

Request for Proposals

City of Quesnel

RV Park 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



1. Purpose

The City of Quesnel invites proposals from experienced photographers to deliver a series of a photos to attractively market the new Quesnel Downtown RV Park and Campground, which will be owned by the City of Quesnel for publication and/or use for future event promotion in various media including, social media and web.

The photos will become the property of The City of Quesnel, and will be published with credit, when possible.

This project is funded by Northern Development Initiative 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. Email subject line should read: **Quesnel RV Park Photography Proposal**.

Proposals may be withdrawn by written notice to Mike, Economic Development Coordinator, mcoppin@quesnel.ca.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 RFQ 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



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

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



Located in the Cariboo region on Highway 97, Quesnel is home to 23,000 people including the surrounding area. With nature rich in wildlife, lakes, rivers, forest and rolling hills, we are actively marketing Quesnel as a place to visit for an authentic experience.

Quesnel is uniquely positioned as a key stopover for many travelers in BC. The new Quesnel Downtown RV Park and Campground is a municipal campground that will serve many tourists in their travels across the province.

7. Scope of Work

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.

Photographer will be responsible for the arrangement of photoshoot site staging including RV.

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

Raw images will be provided to the City of Quesnel for final selection. All final selections will be delivered in high resolution for print and digital applications.

RV Park Photography

- Series of photos attractively capturing the RV park, its amenities and natural beauty surrounding the park.
- Model requirements:
 - RV models:
 - 1 Man and 1 Woman
 - Age: 45+
 - A dog is welcomed as a model but not required.
 - Tent Models:
 - 2 Models
 - Age: 20-40
- Photos are to include:
 - Staged RV campsite with models
 - Staged tent campsite with models
 - Overview of the RV Park and Campground
- Staging requirements:
 - Staged campsites to include camping supplies such as: portable BBQ, camping chairs, set picnic table, propane fire pit, sleeping bags, etc.



- Staged RV to be a motorhome, travel trailer or 5th wheel trailer in good condition (not a pop up or tent trailer)
 - Staged tent to be 3-4 person tent in good condition.
- Number of delivered photos to be approximately 60% RV campsite, 20% tent campsite, 20% general campground.
- Photos to be a variety of landscape and portrait orientation.
- Final edits will be delivered in high-resolution digital format.
- Quesnel Brand Guidelines must be followed in the photography.
- Photos and all rights will become the property of the City and will be published with credit (when possible) to the photographer on social media, web formats, and print.
- Photos will be made available for 3rd party use as approved by the City.

8. Budget

A \$2000.00 budget has been approved for this project, exclusive of GST. This budget cannot be exceeded and must include all travel and project related expenses (models, equipment use, etc.). All add-on options must fit within this budget.

9. Submission Requirements

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

- 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 \$2,000 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)
 - 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
- Preference may be given to candidates submitting proposals to both The City of Quesnel RFP's "RV Park Photography" and "Mountain Bike Photography"

12. Anticipated Schedule

- RFP Issued: Wednesday, June 14, 2023
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- Proposals Due: Friday, July 7, 2023
- Interviews Conducted: July 11-12, 2023.
- Firm 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:

- www.tourismquesnel.com
- www.quesnel.ca
- City of Quesnel Brand Guidelines
 - https://www.quesnel.ca/sites/default/files/uploads/reports/city_of_quesnel_guidelines_v3_size_edits.pdf
- <https://quesneldowntownrvpark.com/>
- Accompanying RFP – “City of Quesnel - Mountain Bike Photography”
 - <https://www.quesnel.ca/business-services/doing-business-city/bid-opportunities>