



Edgewater Chamber of Commerce

REQUEST FOR PROPOSAL FOR PHOTOGRAPHER SSA #26

*Request for Proposal by: **Monday, September 21, 2020***

*Estimated work period: **October through December 2020***

Project Intent:

SSA #26, managed by the Edgewater Chamber of Commerce (ECC) is seeking an individual or agency to provide photographic services to further neighborhood marketing efforts.

Edgewater is seeking cohesive imagery to help tell the story of the neighborhood. Images should be able to be used in various marketing campaigns or stand on their own to showcase Edgewater as a destination through photos that convey a message and capture interest. Continuing to build awareness around this unique neighborhood, we are looking to position Edgewater as an undiscovered destination with experiences for all.

With two large transit projects in the neighborhood, Metra on the west and the CTA's Redline on the East, the goal is to raise the profile of the businesses impacted in the SSA business corridors over the next five years. Audiences include, Edgewater residents, local tourists (17-mile radius) and Edgewater stakeholders.

Photo applications may include:

- Website & Social Media
- Neighborhood Guide
- Brochures & Collateral
- Email Marketing & Awareness Campaigns
- Chamber Reports & Presentations
- External Media

Scope of Proposal

Photo Shoots: 40 Business Sessions will take place at their location with a mix of portrait, candid/product, and environmental shots. The session should occur October – Mid-December. The number of hours to complete the photo sessions will be at the photographer's discretion but we anticipate no more than 30-45 minutes per location. The schedule is to be determined by photographer and coordinated with business based on preferred scheduling method.

2-4 Neighborhood Session that capture five commercial corridors during the fall and early holiday season.

Deliverables: The Chamber will request 8-10 final web and high-res edited images from each business session and no less than 20 images from each neighborhood session. The photographer will grant the Edgewater Chamber of Commerce full rights to all final edited images. The Chamber will also grant each business the right to use the edited images for their own business promotion. The deadline for edited images is rolling as session are completed and edited with all final images submitted December 31, 2020.

RFP Request:

To receive consideration, proposals must include:

- Qualification:* A brief bio of the individual, firm, or organization, including experience and ability to fulfill the scope of work described in this RFP
- Vision:* In either story boards or 500 words or less, showcase the direction or outline for how you see this project taking shape.
- Sample Work:* Provide up to ten (10) images that best illustrate experience with an accompanying title or sentence that describes shoot. Photographers are encouraged to submit based on their strengths (i.e. lifestyle, architecture, portrait, action, etc.).

- D. *References*: Provide at two (2) references for projects of similar size and scope, completed during the past two (2) years.
- E. *Description of Charges*: Provide the methodology for project, session charges and hourly rates. The hourly rate should be inclusive of shoot prep time, post shoot editing and delivery to ECC, along with full copyright ownership.

Budget range: Our estimated project range is \$5,000 - \$6,500. We operate with the smaller budget of a non-profit organization, but we do have some budget flexibility with this project depending on photographer experience and number of Neighborhood Sessions recommended.

Timeline:

- Proposals due: Monday, September 21, 2019
- Committee Review and applicant Q&A if applicable: Wednesday, September 23, 2020
- Final Decision: Wednesday, September 30, 2020
- Notification: Friday, October 2, 2020

Selection Criteria: All complete proposals received by the deadline will be evaluated by a team of volunteers and Chamber of Commerce staff.

Bid responses will be scored using the following percentages:

- 40% = Overall hourly rate
- 30% = Story-telling ability of portfolio presented
- 20% = Vision statement for project
- 10% = References

RFP Terms and Conditions

Payments will be made to the selected vendor in three installments: A deposit before scope of work has begun, 50% business session photoshoots completed, and after delivery of final images. Payments will only be made after an invoice has been submitted.

The awarded bidder(s) will be expected to enter into a contractual agreement. The contract will obligate the bidder to provide the services and/or products identified in this RFP and their respective bid.

Prior to contract award, the selected respondent will be required to submit evidence of insurance. If applicable, Contractor shall submit certificates of insurance with applicable endorsements to the policy attached, prior to beginning work under the Contract or no later than ten (10) days after award, whichever occurs first.

Edgewater Chamber of Commerce reserves the right to award all, partial or none of this solicitation.

The Edgewater Chamber of Commerce is interested in receiving proposals from a broad spectrum of individuals and is committed to creating an inclusive and equitable work environment.

Responses

Please submit your RFP and/or questions via email to Christina Pfitzinger, Executive Director, at Christina@edgewater.org by end of day **Monday, September 21, 2020**.

Thank you for your time and consideration!