



WASHTENAW COUNTY OFFICE OF THE SHERIFF



2201 Hogback Road ♦ Ann Arbor, Michigan 48105 9732 ♦ OFFICE (734) 971-8400 ♦ FAX (734) 973-4624 ♦ EMAIL sheriffinfo@ewashlenaw.org

JERRY L. CLAYTON
SHERIFF

MARK A. PTASZEK
UNDERSHERIFF

July 1, 2023

CR 53888.1

Millie Elston
Relativity Communications
2743 Pine Heights Dr.
West Bloomfield, MI 48324

Dear Ms Elston

Washtenaw County wishes to amend the contract with your agency Corporation Counsel has indicated that this amendment could be accomplished by a letter signed by both of us. If this amendment is agreeable to you, please sign and return You will receive an executed copy of this letter upon completion.

Accordingly, I hereby amend the Service Contract between Washtenaw County and Relativity Communications dated March 1, 2022, as follows:

Amend ARTICLE I – Scope of Services

See Attachments A & B as set forth

Attachment A – Proposal for Video Production Services for Beyond the Badge and the deliverable. Mission Statement Video This deliverable will be completed 12 months from the date of August 1, 2023

Attachment B – Proposal for Video Production Services for Beyond the Badge and the deliverable New Recruitment Video This deliverable will be completed 12 months from the date of August 1, 2023

Amend ARTICLE II – Compensation

Upon completion of the services outlined in the proposals and submission of Invoices the County will pay the Contractor an amount not to exceed Forty-One Thousand Seven Hundred Seventy Dollars (\$41,770 00) Attachment A quote is \$17,920 00. Attachment B quote is \$23,850.00.

All other terms and conditions remain the same as in the original contract, subsequent amendments and any applicable RFP/RFQ

ATTEST:

11/09/2023

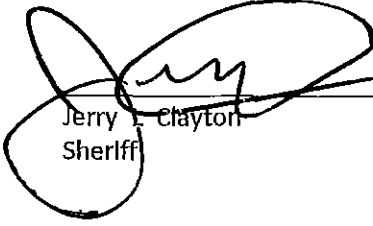
Lawrence Kestenbaum (DATE)
County Clerk/Register

WASHTENAW COUNTY

11/09/2023

Gregory Dill (DATE)
County Administrator

APPROVED FOR CONTENT.


Jerry Clayton
Sheriff

11/06/23
(DATE)

CONTRACTOR

Accepted by Millie Elston
Millie Elston
Relativity Communications

11 6 2023
(DATE)

Original

cc

Clerk
Vendor
Sheriff's Office
Purchasing

RELATIVITY Communications
2743 Pine Heights Drive
West Bloomfield, MI 48324
(313) 520-1751



Proposal for Video Production Services for Beyond the Badge
Mission Statement Video

Jerry L. Clayton, Sheriff
July 11, 2023

Overview. RELATIVITY Communications is pleased to present this proposal for providing story development, video production and post-production services for Beyond the Badge, highlighting unique stories from the Washtenaw County Sheriff's Office (WCSO) located in Ann Arbor, Michigan. The videos discussed in this proposal are to be created for distribution on WCSO's website and social media channels.

RELATIVITY Communications creates and executes great stories for exposing ideas, products and branding to a targeted audience. We strive to be more than a service provider. Pride in our work and passion for film craft compels us to discover and enhance our client's message with creativity, empathy and a heavy dose of story-telling skills developed over decades of award-winning experience.

WCSO, BEYOND THE BADGE: Mission Statement Video

The over-arching theme that we will communicate and that will tie all episodes together is what the Washtenaw Sheriff's Department is doing to foster UNDERSTANDING, EMPATHY AND COOPERATION BETWEEN THE DEPARTMENT AND THE PEOPLE WE'VE SWORN TO SERVE AND PROTECT. We want to welcome viewers inside the department to demonstrate our policy of open communication and transparency with the whole community, in addition to fostering a culture of equity and inclusion in the Sheriff's Office.

CONCEPT:

Create a Mission Statement video highlighting the work of the Sheriff's department for 15 years.

Focus of Mission Statement Opportunity to tell what that means:

- Co- create Public safety.
- Co- Creating Community Engagement
- Cannot be safe if not well ..Substance use disorder...path to wellness individual as well as community
- Safe/sense of wellness
- How does staff support the community?
- COMMUNITY. How does Sheriff's Office add value with Mission Statement as back up?

EXECUTION.

This episode may include a combination of live-action footage; possibly taped at a studio (*if footage is available from previous episodes, it can help keep production costs down*); may include animated graphics to illustrate points.

Opening and closing graphics and music (*if possible, already existing from previous shows, in order to keep production costs down*) will always be used to create memorability and reinforce brand.

Beyond the Badge has been executed in the past with success, and a similar format should be the starting point for a relaunch of the show.

