

# Michigan d i g i t a l

## PROPOSAL TO PROVIDE

### CABLE TELEVISION

### LOCAL GOVERNMENT PROGRAMMING SERVICES

*RFP 2024-01*

***CABLE TELEVISION LOCAL GOVERNMENT PROGRAMMING SERVICES***

***SUBMISSION DATE:***

**MONDAY, NOVEMBER 4, 2024, 2:00PM ET**

***SUBMIT TO:***

The Office of the West Bloomfield Township Clerk  
4550 Walnut Lake Road  
West Bloomfield MI 48323

***PROVIDE AN ELECTRONIC COPY OF THE SUBMISSION TO:***

Greater West Bloomfield Cable Communications Commission  
[commission@gwbcable.org](mailto:commission@gwbcable.org)  
248.682.6532  
(signatures on hard copy only)

Signed: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

Received by: \_\_\_\_\_

## RFP Questions and answers

1. What is the name of your company? *Motown Digital llc, dba Michigan Digital*
2. When was the company established and in what state? *2012 / Michigan*
3. Has the company ever done business under another name? What names and what years? *dba Michigan Digital introduced 2021*
4. Is the company an individual, a partnership, a corporation, a joint venture, or other? *SCORP*
5. If the company has ever declared bankruptcy under the present name or a former name, please explain the circumstances. *No bankruptcy*
6. Have any of the principal officers, President, Vice-President, Treasurer, etc., ever filed bankruptcy. Provide details (years in the company, reason for filing). *No bankruptcy*
7. Summarize the company's experience in cable television local government program services (years, type of work, location, etc) *12 years operating Civic Center TV*
8. Is the company a bona fide contractor providing services in accordance with federal laws and regulations? If not, explain. *Yes*
9. List the principals in the company, their titles, and areas of specialty and expertise. *David Scott is the only corporate officer of Motown Digital, llc. Management team of Michigan Digital includes Dave Scott, Tyler Kieft, John Atwater, Grace Gunn.*

*Dave Scott is a lifelong broadcaster and entrepreneur with extensive experience in radio and television broadcasting, internet technology, and business operations.*

*Tyler Kieft is the assistant general manager of Civic Center TV and on-air talent.*

*John Atwater is the production manager of Michigan Digital. John's resume includes ONTV in Lake Orion and General Motors.*

*Grace Gunn is business manager of Michigan Digital. Previous experience includes a similar position at Happy's Pizza.*
10. Are all company personnel who would be assigned to this account trained in video production? If not, explain. *Yes, with the exception of Grace Gunn.*

11. List the company personnel who would be assigned to this account, their titles, areas of expertise, degrees, years of experience, and tenure with the company.

*Dave Scott – General Manager - Radio and TV broadcasting, broadcast technology, internet technology, social media, business affairs. Just under 50 years of broadcast experience. Company founder.*

*Tyler Kieft – Senior Producer - specific direct experience in all Civic Center TV and WBLD operations. 6 years*

*John Atwater – Production Manager - Manager of production staff and operations, TV and streaming production, 8 years experience, 3 years*

*Kevin McIntosh – Anchor/ Reporter - Production, video production, reporting, 6 months*

*Jake Schaf - Anchor/ Reporter - Production, video production, reporting, 6 months*

*Calvin Brown – Director/Producer - Tricaster, live streaming, graphics, 3 years*

*Ryan Younglove – Director/Producer - Tricaster, live streaming, graphics, live event production, 3 years*

*Jarod Clark – Streaming and Social Media / Tricaster, live streaming, computer technology, social media, live event production, graphics, animation, 3 years*

*Anthony Dwyer – Search Engine Optimization, metrics and analytics, special projects, 10 years*

*Jon Dubios – Website development – He's good at everything ☺, 4 years*

*Grace Gunn – Business Manager – Payroll, HR, AR, AP, vendor management*

*10 additional production staff available as needed*

12. Would any company services be provided by subcontractors? Explain. *No*

13. List clients, up to five, for which the company has provided work similar to that described in this RFP, including addresses, contact names, and telephone numbers. *GWBCCC - Dave Albery*

14. Summarize all experience company personnel have had in budgeting or compliance with established purchasing guidelines, including any experience with public entity budgeting.

