

Pegasus Studios

PROPOSAL

AUDIO VISUAL MEETING SUPPORT

SEPTEMBER 11, 2024

www.pegstudios.com

Dear City of Camarillo,

Please find the enclosed proposal from Pegasus Studios ("Pegasus") in response to the City of Camarillo Request for Proposals for Audio Visual Meeting Support.

Pegasus Studios is a corporation based in Southern California and has been providing quality video production services since 2002. We have a proven track record of success and a reputation for delivering high-quality results. Our team currently provides services for four counties and eleven cities.

Our name, Pegasus, is rooted in our mission to deliver an unparalleled level of excellence to our partners in the public, education and government sectors. We have a production team that are experts in all aspects of video production, and we are confident in our ability to immediately commence services for the City based upon our expertise mirroring the requested Scope of Work.

Our team understands the importance of this contract and we believe strongly that we can provide the best solution to the City of Camarillo. The proposal price included is valid for a term of 180 days. Should you have any questions about our responses or our proposal, please do not hesitate to reach out to me directly by emailing robert@pegstudios.com, or by calling 818-216-3939.

Sincerely,

Robert Schwieger

Robert Schwieger

President
Pegasus Studios

5760 Lindero Canyon Rd. #1151
Westlake Village, CA 91362
Office (805) 222-0014

Robert Schwieger

Executive Summary

Pegasus Studios (“Pegasus”) has been providing quality video production services in the Southern California area since 2002. We are pleased to submit this proposal to provide Audio Visual Meeting Support for the City of Camarillo.

Who We Are

Pegasus Studios has over 17 years of experience providing broadcast, management and production services for government agencies, including four counties and eleven cities.



Our Services

We have extensive experience providing professional broadcasting services for municipal agencies and government television channels including equipment testing and management. We provide technical consultation for the repair, modification and upgrade of broadcast-related equipment.

Our Clients

Our team currently provides services for the Board of Supervisors meetings at the County of Los Angeles and the County of Santa Barbara. We provide management, broadcast and production services for the cities of Agoura Hills, Hermosa Beach, Malibu, Moorpark, Redondo Beach, Manhattan Beach and Simi Valley. Additionally, we provide video production services for the County of Orange, County of Ventura and the cities of Camarillo, Hidden Hills, Huntington Beach and West Hollywood.

Why Pegasus Studios

Our name, Pegasus, is rooted in providing our mission of delivering an unmatched level of excellence to our partners in the public, education and government sectors. Beginning with the City of Moorpark in 2008, we are very proud to say that our partnership with every government agency we have provided service for continues to this day. Our team understands the importance of this partnership and we believe that we can provide the best solution for the City of Camarillo.

STATEMENT OF QUALIFICATIONS

Statement of Qualifications

Pegasus Studios approaches each project with a commitment to delivering high-quality, broadcast services. We have over 17 years of experience providing broadcast services to government agencies. Our deep understanding of government broadcasting needs, combined with our expertise in a wide array for broadcast equipment, closed captioning, language translation, and mobile production capabilities, uniquely positions us to perform the work required by the City of Camarillo.

Our longstanding relationship with the City of Camarillo, along with other municipalities such as the cities of Moorpark, Simi Valley, Agoura Hills, Ventura County and the County of Los Angeles underscore our dedication to excellence and partnership. We believe that our experience, technical expertise, and proven success make us the ideal firm to exceed the needs and expectations of the City's request for broadcast A/V support.

Approach to working with subcontractors

Our firm places a strong emphasis on communication and collaboration when coordinating workload with consulting firms and subconsultants. For each project, we designate a dedicated Program Director and Project Manager who serve as the main point of contact for both the client and all consulting partners. The Project Director is responsible for ensuring seamless coordination across all teams, managing timelines, and facilitating the exchange of project-related information. The Project Manager oversees production duties, training of staff, and management of technical documentation.

