

Request for Proposal

PHOTOGRAPHY SERVICES FOR THE TOWN OF SHELBURNE

RFP# 03-2019

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ISSUED August 16, 2019

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INTRODUCTION | PROJECT DESCRIPTION

The Town of Shelburne has budgeted \$7000 to contract a photographer to capture images of the Town starting in mid-September 2019 and concluding in September 30, 2020.

The contractor will be responsible for images that tell the story of the Town, reflect the motto “A People Place a Change of Pace” and captures special moments (events) of the Town, that are appealing and reflect the diversity of the community.

Images will be for use on all media channels including, but not limited to, the Town of Shelburne’s website, social media accounts, promotional publications, and advertisements of both candid and art directed photographs.

Images captured by the selected contractor will become the property of the Town of Shelburne and added to the Town’s picture repository to be used at the discretion of the Town for perpetuity.

The Town’s 2019 estimated population is 9,000. It is estimated to increase to about 11,500 in 2028. The Town is about 6.6 square kilometers in size. Attachment A provides a Community Map. The community has been recognized as the fastest growing town in Ontario, and second fastest in Canada according to the 2016 Census Data. The Town’s strategic location to the Greater Toronto Area (GTA) and affordability factors have attracted a diverse range of young, urban, multi-cultural families seeking a higher quality of life, outside of the metropolitan area.

General information on the Town is available at www.shelburne.ca

SCOPE OF WORK

Objective

Images will highlight the aspects of the Town that will reflect why Shelburne is appealing to residents, visitors, and investors. Staff will work with the contractor on the specific images and locations that will be required for this project. Including but not limited to:

- Images of historical buildings
- Streets
- Event documentation
- Still life
- Portraiture (Group, Individual, Official)
- Shelburne Scenic shots

Also, within scope of this RFP

- Facilitation and signing of all model / participant and property release forms
- Onsite art direction of photo shoots
- Production of final photography in the required format – digital
- Attendance at, and documentation of, special events throughout Shelburne
- Digital filing, processing, and potential provision of studio space (if required)

PROJECT BACKGROUND

The Town of Shelburne will own these images (as needed) primarily for Town related materials including print ads, social media campaigns, and brochures.

These outlets require prominent and captivating images that help tell the story of the Town of Shelburne and feature the elements that capture the Town moto “A People Place a Change of pace”.

Events will include, but not limited to:

Shelburne Fall Fair – September 2019

BIA Savour Shelburne – September 2019

Treats in the Streets – October 2019

Santa Claus Parade – December 2019

Shelbrrr Fest – February 2020

Easter Egg Hunt – April 2020

Multicultural Day – May | June 2020

Street Festival June 2020

Canada Day – July 2020

Heritage Music Festival – August 2020

PROJECT DELIVERABLES

- The Town of Shelburne will receive all raw image files - Minimum of 500 images per event and minimum 2500 images that help tell the story of the Town of Shelburne and feature the elements that capture the Town moto “A People Place a Change of pace”. (Images with poor resolution, or other defects are to be removed/excluded)
- 100 edited uncompressed PNG or jpeg format per event and 500 edited uncompressed PNG or jpeg format per Town story.
- Events: Images will be provided immediately after an event. The Town of Shelburne 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
- Full resolution digital images uploaded to an internet web site (with thumbnails of all shots), maintained and operated by the contractor with full usage, access and ownership rights provided to the Town of Shelburne. At the conclusion of the contract, all images via hard drive | memory card will be provided to the Town of Shelburne. Deliverables must be PC compatible and provided within 24 hours of an event photo shoot and 15 days of other photo shoots

- Provide all photos in organized folders by topic, day and/or event. The selected contractor will not add or embed photos with branding captions or watermark signatures on image files provided to the Town of Shelburne
- The selected contractor will be allowed to use approved images captured for this project for demo purposes only
- All deliverables shall become the property of the Town of Shelburne

PROPERTY RIGHTS

The Town of Shelburne shall, at all times, retain ownership in and the rights to any creative works, designs, or works of similar nature that may be produced in connection with this contract or the Services. The contractor agrees that such works are “works for hire” and assigns all of contractor’s right, title, and interest to the Town of Shelburne.

PROJECT BACKGROUND DOCUMENTS

The following documents will assist contractors planning to submit a proposal

- Shelburne Historic Walking Tour: <https://www.shelburne.ca/en/explore-and-play/resources/Documents/heritage-walking-tour-brochure.pdf>

Project Timeline

The project will be completed by September 30, 2020

Budget

The approximate budget for the project will be \$7,000. Harmonized Sales Tax (HST) is not included in this budgeted amount and should be identified separately in the financial proposal. Prices shall be firm not subject to escalation in Canadian funds, open for acceptance for 90 days after closing of the RFP.

Contractor Requirements

The successful contractor will but not limited to:

- work with the Town to discuss images
- seek out appropriate photographic subjects and opportunities
- carry out research and preparation for a shoot
- prepare proofs for approval
- compile finished products
- work in different locations and circumstances to get the right image
- use an extensive range of technical equipment, including cameras, lenses, lighting, and specialist software
- understand traditional film and digital photography and keep up to date with industry trends, developments, and new techniques
- digitally enhance images by, for example, changing emphasis, cropping pictures, correcting minor faults, or moving objects around
- manage the business aspects of the work, including administration, scheduling work and invoicing

Contractor Minimum Requirements/Qualifications

- Extensive Photography portfolio representing similar projects
- Photographer will travel at their own expense to all events
- Ability to provide electronic images immediately following events to be use by the Town of Shelburne
- Available for event dates and times
- Ability to provide electronic images within 15 days of completion other photo shoots

The complete RFP and additional information can be seen by visiting [Merx](#)