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**Request for Proposals  
Photography Services**

**RFP No.: P16-033**

**Issue Date: May 11, 2016**

**Purchasing Department  
City Hall, 73 Harlow Street  
Bangor, Maine 04401  
Tel. 207-992-4282**

**I. Introduction**

The City of Bangor is requesting proposals from qualified and experienced photographers to assist the City in creating a library of still photographs in digital format that will help to market and promote the City. The City seeks a variety of types of images that will depict the City during all seasons of the year and through a variety of activities and locations. The estimated commencement date is June 15, 2016.

**II. General Information**

General information is available on the City's website at the following web address: [www.bangormaine.gov/proposals](http://www.bangormaine.gov/proposals). By submitting a response to this solicitation, the bidder accepts the responsibility for downloading, reading and bidding by the terms and conditions set forth in the City's "General Information for Vendors". All questions shall be directed in writing to [bids@bangormaine.gov](mailto:bids@bangormaine.gov).

**III. Submission**

To be considered, return the Proposal Form and any other information the Proposer deems important in an envelope **clearly** marked "**Proposal No.: P16-033: Photography Services**" by **2:00 PM, Friday, May 27, 2016** to City of Bangor, Purchasing Department, 73 Harlow Street, Bangor, Maine 04401.

Proposals may also be submitted via email by sending to: [bids@bangormaine.gov](mailto:bids@bangormaine.gov). If emailing, please reference "**Proposal No.: P16-033: Photography Services**" in the subject line. Proposals will be publicly opened on the date and time stated above.

**IV. Questions**

All questions must be directed in writing to [bids@bangormaine.gov](mailto:bids@bangormaine.gov) no later than **4:30PM, Wednesday, May 18, 2016**. The City will issue a response to any questions or inquiries submitted in writing by the date above, on or before **4:30PM, Friday, May 20, 2016**. The response will be in the form of an addendum, which will be available on the City's website.

## **V. Background and Scope of Work**

The City of Bangor has an area of 32.9 square miles and a population of 33,000 people. The City consists of an urbanized core made up of residential, commercial and light industrialized areas totaling approximately 16 square miles. The City's Department of Community and Economic Development is overseeing an effort to create a library of still photographs in digital format that will help to market and promote the City. The City seeks a variety of types of images that will depict the City during all seasons of the year and through a variety of activities and locations. The photographs that result from this project will be used in a variety of print and digital media, include the City's own website and by the Downtown Bangor Partnership.

The City anticipates requiring the services broadly described below. Respondents shall provide a detailed description of their process for planning and conducting photo shoots and producing a library of digital photos. Respondents shall also provide a detailed cost estimate and schedule for the project.

In preparing a proposed scope of work, schedule, and budget, respondents should consider the fact that completing this project will require many different photo shoots (a variety of location and activity options photographed in different seasonal settings).

### **1. Project Management**

- Provide consulting services in the development of the photography library.
- Work with City staff to coordinate roles, responsibilities and expectations for the project.
- Provide quality control for all development work and deliverables.
- Ensure that project stays on schedule and within scope and budget.
- Coordinate all meetings.
- Provide status reports on all activities.
- Develop a detailed schedule for project completion.

### **2. Production and Direction**

- Recommend locations and schedules for photo shoots.
- Schedule photo shoots on location.
- Scout and secure all locations and studios for photo shoots with assistance of City staff.
- Provide all required personnel (including volunteers or models) and equipment to conduct photo shoots.
- Obtain all required talent releases and provide to the City.
- Conduct photo shoots throughout the year to depict the City during all four seasons of the year.
- Conduct photo shoots addressing the wish list developed by City staff, which will be refined during initial project meetings.

### 3. Post-Production

- Provide post-production services to edit raw images into the finished product.
- Provide supplemental graphics as needed.
- Deliver finished product in desired format(s) including, but not limited to jpg, gif, and png formats.
- Final products may be used in promotional items, on the City of Bangor and Downtown Bangor Partnership websites, on social media accounts, for other promotional and marketing opportunities, and otherwise as the City desires.
- The City of Bangor will retain 100% ownership of all photographs and images resulting from this project. Contractor will grant any rights to and interest in all photographs and images resulting from this contract to the City of Bangor.
- Contractor will be responsible for obtaining all required talent releases and providing copies to the City.

## VI. Proposal Content

Proposals are to be written and presented in a clear and concise manner. However, the City reserves the right to negotiate any portion of the proposal determined to be unclear or to inappropriately address the needs of the City of Bangor. All proposals shall remain firm for sixty (60) calendar days after receipt of the proposals.

### A. Personnel

The responder shall describe its proposed staffing for the services requested. This will include an identification of the individuals assigned to assist the City and their responsible roles.

### B. Current/Related Assignments

Please highlight your firms, and in turn your key staff members capacity, to undertake this work, should your firm be awarded the contract, in relation to existing and pending assignments.

### C. Qualifications and Sample Work

In order to aid in the evaluation of its proposal, the responder must submit qualifications/experience statements and samples of work. These are to include information concerning the firm's background and experience and the skills and qualifications of its staff. Information on particularly relevant projects shall be summarized including an identification of the applicable project, the project location, the proposer's role; the results of the project; and the name, address, and phone number of contacts for references. Resumes of staff members assigned to provide the services requested shall be provided detailing their relevant experience and expertise.

Other information demonstrating the responder's qualifications to undertake the proposed assignment may be submitted. All information is to be provided in an 8½"x11" format and bound into the Requests for Proposals submission.

D. Schedule of Fees.

Provide detailed fee and expense estimates for all services that you or your firm will provide (i.e. core/necessary services) or additional services you make available with respect to the plan. This must include a general or base rate per hour for photography services. Include detail of fees charged in conjunction with the proposal.

## VII. Selection Process

A. Evaluation Criteria

The proposal must be fully responsive and include all submission requirements and must fully address all items in this request.

Proposals meeting all the services requested will then be evaluated based on the following criteria. The criteria are not necessarily in order of importance.

- Firm Experience/Capabilities/Capacity
- Sample Work
- Project References, and
- Fee Proposal

B. Selection Process

The proposals determined to be responsive will be evaluated by the City. The City will evaluate the proposals on the basis of the information submitted only. The City reserves the right to select the Proposer deemed most advantageous or not award all or any of the work in the Request for Proposals.

C. Schedule

The City reserves the right to interview selected Proposer(s).

D. Disclaimer

The City of Bangor will not be responsible for any costs incurred in the preparation of a response to this Request for Proposals.

E. Qualifications

No contract will be awarded except to a responsible Proposer capable of performing the work contemplated. Proposer must comply with all State, Federal and municipal laws. Before the award of any contract, Proposer may be required to show that he/she has the necessary facilities, experience, ability, and financial resources to perform the work in a satisfactory manner.

F. Proposal Acceptance

The City reserves the right to select the Proposer(s) best able to provide the services required. In evaluating proposals, the City of Bangor reserves the right to use any or all of the ideas from the proposals submitted without limitation and to accept any part or the entire successful proposal in selecting the services considered to be the most advantageous to the City. All material submitted becomes the property of the City of Bangor. The evaluation of proposals and determination of the award will be at the discretion of the Bangor City Council and its judgment shall be final and without right of recourse by any Proposer.

G. Rejection of Proposals

The City of Bangor reserves the right to reject any and all proposals received and to waive any informality, technical defect, or clerical error in any proposal as the interest of the City may require. Rejection of any proposal shall be construed as meaning simply that the City does not deem the proposal to be acceptable or that another proposal is deemed to be more advantageous to the City for the particular services proposed.