

**LCI 25 Year Impact Report Request for Proposals
Questions and Answers**

- 1. The RFP lists a 25 Year LCI Impact video for the ARC website – can you provide more information on the intended purpose and runtime length of this deliverable? Are consultant teams expected to record footage, conduct interviews, or produce video content?**

The purpose of the video is to post online on ARC’s website, social media accounts, etc. to promote and educate the public about the LCI Program’s impact over the past 25 years. The video will potentially be used at ARC’s 2024 State of the Region event in celebration of this important milestone. The run time will ultimately be determined by ARC and its selected consultant, but it is expected to be between 5 – 7 minutes. As an example, you may view the 15 Year Anniversary Celebration video on our website [here](#). The selected consultant team is expected to create and produce the video, including filming footage as needed, conducting interviews, drafting the script, etc.