We will support the City with AV system upgrades by bridging communication with consultants, vendors, and other specialists to ensure alignment with technical goals. Our experience includes working with specialized subcontractors for equipment installations, graphics system integrations, and AV system upgrades. Our team has collaborated with other vendors for system modernizations and AV upgrades at multiple locations. Notably projects include:

City of Manhattan Beach: Pegasus is currently working with the City and Western Audio Visual to modernize the AV and broadcast systems. During construction our team has been live streaming meetings from an alternate location using Pegasus owned broadcast equipment. We've worked with the team at WAV to ensure public meetings continued without any downtime.

City of Simi Valley: Our team assisted the City with modernization of the broadcast system and the dias AV components. Pegasus provided equipment recommendations to the City. WAV installed the equipment and our team validated the working order of the newly installed equipment, created a new graphics package and helped commission the system.

City of Moorpark: Currently, we are consulting with the City of Moorpark for a system modernization project. City Hall is being relocated to a new location and an all new broadcast system is being installed.

County of Santa Barbara: Pegasus oversaw a large-scale broadcast room relocation and upgrades to three hearing rooms for the County of Santa Barbara, demonstrating our ability to handle complex, multi-room projects with precision and efficiency. Multiple vendors and consultants were involved in the project.

County of Los Angeles: Pegasus provides a fully managed broadcast solution to the County for the production of their Board of Supervisors meetings. Production includes full time engineering support. In addition to producing the meetings our team provides maintenance and system modernization services.

References

Reference 1	
Agency Name:	City of Moorpark
Contract Term:	2008-Present
Contact:	Brian Chong
Telephone:	805-517-6200
Email:	BChong@MoorparkCA.gov
Website:	https://www.moorparkca.gov/542/Public-Meetings

Reference 2	
Agency Name:	City of Simi Valley
Contract Term:	2012-Present

Contact:	Mara Malch
Telephone:	805-583-6762
Email:	MMalch@simivalley.org
Website:	https://www.simivalley.org/government/city-council/city-council-meetings

Reference 3	
Agency Name:	County of Santa Barbara
Contract Term:	2021-Present
Contact:	Jacquelyne Alexander
Telephone:	(805) 568-2245
Email:	jralexander@countyofsb.org
Website:	https://www.youtube.com/@CSBTV20/streams

Reference 4	
Agency Name:	City of Manhattan Beach
Contract Term:	2017-Present
Contact:	Tatyana Roujenova-Peltekova
Telephone:	(310) 802-5572
Email:	tpeltekova@manhattanbeach.gov
Website:	https://www.manhattanbeach.gov/government/city-council/city-council-meetings-agendas-and-minutes



STAFFING AND RESUMES

Staffing and Resumes

Robert Schwieger is the President of Pegasus Studios, providing exceptional broadcast and video production services to clients in the public, education and government sectors. With a Bachelor's Degree in Video/Digital Media from California State University at Northridge and an Associate's Degree in Art from Moorpark Community College, Robert's passion for film, photography and business is evident in the high-quality video and live productions he creates.

Robert's extensive background in broadcast production, editing, computer graphics and camera operations has made him a sought-after project director for several municipalities. He has a proven record of managing employees and subcontractors and delivering results-driven services to clients, all while fostering a collaborative team environment.

His expertise extends beyond the world of public and government clients. In 2002, he founded Robert Michael Films, a successful video production company that specializes in the wedding and live event industry. Recognized as one of the top wedding and event videographers in the world, Robert has filmed weddings and events for a range of high-profile clients, including members of the Los Angeles Lakers, Rams, Dodgers, Halle Berry, Jimmy Buffet and many more.

His experience in live event coverage has honed his unique talent for blending cinematography and fast-paced live event coverage, and he has applied this philosophy to each government client, ensuring all productions have not only excellent A/V operations but also a focus on composition and film techniques often overlooked in government broadcasts. He trains all project managers and staff to carry this philosophy into every government production.

Robert has produced video content for the Jenesse Center, the oldest domestic violence intervention program in South Los Angeles. He helped them secure a one million dollar grant from the federal government. He has also worked with the Young African American Women's Conference, the Public Funds Forum, Project IMPACT, the Wellness Community, Louis Vuitton, Rosewood Resorts and many other organizations.

