

July 3, 2026

## RFP - Explore Cariboo Cooperative – Trails and Scenery Photography

### ADDENDUM #1

The following questions have been received regarding the Explore Cariboo Cooperative – Trails and Scenery Photography RFP:

How many models would be needed per location?

- Quesnel
  - West Fraser Timber Park – minimum 2 models
  - Wonderland Trail Network – minimum 2 models
- Williams Lake
  - Williams Lake River Valley – minimum 2 models
  - Scout Island accessible trail and Bernardy Bridge access – minimum 1 model
- CRD
  - Sisters Creek Trails - minimum 1 model
  - Canim Falls - minimum 2 models
- 100 Mile House
  - Centennial Park – minimum 1 model
- Wells
  - Huckleberry Loop – minimum 1 model

Models can be used across multiple locations.

Is there an expected number of final edited images for the project, or should proponents recommend a final deliverable count as part of the proposal?

Proponents are encouraged to recommend a deliverable count they believe can be achieved within the project budget while meeting the geographic distribution requirements outlined in the RFP. Quality, location coverage, and suitability for tourism marketing are the primary objectives.

The RFP notes that models are to be used for each photoshoot. Are model fees expected to come out of the \$10,000 project budget, or would community-sourced/volunteer models be coordinated in partnership with the participating communities?



Any costs associated with arranging and coordinating models should be included within the proponent's proposed budget. The participating communities may be able to assist with identifying local volunteer or community-sourced models where possible, but proponents should assume responsibility for ensuring suitable models are secured and all required release forms are completed.

What level of assistance should proponents assume from each community regarding model sourcing, location access, scheduling, and local coordination?

Participating communities can provide reasonable assistance by identifying key contacts, recommending local models, confirming site information, and facilitating access where required. However, proponents should be prepared to lead overall project coordination, scheduling, model management, and photography logistics.

The RFP states that photos and all rights will become the property of the Explore Cariboo working group. Can you clarify whether this is intended to mean full copyright assignment, or broad unlimited usage rights for tourism marketing purposes?

The intent is for the Explore Cariboo working group and participating partners to receive unrestricted, perpetual rights to use, reproduce, adapt, and distribute the images for tourism marketing and related promotional purposes across all media. Photographer credit will be provided where practical.

Is there a preferred balance between scenery/trail images and model-supported visitor experience images?

The project seeks a balanced collection that showcases both the natural beauty of the trails and scenery as well as authentic visitor experiences. Since the RFP requires models to be used for each photoshoot, proponents should anticipate a strong emphasis on images that incorporate people enjoying the featured locations while still capturing the landscape and destination appeal.

Are drone/aerial images desired or excluded from this project?

Drone imagery is not required but would be considered a value-added. Any drone operations must comply with all applicable Transport Canada regulations and site-specific restrictions. Proponents should identify any drone imagery as an optional or value-added component within their proposal.

What level of post-production is expected for the final image set?

Final images should include professional editing suitable for tourism marketing applications, including any necessary colour correction, exposure adjustments,





cropping, file optimization, and preparation for print and digital use. Extensive retouching is not generally expected unless required to address specific image quality concerns.

Can you confirm whether \$1,000,000 professional liability coverage is mandatory for this photography contract?

The insurance coverage follows the recommended requirements from the Municipal Insurance Association of British Columbia. Contractors that do not currently meet this requirement are encouraged to identify any limitations or exceptions in their proposal or Appendix B.

Are proponents expected to include Appendix A only with the proposal, or should Appendix B also be included if there are no requested exceptions?

Appendix A is mandatory and must be completed and submitted with the proposal. Appendix B only needs to be included if the proponent wishes to identify exceptions or non-acceptance of one or more RFP conditions. If there are no requested exceptions, Appendix B is not required.

