



2023 Request For Proposals **Photography**

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I. Summary

Experience Olympia & Beyond (EOB) is the official destination marketing organization for Thurston County. Our mission is to reveal Thurston County's most iconic experiences for the world to discover. We are seeking the professional services of a Contractor to lend their creative and technical expertise in photography to help support our team as we work to fulfill the strategic objectives and highlight the affinity categories outlined in our 2023 Business & Marketing Plan.

Strategic Objectives

1. Maximize our brand/image
2. Grow our positive economic impact on Thurston County
3. Enhance the destination experience

Affinity Categories

- Food, Dining, Bars, Nightlife
- Unique shopping
- Book lovers
- Outdoor escapes
- Sports & wellness
- Arts & Culture

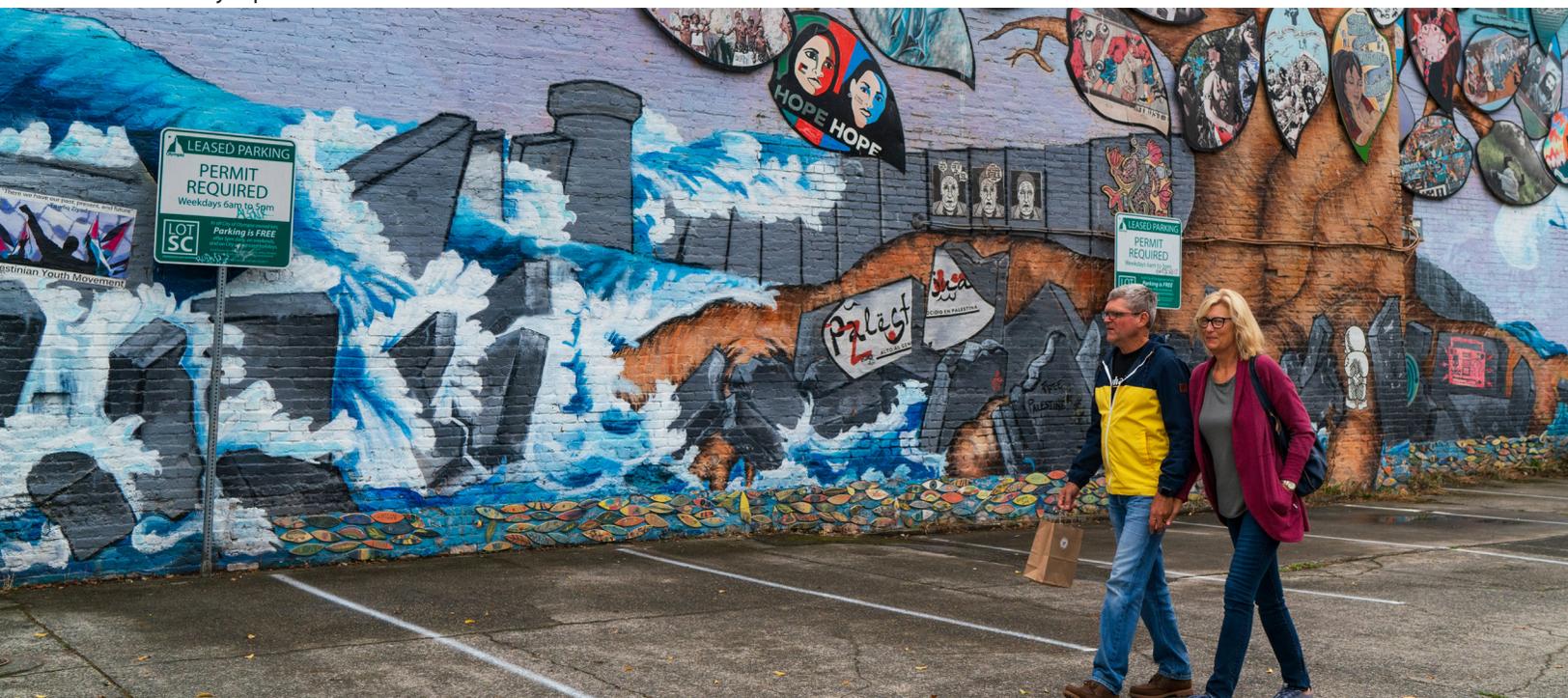
Photography should also capture an assortment of Thurston County's most iconic tourism events, festivals and meetings while keeping our commitment to DEI at the forefront of all shooting plans.

