will string together historical facts into a compelling story. We will also work with a voiceover artist skilled at creating different voices representing significant historical figures. Ultimately, the two videos will encourage people to stop and pay attention until the end.

Core Team

Kristin Tieche (Producer/Director/Editor) is a seasoned producer and director who specializes in creating unforgettable video content that engages audiences and inspires action. Her collaborative style leads to confident and satisfied clients, such as INSEAD Business School, TED, Zuora, San Mateo County Libraries, NHK Japan, Bridge the Gap College Prep, Sustainable Future Outdoor Academy, GoPro, and more.

Kristin has worked as a producer and editor on feature documentaries that include the Sundance Audience Award winning "Fuel" (2008), the PBS/Independent Lens film, "Power Paths" (2009), and the festival winner, "Love Thy Nature" (2014). She has edited programming for networks such as PBS, National Geographic, Court TV, Smithsonian Channel, Al Jazeera, and Food Network.

Kristin holds a Master of Arts in Television, Radio and Film from the S.I. Newhouse School of Public Communications at Syracuse University, where she received awards from the National Academy of Television Arts and Sciences in screenwriting and sound design. She also holds a certificate in Sustainability from City College of San Francisco.

Bonnie Day (Writer) is an Emmy award-winning former TV news anchor and reporter for NBC, ABC and Fox News. Bonnie specializes in crafting unique and memorable storytelling for video, print, digital media and beyond. With a background in journalism and documentary, Bonnie is uniquely wired to create captivating, powerful narration that dazzles across every media

platform. Recently, Bonnie worked as head writer on a unique historical project, for a Fortune 500 client. Based on DNA research, the five-year project told the story of one family's ancestry through multiple short documentary films. The bottom line – Bonnie is a storyteller, with a gift for finding the heart and humor in every story.

JJ Harris (Cinematographer) is an accomplished cinematographer and certified drone pilot who lends his positive energy to the brands and causes that he believes in. JJ is best known for his stunning cityscape and landscape photography of California's beautiful cities, towns and parks, making any project he contributes to soar to new heights. His work extends to the corporate world including projects for Facebook, Western Digital, ESPN, The Super Bowl 50 Host Committee, Adobe, and GE. Driven by his never-ending quest to perfect his craft, JJ continues to push boundaries when it comes to content creation, composing and capturing visuals that are equally engrossing and heartfelt.

Rachel Saldivar (Location Sound) is a lifelong recording artist turned production and post-production sound mixer and editor. With over 10 years of experience in vocal recording and music mixing, she has tailored her audio production skills to suit a wide range of projects. From running sound boards on large budget, multi-character feature films, to recording intimate, content sensitive, sit-down interviews, for independent and network documentaries, Rachel's passion for high quality audio keeps her on the forefront of new technologies and techniques to capture the highest quality recordings for your production. Rachel's clients include brands like Nike, Adidas, and Sephora, and broadcast networks and studios like DiscoveryPlus, TLC, The History Channel, Hulu, ESPN, BET, and more.

Voiceover artist to be determined. We would like to discuss voice options with the Town of Atherton's team.

Estimated Budget

The total estimated budget for two videos up to 5 minutes each is \$21,643.90. Please refer to the attached complete budget for line items.

Proposed Timeline

Selvavision proposes to produce and film the two videos together, to save time and reduce costs. We propose five days of pre-production and writing, three days of filming, one day of voiceover recording and ten days of editing.

The proposed timeline for the two videos is as follows, *though actual schedule may vary*:

1. Kickoff Meeting: May 1, 2023
2. Pre-production: May 2-15, 2023
3. Production/Filming: May 16-30, 2023
4. Post-production: June 1-15, 2023

5. Final delivery: June 16, 2023

By being efficient with the number of days of filming, we can streamline our production and post-production process and have the videos finished well before the August 16, 2023 deadline. However, if the videos need to be longer than 5 minutes, additional edit days may be required.

Why Partner with Selvavision

Selvavision is a woman-owned business that has provided video production and post-production services to the San Francisco Bay Area community for 15 years. We work with a pool of talented creative professionals, hand-selected to best fulfill the video production needs of each and every client. Selvavision is set apart from other video production companies through our commitment to sustainability and social responsibility. We follow the code of best practices in sustainable filmmaking, including:

- Reduced usage of fossil fuels during production by carpooling
- Supporting women and people of color contractors and vendors to support workforce equity
- Supporting local vendors to bolster local economy
- Reduced consumption and waste on set
- Conservation water/energy conservation on set and during post-production

It would be an honor to collaborate with your team to create this new engaging video for the Town of Atherton.

Examples of our work:

Video for non-profit organization:

<https://vimeo.com/660256368>

Video for global corporation:

<https://vimeo.com/568761181>

Video for city governmental agency:

<https://vimeo.com/721290158>

References

Furnished upon request.

Conclusion

Thank you for this opportunity to submit this proposal to your team at the Town of Atherton. We look forward to collaborating with you to create two historical videos that not only exceed your expectations, but also engage and inform Atherton's residents and visitors. We hope that, by

working with you to create these videos, Town of Atherton will choose Selvavision to fulfill your video production needs in the future.

Contact

Kristin Tieche
Executive Producer/Creative Director, Selvavision
T: 323-243-1585
E: kristin@selvavision.com



Kristin Tieche
323-243-1585
2261 Market Street, #292
San Francisco, CA 94114
United States

Prepared For
George Rodericks
Town of Atherton
80 Fair Oaks Lane
Atherton, CA 94027
United States

Estimate Date
04/03/2023

Estimate Number
ATH_040323

Reference
2 History Videos/Town of
Atherton & Train Station

Description	Rate	Qty	Line Total
Pre-Production Location scouting; recruit/hire crew; prepare production documents; craft messaging with client; rent equipment; obtain filming permits; transfer archival stills onto hard drive	\$750.00	2	\$1,500.00
Writing Write and revise script for narration	\$750.00	3	\$2,250.00
Producer/Director Direct and manage crew on set for 2 days. Work with client to ensure all required media is captured.	\$1,000.00	2	\$2,000.00
Cinematography Day 1 - interviews for both videos, Day 2 - b-roll of town and train station, Day 3 - drone footage of town and train station and remaining b-roll	\$1,300.00	3	\$3,900.00
Equipment Camera, Audio, Lighting	\$500.00	3	\$1,500.00
Sound Mixer Labor and equipment	\$1,100.00	1	\$1,100.00
Production Assistant Audio and camera assistant	\$300.00	1	\$300.00
Voiceover Record narration	\$700.00	1	\$700.00

Editing Edit, revise and color correct two 3-5 minute videos. Deliver per client's specifications. Includes 3 rounds of review for each video.	\$700.00	10	\$7,000.00
External hard drive One editing hard drive, one media backup drive	\$189.95	2	\$379.90
Music Up to 6 music cues	\$50.00	6	\$300.00
Meals \$30 per person per day	\$30.00	7	\$210.00
Mileage 29 miles one way SF to Atherton, \$.655/mile x 16 RT trips	\$304.00	1	\$304.00
Miscellaneous Parking and other incidentals	\$200.00	1	\$200.00
Subtotal			21,643.90
Tax			0.00
Estimate Total (USD)			\$21,643.90

Notes

Actual costs of equipment, music, mileage, etc. may vary.

Terms

50% deposit and 50% after completion. Net 30 payment upon receipt of invoice via bank transfer.