

R-19-2023 - Resolution To Award A Contract With Steelbeach Production LLC For Videotaping, Broadcasting And Post-Production Services

**City Council of the City of Glenarden, Maryland
2023 Legislation**

<u>Resolution Number:</u>	<u>R-19-2023</u>
<u>Sponsor:</u>	<u>Council President Derek Curtis, II</u>
<u>Co-Sponsor:</u>	<u>At the request of the Administration</u>
<u>Public Hearing:</u>	<u>November 29, 2022</u>
<u>Special Regular Session:</u>	<u>December 5, 2022</u>
<u>Date of Introduction:</u>	<u>November 29, 2022</u>

Resolution To Award A Contract To Steelbeach Production LLC For Videotaping, Broadcasting And Post-Production Services

Whereas, in aligning with public interest, the City Administration recommends hiring an Independent Consultant to provide the City of Glenarden with videotaping and post-production services for City Council meetings as well as for other related Cable station services; and

Whereas, after compliance with Charter Section 819, Steelbeach Postproduction LLC has shown to be the most responsive bidder; and

Whereas, the City Administration staff has negotiated a contract with Steelbeach Postproduction LLC, a copy of which is attached as Exhibit A; and

Whereas, pursuant to the contract, Steelbeach Postproduction LLC will provide broadcasting and post-production services for televised City Council meetings at a set price of \$350 per meeting with a spending cap of \$1750 a month. Steelbeach Postproduction LLC will provide other filming services outside of City Council Meetings for \$450 per event with spending capped at \$900 per month. As well as provide overall maintenance and upkeep of the Cable Station at the set price of \$40 per hour not to exceed \$5000 for the duration of the contract term.

Whereas, in accordance with Charter Section 823, The Administration recommends, that it is in the public's best interest that the Consultant Agreement with Steelbeach Postproduction LLC, in substantially the form as attached, be approved by the City Council and that the Mayor or Council President be authorized to sign on behalf of the City.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of Glenarden, Maryland sitting in Regular Session this XX day of December , 2022 as follows:

1. That the Consultant Agreement, in substantially the form as attached as Exhibit A be and it is hereby approved;
2. That the Mayor or Council President be and is authorized to sign the Consultant Agreement in the form as attached.
3. Payment for services shall be taken from the Cable Budget Professional Services line item 10.15.15.7130

R –19-2023 - **Resolution To Award A Contract With Steelbeach Production LLC For Videotaping, Broadcasting And Post-Production Services**

____No and ____Abstention(s) that the Resolution was Approved.

Robin Bailey-Walls, Acting Council Clerk



Steelbeach Postproduction, LLC

8441 Bates Drive, Bowie, Maryland 20720
301.437.3749 rick.gray@steelbeachpost.com
www.steelbeachpost.com

CITY OF GLENARDEN

Response to Request for Proposal (RFP)

For Cable Television Broadcast Services

RFP NO. 2022-10

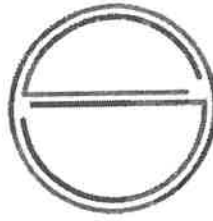
Presented to:

City Administration
City of Glenarden
8600 Glenarden Parkway
Glenarden, Maryland 20706

Presented by:

Steelbeach Postproduction, LLC
Rick Gray, Owner/Managing Member
rick.gray@steelbeachpost.com
(301) 437-3749

September 12, 2022



Steelbeach Postproduction, LLC
8441 Bates Drive, Bowie, Maryland 20720
301.437.3749 rick.gray@steelbeachpost.com
www.steelbeachpost.com

Dear City Administrator,

Thank you for the opportunity to respond to your proposal request for the Town of Glenarden Video Production Services. We believe this proposal offers quality-oriented and cost effective video production services that will meet the needs of Glenarden and the community's viewership.

Steelbeach Postproduction LLC, is a minority and veteran owned full-service production/postproduction company operating in Prince George's County since 2007. Based in Bowie, Maryland we specialize in creating engaging experiences through video production. We believe that our community-mindedness, dedicated staff and experience give us a distinctive edge in the audio and video productions we create. We also design, install, maintain, operate and train personnel to run the equipment smoothly and with confidence.