With his leadership abilities and unwavering commitment to client success, Robert has built Pegasus Studios into a successful firm that consistently exceeds customer expectations. He is a driven professional who delivers exceptional broadcast services to help clients achieve their goals.

Martin Zitzelberger is the Vice President of Pegasus. He began his career in live production, working with a variety of high-budget events and broadcasts for clients such as the Milken Institute and Skybridge Alternative. He became known for his ability to work seamlessly with teams and help produce high-quality live events.

In 2016, Martin joined Pegasus Studios as a broadcast technician, where he quickly became a key player in the company's operations. He was instrumental in helping Pegasus expand its services to ten different government agencies, providing broadcast support and expertise to a wide range of clients. Martin has worked with a variety of equipment and technologies to ensure that the live broadcasts run smoothly and without interruption.

As a Project Manager at Pegasus, Martin now oversees all aspects of the Los Angeles County Board of Supervisors and Santa Barbara County Board of Supervisors broadcast, from initial planning and coordination to final execution and quality control. He also provides management support for the City of Manhattan Beach, Agoura Hills, Moorpark and Ventura County.

Alongside Robert, he works closely with a team of technicians, engineers and other professionals to ensure that every project runs smoothly and meets the highest standards. He also trains new employees and works with outside vendors to maintain and repair equipment, ensuring that Pegasus is always at the forefront of the industry.

Martin's versatile skill set and positive personality have been instrumental in his success in live production. He is able to think on his feet and take immediate action when necessary, while always maintaining a calm and professional demeanor.

Mark Doddy has built an impressive career in government broadcast television, spanning over 15 years of experience working with cities across California, including the cities of Los Angeles, Torrance, Rancho Palos Verdes Estates, Orange and Manhattan Beach.

Mark got his start in the industry at Torrance Access, where he served for five years as a video production instructor, working on all aspects of TV production. In this role, he was responsible for managing the studio space, channel management, broadcast production and creating monthly operating reports.

From there, Mark moved on to become the TV manager of the Rancho Palos Verdes facility. Over the course of ten years, he honed his skills in meeting and event production, producing and supervising weekly City Council and Planning Commission

meetings. He also managed the production team to create weekly news programs and oversaw the installation of a new broadcast studio for the recording and broadcast of city meetings.

When not working with cities, Mark has leveraged his expertise as a freelancer, providing A/V Support for large-scale conferences and events in downtown Los Angeles, including venues such as L.A Live, Hilton and Marriott.

Currently, Mark is the Broadcast Supervisor for Pegasus. With his extensive knowledge and experience in government broadcast television, Mark is an extremely valuable asset to our team.

Devan Sylvester is a skilled Videographer and Broadcast Technician. In her current role, she helps manage broadcast operations and videography for key clients, including the cities of Camarillo, Moorpark, Agoura Hills and Malibu. Devan is responsible for operating all aspects of the broadcasts for public meetings and filming other important city events.

She holds a Bachelor of Arts in Cinematic Arts and Technology from CSU Monterey Bay. With her Expertise in videography, editing, and photography, Devan brings a versatile skill set to each project.

Prior to joining the Pegasus team, Devan worked in various film and television productions as a production assistant, gaining hands-on experience in managing sets and supporting daily production tasks.

Russ Fergeson is the Pegasus Broadcast Producer. Russ oversees the production of the Los Angeles County Board of Supervisors meetings. He is also responsible for training our broadcast staff and providing QA/QC control over all of our client documentation. Documentation includes standard operating procedures, system health reports and client communication.

Jason Larkin is a highly experienced Broadcast Technician with a background in audio/video production and business management. He holds a Bachelor's degree in Business from Cal State Fullerton and a Journeyman's Certificate in Audio Engineering from the Musicians Institute in Hollywood.

With over ten years of experience in video editing and audio recording, Jason brings a wealth of technical expertise to the Pegasus team. His strong multitasking skills, exceptional organization and interpersonal communication skills make him a perfect

match for live broadcast productions that require exceptional attention to detail and focus.

