# Request for Proposal – Videography

**Purpose**

The District of 100 Mile House invites proposals to deliver a series of seasonal tourism videos for publication in various media including social media and web. The purpose of the videos is to capture the essence and uniqueness of 100 Mile House as a visitor destination and showcase our tourism products, services, attractions, and activities.

**Background**

The District of 100 Mile House is in the process of updating several key marketing materials. We are seeking the creation of a series of short videos that we can feature on a variety of platforms to promote the community to attract tourists and new residents.

**Scope of Work**

* Video acquisition in a resolution suitable for social media and web formats
* Scouting, shooting, production and editing of video content
* Key sites and content for the videos will be determined in collaboration with the District
* Brand guidelines must be considered in developing the videos
* Videos and all rights will become the property of the District of 100 Mile House and will be published with credit (when possible) to the videographer
* B-roll may be available from other sources
* Meetings with District staff will be required for project planning and updates
* Manage all subject/model release forms
* Submit rough drafts for approval
* All editing, post-production and final cut provided
* Audio to accompany the final videos will be required
* Footage will be obtained in the District of 100 Mile House only, unless otherwise negotiated and specified to extend beyond the District into the surrounding South Cariboo.

**Themes**

District staff will work closely with the successful proponent to recommend events and activities for filming. However, the videographer will have considerable freedom to shoot relevant topics that may not be on a formal shot-list.

The videographer can expect to provide video(s) around the following seasonal themes:

* Events, festivals, and parades
* Shopping, walking, town activities
* Farmer’s Market
* Centennial Park
* Sports tournaments
* Mountain bike trails
* Electric bikes and/or fat bikes in winter
* Skiing, snowshoeing, snowmobiling
* Hikes with amazing views
* Footage will be compiled over four seasons and focused on promoting 100 Mile House
* Spring – hiking, chasing waterfalls, birdwatching, mountain biking
* Summer – Farmer’s Market, camping, rodeo, Music in the Park, electric bikes
* Fall – ATV, lookouts, mountain biking, downtown murals
* Winter – skiing, snowshoeing, ice fishing, snowmobiling, Christmas Parade

We would like to have videos that feature a lively, active community with people of all ages engaged in activity. We can also feature downtown walkability, unique characteristics of town, prominent points of interest, and the natural environment.

The vision for this project is to capture video segments focused on promoting 100 Mile House as an attractive four-season destination to encourage visitation and promote tourism in 100 Mile House. We anticipate a series of short videos compiled together in a collage format, into relatively fast-paced longer videos, perhaps centred around a theme. Creative options are encouraged, and proposals that align with current trends in community promotional videos are welcome.

**Negotiations**

The award of the contract is subject to negotiations with the proponent that offers, in the District’s opinion, the best value proposal. Such negotiations include, but are not limited to, the following:

1. Changes or refinements in the service requirements or scope of work proposed by the proponent;
2. Price – if directly related to a change or refinement in the proposed scope of work proposed by the proponent; and
3. Specific contract details as deemed reasonable for negotiation by the District.

**Budget**

A $10,000 budget has been approved for this project, which is to be inclusive of any travel expenses. Please indicate in your proposal the quantity and minimum length of videos that will be provided for this fee.

**Submission Requirements**

All proponents are required to submit the following in their proposal:

* Your proposal demonstrating project understanding
* Identify company name, lead contact, and key personnel that will work on this project
* Clearly state the benefits and options offered by your video production service
* Include a brief submission of your service qualifications and past relevant experience in providing destination videography
* Provide a minimum of three references that include former clients
* Examples of work should be attached

Proposals will be accepted until **2:00 pm local time May 30, 2022**. Please submit proposals in person, by mail, or by email to:

Joanne Doddridge

Director of Economic Development & Planning

District of 100 Mile House

Box 340, 385 Birch Avenue, 100 Mile House, BC V0K 2E0

jdoddridge@100milehouse.com

**Questions**

Any questions should be directed to: ecdev@100milehouse.com. Answers will be posted at: <http://www.100milehouse.com/business-development/bid-opportunities>

**Proposal Evaluation**

The following criteria will be considered in the evaluation of proposals:

* Quality and completeness of proposal
* Experience of firm and key personnel
* Project approach, process, and timeline
* Understanding of project and ability to provide deliverables
* References and examples of work provided
* Cost

**Anticipated Schedule**

1. RFP issued: May 17, 2022
2. Proposals due: May 30, 2022
3. Interviews conducted: June 3-8, 2022
4. Project start: June 10, 2022
5. Project completion: March 1, 2023

**Additional Resources**

* Discover South Cariboo <https://www.discoversouthcariboo.ca/>
* District of 100 Mile House <http://www.100milehouse.com/>