We would like Glenarden to think of having not just a way to televise council meetings. But, as an owner of a full-fledged television station that can make a real difference in the community. Glenarden's outreach broadcast when online can reach the world through the World Wide Web. Having a broadcast company in your arsenal is beneficial for news programing and promoting local businesses on a regular basis to bridge the community. Additionally the ability to produce thought provoking roundtable interview programs with local and national community leaders, special youth programing to hear their concerns and the training opportunities for local youths to learn the business of mass media.

We would like to support production solutions and help you successfully achieve your objectives to produce high-quality professional programs that support the vision and mission of the Town of Glenarden. With a commitment to customer satisfaction, Steelbeach Postproduction, LLC will be an excellent partner for Glenarden's broadcast needs. With extensive experience in providing top-notch, high-quality professional video productions that transform events into experiences that people remember.

If there is any additional information I might provide, please don't hesitate to call or write. All of us at Steelbeach Postproduction, LLC look forward to the opportunity of working with you.

Sincerely,

Rick Gray
Steelbeach Postproduction, LLC, Owner/Managing Member



Steelbeach Postproduction, LLC

8441 Bates Drive, Bowie, Maryland 20720
301.437.3749 rick.gray@steelbeachpost.com
www.steelbeachpost.com

Rick R. Gray
Founder/Managing Member
Steelbeach Postproduction LLC
8441 Bates Drive
Bowie, Maryland 20720

City Administrator
James R. Cousins, Jr. Municipal Center
8600 Glenarden Parkway
Glenarden, Maryland 20706

Executive Summary

Steelbeach Postproduction LLC, is a Video/Film Postproduction company that has been operating in Prince George's County since 2007. With a strong background in video production, broadcast maintenance and IT consulting, we will facilitate your field and/or studio event productions. In addition to production, our company will design, install, operate, video edit and maintain Control Rooms, Studios and broadcast infrastructure to enhance your broadcast video signal. We supply cameras, microphones, lighting, video editing with graphics, narration, music and sound effects to help facilitate both field and studio productions. We also provide recommendations on A/V equipment and install Digital Signage to broadcast, promote and inform.

Projects Background

Our company brings many years of experience working with broadcast media for Corporate, City/Town governments and Public Education Government (PEG) stations.
Steelbeach has:

- Filmed live events and setup live web streaming
- Designed and installed studio and control rooms
- Performed broadcast maintenance and preventative maintenance
- Edited documentaries for both national and international broadcast

“Our goal is to assist you with increased viewership and connection with the community.”

Solutions and Approach

As a TV Station Manager/Videographer we will be able to design, install, set up and operate production equipment, including audio and lighting equipment for Electronic Field Productions (EFP) and studio productions. We will also perform and oversee the maintenance and support of the City's TV station as well as direct technical and artistic developmental of television programs including the preparation of artwork and animation, narration, dialogue, sound effects and music as required in the production. We will review all correspondence and programming media, record and edit programs, and produce a daily/weekly/monthly schedule for video programs. Lastly we will prepare, design and institute computer entries for digital signage.

Past Performances

- Designed, installed and Upgraded broadcast facilities in D.C. Maryland and Virginia
- Live event streamed internationally the "United Guyana Fundraiser"
- Edited Documentary broadcast on PBS and BET
- Edited special projects for NBC
- Edited corporate product projects for local and international clients
- Produced an award-winning talk show for DCTV
- Engineer in Charge on 3 Award winning Documentaries
- Engineer in Charge for Howard University Television
- Designed and built computer workstations
- Remotely connected two broadcast facilities for live simulcast broadcast
- Trained personnel in filming techniques for archival footage

Differentiators

- Established 2007
- Former NAVY, Electronic Avionics Technician
- Minority Owned and Operated Business
- Over 25 years of experience as a Broadcast Engineer in the broadcast industry
- 35 Years as Electronic Systems Engineer
- Sony Factory Maintenance Certified
- Certified Veteran Owned Small Business
- Member, Prince Georges Chamber of Commerce

Awards

- DCTV Program Award
- 2 GEM Awards from NBC Broadcast Station

Code#

- EIN: 36-4605150
- DUNS: 02-627-4731
- NAICS: 512191, 711510, 541511, 519130
- SIC: 7812, 7819, 3571, 7378

INSURED: Through the Hartford Ins. Co.