In his current role as Broadcast Technician, Jason runs all video, audio and graphic elements for the County of Los Angeles and Manhattan Beach meetings. He also manages audio operations for live outdoor city events. In addition to his broadcast experience, Jason has managed a recording studio where he was responsible for tracking and editing artists in a professional setting.

Jasmine Yamanaka works with Pegasus as an Editor and Broadcast Technician. In her current role she helps oversee productions for the County of Santa Barbara government channel CSBTv.

She has an educational background in Film and Creative writing, receiving a Bachelor of Arts degree from California Riverside. She received the Chancellor's Performance Scholarship Award, the Dean's Academic Distinction Award and an award for Best Film, Audience Award' "Special", An SF 48 Film Project Film as the film's editor.

Prior to joining the Pegasus team, Jasmine worked at Santa Barbara Television and Narrative Ads as an editor, videographer and broadcast technician.

Caden Kraus is a Broadcast Technician and AV Engineer at Pegasus, recognized for his calm and reliable work ethics when operating broadcasts for city meetings and other live event productions. With a Bachelor's in Film & media Arts from the University of Utah, he brings expertise in camera operations, lighting design and editing to deliver the highest level broadcast quality to our clients.

Caden has a passion for broadcast engineering, excelling in tasks such as technical setup, A/V routing and broadcast system troubleshooting. His experience working in live sports productions has refined his ability to solve problems quickly and with ease.

Jeff Skeirik is a Broadcast Technician, Photographer and Editor. He provides broadcast support for clients such as the County of Santa Barbara and the cities of Moorpark and Agoura Hills. In addition to broadcast work, Jeff plays a key role as a video editor for our city video productions, including the City of Camarillo City other clients.

With a strong background in post-production editing, Jeff is able to deliver polished, high quality products for both live public meetings and produced videos.

Evan Rosenberg is an award-winning filmmaker who has produced and filmed content for such brands, organizations and institutions as Toyota, Disneyland, the Paralympics, Pine-Sol, UPS, the Los Angeles Chargers, the Philharmonic Society of Orange County, and California State University, Fullerton.

He was commissioned by the J. Paul Getty Museum's Education Department to create the K-12 video curriculum for their Degas module.

He has produced two full-length documentaries for PBS SoCal, has shot for television series including *Say Yes to The Dress: Atlanta*, *Valerie's Home Cooking* and *To The Rescue!* and his footage has been licensed for use in commercials and series including MSNBC, Dr. Pepper, Dancing With The Stars and Sprint.

He created Anaheim Ballet's online video series, "Anaheim Ballet: More Than Dance...", which has received over 65 million views on YouTube. His video work has been featured on-stage at the Koch Theater, Lincoln Center, NYC.



SCOPE OF WORK

Scope of Work

We view our relationship with the city as a partnership. Our team is an extension of city staff and is here to support and enhance services for staff, elected officials and the residents of the city.

We will provide:

- Manage and operate the AV equipment during public meetings, including setup, operation and breakdown
- Broadcast services for all requested meetings (up to 70 city meetings and up to 50 additional agency meetings annually)
- Pre-production testing of broadcast equipment and AV equipment
- Ensure high-quality audio and video for live broadcasts, including online streaming, television, and in-person presentations
- Troubleshooting and reporting of technical issues
- Post meeting management including shut down of the AV system, projectors, and lights, and securing or locking the facility as required
- Channel management, scheduling, post-meeting trimming
- Reporting and tracking of technical issues, warranties and QA/QC
- Documentation creation and updating of: Standard Operating Procedure, Pre and Post Meeting Checklists, Emergency Preparedness and Continuity Plans, and Troubleshooting Guide
- Consulting for A/V upgrades, repair, and replacement
- Zoom best practices and optimal integration recommendations
- Graphics integration and improvement
- Optional closed captioning or language translation services
- ADL best practices and compliance
- Compliance with relevant regulations including Brown Act compliance
- Best practices and training for city staff with the A/V equipment, such as how to display presentations or operate equipment in an emergency situation
- Our vendor support network: We have a large network of subcontractors, relationships with other production companies and other city staff that we can call on for support
- Training for key city staff on the operation of AV systems to handle basic troubleshooting during non-public events
- Hybrid Meeting Support options
- Consulting services related to equipment upgrades or system modernization

The Pegasus Method:

Management

Our management team collaborates with city staff to facilitate meeting notifications and allocate appropriate staffing for all productions. Additionally, we conduct weekly checks of the city website to keep track of any updates or changes in the schedule.