*Business affairs are managed by Grace Gunn and Dave Scott. Dave has managed the financial matters associated with the contract for over a decade with the assistance of our business managers. Grace Gunn is doing an outstanding job.*

15. List all awards the company has won and all awards, recognition, and certificates company personnel have earned in a video-related field. *Soliciting awards is not part of our culture at Michigan Digital.*

16. *A COI showing our current insurance profile is provided. West Bloomfield Township is listed as an additional insured and notification is included.*

17. *Michigan Digital is NOT an IRAN Linked business. Certification below.*



VENDOR	
Legal Name	Motown Digital, LLC – dba Michigan Digital
Street Address	1307 E. Maple, Suite D
City	Troy
State and Zip	Michigan 48083
Corporate ID # / State	801705504
Taxpayer ID #	46-2578747

The undersigned, with: 1) full knowledge of all of Vendors business activities, 2) full knowledge of the requirements and possible penalties under the law MCL 129.311 et seq., and 3) the full and complete authority to make this certification on behalf of the Vendor, by his/her signature below, certifies that: the Vendor is NOT an “IRAN LINKED BUSINESS” as required by MCL

129.311 et seq., and as such that Vendor is legally eligible to submit a bid and be considered for a possible contract to supply goods and/or services to the Greater West Bloomfield Cable Communications Commission.

Signature of Vendor's Authorized  
Agent: \_\_\_\_\_

Printed Name of Vendor's Authorized  
Agent: \_\_\_\_\_

Witness Signature:  
\_\_\_\_\_

Printed Name of Witness:  
\_\_\_\_\_

18. Please describe, in your own words, why your company is particularly qualified to produce all required community programming, pursuant to the document “GWBCCC Programming Services”, to be cablecast on cable channels and on the internet. Include experience in social media presentation, analysis of social media metrics, marketing, promotion, and revenue generation, including working with a tax-exempt non-profit organization. Also include your company’s plan of action to accomplish the Commission’s objectives in these areas.

*Michigan Digital is uniquely qualified to continue to provide programming services to the Greater West Bloomfield Cable Communications Commission based on our capabilities and over a decade of success as your contractor.*

*Our team developed and implemented the advanced technical plant that is still in service today at the Green Media Center. Our buildout was revolutionary at the time featuring a playout and media asset management system that utilizes standard off the shelf computers and a proven suite of software.*

*13 years later our infrastructure is equal to or exceeds the performance of new systems available today. Updates have been implemented using off the shelf computer hardware components at minimal cost. A traditional playout and storage system such as Cablecast or TelVue would be outdated and by now with replacement the only option. This saved the commission thousands of dollars.*

*Our approach to programming has also been unique. In our first contract year we re-branded Civic Center TV with updated logos and a new slogan, “Television that’s close to home,” and focused efforts on local content that is unavailable anywhere else.*

*We eliminated long delays in delivery of locally produced content turning around completed programs within hours as opposed to months. This allowed us to produce more content than ever before while enhancing quality.*

*Annually produced productions such as Michigan Week, State of the Communities, United We Walk, Hero’s Breakfast, and Laker Football helped our partners achieve their goals and have contributed to the growing awareness of Civic Center TV.*

*Our tribute to Jack Freed, documentary on the Tornado of 76, and Another Angle, our aerial view of our communities were extremely well received when released and continue to be among our most popular programs today. “The Megacast”, the daily program dedicated to coverage of the Covid-19 crisis may have been our most impactful project. This effort opened the door for our daily hour-long newsmagazine, The Splash.*

*This hour-long show features a host, on site live reports, pre-produced packages, and each days local news. This show allows us to produce more coverage of our communities more effectively than ever before. We feature 15-20 unique stories each week reaching every nook and cranny of our communities. We have leveraged our unique live production capabilities to include live interactive on-site segments on a moment's notice.*

*Our early commitment to our web site, YouTube, and social platforms has paid big dividends. We realized before others that distribution of our content on non-traditional platforms would expand our reach. This year we eclipsed a major milestone, over one million views on YouTube alone. Our impact on these platforms exceeds all other community television outlets in Michigan. We have become fluent in the operation of all the social media platforms including strategies to engage with each platform's audience. The cross publishing of live content to multiple platforms is unique and has allowed us to reach a much larger audience.*

*Our commitment to the community extends beyond the programming we produce. A perfect example is the resurrection of WBLD. The station was off the air with the tower laying on the West Bloomfield High School auditorium roof and the studio was inoperable. We stepped in, identified the problems then returned WBLD to the air (with the assistance of Chuck Scott), with a new upgraded FCC license, antenna at Fire Station # 1, and a studio in the Green Media Center preserving this valuable asset for our community.*

*The WBLD story does not happen without the support of the commission, efforts of Dave Albery, support from community players, elected officials, and cooperation from the West Bloomfield School District.*

