



Rural Maryland
Foundation

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Daniel Rider, President

Charlotte Davis, Secretary

Rural Aspirations Version 2.0 Request for Proposals

Summary:

The Rural Maryland Foundation is requesting proposals to create a brief film highlighting innovative agriculture, aquaculture, forestry, and other economic development projects currently taking place in the 18 rural counties.

Program Impact:

The film will be used as a marketing tool to educate non-rural residents and legislators of the importance of supporting and strengthening rural communities, and will educate residents of the outputs that rural communities provide in the forms of fiber, fuel, and food for the State and global economies.

Final Results:

To produce a short 3 minute video focused on interviews with background music.

Timeline:

- Filming: Summer 2019
- Screening: Fall 2019

Review of the intent/purpose

- Communicate to General Assembly
- Show impact on targeted industries
- Understanding of rural communities
- Impact of RMC
- Highlight selected RMPIF/MAERDAF projects
- Opportunities and needs of rural Maryland
- Highlight health care & service providers
- Highlight tech businesses in rural not ordinarily visible

Theme: Rural Is In The Game? "Worth the Investment"

Highlight innovation & tech in rural, opportunities & challenges

What's the ASK? What's the TAKEAWAY?

- Respect
- Awareness
- Competitive with urban, equal player
- Rural is worth the investment
- Dispel stereotypes and showcase diversity
- The beginning of bigger and better to come
- Need to sustain RMPIF funding
- Describe leveraging of other resources
- Capture innovative and dynamic projects

Interview Questions Discussed:

Beginning Questions:

- What does the RMC mean to you/your organization?
- What does RMPiF mean to you/your organization?
- How has RMPiF helped your organization to achieve your aspirations?
 - How has the funding been leveraged?
 - How has it expanded your organization?
 - Jobs created? Retained?
- How has your organization developed something innovative for constituents in rural Maryland?
- How has your organization helped rural MD to step up its game?

Final Questions:

- What does being in rural Maryland mean to you?
- What does your organization's future plans in rural Maryland look like? (This could include artist renditions of upcoming construction projects, growth, etc.)

List of prospective contacts and interview

- High Tech Ag/Environment
 - MidAtlantic Farm Credit (statewide)
 - Eric Spates (Montgomery County)
 - John Quinn (Cecil County)
 - UAS SO MD (Southern MD)
 - John Moyle (UME)
 - Mike Levingood/Perdue (Wicomico)
 - Perdue Innovation Center (Wicomico)
 - UMES/Jennifer Timmons (Somerset)
 - Oletta/Black Dirt (Caroline/Talbot)
- Renewable Energy
 - Baker Point Solar (Frederick)
 - Planet Found/Jason Lambertson (Somerset)
- Broadband
 - Tyler/MD Broadband (statewide)
 - Cheryl DeBerry ((Garrett)
- Forestry
 - Eastern Shore Forest Products (Worcester)
 - Allan Johnson/Johnson Lumber (Talbot)
 - Kenny Pusey/Paul Jones Lumber (Worcester)
 - Harford veneer log/Craig Laird/Laird Logs (Harford)
- Health
 - MD Broadband (health board member) (statewide)
- Higher Education
 - Mike Scott/SU & Towson (statewide)
 - UMES (Somerset)

- College of SO MD (So MD)
- Entrepreneurship/Economic Development
 - F3 Tech (statewide)
 - Easton cyber business (Talbot)
 - RiseUp (Eastern Shore)
- Advanced Mfg
 - American Woodmark (forestry) (Allegany)
 - Dixon Valve (Kent)
 - Knaggs Guitars (Caroline)
 - Barrel Factory – McHenry
- Aquaculture Tech
 - Hooper’s Island (Dorchester)
 - JD Blackwell/38° North Oysters (St Mary’s)
 - John Farrington/Johnny Oyster Seed (Calvert)
 - Salmon Farm – Cordova
- Rural/Urban Collaboration
 - ESEC/Bethesda Green (TEDCO) (statewide)
 - Rosetta Beef/Baltimore slaughterhouse (Baltimore County)
 - Atwaters Restaurant Chain/Mary Shank Creek dairy (Washington, Baltimore City)

Timeline:

- Moving filming to a multi-week schedule between late May – early June – 2 days a week scheduled for filming to help plan interview appointments by region

Proposal:

The Rural Maryland Foundation will award a contract to a videographer who can produce the following:

- Creation of a storyboard for the film planning, the storyboard will be shared with the Rural Maryland Foundation Board of Directors prior to filming for feedback and approval;
- Travel to rural regions of the State including the Eastern Shore, Western and Southern Maryland to film interviews and capture film footage;
- Edit and produce video using pre-existing film footage and footage obtained from location shoots.

The Rural Maryland Foundation will select and schedule interviewees for the film, and will work with the selected videographers to establish a filming schedule in summer 2019. It is anticipated that filming will be completed by September 2019, and editing and final film production will be completed by November 2019. The final video product will need to be a video link that can be uploaded to the Rural Maryland Foundation Youtube channel and made available for public distribution by December 2019.

Eligibility:

Priority will be given to rural-based organizations or videographers. Rural areas are defined as communities located in the following counties: Allegany, Calvert, Caroline, Carroll, Cecil, Charles, Dorchester, Frederick, Garrett, Harford, Kent, St. Mary's, Somerset, Talbot, Queen Anne's, Washington, Wicomico, and Worcester.

Travel to the rural communities to interview and film participants is required.

Instructions:

Proposals will be accepted until Monday, May 13, 2019. Selected recipients will be made on a highest-ranked basis. All applications will be accepted by email; an email confirmation will be provided once the application has been received. Please note: If you do not receive an email confirmation we have not received your application. Applications must be emailed to ruralmdfound@gmail.com; No faxed applications will be accepted. Direct mail applications will not be accepted.

Proposal contents:

Please include a cover sheet with your organizational/company letterhead and all relevant contact information for your organization, including but not limited to, the name of the contact person and their phone and email address, and a brief, concise summary of your organization.

Proposal (no more than ten (10) one-side, single-spaced pages) that includes the following:

- Project cost. (Amount of your request to perform the services)
- Project activities (describe in detail how your organization will achieve the objectives of the proposal).
- Staff responsible for your proposed project.
- Your organization's qualifications, including your organization's background, primary mission, and history.
- Detailed budget for your service.

Letters of recommendation from current or previous clientele may be included; maximum of three letters of support are allowed.

About the Foundation:

The Rural Maryland Foundation, a recognized 501(c)(3), was created in 2001. Our purpose is to support efforts of citizens and governments to meet the economic and social needs of rural Maryland. We support the efforts of the Rural Maryland Council, an independent state agency. For more information about the Foundation, visit ruralmdfoundation.org. For more information about the Council, visit: rural.maryland.gov.

Contact:

If you have any questions or would like additional information, please contact Charlotte Davis, Secretary, Rural Maryland Foundation, and Executive Director, Rural Maryland Council, at 410.841.5774 or charlotte.davis@maryland.gov.