



**ESTIMATE /
STATEMENT OF
WORK**

Red Chalk Studios
323A First Colonial Rd.
Virginia Beach, VA 23454
www.redchalkstudios.com

TEL. 757-437-1185

Katie Cullipher
Hampton Roads Planning District Commission
The Regional Building
723 Woodlake Drive
Chesapeake, VA 23320

Date Jun 04 2021
Project Name HRPDC 2021-2022 askHRgreen.org / NEED JACOBS CONTRACT NUMBER
Estimate Name 2021 Water Utility Worker **Estimate #** 21064 r1
 Recruitment Videos: WATER **Client PO #**
 AWARENESS COMMITTEE

Prepared By: Kim Nelson

JOB DESCRIPTION

Develop job highlight/recruitment videos featuring positions available in the regional Water Utility industry, within the theme of "Working for Water" where we explore the different job categories, benefits, security, opportunity, pride/satisfaction of making a difference, etc. associated with a career in this industry.

Will conduct and capture in-person interviews with four (4) employees (Newport News and Virginia Beach), plus b-roll around the two facilities (as much as is allowed). Video includes live-action footage, motion graphics, voice-over talent and background music.

HRPDC to 1) supply messaging and position details; 2) arrange filming with facilities and interview staff; 3) be on-site to help conduct interview.

Content planning doc: https://docs.google.com/document/d/1yLvoa5MK-ZXNDND1_YtpxIXmGubxdX7BYd7xyehry-l/edit

Scope Of Work	Cost
Creative Direction + Videography	\$3,410.00
1 DAY SHOOT: Project management, videography (1 cameraman/sound engineer), file management	
:45 Video – FIRST	\$2,445.00
Creative direction, video editing + production, voice-over talent, stock music. Up to 2 review/revision rounds.	



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Scope Of Work	Cost
:45 Video – SUBSEQUENT	\$970.00
Pickup creative direction and universal elements from first video, edit for different job/interviewee highlight.	
Total	\$6,825.00

Terms & Conditions

This price quotation will be honored for 30 days from the day it was sent. All estimates may vary +/-10%. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred. Signing this estimate constitutes a contract to perform the work as described. If the project is terminated by either party prior to completion, Client shall pay to Red Chalk fees for work that has been completed as of the termination date.

signature _____ printed name _____ date _____
 Approved to proceed. I have read and agreed with the terms and conditions.

signature _____ printed name _____ date _____