**Video Production Services for *Beyond the Badge*
Price Sheet for Mission Statement Video**

PRE-PRODUCTION AND PRODUCTION

PRE-PRODUCTION

Producer

Writer

Director

PRODUCTION CREW

(2 Days Day one on location/day 2 half day interview with Sheriff in office)

Director

Director/DP

Camera Operator 1

Camera Operator 2

Lighting/AV technician

Audio Technician

Grips

EQUIPMENT & SERVICES

Cameras, lens kit and support

Lavalier mics, transmitters and receivers

Light kit plus Grip kit and expendables

Audio/Recorder

Monitor and Teleprompter

POST-PRODUCTION

Media management, editorial, titles, color grading, audio mixing, file encoding, distribution

4 days, includes 2 rounds of client revisions.

Post-production 4 days

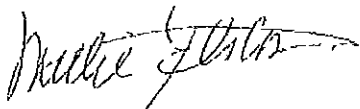
Archiving and archive media

(Additional costs may be incurred for additional edits/client revisions)

PRODUCTION TOTAL: \$17,920

Note. Other items are available ala carte, such as camera slider and additional lights, and purchased stock video/photography; curved dolly and track; Steadicam; studio costs and music and are not included in this estimate. Dependent upon additional creative development, by way of approval of Sheriff Clayton.

Thank you for your consideration,



Milie Elston

Proposal for Video Production Services for Beyond the Badge
New Recruitment Video

Jerry L. Clayton, Sheriff
July 11, 2023

Overview: RELATIVITY Communications is pleased to present this proposal for providing story development, video production and post-production services for Beyond the Badge, highlighting unique stories from the Washtenaw County Sheriff's Office (WCSO) located in Ann Arbor, Michigan. The videos discussed in this proposal are to be created for distribution on WCSO's website and social media channels

RELATIVITY Communications creates and executes great stories for exposing ideas, products and branding to a targeted audience. We strive to be more than a service provider. Pride in our work and passion for film craft compels us to discover and enhance our client's message with creativity, empathy and a heavy dose of story-telling skills developed over decades of award-winning experience.

WCSO, BEYOND THE BADGE: New Recruitment Video

The over-arching theme that we will communicate and that will tie all episodes together is what the Washtenaw Sheriff's Department is doing to foster UNDERSTANDING, EMPATHY AND COOPERATION BETWEEN THE DEPARTMENT AND THE PEOPLE WE'VE SWORN TO SERVE AND PROTECT. We want to welcome viewers inside the department to demonstrate our policy of open communication and transparency with the whole community, in addition to fostering a culture of equity and inclusion in the Sheriff's Office.

CONCEPT:

Create a video with theme around "Being the Difference I Want to See"

Feature WCSO recruit recently graduated, get the message and story out, from the Recruit's perspective. Showing the following, but not limited to

- Filling out paperwork
- Young man/woman going thru recruitment process
- Proud parents watching as Sheriff puts badge on son/daughter
- Possible footage of graduation
- Oath and pinned

EXECUTION:

This episode may include a combination of live-action footage, possibly taped at a studio. *(If footage is available from previous episodes, it can help keep production costs down)*

Opening and closing graphics and music *(if possible, already existing from previous shows, in order to keep production costs down)* will always be used to create memorability and reinforce brand

Beyond the Badge has been executed in the past with success, and a similar format should be the starting point for a relaunch of the show

**Video Production Services for *Beyond the Badge*
Price Sheet for Recruitment Video**

PRE-PRODUCTION AND PRODUCTION

PRE-PRODUCTION

Producer
Writer
Director

PRODUCTION CREW

(2 Days Day one on location/day 2 half day interview with Sheriff in office)

Director
Director/DP
Camera Operator 1
Camera Operator 2
Lighting/AV technician
Audio Technician
Grips

EQUIPMENT & SERVICES

Cameras, lens kit and support
Lavalier mics, transmitters and receivers
Light kit plus Grip kit and expendables
Audio/Recorder
Monitor and Teleprompter

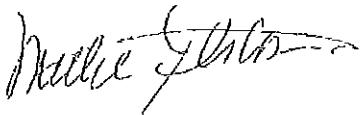
POST-PRODUCTION

Media management, editorial, titles, color grading, audio mixing, file encoding, distribution
4 days, includes 2 rounds of client revisions
Post-production 4 days
Archiving and archive media
(Additional costs may be incurred for additional edits/client revisions)

PRODUCTION TOTAL: \$23,850.00

Note: Other items are available ala carte, such as camera slider and additional lights, and purchased stock video/photography; curved dolly and track; Steadicam; studio costs and music and are not included in this estimate. Dependent upon additional creative development, by way of approval of Sheriff Clayton.

Thank you for your consideration,



Millie Elston