

Request for Proposals



Photography Services for Oakdale Tourism and Visitors Bureau

Issue Date: March 1, 2017

Due Date: 2 p.m. on Friday, March 31, 2017

Submit proposals to:

Electronically

oakdaletourism@gmail.com

RE: Photography Services RFP

OR

By Mail

Oakdale Tourism and Visitors Bureau

ATTN: Pam Dumas

214 E. F Street #209

Oakdale, 95361

INTENT OF SERVICE

The Oakdale Tourism and Visitors Bureau (OTVB), also known as Visit Oakdale, is requesting proposals for photography services. Visit Oakdale, is seeking to build a stock of editorial style photos of Oakdale for use in marketing materials. Photos will be used for the website, email newsletters, social media, billboards, ads, event promotion, marketing collateral, etc.

BACKGROUND AND OVERVIEW

Every year millions of cars drive through Oakdale on their way to Yosemite and the foothills. Visit Oakdale wants to give visitors a reason to stop and enjoy what Oakdale has to offer. Visit Oakdale actively seeks to promote tourism through print advertising, billboards, social media, hosting the Western Days Festival and supporting local events which draw visitors from outside Oakdale.

For more information go to:

visitoakdale.com

facebook.com/VisitOakdale

pinterest.com/visitoakdaleca

SCOPE OF WORK

250 high-resolution photos, hereafter know as the “Product.” Photos to be taken at various locations in Oakdale. Product to be delivered within 45 days of the award of the contract.

Oakdale is known as “the cowboy capital of the world.” Photos should convey the Western charm of the city. Photos are to highlight what makes Oakdale unique and capture the essence of the community. For example: Americana, Western, rodeo, small town, quirky, rustic, cowboys, cowgirls, cowboy culture, etc.

Locations include, but are not limited to, the following:

- First National Bank Building (exterior)
- Downtown Oakdale – 3rd Street Businesses
- Gene Bianchi Community Center (exterior)
- Oakdale Rodeo Grounds
- Oakdale Museum & History Center (interior and exterior)
- Oakdale Cowboy Museum (interior and exterior)
- Oakdale Cheese & Specialties (interior and grounds)
- Bloomingcamp Ranch (interior and grounds)
- Sierra Railroad Dinner Train
- Dorado Park
- Hotels (Best Western Plus, Holiday Inn Express, Holiday Motel, Jerry’s Motel and Motel 6)
- Woodward Reservoir
- Oakdale Bicycle Shop
- Bucksworth Western Wear
- H-B Bar
- Alamosa Hat Works
- Rivi’s Wine Bar
- House of Beef
- Ferrarese’s Deli
- Café Bliss
- Moss Rose Bakery
- Most Wanted Wine Bar
- Last Call Brewing Company (interior)
- The Reata (interior and exterior)
- Alexandra’s Home & Garden
- Knight’s Ferry: Historic downtown and covered bridge

COPYRIGHT

OTVB retains the right to alter any final images to meet specific needs of size, resolution or crop ratio as required by specific applications and uses.

Credit will not be given to the photographer awarded this contract either through captioning or by using a watermark signature on the final images. The selected vendor will be allowed to use any and all images captured for this project in demo purposes only. OTVB will own the rights to all photographs for this project upon completion.

PROPOSAL GUIDELINES

Proposal to include the following:

1. Contact Information
 - First and Last Name
 - Business Name (if applicable)
 - Phone Number
 - Email
 - Website (optional)
2. Portfolio of work: Portfolio website **and/or** digital portfolio containing no more than 30 samples of relevant work.
3. Explanation of your experience with editorial style photography; not to exceed 450 words. Please list relevant clients, if applicable.
4. Explanation of your familiarity with Oakdale; not to exceed 450 words.
5. Are you familiar with the locations listed in the Scope of Works? If so, please explain; not to exceed 150 words.
6. Explanation why you want this assignment; not to exceed 150 words.
7. Explanation on how you heard about Visit Oakdale; not to exceed 150 words.
8. **Fee proposal**; desired compensation for completion of the Product as per the specifications outlined in the Scope of Work.

Due Date: Proposals must be submitted by **2 p.m. on March 31, 2017**. Late proposals will not be considered.

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QUESTIONS CONCERNING PROPOSAL REQUIREMENTS

All questions regarding this RFP should be addressed to:

Pam Dumas, Business Manager

oakdaletourism@gmail.com

(209) 345-9264

Questions must be submitted at least five (5) business days prior to the RFP submission deadline.

PAYMENT

Payment not to exceed amount stated in the Fee Proposal. 20% of payment on award of contract; remaining 80% of payment on delivery of Product.

EVALUATION AND SELECTION PROCESS

All applications will be evaluated and rated based on applicant's demonstrated capability and experience in providing professional photography services to the organization. OTVB reserves the right to find any applicant qualified or unqualified to perform the duties outlined in the Scope of Work section.

NOTICE TO CANDIDATES

This Request for Proposal does not constitute a contract or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of OTVB.

OTVB reserves the right to:

Make the selection based on its sole discretion; Reject any and all proposals; Negotiate with any, all, or none of the vendors; Accept other than the lowest offer; Enter into an agreement with another vendor in the event the originally selected vendor defaults or fails to execute an agreement with OTVB.