References

Town of Edmonston,
Mayor, Tracy Gant
301-699-8806
5005 52nd Ave., Edmonston, MD 20781

Town of Bladensburg
Vito Tenelli
301-927-7048
4229 Edmonston Rd., Bladensburg, MD 20710

Town of Fairmount Heights,
Mayor, Lillie Thompson-Martin
301-925-8585
6100 Jost St., Fairmount Heights, MD 20743

Video Samples

Edmonston's Talk Show "E-Talks"
<https://youtu.be/fHOzQGSEVJo>

Bladensburg Town Hall with Zoom Integration
<https://youtu.be/4JCUztll18Y>

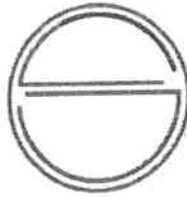
Other examples:

Steelbeach Postproduction website
<https://steelbeachmedia.com/>

Facebook:
<https://www.facebook.com/Steel8441>

YouTube:
https://www.youtube.com/channel/UCtHoEkpmWdwvu8OntbHOQAw/videos?view_as=subscriber

We appreciate the opportunity to serve your communication needs.



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8441 Bates Drive, Bowie, Maryland 20720
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TECHNICAL

Upon review some of the town's equipment is functional and need not be changed. However, some of the equipment is out-of-date and likely to be problematic for future use. Steelbeach proposes expanding the Control room, Interview studio and the Council chambers for supplemental productions with operations overseen from the control room. The installation of new equipment will enhance audio, video, lighting, displays and transmission of the broadcast signal.

The proposed plan is to remove old equipment not in use or working, that's taking up space to make room for new equipment.

The first thing to install is a new digital audio mixer with a digital audio snake. The audio mixer will give better control of the sound and to have a stronger microphone signal and control. Working from the control room location allows ease in the management of video and sound. This will save time controlling the audio from all-in-one place. Also proposed is the addition of a 12x12 video router in order to handle all of the video feeds coming into the control room and be able to route video to different areas of the building. This will expand the production switchers capabilities by selecting video feeds that are needed for a particular production.

For example, while in a meeting a council member would like to show a PowerPoint or a video from a PC from the Council Chambers, all they would need to do is connect their laptop to a supplied video line to the system. That signal is routed to the production switcher and then routed to a monitor in the Council Chamber to be viewed by the council and the public.

In the Interview room, two to three new cameras (3 would be better) with tripods and wheels for proper interview coverage for wide and closeup shots. They can either be robotic cameras or traditional video cameras. I would suggest robotic cameras as this will cut down on personnel needed to operate the cameras. But, having hand held cameras can be used for field productions and will actually promote a training opportunity for the city's youth. 4 lavalier microphones for the interviewer and guest with an IFB in-ear-communication for the talent to communicate with the Producer/Director. Stage lighting will be added to the lighting grid and controlled in the control room by a lighting controller. A monitor on a stand and a backdrop will also be added that will contrast the talent and guest including a green screen for backdrop variations.

Council Meeting Room

For the Council Meeting Room, I believe getting newer cameras would be beneficial, however, the existing cameras are still functioning. The next is lighting to brighten up the space and council members. I have looked at bar lights and they seem to be the most efficient covering a lot more space with light. The light would have to be a DMX style so the intensities can be remotely controlled from the control room.

The Gold Room

The Gold Room is spacious! 5 camera connections and a 2nd Audio snake would work fantastic in that room. Also, two 65-inch monitors on stands beside the stage would truly make this a room a real show space.

RICK R. GRAY

8441 Bates Drive, Bowie, Maryland 20720

Business: 202.681.8147

rick.gray@steelbeachpost.com

www.steelbeachmedia.com

Work History

Owner and Managing Member Steelbeach Postproduction, LLC, Bowie, MD

January 2007 to Present

- Camera Operator and Engineer In Charge (EIC) on field productions, negotiates contracts and new hires.
- Design and install Studio and Control Room wiring and Broadcast Equipment
- Producer of two independent talk shows on local cable access channels.
- Supervise innovation, technology, financial and administrative operations of the company.
- Perform preventive maintenance on broadcast equipment and electronic and mechanical modifications.
- Oversee edit suite design, building, and management as well as technical services: DVD authoring, Video/Audio recording, editing using Adobe Premier Pro CC Suite, Photoshop, After Effects, Illustrator and Encore.

