



REQUEST FOR PROPOSALS

BRUNSWICK IN ALL SEASONS: *PROFESSIONAL PHOTOGRAPHY IN THE PUBLIC DOMAIN*

TOWN OF BRUNSWICK
ISSUE DATE: 7/15/2021

SUMMARY OF PROJECT:

In June 2021, the Town of Brunswick received an \$8,000 grant from the Maine Office of Tourism in support of *Brunswick In All Seasons*, a project to create a photobank featuring Brunswick landscapes, landmarks, architecture, people, and events throughout all seasons of the year. Photographs will highlight key tourism sectors including food, outdoor recreation, and the arts. All photographs in the photobank will be the public domain and made available for community use.

The Town of Brunswick seeks proposals for professional photography and image processing services to fulfil requirements of the grant award. The purpose of this request is to enter into contractual agreements with qualified and talented photographer(s) at an established rate who are available to provide services as needed and/or on a project-by-project basis over the next year. The frequency and volume of work requests for professional photography services is dependent upon to-be-determined image lists, events, and projects. Total funding available for professional photography to complete the project is \$8,000.

Specific projects will be further defined in Statement of Work (SOW) agreements as addenda to contracts. The Town anticipates contracting with 1-3 photographers, depending on skill set and areas of expertise.

CONTRACT PERIOD:

Contracts arising from this RFP will be for a period of one year, anticipated to be from August 2021 to July 2022.

SCOPE OF WORK:

Vendor will provide the following:

1. Delivery of professional, high-quality photographs of subjects that may include landscapes, people, events, places, etc.
2. Fulfill desired image lists for specific projects
3. Planning and setup (which may include arrangement of location and subjects, lighting, etc.) for scheduled photo shoots or events at location specified
4. Post-production processing

5. Delivery of all images to the Town of Brunswick Economic Development Office within the timeframe defined); Images shall be provided in electronic format, and shall include the processed and raw files of all images taken for the assigned work as defined in the SOW.

Travel and location of work: Events and photo shoots may occur at various locations in Brunswick. The Vendor will be responsible for arranging transportation of equipment and their own travel to and from location.

Equipment requirements: The Vendor must provide their own camera, lenses, memory cards, lighting, tripods, and other related imaging equipment. The Vendor must have processing equipment readily available including digital imaging software.

COPYRIGHT

All photos produced through this project shall be in the public domain. Photos will populate the Town's publicly-available photobank for community use.

TIMELINE

RFP Release: July 15, 2021

RFP Close: July 30, 2021

Photographer(s) Selection: First week of August.

Contract Period: August 2021 – July 2022

EVALUATION: The Town may award one or more contracts. Consideration shall be given to the Bidder's demonstrated technical ability, skill set, professional experience, rates, and knowledge of Brunswick.

Professional Experience: 30%

Fees/Rates: 25%

Technical ability: 20%

Breadth of skills (landscape, people events): 15%

Knowledge of Brunswick: 10%

SUBMISSION:

The proposal should include:

1. Brief proposal or cover letter, with the following information:
 - a. Area(s) of expertise/experience in photography;
 - b. Description of professional experience;
 - c. Knowledge of Brunswick area;
 - d. Hourly rate of service.
2. Samples of work.
3. References.

****The deadline to submit is July 30, 2021****

Questions and Proposals should be sent digitally to:

Emily Ruger

eruger@brunswickme.org

(207) 721-4006

Town of Brunswick, Maine

OFFICE OF ECONOMIC & COMMUNITY DEVELOPMENT DEPARTMENT

MEMORANDUM

TO: Bidders

FROM: Emily Ruger, Economic Development Specialist

DATE: July 27, 2021

SUBJECT: "Brunswick in all Seasons" Photography RFP
Addendum #1

The deadline for submissions has been **extended to 5PM August 9, 2021**. All proposals shall be submitted to eruger@brunswickme.org.

In addition to the deadline extension, the following updates have been made to the RFP:

- a. **SCOPE OF WORK**
 - i. Raw files are no longer required.
 - ii. All *finished* images should be submitted to the Town.
- b. **SUBMISSION** - Please submit the following details in addition to those requested in the RFP:
 - i. How many images typically produced per hour of shooting events
 - ii. Camera gear used (bodies, lenses, lighting)
 - iii. Post-processing equipment and apps (software used)
 - iv. Backup procedure for images
 - v. Typical turnaround time
 - vi. Please confirm you have (or have the ability to obtain) commercial liability insurance
 - vii. Share three professional references
- c. **COPYRIGHT** - Additional details regarding copyright and photo usage:
 - i. The photographer must be willing to provide an unlimited commercial use copyright release to the Town of Brunswick, which will be posting all the photos in a public domain location for the general public for unlimited personal and commercial use.

Please take into account these changes as you prepare your proposal.