

**Bids and Awards Committee for Consulting Services (BAC-C)**

**Procurement of Consulting Services for the Production of the Clark Campaign Video**

**RESOLUTION NO. 2024-017**

**(Declaration of Highest Rated and Responsive Bid)**

**WHEREAS**, the Bases Conversion and Development Authority (BCDA) is mandated under Republic Act No. 7227, as amended by Republic Act No. 7917, to accelerate the sound and balanced conversion into alternative productive uses of the Clark and Subic military reservations and their extensions, to raise funds by the sale of portions of Metro Manila Military Camps and to apply said funds for the development and conversion into alternative productive uses of these properties;

**WHEREAS**, on **13 July 2024**, the BCDA, through its Bids and Awards Committee for Consulting Services (BAC-C), posted a Request for Expression of Interest (REI) including the bidding documents on PhilGEPS, the BCDA Website, and in a conspicuous place within the premises of BCDA for the **Procurement of Consulting Services for the Production of the Clark Campaign Video** under **Section 10 - Competitive Bidding of the Revised Implementing Rules and Regulations (IRR) of Republic Act (R.A.) No. 9184**, with an Approved Budget for the Contract (ABC) in the amount of **Pesos: Seven Million and 00/100 (PhP 7,000,000.00)**, inclusive of all applicable taxes and fees;

**WHEREAS**, in response to the said advertisement of the REI and bidding documents, four (4) prospective bidders submitted their Eligibility Documents for the **Procurement of Consulting Services for the Production of the Clark Campaign Video** prior to the set deadline for submission on 06 August 2024 at 9:00 a.m., to wit:

- 1) DDB Philippines, Inc.
- 2) Business Unusual Media Solutions, Inc.
- 3) MMPI Corp.
- 4) Keep Filming Media Production, Inc.

**WHEREAS**, Section 30.1 of the Revised IRR of R.A. No. 9184 provides:

*“xxx... the BAC shall check the submitted documents of each bidder against a checklist of required documents to ascertain if they are all present, using a non-discretionary “pass/fail” criterion, as stated in the Instructions to Bidders. If a bidder submits the required document, it shall be rated “passed” for that particular requirement. In this regard, bids that fail to include any requirement or are incomplete or patently insufficient shall be considered as “failed.” xxx”*

**WHEREAS**, on 06 August 2024, the Eligibility Documents of the four (4) prospective bidders were opened and subjected to a preliminary evaluation by determining the presence or absence of the required documents using the non-discretionary “pass/fail” criterion;

**WHEREAS**, the submissions of DDB Philippines, Inc., Business Unusual Media Solutions, Inc. and Keep Filming Media Production, Inc. were subjected to detailed evaluation, while MMPI Corp. was declared “ineligible” to participate in the bidding on the ground that the submitted curriculum vitae for the four (4) proposed professional staff is lacks the signature of its authorized representative as required in Eligibility Form No. 6A to 6D of the Bidding Documents.

**WHEREAS**, Section II (Eligibility Documents), Item No. 8.4 of the Bidding Documents provides that, an “incomplete or patently insufficient” submission shall be considered “failed” for the particular eligibility requirement concerned and is therefore “ineligible” to participate in the bidding. Pertinent provisions thereof are as follows:

*8.4. The eligibility of each prospective bidder shall be determined by examining each bidder’s eligibility requirements or statements against a checklist of requirements, using non-discretionary “pass/fail” criterion, as stated in the Request for Expression of Interest, and shall be determined as either “eligible” or “ineligible.” If a prospective bidder submits the specific eligibility document required, he shall be rated “passed” for that particular requirement. In this regard, failure to submit a requirement, or an incomplete or patently insufficient submission, shall be considered “failed” for the particular eligibility requirement concerned. If a prospective bidder is rated “passed” for all the eligibility requirements, he shall be considered eligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as “eligible.” If a prospective bidder is rated “failed” in any of the eligibility requirements, he shall be considered ineligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as “ineligible.” In either case, the BAC chairperson or his duly designated authority shall countersign the markings.*



**WHEREAS**, this provision is based on Section 30.1 of the Revised IRR of RA 9184, which states that:

*30.1 The BAC shall open the first bid envelopes in public to determine each bidder's compliance with the documents required to be submitted for eligibility and for the technical requirements, as prescribed in this IRR.*

*For this purpose, the BAC shall check the submitted documents of each bidder against a checklist of required documents to ascertain if they are all present, using a non-discretionary "pass/fail" criterion, as stated in the Instructions to Bidders.*

*If a bidder submits the required document, it shall be rated "passed" for that particular requirement. In this regard, bids that fail to include any requirement or are incomplete or patently insufficient shall be considered as "failed." Otherwise, the BAC shall rate the said first bid envelope as "passed."(a)*

**WHEREAS**, MMPI Corp. was given three (3) calendar days from notice to file a request for reconsideration or until 09 August 2024 (Friday), in accordance with Section 55.1 of the Revised IRR of RA No. 9184. It is noted that the period to file the same had already lapsed and the BAC-C did not receive any request for reconsideration from MMPI Corp.