Broadcast Maintenance Engineer WRC/NBC TV-Channel 4, Washington, DC

July 1997 to Dec. 2017

- Maintain proper operation of electronic broadcast equipment.
- Troubleshoot to component level, repair, test, align, and check design and construct Audio/Video Edit suites, Audio & Control rooms and Closed Circuit Television Systems.
- Design, integrate studio spaces and suites, Also provide documentation, wiring diagrams and assist in training.
- Edit and assist editors with special projects on linier and non-linier postproduction equipment.
- Install new electronic equipment, computer systems and electronic modifications and software upgrades.
- Maintain High Definition Equipment and High Definition Digital Transmitter and Analog Transmitter.

Broadcast Maintenance Engineer WHMM TV-Channel 32 Washington, DC

May 1996 to July 1997

- Maintain, calibrate, align and repair to component level BVW-75 & CVR-75 tape machines, Ikegami & Sony monitors, GVG 110, 200-2, M21switchers, Electronic Still Store, Scribe & Scribe Jr, ACE Micro & 200 Editing systems, Sony MXP-2900 series audio mixer and other types of broadcast equipment.
- Perform Public Service spot package editing for on air use.
- Install new equipment and retrofit old equipment; test and check for proper operation and perform proof of performance on newly acquired equipment.
- Aide in the design and construction of Audio suites, Edit suites, Studios and Control rooms as well as executing wiring, wiring documentation installation techniques, tested for proper operation, & calibrated equipment.
- Perform Engineer in Charge (EIC) duties for EFP and studio productions.

Chief Maintenance Engineer WTMW TV-Channel 14, Arlington, VA

Aug. 1995 to April 1996

- Operated, maintained, and trained personnel on all Master Control, Studio, Production and editing equipment.
- Hired technical staff and set up schedules for Master Control personnel.
- Arranged On-Air Logs for the week's daily on-air schedule, dubbed tapes, recorded satellite feeds and performed traffic duties using the Alamar Automation Computer System.
- Performed Master Control duties on an as needed basis, Edited; station identifications, promotional and commercial spots for on-air usage.
- Setup in-house production shoots and operated; cameras & camera controls, switchers, graphics (Chyron & Aladdin), videotape, and audio board.
- Assisted in maintenance and operated the UHF transmitter, planned schedules for maintenance, monthly test and shutdown periods.

Chief Operations Engineer WVVI TV-Channel 66 Manassas, VA

Dec. 1994 to August 1995

- Maintained and repaired to component level 3/4" Sony Umatic VTR's, Beta SP VTR's, and Satellite Receivers.
- Designed studio layouts (i.e. master control and edit suites).
- Ordered and oversaw shipments of parts.
- Logged and maintained daily reports of transmitter operations and daily master control operations.
- Assisted in transmitter repairs, acquired needed equipment and perform preventive maintenance.
- Instructed technicians on the operational functions of new or updated equipment.
- Researched options and developed a plan of action on enhancements to maximize effectiveness of output signal.
- Coordinated maintenance schedules for contractors
- Interfaced with Corporate Engineer for plant upgrades and implement of new procedures

Broadcast Maintenance Engineer WHMM TV-Channel 32 Washington, DC

June 1993 to Dec. 1994

- Repaired to the component level and performed preventive maintenance on equipment.
- Troubleshoot daily maintenance problems utilizing broadcast test equipment.
- Operate 1780R Waveform Vectorscope, Digital Volt Meter, Oscilloscopes, TSG 170A NTSC TV Generator, Minolta TV-Color Analyzer, TDR, and Audio Precision.
- Assisted in design of post edit and audio suites.
- Setup mobile microwave equipment links for remote EFP shoots.
- Calibrated and aligned Ikegami and Sony monitors.

A/V Technician Audio Visual Inc. (AVI), Lanham, MD

April 1993 to Aug. 1993

- Setup professional audio and video equipment for various presentations at conventions and conferences.
- Quality Assurance for all setups for proper working order and visual neatness.
- Maintained maintenance of electronic equipment, inventory and log all equipment to be setup.

Recording Engineer Intern Master Sound Studio B, Virginia Beach, VA

June 1992 to April 1993

- Setup recording sessions, arranged microphones, tuned instruments, calibrating record machines and configuring patch panel.
- Filled out track sheets and marked mixer fader channels
- Tracked preproduced MIDI music on Adat 24 track digital recorders.
- Assisted in recording on Tascam 3700 mixer and audio sweetening during postproduction and final mixdown.

