

**Request for Proposals**  
**City of Quesnel**  
**Explore Cariboo Cooperative - Water Sports Photography**

**CLOSING DATE AND TIME:**  
**4:00 pm, Friday, July 7, 2023**

Contact Person:  
Mike Coppin  
Economic Development Coordinator  
250 991-7480  
[mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca)



### **1. Purpose**

The City of Quesnel in cooperation with the Explore Cariboo working group invites proposals to deliver a collection of photographs focused around water sports that will be owned by the working group for publication in various media including, print, social media and web.

The photographs will become the property of Explore Cariboo, and therefore will be published without photo credit.

This project is funded by the Destination BC Cooperative Marketing Partnerships fund and the Northern Development Initiatives Trust.

### **2. Submission Details**

Submit proposals no later than July 7, 2023, at 4:00 pm by email to Mike Coppin, Community Development Coordinator, [mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca). Email subject line should read: **Explore Cariboo Photography Proposal**

Proposals may be withdrawn by written notice to Mike, Economic Development Coordinator, [mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca).

Any interpretation of, additions to, deletions from, or any other corrections to the Proposal document, will be issued as written addenda by the City of Quesnel. It is the sole responsibility of the potential Bidders to check with the City of Quesnel's website, and/or BC Bid to ensure all information has been received prior to submitting a proposal.

No addenda will be issued after June 23, 2023.

The successful proponent by its acceptance of a negotiated agreement and purchase order, agrees to indemnify and hold harmless the City, its elected officials, agents and employees, from and against all loss or expense that may be incurred by the City, its officials, officers, employees and agents as a result of bodily injury, including death sustained by any person or persons, or on account of damage to property including loss of use thereof arising out of or as a consequence of the performance of the work stipulated in the RFP and any negotiated agreement.

### **3. Rights Reserved by the City**

The City is not liable for any costs incurred by interested parties in the preparation of their response to this request or interviews if held. Furthermore, the City shall not be responsible for any liabilities, cost, loss or damage incurred, sustained or suffered by any interested party, prior or subsequent to, or by reason

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of the acceptance or non-acceptance by the City of any response, or by reason of any delay in the acceptance of the response.

The City reserves the right to reject any or all proposals and to accept the proposal deemed most favorable in the interests of the City.

The City may, in its absolute discretion, reject a proposal submitted by the proponent, if the proponent, or any officer or director of the proponent is or has been engaged either directly or indirectly through another corporation in legal action against the City, its elected or appointed officers and employees in relation to any other Contract for works or services or any matter arising from the Owner's exercise of its powers, duties or functions.

The RFQ process does not commit the City in any way to select a proponent, or award or negotiate any contract. The City reserves the right to cancel this project for any reason whatsoever without any future obligations.

The City may accept or waive a minor and inconsequential irregularity where practicable to do so. The City may, as a condition of acceptance of the proposal, request a Proponent to correct a minor and inconsequential irregularity with no change in the proposal.

The determination of what is or is not a minor and inconsequential irregularity, the determination of whether to accept, waive, or require correction of an irregularity, and the final determination of the validity, will be at the sole discretion of the City.

#### **4. Inquiries**

All inquiries should be made in writing, directed to:  
Mike Coppin, Economic Development Coordinator  
E-mail: [mcoppin@quesnel.ca](mailto:mcoppin@quesnel.ca)

#### **5. Negotiations**

The award contract is subject to negotiations with the Proponent that offers, in the City's opinion, the best value proposal. Such negotiations include, but are not limited to, the following:

- a) Changes or refinements in the service requirements or scope of work proposed by the Lead Proponent;
- b) Price – if directly related to a change or refinement in the proposed scope of work proposed by the lead proponent; and
- c) Specific contract details as deemed reasonable for negotiation by the City of Quesnel.

#### **6. Background**

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Located in the BC Central Interior, the Cariboo region straddles Highway 97 from 70 Mile in the south to five kilometers south of Hixon in the north, from the Cariboo Mountains in the east to the Coastal Mountains in the west. The region covers an area of 80,262 square kilometers. It is a diverse land area with different landscapes, beautiful lakes, and pristine mountain vistas. It is the home to over 60,000 people, who live and work in the resource rich land.

A marketing collective was formed in 2017 to draw attention to travelers. As a collaboration, the local government organizations of Quesnel, Williams Lake, 100 Mile House, the Williams Lake Indian Band, District of Wells and the Cariboo Regional District have set out to create engaging marketing materials that encourage visitors to travel throughout the region when they come to the area. Aligning with the Destination BC Brand Guide, Explore Cariboo is now a brand that is being rolled out through travel trade shows, social media marketing, print materials and [explorecariboo.com](http://explorecariboo.com).

In 2023, the working group is seeking to compile a collection of photos focused around water sports that will be representative of all of the areas in the collective. Distinct photographs will be acquired that identify the participating communities as attractive places to visit and highlight launching points for further travel into the region.

## **7. Scope of Work**

The photographer will be responsible for arranging models and booking and coordinating photoshoots. Models will be required to sign a City of Quesnel consent and release form.