Pegasus staff will work closely with the clerk and other meeting representatives to ensure that each production runs smoothly and any questions or concerns are addressed as soon as possible. Training will be provided to key city staff on the operation of the AV systems to handle basic troubleshooting during non-public events.

Our management team will submit detailed service level agreements that outline response times, uptime commitments and performance standards.

Operation

On City Council and Planning Commission days, two Broadcast Technicians will arrive two hours before the scheduled meeting start time. Upon arrival, they will test all of the equipment to verify the equipment is functioning properly. After completion of an on-air test they will review the agenda and prepare any graphics or titles needed. All other meetings will be operated by one Broadcast Technician.

Additional tasks may be completed prior to the meeting start such as updating of the channel schedule, updating documentation and filling out the operation log reports. Technicians will ensure high quality audio and video is broadcast to television and streaming destinations.

Post meeting tasks will include the trimming and scheduling of meeting replays and proper shutdown of all AV equipment. Any operational or technical issues will be logged and reported to Pegasus Management. Pegasus broadcast staff communicate via group Teams channels and messaging. This allows multiple users to assist off-site when troubleshooting issues arise. Photos and documentation are posted in the Teams channel for group collaboration and archiving purposes.

Maintenance and Reporting

Any potential issues discovered during testing will be promptly reported and documented for immediate resolution. Issues that require escalation will be reported to

our management team who will coordinate with city staff for resolution. Operational issues will be added to our SOP and troubleshooting guides. Technical issues will be documented in our A/V health reports. Pegasus will deliver quarterly system health reports.

In the first 60 days, our team will create a Comprehensive AV Management Plan. The plan will include standard operating procedures for all AV systems, including protocols for setup, operation and troubleshooting.

Over the course of the first four months our team will develop and implement a robust Contingency Plan to ensure the continuity of AV services during expedited events or technical failures. The plan will include hybrid meeting support options for in-person and remote participants.

Consulting

Our team is well-versed in the latest technology trends and can assist with system upgrades that maximize broadcast efficiency and performance. Our management team will collaborate with the city and offer guidance on any system upgrades, and modernization as requested.

COST PROPOSAL



Cost Proposal

Our cost proposal includes a flat rate to cover broadcast services and a broadcast system managed solution as stated in the Scope of Work (SOW), as well as optional hourly rates for as-requested services. All costs will be billed monthly.

Broadcast Services: <ul style="list-style-type: none">• Administrative services and management. Includes coordination with city staff, scheduling, consultation, training, ongoing reporting and documentation.• Basic A/V troubleshooting and reporting. Coordination with staff and service vendors for maintenance and repair issues.• Channel schedule management.• Two (2) Broadcast Technicians for all City Council meetings.• One (1) Broadcast Technician for all other meetings.<ul style="list-style-type: none">○ Technicians will arrive two (2) hours prior to the meeting start.○ Coverage for 70 City Meetings annually and up to 50 agency meetings annually. Additional meeting coverage to be billed using the Broadcast hourly rate.	\$8,200 per month
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Documentation: One time fee for year one only, to create a comprehensive AV Management Plan, Hybrid Meeting Support Plan and Backup Broadcasting Plan documentation.	\$6,000 one time fee
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Hourly rates for additional services:

Additional Meeting Broadcast Services Rate:	\$125 hr per operator with a 4 hour minimum. Operators will arrive 2 hours prior to meeting start time.
Extended Services Rate: For on-call services, emergency broadcast services or maintenance services as requested.	\$200/hour with 4 hour minimum

Thank you for your time and consideration. Please reach out with any questions or requests for additional information.

Sincerely,

Robert Schwieger

Robert Schwieger

Pegasus Studios
(805) 222-0014
robert@pegstudios.com