Avionics Electronic Technician

U.S. Navy, Honorable Discharge

February 1983-January 1993

Naval Air Station Oceana AIMD (Aircraft Intermediate Maintenance Division) Virginia Beach, VA
USS Saratoga CV-60 AIMD Mayport, FL
Naval Air Test Center (Squadron VQ-4) Patuxent River, MD

- Managed maintenance crews for aircraft inspections, troubleshooting and maintenance evolutions
- Maintain, troubleshoot, test & check Electronic Countermeasures equipment, Missile Tracking, Radar & Interrogation Friend or Foe (IFF) Systems.
- Performed preventive maintenance and troubleshooting duties on digital and analog equipment down to component level.
- Maintained test equipment used for calibration.
- Maintained and repaired electronic communications equipment and systems.
- Performed troubleshooting tasks on radar systems.
- Calibrated and aligned UHF, VHF, LF, VLF Wide and Narrow Band Satellite Transmitters.
- Security clearance obtained '84-'93

Education

Embry-Riddle Aeronautical University, Daytona Beach, FL
Major: Aviation Maintenance Management

Aug. 1979 to Dec. 1981

University of the District of Columbia, Washington, DC
Major: Aviation Technology

Aug. 1978 to June 1979

Duke Ellington School of Arts, Washington, DC

Sept. 1974 to June 1977

Major: Photography/Mass Media/Music

Technical Certified Training

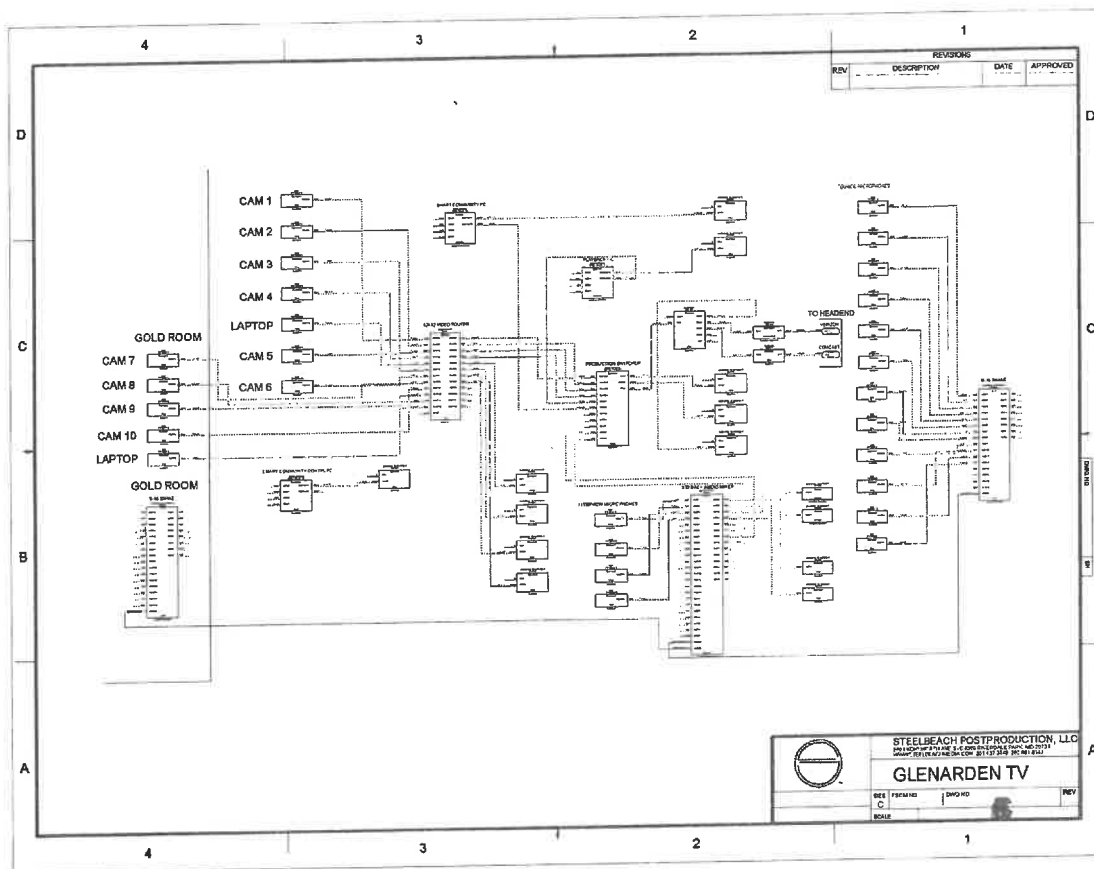
- Intermediate and Advanced Electronics
- Connector Repair and Soldering Techniques
- Countermeasures Receiving Radar and Dispensing Equipment
- Radio Communications, ADF and ICS Equipment
- PBS Technical Broadcast Training
- Sony Betacam SP Service Training