The City of Quesnel is striving to represent the diversity of the people in our community. Diversity, equality and inclusion will be considered in this project.

- Photo acquisition
  - Identify key sites and content for photography that will encourage tourism based on required locations known to each community.
  - The working group will have the ability to choose from a selection of photographs of each identified location.
  - Locations and activities to include:
    - Dragon Lake (Quesnel)
      - Water Skiing/Wake Boarding
      - Canoeing
    - Bowron Lake (Quesnel)
      - Canoeing
      - Paddle Boarding
    - Quesnel Lake (Williams Lake)



- Fishing
    - Kayaking
  - Williams Lake (Williams Lake)
    - Water Skiing/Wake Boarding
    - Paddleboarding
  - Lac Le Hache (CRD)
    - Kayaking
    - Beach Activities
  - Jack of Clubs Lake (Wells)
    - Fishing
    - Canoeing
  - Canim Lake (100 Mile House)
    - Waterskiing/Wake Boarding
    - Fishing
- The photographer will provide photos including but not limited to:
  - Water skiing
  - Wake boarding
  - Motorboating
  - Canoeing
  - Kayaking
  - Paddleboarding
  - Beach activities
  - Fishing
- DBC Brand Guidelines must be considered in developing the photo collection.
- Locations and number of photos will be based on the following percentage: Quesnel 29%, Williams Lake 29%, Cariboo Regional District 22%, District of 100 Mile House 10%, District of Wells 10%
- Photos and all rights will become the property of the Explore Cariboo working group and will be published without photo credit to the photographer on social media, print, and web formats.
- Photo quality will include high resolution photographs that can be reformatted for various media.

## **8. Budget**

A \$14,000.00 budget has been approved for this project, exclusive of GST. This budget cannot be exceeded and must include all travel and project related expenses. All add-on options must fit within this budget.

## **9. Submission Requirements**

All proponents are required to submit the following in their proposal:

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- a. Identify company name, lead contact, and key personnel that will work on this project. Provide experience and/or examples of work for each member.
- b. Provide a detailed project plan, including time and resources allocated to the outlined tasks, a rationale for this approach, key milestones, and any additional products or services that will result from this approach. Describe the role and expectation of contributions required from City of Quesnel staff through each stage of the project.
- c. Detailed project budget, with a breakdown of each task in the project. The budget should include a base cost and additional line items for optional add-ons. The budget cannot exceed \$14,000 exclusive of GST, including applicable taxes, travel and project related expenses.
- d. Provide details regarding any additional assets you can offer within the budget.
- e. Provide a minimum of two references.

## **10. Other Requirements**

- a. Business License
  - i. The successful proponent must possess or be willing to purchase a City of Quesnel business license and will be required to provide evidence of same at contract start, at the expense of the contractor, exclusive of the project budget.
- b. Insurance
  - i. The proponent shall, at his own expense, provide and maintain to the Municipality until the completion of the contract the following insurance in a form acceptable to the Municipality with an insurer licensed in British Columbia:

1. Commercial General Liability	\$2,000,000.00
2. Automobile Liability Insurance	\$2,000,000.00
  - ii. The proponent shall be responsible for any deductibles or reimbursement.
- c. WorkSafeBC
  - i. The proponent must be registered and remain in good standing, throughout the terms of this contract with WorkSafeBC and will be required to provide evidence of same.

## **11. Proposal Evaluation**

Candidates will be shortlisted for interviews based on their submissions as part of the evaluation process. The following matrix will be used in the evaluation of proposals:

- Quality and completeness of proposal (10)
    - All submission requirements met
    - Easy to read, no typos
  - Experience of firm and key personnel (10)
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- Examples of related work provided
  - Personnel and experience outlined
- Project approach, process, and timeline (10)
  - Include pre-event meeting; attendance of all key events; complete by October 31, 2023; Gantt chart or similar provided; outline hours spent on tasks; details communication with The City; provides rationale for process.
- Understanding of project and ability to provide deliverables (10)
- References and examples of work provided (5)
  - References provided from recent photography
- Cost (5)
  - Project within budget
- Total evaluation - 50 points
- Candidates will be shortlisted for interviews based on their submissions as part of the evaluation process

## **12. Anticipated Schedule**

- RFP Issued: Wednesday, June 14, 2023
- Proposal Due: Friday, July 7, 2023
- Interviews Conducted: July 11-12, 2023
- Company Selected: Thursday, July 13, 2023
- Project Start: Monday, July 17, 2023
- Project Completion: October 31, 2023

## **13. Additional Resources**

The following resources may assist you in developing your proposal:

- <https://explorecariboo.com/>
  - Destination BC Guidelines
    - [https://www.destinationbc.ca/content/uploads/2022/02/OurBrand\\_SNBC-Brand-Guidelines\\_v5\\_Feb-2022.pdf](https://www.destinationbc.ca/content/uploads/2022/02/OurBrand_SNBC-Brand-Guidelines_v5_Feb-2022.pdf)
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