



File: 6750-20/2024

REQUEST FOR QUOTATION (RFQ)

**Photography & Videography for
Business & Resident Attraction**

Contract #2024-02-A

Issue Date: Thursday, March 28, 2024
Closing Date: 4:00 pm, Wednesday, April 10, 2024

Contact Person:
Jill Barrowman
Economic Development Officer
ecdev@smithers.ca
1027 Aldous Street, PO Box 879 Smithers, BC, V0J 2N0

1. PURPOSE

The Town of Smithers (“the Town”) is seeking quotes from professional, local photographers to create photography and videography content for resident and business attraction.

The photographs and videos will be used in digital and print media, including but not limited to promotional brochures, website, social media, advertisements, and other Town publications.

Smithers is a regional hub for tourism, retail, mining, industrial supply, and travel through the Smithers Regional Airport. The Town has received funding to create a marketing initiative focused on attracting employees and businesses to support the changing and growing economy of the community.

2. SCOPE OF WORK & DELIVERABLES

The successful contractor must be able to provide photography and videography services as described below, within the timeline provided. The contractor will be responsible for images that tell the story of a Town “for all seasons” and captures special moments and events of the Town that are appealing and reflect the diversity of the community. For ease of reference, but not limited to, a shot list of desired photographs is attached in Schedule A.

2.1 Photography for Resident Attraction

Provide a minimum of 100 high-resolution photographs (including aerial) capturing the essence of Smithers: natural setting, abundance of recreational opportunities and vibrant community culture. Images to highlight aspects of the Town that reflect why Smithers is appealing to residents and visitors.

2.2 Videography for Resident Attraction

Provide a minimum of two videos of between 2 to 3 minutes each in duration, and two highlight-reel vignettes of 30 seconds each from the videos, interviewing residents, medical practitioners and educational professionals as to why they chose to live, work and play in Smithers. The videos must capture the essence of Smithers: natural setting, abundance of recreational opportunities and vibrant culture.

2.3 Photography for Business Attraction

Provide a minimum of 80 high-resolution photographs (including aerial) capturing Smithers as an attractive regional economic hub, showcasing the diversified economy and local supply, to attract investors and entrepreneurs. Additional direction will be provided in early summer 2024 when the Town’s Economic Development Plan has been finalized, which will identify niche areas for business growth and attraction.

2.4 Videography for Business Attraction

Provide a minimum of two videos of between 2 to 3 minutes each in duration, and two highlight-reel vignettes of 30 seconds each from the videos, capturing Smithers as an attractive regional economic hub, showcasing the diversified economy and local supply, to attract investors and entrepreneurs. Business owners and key personnel within the industrial sector to be interviewed as to why they enjoy doing business in Smithers, and why they chose to invest in Smithers.

3. RESPONSIBILITIES

3.1 Contractor Responsibilities

- Work with the Town’s Economic Development Officer for specific images and locations required;
- Seek out appropriate photographic subjects and opportunities;
- Facilitation and signing of all model / participant and property release forms;
- Onsite direction of photo / videography shoots;
- Manage the business aspects of the work, including administration, and scheduling of work;
- Production of final photography and videography in digital format;

- Attendance at special events as listed in Schedule A.

3.2 Town Responsibilities

- Provide suggestions for models / participants, especially for videography;
- Provide input and/or review scripts for videography, if required;
- Provide introduction for contractor to business owners and project partners, where necessary;
- Facilitate contractor requirements for shoots at the Smithers Regional Airport.

4. PROJECT TIMELINE

The project must be complete, including provision of all digital materials and final invoice to the Town, by 4:00 pm on **Thursday, September 19, 2024**.

5. AMOUNT & EXPENSES

The amount quoted must be inclusive of all expenses, including travel costs, and time and materials, but excluding GST. The contractor will be solely responsible for implementing the project; as such, the Town shall not be responsible for covering any costs incurred by the contractor.

6. PROPERTY RIGHTS

Images and videos captured by the selected contractor will become the property of the Town and added to the Town's digital library to be used at the discretion of the Town.

The Town shall, at all times, retain ownership in and the rights to any creative works, photography and videography that will be produced in connection with this contract. The contractor agrees that such works are "works for hire" and assigns all of contractor's rights and title to the Town. The Town may share content with other partner organizations, provided the partner organization gives credit to the photographer when publishing the content.

The selected contractor will be allowed to use approved images captured for this project for demo purposes only.

7. CONTRACTOR MINIMUM REQUIREMENTS / QUALIFICATIONS

The Town's preference is to hire a local contractor for this project. The contractor should possess the following qualifications and requirements:

- Extensive photography portfolio representing similar projects;
- Commercial drone pilot licence;
- Knowledge of the community and businesses in Town;
- Valid Town of Smithers business licence;
- Contractor to travel to local events and locations for this project at their own expense;
- Availability for event dates, where listed;
- Availability to complete and invoice the project within the specified timeline.

8. QUOTATION SUBMISSION

Quotations must be received by **4:00 pm on Wednesday, April 10, 2024**.

Quotations may be emailed to ecdev@smithers.ca, with the subject line "RFQ 2024-02-A for Photography and Videography". Alternatively, hardcopy quotations for this RFQ may be submitted to:

Jill Barrowman, Economic Development Officer
Town of Smithers, PO Box 879,
1027 Aldous Street Smithers, BC V0J 2N0

The Town of Smithers reserves the right to waive informalities in or reject any or all quotations, or to accept the quotation deemed most favourable in the interest of the Town. The lowest or any quotations will not necessarily be accepted. The award of this contract is subject to funds being legally available.

SCHEDULE A

Description	General	Aerial	Videography to Capture
Recreation / Tourism (minimum 75 photographs)			X
Main St Market- July 19, August 2 & 16 (at least one of the dates)	X	X	
Riverside Campground	X	X	
In Your Shoes - May 26 th (Ranger Park)	X		
Elks Park - ball fields	X		
Tennis Courts	X		
Turf Tots Soccer – May to Jun (Chandler Park)	X		
Dodgeball/ball hockey/challengers baseball (TBD)	X		
BV Fall Fair	X	X	
Skatepark	X		
Art Gallery	X		
Ranger Park Disc Golf (photos to be supplied by May 1)	X		
Library	X		
Kids Bike Park	X		
Golf Course		X	
Community Gardens	X		
BV Pool & Rec Centre	X		
Shop Local / Business (minimum 60 photographs)			
Main Street - looking up and down - summer	X	X	X
Main Street - with HBM in background - summer	X	X	X
McBike - showcase bike / ski rental options	X		
Outdoor stores - showcase fishing/hunting supplies	X		
Industrial area (incl 19th Ave, PIR, Tatlow Road)	X	X	X
Industrial area (incl Huber, Tatlow Industrial Park eg. Eye Candy Cycles, etc.)		X	X
Highway 16 frontage (incl. lumber yard, feed store, Evergreen, Bandstra, etc.)	X	X	X
Business Walk (tentative date June 27)	X		
Airport (minimum 15 photographs)			
Airport entrance	X		
Airport with plane (private or Air Canada)	X		
View of airport from H16	X	X	
View from airport to HBM from inside airport entrance	X	X	
View east to west and include terminal building with views	X	X	
General (minimum 30 photographs)			
Residential areas (Ambleside, Lake Kathlyn - showing HBM)		X	X
Seniors (incl. Senior Centre - activities, Bulkley Lodge - outside only)	X		
Playground (eg. King St with school building in background)	X		
Cycle 16 pathway with modes of transport	X		X