Computer Skills

- AutoCAD v12 & v13
- Adobe Premier Pro Suite, Photoshop,
- After Effects and Illustrator
- Avid Editing System
- Final Cut Pro
- Corel Draw
- Build/Upgrade High-End Workstations for specialized use
- Layout and Design for print and video graphics
- Audio/Video Editing, Compositing

Professional Affiliations

National Association of Broadcast Engineers & Technicians (NABET) Local 31
Prince Georges Chamber of Commerce



8441 BATES DR
Bowie, MD 20720

Date	Estimate #
9/13/2022	337

Name / Address
Glenarden TV c/o Consuela Barbour 8600 Glenarden Parkway Glenarden, Maryland 20706-1522

			Project
Description	Qty	Rate	Total
Audio Mixer rack mount		1,200.00	1,200.00
Audio Snake for the X32	2	720.00	1,440.00
30X SDI Gen 2	6	1,800.00	10,800.00
5.5 Height with camera mount	3	128.00	384.00
12X12 Router Clean Switch		1,495.00	1,495.00
PXW-Z150 4K Camera	3	3,000.00	9,000.00
Senheiser EW 112P G4 Lav. 516 to 558Mhz	2	650.00	1,300.00
Behringer Powerplay PM1 1-channel Stereo Personal In-ear Monitor Beltpack	2	40.00	80.00
Audio-Technica Pro 70 Cardioid Lavalier Microphone	4	150.00	600.00
ADJ Mega Flat Pak 8 Plus RGB+UV Par Package (8-pack)		860.00	860.00
Chauvet DJ Obey 10 Rackmount 128-Ch DMX Controller		139.00	139.00
ONKRON Mobile TV Stand TV Cart for 40" – 70 inch Screens up to 100 lbs, TS15-51 Black	2	180.00	360.00
Samsung - 60" Class TU7000 LED 4K UHD smart Tizen TV	2	550.00	1,100.00
		Total	\$28,758.00



Steelbeach Postproduction, LLC

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301.437.3749 rick.gray@steelbeachpost.com
www.steelbeachpost.com

Itemized cost;

Performing;

Director/Technical Director duties for Council meetings, Including;

Setup, before meeting checks, recording, graphics, editing, packaging and
uploading deliverable \$350

Performing troubleshooting and working with Verizon and Comcast \$40/hr.

If troubleshooting a problem and it is in house \$0

Videographer for Events (recording, editing, packaging and delivering) \$450/Event

Livestreaming events from fly pack, Electronic Field Production (EFP) \$500/Event

Labor cost for equipment builds (installing equipment, running cable, terminating cable ends,
testing, calibrating, updating firmware/software \$70/hr.

Other techs called in to film a production or Installation the cost is \$350/day, \$70/hr. respectively

Usually no more than 2 and kept to a minimum

SEALED DOLLAR BID FORM

SEALED DOLLAR BID FORM
ATTENTION: MONAY WARD
JAMES R. COUSINS, JR. MUNICIPAL CENTER
8600 GLENARDEN PARKWAY
GLENARDEN, MARYLAND 20706
MWARD@CITYOFGLENARDEN.ORG

Pursuant to the Request for Proposals, Cable Television Broadcast Services, City of Glenarden, Maryland, I am submitting a bid on behalf of Steelbeach Postproduction, LLC in the amount of \$ 2100.00 for all broadcast, recording and production services.

Date: September 10, 2022

Bidder (legal name of person or entity): Steelbeach Postproduction, LLC

By (name and title): Ricki R. Gray, Managing Member

Address: 8441 Bates Drive Bowie, MD 20720

Telephone: 301-437-3749

Signature: 