**WHEREAS**, the submitted Eligibility Documents of the said prospective bidders were subjected to detailed evaluation and shortlisting on 07 August 2024 to 14 August 2024 in accordance with Section 24 of the Revised IRR of R.A. No. 9184, and using the criteria and rating system for shortlisting as provided under Clause 9.2 of Eligibility Data Sheet (EDS) for the consulting services;

**WHEREAS**, the Technical Working Group (TWG) presented the results of the evaluation of the Eligibility Documents and shortlisting, and the BAC-C deliberated on the results on 15 August 2024;

**WHEREAS**, the results of the Evaluation/Eligibility Check and Shortlisting likewise showed that two (2) prospective bidders were rated "PASSED" and garnered a total score above the required minimum score of 70%, to wit:

PROPONENT	A. Relevant Experience of the Firm	B. Qualification of the Key Personnel to be Assigned to the Consulting Services	C. Current Workload of Key Personnel Relative to Capacity	TOTAL	RATING
1. DDB Philippines, Inc.	30.00%	<b>With adverse findings</b>	17.00%	<b>N/A</b>	<b>FAILED</b>
2. Business Unusual Media Solutions, Inc.	29.00%	43.16%	17.00%	<b>89.16%</b>	<b>PASSED</b>
3. Keep Filming Media Production, Inc.	27.00%	46.85%	18.20%	<b>90.95%</b>	<b>PASSED</b>

**WHEREAS**, the results of the Evaluation/Eligibility Check and Shortlisting show that one (1) out of three (3) prospective bidders were rated **“FAILED”** due to the absence of the required documents and/or non-compliance with the requirements provided under the Eligibility Documents and Terms of Reference (TOR) for the Consulting Services, and 2016 RIRR of R.A. No. 9184, to wit:

PROPONENT	ADVERSE FINDINGS
a. DDB Philippines, Inc.	<p><b>Non-compliance with Clause No. 1.2 of the Eligibility Data Sheet and Item No. 6 of the Terms of Reference wherein the minimum educational attainment of the proposed professional staff must be at least College Graduate.</b></p> <p>The submitted Transcript of Records (ToR) of its nominated Director of Photography and/or Cinematography, Mr. Samuel P. Ramos Jr., is insufficient to prove that the latter obtained a college degree. There</p>



	was no annotation in the ToR stating that the proposed staff had completed the course and/or graduated from the university. Likewise, the prospective bidder did not attach any other supporting documents showing proof of graduation (i.e. Diploma, certification, etc.).
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**WHEREAS**, on 19 August 2024, the BAC-C Resolution No. 2024-012 was approved, declaring **Business Unusual Media Solutions, Inc.** and **Keep Filming Media Production, Inc.** as **ELIGIBLE** and **SHORTLISTED** bidders for the **Procurement of Consulting Services for the Production of the Clark Campaign Video** under **Section 10 - Competitive Bidding of the Revised Implementing Rules and Regulations (IRR) of Republic Act (R.A.) No. 9184**, with an Approved Budget for the Contract (ABC) in the amount of **Pesos: Seven Million and 00/100 (PhP 7,000,000.00)**, inclusive of all applicable taxes and fees, which can proceed to the next stage of the bidding for the Consulting Services pursuant to Section 24.5.4 of 2016 RIRR of R.A. No. 9184;

**WHEREAS**, on 21 August 2024, the Notice of Eligibility was sent to **Business Unusual Media Solutions, Inc.** and **Keep Filming Media Production, Inc.** inviting them to participate in the bidding for the Consulting Services;

**WHEREAS**, on 29 August 2024, at 10:00 AM, a Pre-Bid Conference was held for the aforementioned Consulting Service which was attended by **Business Unusual Media Solutions, Inc.** and **Keep Filming Media Production, Inc.**;

**WHEREAS**, **Business Unusual Media Solutions, Inc.** and **Keep Filming Media Production, Inc.** submitted their Technical and Financial Proposals prior to the deadline set for the submission of Bids for the Consulting Services on 16 September 2024, 9:00 AM. On the same day at 10:00 AM, the Technical Proposals of the eligible and shortlisted bidders were opened and subjected to a preliminary examination by determining the presence or absence of the required documents using a non-discretionary “pass/fail” criterion.

