



**February 25, 2026**

**Request for Proposal  
Video Production Services  
RFP No. 2026-01  
Project Title: Capital Reimagined**



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**Project Title:** Capital Reimagined

## **EXECUTIVE SUMMARY**

### **Capital Reimagined**

Arizona CDFI Network | RFP No. 2026-01

Arizona's economic future depends on inclusive, resilient, and locally rooted capital systems. Across the state, Community Development Financial Institutions (CDFIs) expand access to responsible capital for small businesses, nonprofits, and underserved communities, strengthening local economies in both urban and rural markets.

The Arizona CDFI Network is conducting a comprehensive Capital Landscape Study to examine how mission-driven capital flows across Arizona, identify structural gaps in access, and assess the economic contribution of CDFIs within the state's broader economic development ecosystem.

As a companion to the written study, the Network seeks to produce a short-form flagship documentary film (approximately 6–8 minutes in length) titled *Capital Reimagined*. The film will serve as the visual narrative component of the Capital Landscape Study and will document the lived experiences of entrepreneurs, CDFI leaders, and community stakeholders whose work illustrates how mission-driven capital drives economic mobility and inclusive growth.

The film is anticipated to open with a Network Co-Chair to establish statewide economic context and institutional framing before transitioning into borrower and community narratives. Research findings and economic data from the Capital Landscape Study will be integrated to reinforce, not overshadow, the human stories that define the impact of CDFIs across Arizona.

In addition to the flagship film, shorter derivative versions will be developed for legislative briefings and stakeholder engagement. The completed film will complement the published research report and will be used in private stakeholder briefings, legislative and economic development forums, and coordinated public release efforts aligned with the Capital Landscape Study. The Arizona CDFI Network is seeking a production partner capable of translating complex economic systems and research insights into compelling, human-centered storytelling suitable for institutional and policy audiences. This initiative represents a coordinated statewide effort to document, inform, and elevate understanding of how capital, when aligned with community, strengthens Arizona's economic landscape.

## Section 1: General Information

### 1.1 Purpose

The Arizona CDFI Network ("Network") is soliciting proposals from qualified firms to provide professional video production services for the development of a statewide narrative film initiative titled Capital Reimagined.

The purpose of this project is to produce a high-quality documentary-style video that positions Community Development Financial Institutions (CDFIs) as transformational economic engines driving economic mobility and inclusive growth across Arizona.

### 1.2 Issuing Entity

This Request for Proposals (RFP) is issued by the Arizona CDFI Network. The Network reserves the right to accept or reject any or all proposals and to waive informalities in the procurement process.

### 1.3 Point of Contact

All communication regarding this RFP must be directed to:

Andre T. Whittington  
Co-Chair  
Arizona CDFI Network  
info@azcdfi.org

## Section 2: Schedule of Events & Project Timeline

### 2.1 Procurement Schedule

- **Release of RFP:** February 25, 2026
- **Questions Due:** March 6, 2026
- **Responses to Questions Issued:** March 13, 2026
- **Proposal Due Date:** March 31, 2026
- **Anticipated Award Date:** April 17, 2026

### 2.2 Project Timeline

The selected vendor shall adhere to the following project milestones:

- **Narrative Framework Approval:** On or before May 29, 2026
- **Completion of Principal Filming:** On or before August 7, 2026
- **Rough Cut Submission:** On or before September 8, 2026
- **Final Video and All Deliverables:** No later than October 16, 2026

Vendors must confirm in their proposals that they can meet these deadlines.

Andre T. Whittington  
Co-Chair

### **SECTION 3: BACKGROUND**

The Arizona CDFI Network is a collaborative coalition of federally certified Community Development Financial Institutions operating across the state. Collectively, Network members deploy responsible capital and technical assistance to small businesses, nonprofits, and underserved communities in both rural and urban markets.

The Network seeks to elevate awareness among policymakers, economic development leaders, and institutional stakeholders regarding the role of CDFIs as essential capital infrastructure within Arizona's economic ecosystem.

The resulting video will serve as a strategic narrative asset for legislative briefings, economic development forums, and stakeholder engagement.

### **SECTION 4: SCOPE OF SERVICES**

The selected firm shall provide comprehensive video production services, including:

- Pre-production narrative development and planning
- On-site filming at multiple Arizona locations
- Interview capture with Network leadership, CDFI representatives, borrowers, and ecosystem partners
- Professional editing and post-production
- Integration of data visualization and graphics
- Delivery of final formatted video assets

#### **4.1 Filming Locations**

Filming is expected to take place in multiple regions across Arizona to reflect the statewide impact.

Expected locations include:

- Southern Arizona
- Northern Arizona
- Tucson MSA
- Phoenix MSA

Vendors shall incorporate all travel, lodging, and production logistics for these locations into their proposed budget. Final filming sites will be confirmed during the pre-production phase.

