

Request For Proposal
Photography Services for the Hotel/Motel Marketing Committee
Decorah, Iowa

Issued Date: November 26, 2018

Due Date: 5:00 p.m. on Friday, January 11, 2018

In the care of:

Decorah Area Chamber of Commerce

Contact: Kristina Wiltgen, Executive Director

Winneshiek County Economic Development

Contact: Stephanie Fromm, Executive Director

Email: kristina@decorahareachamber.com

Intent of Service

The Hotel/Motel Marketing Committee is seeking a professional photography vendor to capture photos and/or videos throughout 2019 within Winneshiek County. The vendor will capture images for use on all media channels including, but not limited to the www.visitdecorah.com website, social media outlets, promotional publications and advertisements of both candid and art directed photographs.

Project Background and Overview

The Hotel/Motel Marketing Committee will use these images and videos (as needed) primarily for tourism related materials including print ads, social media campaigns, website, and brochures.

These outlets require prominent and captivating images that help tell the story of Decorah and Winneshiek County. Photos and videos will feature elements that are unique to our area in an effort to attract visitors. Images captured by the selected vendor(s) will be added to the Hotel/Motel Marketing Committee's picture and video repository that will be used for several years.

Scope of Work

Images and/or video will highlight attractions and events within the area that are appealing to visitors. Staff will work with the vendor(s) on the specific images and/or videos and locations that will be required for this project.

Photography may include:

- Downtown/Water Street (Summer/Fall)
- Dunnings Spring (Summer/Fall)
- Eagles (Summer/Fall)
- Decorah Fish Hatchery (Summer/Fall)
- Historic Homes/Broadway (Summer/Fall)
- Ice Cave
- Limestone Bluffs (Summer/Fall)
- Malanaphy Springs
- Nordic Fest (July)
- Pulpit Rock (the rock formation) (Summer/Fall)
- Siewers Springs (Summer/Fall)
- Trout Run Trail (All season/recreation)
- Upper Iowa River (All season/recreation)

Videography work may include interviews with community and business members related to a specific area of marketing. General videography may also include:

- Downtown/Water Street
- Dunnings Spring
- Eagles
- Nordic Fest
- Trout Run Trail
- Upper Iowa River

Photography Requirements

The Hotel/Motel Marketing Committee will receive all raw image files and one edited uncompressed jpeg format for each photograph. The Hotel/Motel Marketing Committee retains the right to alter any final images to meet specific needs of size, resolution or crop ratio as required by specific applications and uses.

The selected vendor(s) will not add or embed photos with branding, captions or watermark signature on image files provided to the committee.

Deliverables ó Full resolution digital images uploaded to Dropbox/Google, CD, or flash drive with full usage rights and ownership.

Videography Requirements

Staff will participate in the review of all footage to provide feedback on segments to be used. The committee will receive files of the edited and finished video and retains the right to alter any final footage to meet specific needs of size, resolution, or timing. It is possible that additional modifications or edits would be contracted with the vendor.

The selected vendor(s) will not add or embed videos with branding, captions or watermark signatures on videos provided to the committee.

Deliverables ó Fully edited videos uploaded to the agreed upon channel, DVD, or flash drive with full usage rights and ownership.

Specifications for Response

Qualifying proposals require the information below. Information within the proposal should be clear and in the format requested for each section:

1. **Executive Summary:** Provide an overview of the proposed services (photography and/or video work).
2. **Examples/Past Projects:** If you are providing a proposal on videography, include a sample of a relevant past project.

3. **Additional Considerations to be Addressed:** Term of service. As noted in the *Scope of Work* section, we will be seeking photos and/or videos that are seasonal or event based. Please specify seasons or events you are available for.
4. **Cost Summary:** A detailed accounting for your cost for services. Please provide details on photography and videography separately if applicable.

Evaluation and Selection Process

All applications will be evaluated and rated based on applicant's qualifications, availability, and pricing. The Hotel/Motel Marketing Committee reserves the right to find any applicant qualified or unqualified to perform the duties outlined in the *Scope of Work* section.

Tentative Selection Schedule

The following timetable is tentative and subject to change:

November 26, 2018	Request for Proposal is released
January 11, 2019	Proposals due by 5:00 p.m.
January 21, 2019	Follow-up with top candidates
February 1, 2019	Committee awards Professional Service Agreement

Questions concerning Proposal Requirements

All questions regarding this RFP should be addressed to:

Kristina Wiltgen, Decorah Area Chamber of Commerce, Executive Director
Hotel/Motel Marketing Committee, Treasurer

Phone: 563-382-3990

Email: kristina@decorahareachamber.com

Questions must be submitted at least three business days prior to the RFP submission deadline.