**WHEREAS**, from 17 September 2024 to 24 September 2024, the BAC-C TWG conducted a detailed evaluation of the Technical Proposals of the eligible and shortlisted bidders in accordance with Section 33 of the 2016 Revised Implementing Rules and Regulations (RIRR) of Republic Act (RA) No. 9184, as well as the criteria and rating system for the technical proposal as provided under Clause 25.3 of the Bid Data Sheet (BDS) for the consulting services.

**WHEREAS**, on 27 September 2024, the BAC-C deliberated on the Report of TWG on the results of the said detailed evaluation. The results show that **Business Unusual Media Solutions, Inc.** and **Keep Filming Media Production, Inc.** were rated “**PASSED**” having complied with the required documents provided under the Bid Documents and Terms of

Reference for the consulting services, and 2016 RIRR of RA No. 9184. Thereafter, the BAC-C issued the Notice to Open the Financial Proposal to **Business Unusual Media Solutions, Inc.** and **Keep Filming Media Production, Inc.** Below is the evaluation result of the technical proposals of **Business Unusual Media Solutions, Inc.** and **Keep Filming Media Production, Inc.:**

PROPONENT	A. Relevant Experience of the Firm	B. Qualification of the Key Personnel to be Assigned to the Project	C. Plan of Approach and Methodol ogy	TOTAL	RATING
1. Business Unusual Media Solutions, Inc.	19.50%	17.28%	45.38%	82.16%	PASSED
2. Keep Filming Media Production, Inc.	18.46%	18.78%	55.13%	92.37%	PASSED

WHEREAS, on 30 September 2024, the Financial Proposals of the **Business Unusual Media Solutions, Inc.** and **Keep Filming Media Production, Inc.** were opened and subjected to a preliminary examination by determining the presence or absence of the required documents using a non-discretionary “pass/fail” criterion.

WHEREAS, the financial bid as read of **Business Unusual Media Solutions, Inc.** had a total of Pesos: **Six Million Seven Hundred Fifty Two Thousand Two Hundred Fifty Six and 00/100 (PhP 6,752,256.00)**, inclusive of all applicable taxes and fees. The amount is Pesos: **Two Hundred Forty Seven Thousand Seven Hundred Forty Four and 00/100 (PhP 247,744.00)** lower than the ABC.

WHEREAS, the financial bid as read of **Keep Filming Media Production, Inc.** had a total of Pesos: **Six Million Eight Hundred Fifty Thousand and 00/100 (PhP 6,850,000.00)**, inclusive of all applicable taxes and fees. The amount is Pesos: **One Hundred Fifty Thousand and 00/100 (PhP 150,000.00)** lower than the ABC.

WHEREAS, from 30 September 2024 to 01 October 2024, the BAC-C TWG conducted a detailed evaluation of the Financial Proposals with the summary shown below:



FORM	DESCRIPTION	BUSINESS UNUSUAL MEDIA SOLUTIONS, INC.		
		AS READ (in PhP)	AS CALCULATED (in PhP)	VARIANCE
FPF 1	Financial Proposal Submission Form	6,752,256.00	6,752,256.00	0.00
FPF 2	Summary of Costs	6,752,256.00	6,752,256.00	0.00
FPF 3	Breakdown of Price per Activity	6,028,800.00	6,028,800.00	0.00
FPF 4	Breakdown of Remuneration per Activity	3,727,000.00	3,727,000.00	0.00
FPF 6	Miscellaneous Expenses	2,301,800.00	2,301,800.00	0.00

FORM	DESCRIPTION	KEEP FILMING MEDIA PRODUCTION, INC.		
		AS READ (in PhP)	AS CALCULATED (in PhP)	VARIANCE
FPF 1	Financial Proposal Submission Form	6,850,000.00	6,850,000.00	0.00
FPF 2	Summary of Costs	6,850,000.00	6,850,000.00 <i>(Included in the Financial Bid)</i>	0.00
FPF 3	Breakdown of Price per Activity	6,850,000.00	6,850,000.00 <i>(Included in the Financial Bid)</i>	0.00
FPF 4	Breakdown of Remuneration per Activity	6,850,000.00	6,850,000.00 <i>(Included in the Financial Bid)</i>	0.00
FPF 6	Miscellaneous Expenses	6,850,000.00	6,850,000.00 <i>(Included in the Financial Bid)</i>	0.00

**WHEREAS**, based on the breakdown of weights of the technical (85%) and financial components (15%), the bid submission was evaluated based on the requirements of Section 33.2.1.2 of the 2016 RIRR of RA 9184. Below are the bidders' rating:

BIDDER	PARTICULARS	SCORE	WEIGHT	TOTAL SCORE	RANK
<b>Business Unusual Media Solutions, Inc.</b>	Technical Proposal	82.16%	85.00%	69.84%	<b>2</b>
	Financial Proposal	100.00%	15.00%	15.00%	
Total				<b>84.84%</b>	
<b>Keep Filming Media Production, Inc.</b>	Technical Proposal	92.37	85.00%	78.51%	<b>1</b>
	Financial Proposal	98.57%	15.00%	14.79%	
Total				<b>93.30%</b>	

**WHEREAS**, on 04 October 2024, President and CEO Joshua M. Bingcang approved the BAC-C Resolution No. 2024-015, declaring **Keep Filming Media Production, Inc.** as the bidder with the **Highest Rated Bid (HRB)**. Hence, the BAC-C issued the Notice to Negotiate to **Keep Filming Media Production, Inc.** for the conduct of negotiation in accordance with Section 33.2.5 of the 2016 RIRR of R.A. 9184;

**WHEREAS**, on 09 October 2024, the BAC-C proceeded with the Negotiation with **Keep Filming Media Production, Inc.** wherein **Keep Filming Media Production, Inc.** agreed to the terms and conditions, and committed to its obligations set forth by the BCDA in accordance with the TOR for the consulting services and provisions of the 2016 RIRR of R.A. No. 9184. In addition, **Keep Filming Media Production, Inc.** also agreed to adopt the calculated amount, thus the Final Contract Amount is **Pesos: Six Million Eight Hundred Fifty Thousand and 00/100 (PhP 6,850,000.00)**, inclusive of all applicable taxes and fees. Thereafter, the BCDA and **Keep Filming Media Production, Inc.** signed the Negotiation Points;

**WHEREAS**, after the conduct of successful negotiation, the BAC-C TWG was instructed to conduct the post-qualification to verify, validate, and ascertain all the statements made and the documents submitted by **Keep Filming Media Production, Inc.**;

**WHEREAS**, on 09 October 2024, the BAC-C issued the Notice of Post-Qualification for the conduct of post-qualification in accordance with Sections 33.2.5 and 34.3 of 2016 RIRR of R.A. No. 9184, respectively;

**WHEREAS**, BAC-C TWG undertook the following post-qualification activities from 10 October 2024 to 18 October 2024 to verify, validate and ascertain the veracity, authenticity and validity of all documents submitted by the **Keep Filming Media Production, Inc.**:

- TWG conducted interviews with the proposed professional staff (through online platforms) in order to validate the work experiences stated in their Curriculum Vitae.



- TWG conducted an ocular visit at the office of Keep Filming Media Production, Inc. in Quezon City in order to validate the original copies of Class A legal documents; documents in compliance with labor laws such as latest payment to SSS, PhilHealth, and Pag-ibig Fund; and supporting documents for its completed projects.
- TWG verified through phone calls, and sending out of online questionnaires, the positive feedback of their clients on its performance in ongoing and from previously completed projects.


**WHEREAS**, the results of the post-qualification show that all the Eligibility, Technical, and Financial documents submitted by **Keep Filming Media Production, Inc.** passed all the criteria for post-qualification and thus found to be responsive to all the requirements stated in the bidding documents.

**NOW, THEREFORE**, foregoing considered, We, the Members of the BAC-C, hereby **RESOLVE** as it is hereby **RESOLVED** the following:

1. Declare **Keep Filming Media Production, Inc.** as the bidder with the **Highest Rated and Responsive Bid (HRRB)** for the **Consulting Services for the Production of the Clark Campaign Video**;
2. Recommend to the Head of the Procuring Entity the issuance of the **Notice of Award** to **Keep Filming Media Production, Inc.** being the bidder with **Highest Rated and Responsive Bid** for the **Consulting Services for the Production of the Clark Campaign Video** in the amount of **Pesos: Six Million Eight Hundred Fifty Thousand and 00/100 (PhP 6,850,000.00)**, inclusive of all applicable taxes, fees, and incidental expenses;
3. Direct the Investment Promotions and Marketing Department (IPMD) as the end-user, to facilitate the signing of the Contract and the issuance of the **Notice to Proceed**; and
4. Require the end-user to provide the BAC-C Secretariat copies of the duly conformed Notice of Award, as well as the executed Contract, Notice to Proceed and all supporting documents pursuant to this procurement.

**RESOLVED**, at the BCDA Corporate Center Office this 21st day of October 2024.

**BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES (BAC-C)**

  
**ATTY. GISELA Z. KALALO**  
Chairperson


  
**MARK P. TORRES**  
Vice Chairperson

  
**MADONNA M. CINCO**  
Member

  
**ERWIN KENNETH R. PERALTA**  
Member

  
**ATTY. CHRISTIAN T. DULDULAO**  
Member

Approved by:

  
**JOSHUA M. BINGCANG**  
President and CEO