#### **4.2 Roles and Responsibilities**

The Arizona CDFI Network will be responsible for:

- Identifying and securing participation from CDFI leaders, borrowers, and relevant ecosystem stakeholders

- Coordinating initial introductions to participants
- Providing access to relevant data and impact metrics

The selected vendor will be responsible for:

- Coordinating filming schedules in collaboration with identified participants
- Managing all production logistics
- Providing necessary equipment, crew, and technical resources
- Securing and maintaining appropriate talent release forms and location releases
- Delivering all final production assets

### **4.3 Deliverables**

At minimum, the project shall include:

1. One (1) flagship documentary film (6–8 minutes)
2. One (1) condensed legislative version (60–90 seconds)
3. Three to five (3–5) short-form clips (30–60 seconds)
4. Captioned versions (English; Spanish subtitles preferred)
5. Delivery of final digital files suitable for web, presentation, and social distribution
6. Delivery of all raw footage and project files to the Network upon completion

### **4.4 Narrative Approach**

The film should follow a human-centered documentary approach that highlights real experiences of borrowers, CDFI leaders, and community stakeholders. Research findings and economic data from the Capital Landscape Study should be integrated to support and contextualize these stories without overwhelming them.

The selected vendor must demonstrate the ability to balance emotional storytelling with policy-relevant economic framing suitable for institutional audiences.

## **SECTION 5: PROPOSAL REQUIREMENTS**

Proposals must include the following:

### **5.1 Firm Overview and Experience**

- Description of the firm and relevant experience in documentary, economic development, or policy-focused storytelling

### **5.2 Project Approach**

- Description of narrative development process
- Outline of production methodology
- Proposed creative direction

### **5.3 Key Personnel**

- Identification of personnel assigned to the project
- Summary of qualifications and experience

#### **5.4 Work Samples**

- Two to three (2–3) examples of comparable projects

#### **5.5 Project Schedule**

- Proposed project schedule aligned with required milestones

#### **5.6 Budget**

- Detailed cost proposal outlining production, travel, editing, graphics, and post-production expenses

### **SECTION 6: EVALUATION CRITERIA**

Proposals will be evaluated based on:

- Demonstrated experience and qualifications
- Quality and relevance of prior work samples
- Strength of project approach
- Ability to communicate complex economic concepts clearly
- Production quality and creative vision
- Cost effectiveness
- Demonstrated ability to produce human-centered storytelling grounded in research or economic analysis

The Network reserves the right to conduct interviews with selected firms prior to award.

### **SECTION 7: CONTRACT TERMS**

- The Network reserves the right to accept or reject any or all proposals.
- All proposals shall remain valid for ninety (90) days following submission.
- The selected firm will enter into a formal agreement with the Arizona CDFI Network.
- The Network will retain final editorial approval of all deliverables.
- Failure to meet agreed-upon project milestones may result in termination for non-performance.

#### **7.1 Confidentiality and Release Strategy**

The Arizona CDFI Network reserves the right to determine the timing, sequencing, and manner of public release of all project deliverables.

The selected vendor acknowledges that materials produced under this agreement may be used in:

- Private stakeholder briefings

- Legislative or institutional meetings
- Embargoed previews
- Coordinated public release aligned with the Capital Landscape Study

The vendor shall not publicly release, publish, or distribute any project materials without prior written authorization from the Network.

## **SECTION 8: INSURANCE REQUIREMENTS**

The selected vendor shall maintain, at its own expense, the following insurance coverage:

- Commercial General Liability: \$1,000,000 per occurrence / \$2,000,000 aggregate
- Workers' Compensation: As required by Arizona law
- Automobile Liability (if applicable): \$1,000,000 combined single limit

Upon request, the vendor shall provide a certificate of insurance naming the Arizona CDFI Network (or its fiscal agent) as an additional insured.

## **SECTION 9: INTELLECTUAL PROPERTY OWNERSHIP**

All deliverables produced under this agreement shall be considered "work made for hire."

Upon final payment, the Arizona CDFI Network shall retain full ownership rights, including rights to:

- Use, reproduce, distribute, and modify the materials
- Repurpose content for future communications
- Edit and create derivative works

All raw footage and project files shall be delivered upon completion. The vendor may use final materials for portfolio purposes with prior written consent.

## **SECTION 10: INDEMNIFICATION**

The selected vendor agrees to indemnify, defend, and hold harmless the Arizona CDFI Network, its officers, members, agents, and representatives from and against any claims, liabilities, damages, losses, and expenses arising from:

- Negligent acts or omissions
- Failure to secure appropriate releases
- Copyright infringement
- Noncompliance with applicable laws

This provision shall survive completion of the contract.

## **SECTION 11: PAYMENT SCHEDULE**

Unless otherwise negotiated, payment shall be structured as follows:

- 30% upon contract execution
- 40% upon completion of principal filming and delivery of rough cut
- 30% upon final approval and delivery of all required materials

Final payment is contingent upon receipt of all deliverables, including raw footage and project files.

## **SECTION 12: SUBMISSION INSTRUCTIONS**

Proposals must be submitted electronically to:

- **info@azcdfi.org**
- **Subject Line: RFP Submission – Capital Reimagined Video Production**
- **All proposals must be received no later than 5pm MST March 20, 2026**

Late submissions will not be considered.