*Michigan Digital is one of the state's leading providers of live video streaming services and live event AV. Our experience and capabilities in this area has been of significant benefit to the commission. An example is our recent deployment of SRT streaming which allows us to broadcast live on location and support meeting coverage in Keego Harbor and Sylvan Lake without fiber infrastructure. We also use this technology for live multi-camera feeds to and from remote sites which eliminates the need for a production truck. We used this capability this season for Laker Football with great success.*

*Our client list includes WJR's Mitch Albom, The Detroit Regional Chamber of Commerce, Michigan Association of School Administrators, The Michigan Association of Broadcasters, MParks (the association that supports community parks and rec departments across Michigan) and many others.*

*Michigan Digital has built and currently supports over 100 active websites. We have an in-house development and support team and in-house SEO optimization manager. This extensive knowledge of internet technology and social media execution has been a key factor in our ability to deliver the digital products that are vital to Civic Center TV's success.*

*Michigan Digital is uniquely qualified to provide the services specified in this RFP. We have the ability to recognize trends, leverage technology, and interface with players in our communities. We have an amazing enthusiastic capable staff with the knowledge and commitment to operate this complex operation effectively.*

*We have provided variety of options that allow you to select the implementation(s) that best meet your needs. A narrative for each of these options is offered below with contract pricing.*

# Proposal

## **Plan A. \$ 385,000**

This option includes all the items in the scope of services defined in the RFP. Here are thoughts on these items.

The Splash Live is unique and strategic. It's unique as we are not aware of any other Michigan based community television operation taking on such a significant project. It's strategic in that it provides long form programming to our cable tv audience PLUS short form content that works well on social media.

"The Splash" allows us to provide regular support of all of our community partners, the business community, individuals making a difference, and news from and about our community. Our short form edits of this show provide content for our website, social media, and our e-mail blast that is sent to hundreds of people every week.

In 2025 we plan to add new feature segments to this program. This will include regular segments for The Historical Society, Henry Ford Health, The Friendship Circle, and others. Feature segments may include local talent, book reviews, local restaurant reviews, and local shopping tips. These new features, recommended by the cable commission, will give us more opportunity to highlight the people who work and live in our communities.

Plan A includes our live meeting coverage and coverage of our communities' major annual events. Michigan Digital's participation in these events extends well beyond what is seen on Civic Center TV. We provide AV support, website development, and in many cases sponsorship dollars. Our staff sits on many of the committees planning these events.

We will continue to provide marketing support, social media strategy and metrics, website support, and maintain office hours at the Green Media Center.

All this programming creates a unique advertising opportunity for "sponsors". We look forward to playing an active role in this implementation.

All of this is accomplished with a 15% price reduction in 2025.

### **Plan B. \$ 370,000**

This option includes everything in Plan A but limits office hours at the Green Media Center to two days a week, 4 hours per day. Visitors will be encouraged to make appointments for visits. This also considers access to the Green Media Center during construction of the elementary school will be impacted. Michigan Digital under this plan could elect to produce all or some of the episodes of The Splash at our Troy studios.

### **Plan C. \$ 350,000**

This option includes everything in Plan A and Plan B but reduces the number of episodes of The Splash to 120.

### **Plan D. \$15,000**

**This is an add on to any of the packages above.** It recognizes that members of the community may be interested in independently producing content for Civic Center TV, Social Media, or other outlets. This topic has been discussed extensively over the past several months by the commission.

The “Public Access” approach employed by most community television outlets is outdated. Rather than attempt to train citizens in the complex operation of our professional broadcast equipment we favor instruction focused on the use of mobile devices and affordable editing software. We have implemented these techniques into our own workflow with amazing success.

Training would also include social media publishing and promotion tactics. As this would be social media focused we would not be obligated to publish this content on Civic Center TV but could do so at our discretion.

We have a preliminary agreement with West Bloomfield Parks and Recreation department to partner with us on this training and include this opportunity in their program offerings.

Video Links:

One in a million Promo

One in a Million promo:

<https://civiccentertv.com/video-news/>

The Splash – October 29, 2024

<https://civiccentertv.com/election-season-spirituality-creative-thinking-the-splash-live-october-29-2024/>

Another Angle West Bloomfield

<https://civiccentertv.com/another-angle-west-bloomfield-township/>

In accordance with Michigan Public Act 517 of 2012, the Iran Economic Sanctions Act, MCL 129.311, et seq., effective date 4/1/13, all Respondents must certify that they are not an "Iran Linked Business" in order to submit a proposal. The act prohibits individuals who have economic relations with Iran from submitting proposals in response to RFPs issued by the state or any other public entities. The act also includes penalty provisions for submittal of false certifications.

