



Rutherfordton

NORTH CAROLINA

Town of Rutherfordton
Photography & Video Inventory
Request for Proposals:

May 2018

Contact Information

Doug Barrick
Town Manager
Phone: 828-287-3520
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The Town of Rutherfordton desires to engage with a photographer to build an inventory of high resolution photographs and videos to appropriately showcase the Town.

Town of Rutherfordton
129 N. Main Street
Rutherfordton, NC 28139

SCOPE OF WORK

The purpose of this request is to select a photographer to photograph the people, places, and daily life in the Town of Rutherfordton. The photos will be used in our brand campaigns, both print and digital, including social media. It is preferred that the photographer be local to Rutherfordton and be willing to use creativity to showcase the Town.

All images will become property of the Town. It is anticipated this contract will last 8-10 months to capture images in all seasons and activities of the Town. Proposals shall include either a lump sum payment at the end of the contract or a monthly retainer for services. Proposals need to clearly identify how the photographer proposes to provide files.

This project will consist of the following tasks:

Photography

Each Subsection shall include at least 20 images unless otherwise noted.

- Downtown Rutherfordton in all four seasons
- People enjoying Downtown, visiting businesses, and enjoying the trails. Needs to include people of different ages, race, family type, etc.
- Purple Martin Greenway in all four seasons
- Beauty shots of various areas of the Town
- Headshots and group shots of all Town Staff by Department:
 - Police Dept – 15 People
 - Fire Dept – 30 People
 - Public Works Dept – 20 People
 - Library – 3 People
 - Admin – 3 People – Plus additional professional image
- Festivals & Events
 - Mayfest
 - Soapbox Derby
 - Hilltop Fall Festival
 - Trick or Treat on Main
 - Christmas Parade & Tree Lighting
- Photography of the vibrancy of life in Town
- Photography of business opportunities & education in Town.
- The Town reserves the right to work with the selected firm for at least 30 additional images during the life of the contract to be coordinated with the firm.

Video

Each Video subsection shall include a 10 second, 30 second and 2-minute file unless otherwise noted.

- Downtown Rutherfordton in all four seasons
 - Including Drone Footage
- People enjoying Downtown, visiting businesses, and enjoying the trails.
- Purple Martin Greenway in all four seasons
 - Including Drone Footage

- Beauty shots of various areas of the Town
 - Including Drone Footage
- Festivals & Events
 - Mayfest
 - Soapbox Derby
 - Hilltop Fall Festival
 - Trick or Treat on Main
 - Christmas Parade & Tree Lighting
 - 2 Other requests to be determined by the Town.
 - The selected firm will provide a 90-120 second video showcasing the entire town from the list above at the end of this contract.

The Town will also like a price list should the Town request photography or video of something not listed.

PROPOSALS

If you wish your firm to be considered for providing services on this project, please submit **1 digital and 1 hard copy** of the following information to Doug Barrick, Town Manager by **5:00 PM on Friday June 15, 2018**.

- Submissions should include a portfolio of work, whether through the photographer's website or other methods to provide examples.
- Preferred photography style is warm, natural, sophisticated, vibrant and engaging. Please include at least 3 references and at least 3 examples of work from clients.
- THERE SHALL BE NO ADDITIONAL FEES FOR FULL OWNERSHIP AND USE OF ALL IMAGERY BEYOND THE HOURLY SERVICE FEE QUOTED IN YOUR RESPONSE TO THE RFP unless requested by the Town.
- Rutherfordton reserves the right to accept or reject any and all proposals, to accept any proposal deemed advantageous, and to waive irregularity in any bid.
- To be eligible to respond to this RFP, the bidder must demonstrate that they have the skill, capacity, and ability to provide full digital image production services, including, but not limited to, photography, editing, approval processes and appropriate staff.
- Rutherfordton shall not be liable for any costs incurred by bidders in responding to this RFP, preparing or completing the proposal package, or for the performance evaluation
- Proposals should provide a cost to cover the fulfillment of the scope of work along with a standard price for any additional services requested by the Town.

Please direct all questions or clarifications regarding this project to Doug Barrick, Town Manager, at 828-287-3520 or dbarrick@rutherfordton.net.