All images shot should be made available for Experience Olympia & Beyond's use as part its Shared Image Library. These images would be eligible to be shared with key partners throughout Thurston County including:

- All Thurston County Municipal Governments & their affiliates
- All Thurston County Chambers of Commerce
- Thurston Economic Development Council
- Olympia Downtown Alliance
- Port of Olympia



The Contractor we select will be motivated, creative thinkers. They will come to the table with fresh ideas, enthusiasm, and a plan! **We love to work with agencies that are as accountable as they are creative.** This means regular, direct, two-way communications, and responsiveness. Time management and organization is of the utmost importance to our team. Our ideal Contractor will be one that does their research. This means looking to other successful destinations and considering how they are promoting their destination through photography—what is new, exciting, engaging, and authentic. And equally important, **our ideal candidate not only is knowledgeable about Thurston County but cares deeply about it as well.**



II. Project Format & Budget

Once the Contractor is selected, initial meetings will be set between the Contractor and EOB Content & Brand Manager to collaborate on a shoot schedule, identify desired themes, model needs, etc.

The Contractor should anticipate that Scope of Work begin in the month of March and end no later than December 15, 2023. All photos should be uploaded to EOB's Photoshelter account as 300 dpi jpg files.

The number of photo shoots completed will depend on numerous variables including local events and seasonal activities. We do not anticipate that every month will contain an equivalent number of photo shoots. Photo shoots will be scheduled in effort to support our strategic objectives and seasonal needs, and in keeping with the project budget maximum of \$15,000, excluding model costs.

III. Agency & Proposal Requirements

Each proposal must contain the following components.

1. Notice of Intent to Bid

- Applicant Agency Name
- Federal tax ID number
- Contact Person
- Physical Address
- Mailing Address
- Website
- Email
- Phone
- Date
- Signature

2. Agency Information

- Primary team members that would be working on our account and their roles and backgrounds.
- Number of employees in your company.
- Date of company formation.
- Notice of intent to hire subcontractors in order to complete our project's scope of work--please list all companies and/or individuals that would participate in the project, their location, unique skills and work to be performed.
- Proof of insurance.
- List of all tourism-related clients for whom you have contracted in Washington State and Oregon during the past 12 months and certify that there is no conflict of interest between any existing contract, client relationship and the ability of your company to represent the needs of Experience Olympia & Beyond.
- Roster of your team members, their experience, individual roles and personal bios.
- Detailed account of what makes your agency unique. Why should we choose your agency over the competition?

3. Budget Estimate & Billing Structure

Please outline your estimated budget for each project, based on the expectations provided, including (but not limited to):

- Hourly rate and rate structure: shooting and post-production
- Additional staging fees
- Permitting
- Other line itemized fees/ potential add-ons
- **Models.* Model costs are not included in the project budget, but may be added in as an additional fee. See *footnote*.

Please include your billing structure (how and when you prefer to be paid) as well as any billing conventions you employ: retainer, hourly rates, etc.

4. Portfolio & References

- Please include contact information of no fewer than three (3) references.
- Please include live and current links to a minimum of (3) samples of photography projects that you've completed in the past 24 months.



Candidates may also include the management and inclusion of models. In this case, model management and acquisition costs should be outlined and itemized separately.

IV. Project Timelines

All timeline dates listed below reflect deadlines of 5 p.m. on the dates noted:

RFP(s) Issued	January 27, 2023
Vendor Questions Emailed to EOB	By: February 3, 2023
Questions Answered Via Email	By: February 10, 2023
Proposals Due	By: February 17, 2023
Contract Signed	By: February 24, 2023
Winner Announced	By: February 28, 2023

Proposal must be delivered via email in PDF to attention of Annette Pitts, CEO, at annette@experienceolympia.com.

This RFP does not commit Experience Olympia & Beyond to award a contract. Experience Olympia & Beyond reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of Experience Olympia & Beyond. Costs for developing proposals are the responsibility of the Vendor and shall not be reimbursed by Experience Olympia & Beyond.

V. Selection Process

The Experience Olympia & Beyond team will evaluate all proposals received and candidates will be notified by phone or email once a final selection has been made.

Proposal Evaluation Criteria

All proposals submitted will be evaluated using the following criteria:

Adherence to RFP requirements	25%
Demonstrates accountability	25%
Budget	20%
Body of Tourism-Related Work/Portfolio	10%
Creativity	10%
References	10%

VI. Questions

Candidates may send any questions that they have about the project in its entirety to Annette Pitts, C.E.O. of Experience Olympia & Beyond via email at annette@experienceolympia.com.

All questions should be submitted by February 3, 2023.

Answers will be provided via email no later than February 10, 2023.

Experience Olympia & Beyond

P.O. Box 1394
Olympia, WA 98507
experienceolympia.com

