



Pacific Northwest Tribal Lending,
a Community Development Financial Institution
Previously, Lummi Community Development Financial Institution, 501 (c) (3)
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August 28, 2024

Request for Proposal (RFP)

To: Request For Proposals: Audio/Video Production

From: Board Chairman, Rex Rhoades, Pacific Northwest Tribal Lending, a Community Development Financial Institution, previously Lummi CDFI

Dear Sir or Madam:

Pacific Northwest Tribal Lending (PNTL), previously Lummi CDFI, is requesting proposals from professional Audio/Video Production Companies to produce video programming for presentation, web, social media, and other publications. We are seeking responses from companies that have experience working with non-profit organizations, especially Native entities (<https://www.cdfifund.gov/programs-training/programs/native-initiatives>). We invite you and/or your firm to submit a proposal to us by **Monday, September 16, 2024**, for consideration.

Profile / Background of PNTL

PNTL is a Washington State nonprofit public benefit corporation recognized by the Internal Revenue Service as a charitable, tax-exempt organization pursuant to section 501(c)(3) of the Internal Revenue Code. PNTL was founded in 2006 with a defined mission "to provide access to education, financing, and asset growth, in order to improve the prosperity and well-being of Native American families." We do this by providing one-on-one coaching, technical assistance, training resources, referrals, and hands-on guidance for Native entrepreneurs and individuals. We offer financial products including small business and consumer (credit builder) loan products, and financial (savings) tools. We provide financial resources for community-based projects that create and/or support Native family well-being and economic opportunities.

We obtained Native CDFI Certification in 2008, IRS 501c3 designation in 2012, and Certification as a Community Development Entity (CDE) in 2017. Target market is Native entrepreneurs, individuals and families in Northwest Washington state.

Project Purpose and Description

PNTL is experiencing a steady increase in interest and demand for our products and services. To better serve this growth, the Board adopted a new name, Pacific Northwest Tribal Lending (PNTL), that represents the expanding products and services we offer. Selected A/V

Mission Statement

To provide access to education, financing, and asset growth,
in order to improve the prosperity and well-being of Native American families.

professional will work with PNTL Board, staff, media specialist and brand strategist who are increasing awareness through image, content and impact stories.

Services to Be Performed

This RFP is for production audio/video services, including a mini documentary (5-7 minute) that honors our target market clients and pays homage to our roots with Lummi Nation while highlighting our current work and impacts, as we build awareness of PNTL in northwest Washington and beyond. A/V professional will also produce 3-5 short informational and/or training videos. First event to be recorded is PNTL Small Business Resource Fair on Thursday, September 26, 2024, at Squalicum Boathouse (<https://www.lummicdfi.org/business-fair-registration>).

Production is expected to be done in HD digital format with understanding of Native Communities and storytelling that will attract and welcome prospective entrepreneurs and other clients seeking information, technical support and/or financial products, and position PNTL as a community development partner augmenting the work being done to strengthen Native economies. A/V products should be able to be disseminated and screened in a broad array of formats and be used as educational and orientation material on our website and in social media.

Your proposal is expected to cover the following components:

- 1) Conceptualization and Pre-production
- 2) Proposed Production
- 3) Post-production

Timeframe

Proposals are due from professional Audio/Video Production firms by end of day, **Monday, September 16, 2024**. Anticipated completion of projects will be December 2024. PNTL will own all content from rough, draft footage to completed project. Additional video projects, outside of this RFP scope, may be considered.

Proposal Content

To simplify the evaluation process and obtain maximum comparability, PNTL requests that responses to the RFP be organized in the manner and format described below:

- A. Summary of Proposal
- B. Professional Experience
- C. Team Qualifications
- D. Approach
- E. Fees and Budget
- F. Client References

Evaluation of Proposals

While price is an important factor, PNTL will evaluate proposals on price and the following criteria:

- Preference for Native companies and those who have worked with and within Native Communities.
- Understanding of the project and the work of non-profit Native CDFIs
- Portfolio and experience
- Communication, timeline and availability
- References

Disclaimer

This RFP does not commit PNTL to award a contract or to pay any costs incurred during the preparation of the proposals. PNTL reserves the right to reject any or all proposals.

Key Contacts

Following are key contacts for information you may seek in preparing your proposal:

Nancy Jordan, Executive Director

Office Phone: (360) 594-6004

Email: NancyJ@LummiCDFI.org

Let us know if you have any questions or would like additional information. Please return the completed proposal to my attention at the email address provided. We would also appreciate a response if you declined to submit a proposal.

For more information, please visit our website at www.LummiCDFI.org.