**VENDOR CERTIFICATION THAT IT  
IS NOT AN  
"IRAN LINKED BUSINESS"**

Pursuant to Michigan law, (the Iran Economic Sanctions Act, 2012 PA 517, MCL 129.311 et seq.), before accepting any proposal, or entering into any contract for goods or services with an prospective Vendor, the Vendor must first certify that it is not an "IRAN LINKED BUSINESS", as defined by law.

**"THE FOREGOING IS A TRUE STATEMENT OF FACTS"**

Representative	
Company Name	
Address	
Address 2	
City/State/Zip	
Telephone	
Email Address	
Date of Completion	
Signature	



## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
11/1/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERNS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<p>PRODUCER Acrisure Great Lakes Partners Insurance Services 223 West Grand River Ave #1 Howell MI 48843</p> <p>INSURED Motown Digital LLC d.b.a. Michigan Digital 1307 E Maple Suite D Troy MI 48083</p>	<p>CONTACT NAME: Certificate Dept PHONE: (A/C. No. Ext): 877-488-5769 E-MAIL: certs@thecampbellgrp.com ADDRESS:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">INSURER(S) AFFORDING COVERAGE</td> <td style="width: 30%;">NAIC #</td> </tr> <tr> <td>INSURER A : Twin City Fire Insurance Company</td> <td>29459</td> </tr> <tr> <td>INSURER B : Manufacturing Technology Mutual Insurance</td> <td>12824</td> </tr> <tr> <td>INSURER C : Hartford Fire Insurance Company</td> <td>19682</td> </tr> <tr> <td>INSURER D :</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Twin City Fire Insurance Company	29459	INSURER B : Manufacturing Technology Mutual Insurance	12824	INSURER C : Hartford Fire Insurance Company	19682	INSURER D :		INSURER E :		INSURER F :	
INSURER(S) AFFORDING COVERAGE	NAIC #														
INSURER A : Twin City Fire Insurance Company	29459														
INSURER B : Manufacturing Technology Mutual Insurance	12824														
INSURER C : Hartford Fire Insurance Company	19682														
INSURER D :															
INSURER E :															
INSURER F :															

COVERAGE		CERTIFICATE NUMBER: 550004648		REVISION NUMBER:					
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.									
INSR LTR	TYPE OF INSURANCE	ADDL/SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS			
A	COMMERCIAL GENERAL LIABILITY		81SBAAB4508	8/19/2024	8/19/2025	EACH OCCURRENCE	\$ 1,000,000		
	CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR					DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 1,000,000		
	GEN'L AGGREGATE LIMIT APPLIES PER:					MED EXP (Any one person)	\$ 10,000		
	X <input type="checkbox"/> POLICY <input type="checkbox"/> PRO- JECT <input type="checkbox"/> LOC					PERSONAL & ADV INJURY	\$ 1,000,000		
	OTHER:					GENERAL AGGREGATE	\$ 2,000,000		
	X <input type="checkbox"/> AUTOMOBILE LIABILITY					PRODUCTS - COMP/OP AGG	\$ 2,000,000		
	X <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS Hired AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY					\$			
A	UMBRELLA LIAB		81SBAAB4508	8/19/2024	8/19/2025	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000		
	X <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE					BODILY INJURY (Per person)	\$		
	DED <input checked="" type="checkbox"/> RETENTION \$ 10,000					BODILY INJURY (Per accident)	\$		
	PROPERTY DAMAGE (Per accident)					\$	\$		
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY		2024-305900	8/19/2024	8/19/2025	EACH OCCURRENCE	\$ 3,000,000		
	Y / N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mark with an X in N/A if yes, describe under DESCRIPTION OF OPERATIONS below)					N / A	AGGREGATE	\$ 3,000,000	
	DED <input checked="" type="checkbox"/> RETENTION \$ 10,000					\$			
	E.L. EACH ACCIDENT					\$ 5,000,000			
	E.L. DISEASE - EA EMPLOYEE					\$ 5,000,000			
E.L. DISEASE - POLICY LIMIT	\$ 5,000,000								
C	Equipment Floater		81MSBM9548	9/5/2024	9/5/2025	Leased Equipment	25,000		

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

David B Scott is an excluded officer on the above workers compensation policy.

West Bloomfield Township, all elected and appointed officials, all employees and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers, Greater West Bloomfield Cable Communications Commission are additional insureds in regard to General Liability.

### CERTIFICATE HOLDER

### CANCELLATION

<p>West Bloomfield Township Greater West Bloomfield Cable Communications Commission West Bloomfield MI 48323</p>	<p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p>AUTHORIZED REPRESENTATIVE</p> 
--	---

© 1988-2015 ACORD CORPORATION. All rights reserved.

