



SOUTHERN VERMONT
DEERFIELD VALLEY

Bi-Town Marketing Photographer Request For Qualifications

In collaboration with the Towns of Dover and Wilmington, Southern Vermont Deerfield Valley Chamber of Commerce

RFQ Issue Date: Friday August 27, 2021

Qualifications Due By: September 15, 2021 at 4 pm

Qualifications can be sent by email or mail to:

Eric Durocher

Economic Development - Dover, VT

PO Box 527

West Dover, VT 05356

econdev@doververmont.com

Questions: Eric Durocher (802)464-5100 x4 or econdev@doververmont.com

Introduction and Background:

The Bi-Town Marketing Committee is a sub-committee of the Bi-Town Economic Development Committee. The Bi-Town Economic Development Committee is organized by the Towns' of Wilmington and Dover with representation from the select boards, staff, community members, Mount Snow, Brattleboro Development Credit Corporation, and the Southern Vermont Deerfield Valley Chamber of Commerce. The purpose of the committee is to be an economic driver for the Deerfield Valley. The Marketing Committee just completed a five-year digital marketing campaign. The digital ad campaign is connected to the Southern Vermont Deerfield Valley Chamber of Commerce website; they are also our fiscal agent. Our goal is to drive more summer visitors and economic viability to the Deerfield Valley. The Committee has been approved for funding for videographers, photographers, and other content creation.

Scope of Work:

Create a collection of photography to be used as part of our digital/social media marketing campaign. The project would be to submit stimulating and effective high resolution photographs of locations within the Deerfield Valley of Southern Vermont based on the attached shot list. The focus of the plan would be for summer and fall marketing campaigns.

The desired qualifications include:

- 1) Proper experience and artistic direction
- 2) Proper equipment
- 3) Knowledge of our area, its seasons, and people
- 4) Project Communication and Reliability

Required Content:

- Identity of individual/organization: Identify yourself/organization and a single point of contact with information.
- Background: Provide a history of your yourself/organization, a list of clients/projects you have developed, and background qualifications of anyone who would be working with you on the project.
- Experience: A brief description of your personal/organization's experience with similar projects, experience/knowledge of the Deerfield Valley, and examples of scenic photography.
- Capacity: Indicate what your capacity is to implement this project.
- Cost - Cost per photograph.

Criteria Scoring:

- 1) Qualifications of the individual/organization to be assigned to the project (max 20 Points)
- 2) Knowledge of our Area (Dover/Wilmington). (max 15 Points)
- 3) Quality of Work/Product (max 30 Points)
- 4) Capacity (max 20 Points)
- 5) Cost (max 15 Points)

The Bi-Town Marketing Committee shall evaluate the statements of qualifications and other material submitted by interested parties and select a minimum of three firms/individuals which, in their opinion, are best qualified to perform the desired services. Interviews may be conducted with the firms/individuals. The Committee shall rank, in order of preference, these three professionals deemed to be the most highly qualified to provide the services required, and create an agreement with the firm/individual. In the event that a contract cannot be negotiated with the most highly qualified firm, negotiations continue in order of qualifications and multiple firms/individuals may be contracted with.

Deliverable:

Please make all submissions to Eric at econdev@doververmont.com or in person at the Dover Town Office

Other Information:

The Bi-Town Marketing Committee and the Southern Vermont Deerfield Valley Chamber of Commerce reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFQ in part or in its entirety if it is in the best interest of the committee. This solicitation of proposals in no way obligates the committee to award a contract.

The selection of a vendor shall be made without regard to race, color, sex, age, religion, sexual orientation, gender identity, national origin, physical or mental condition, HIV status, or political affiliation. We are an Equal Opportunity Employer and encourage proposals from qualified minority and women-owned businesses.

Required Shot List:

Hiking & Cross Country Biking- Scenic photos of hiking/biking trails showing serenity of enjoying quiet time in nature. Locations must be within the Deerfield Valley of Southern Vermont with emphasis on the following locations:

- Crosstown trails
- Haystack
- Valley Trail
- Molly Stark
- Hoot Toot & Whistle Trail

Water Locations - We are requesting both scenic & action photographs of popular summer/fall aquatic locations within the Deerfield Valley including:

- Harriman Reservoir
- Somerset Reservoir
- Lake Raponda
- Sunset shots
- Boating - canoe, kayak, motor, jet ski, paddleboarding
- Beaches with kids playing
- Fishing

Foliage Recommended Photographs -

- Scenic shots that show the beauty of fall in southern Vermont's Deerfield Valley
- Bright & variety of colors is best where possible
- Empty roads with foliage lining the roadway, showcasing the beauty of a drive in southern VT
- Scenic and drone shots showcasing the vastness of the landscape

Wilmington Downtown

- Footage of the downtown area showcasing the shops and restaurants

Rt 100 Dover

- Footage of the Dover Town Offices area

Dining

- Highlight the rich dining experiences available in the Deerfield Valley
- Footage should not include specific restaurant signage, rather should represent the quality dining you will experience at any restaurant in the area
- Outdoor dining footage

Blueberry picking