REQUEST FOR BID PROPOSAL PACKAGE

#2024-RFP-19

for

Joplin CVB
Tourism Marketing Photographer

JOPLIN CONVENTION & VISITORS BUREAU
602 S. MAIN STREET
JOPLIN, MO 64801

NOTICE TO BIDDERS

The City of Joplin, Missouri, will accept sealed bid proposals until Noon, Thursday, August 15, 2024, at the Joplin Convention and Visitors Bureau at 602 S. Main Street, Joplin, Missouri, 64801.

This bid seeks the SERVICES of a TOURISM MARKETING PHOTOGRAPHER.

The Joplin Convention & Visitors Bureau (dba Visit Joplin) is seeking bids from regional photographers for tourism-related photography.

The bureau maintains a photo library to market Joplin through various tourism platforms.

This RFP seeks an individual or agency to be on retainer to provide tourism-related photographic services. The applicant must be able to tell a story through images that include but are not limited to, people, places, buildings, events, food, and local attractions.

For questions, please contact Patrick Tuttle, Director, Visit Joplin, by calling 417-625-4789 or emailing ptuttle@joplinmo.org. Any bids received after the specified deadline will not be considered.

The City reserves the right to evaluate all bids, to reject any or all bids and re-bid at a later date. The City may waive any irregularities in the bid or negotiate variances from specifications and make awards that are in the best interests of the City. The City will have final decision in all matters regarding acceptance of bids and issuance of awards.

The City encourages minority and female-owned businesses to submit bids on all City purchases.

Leslie Haase, CPA, CMA
Finance Director

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JOPLIN CVB PHOTOGRAPHY SERVICES

BACKGROUND:

The Joplin Convention and Visitors Bureau, doing business as Visit Joplin and VisitJoplinMO.com, accomplishes Joplin's tourism attraction efforts.

The office is a department of the City of Joplin. It focuses on promoting Joplin to group planners, leisure and business travelers, convention/conference planners, and tour operators who come from a distance greater than 70 miles from Joplin to generate visits that will result in an overnight stay, a return visit, and more frequent returns. This includes international guests traveling along historic Route 66.

Through VisitJoplinMO.com, digital platforms, and print branding, VisitJoplin collectively positions the elements of Joplin regional tourism and the hospitality industry as a premier destination for increasing visitation while enhancing the visitor experience.

SCOPE OF WORK:

The Joplin Convention & Visitors Bureau (JCVB) is seeking bids for an individual or agency to provide photographic support for its tourism marketing. Applicants must have at least three years of experience as established photographers with the City of Joplin, maintain a current business license, and be registered as a vendor.

The JCVB is the tourism marketing department for the City of Joplin and markets Joplin as a destination worldwide through print and digital marketing platforms such as Visit Joplin and VisitJoplinMO.com. The photographic images used by the JCVB are the sole property of the JCVB. They must meet a level of quality and consistency across every insertion, as well as the quality and consistency of our current photo library. A successful responder shall exhibit an eye for storytelling. Images used in any Visit Joplin marketing campaign are intended to stand independently when selling Joplin as a destination. Images must meet the campaign intention, capture an interest, and convey a message.

The hourly rate should include shoot, post-shoot editing, and delivery of images to JCVB, along with full copyright ownership belonging to JCVB, City of Joplin.

This request intends to formalize an Independent Contractor agreement between the City of Joplin and the winning applicant to set the scope of work and hourly rate, which will take effect upon the execution of a contract for three years, **commencing on November 1, 2024, through October 31, 2027**.

The photographer will be responsible for the necessary photographic equipment to complete the photo shoot indoors and outdoors. The JCVB is not responsible for any equipment unless specific effects or properties are required for an image. Such costs must be arranged in advance.

The intended Scope of Work will include, but is not limited to, exterior and interior images of Joplin hotels, restaurants, retail stores, and attractions, local art displays and exhibits, people enjoying activities, both still and action, broad coverage of community events, foodie images of local cuisine, and similar images depicting Joplin. The JCVB complies

with the June 2020 DEI Proclamation of the City of Joplin and uses diverse images in its marketing campaigns.

For all staged images with people, models must complete a City of Joplin/JCVB Model Release. The contractor and JCVB staff will equally ensure releases are completed.

Photo shoots will be coordinated in advance with JCVB staff, typically with a two-week notice. JCVB staff will assist with shoots, models, and locations when possible. There will be occasional weekend, morning, or evening work to cover special events or to capture that 'golden hour' for outdoor images.

When the photo shoot is within the Joplin city limits, there are no minimum hours per shoot and no payment for meals or transportation. Amenities related to shoots longer than five (5) hours or outside the city limits are negotiable.

The photographer must invoice the JCVB per shoot in compliance with the City of Joplin vendor procedures.

INTELLECTUAL PROPERTY STATEMENT:

As this position is a contract employee of the City of Joplin, the City shall own all related digital images, negatives, photographs, prints, and all other intellectual property, whether intangible or tangible. The contractor shall transfer and assign any digital images, negatives, photographs, prints, and all other intellectual property, whether intangible or tangible, to the City upon project completion. Said contractor agrees that the City's use of any media created for an archive, a specific marketing campaign, or an event is not limited and may be used for other City marketing projects with no additional compensation owed to the contractor.

BID RESPONSE:

The bid must include the following (on Bib Proposal Summary, see page 7):

1. Provide an all-inclusive hourly rate that will be in place through the agreement's three (3) years.
    a. This rate is for time directly related to a photo shoot, not for transportation to/from or any other shoot amenity. Up to sixty minutes of post-shoot editing is billable using the same hourly rate.
    b. This rate can be billed in 30 and 60-minute increments.
2. Provide a normal turn-around time frame.
    a. X number of days following a photo shoot when the specified file links will be sent for JCVB access.
3. Provide a brief bio on the photographer(s) and scope of professional work.

BID RESPONSE CONTINUED:

4. List three (3) references from recent photo projects—at least one being tourism or marketing-related.
5. Submit a portfolio of five (5) examples of previous work that would fit into a tourism marketing campaign as defined in the Scope of Work above. Four images should show the applicant's abilities to photograph 1) food, 2) people, 3) nighttime activity, and 4) a building interior exhibiting the use of light. The fifth image is of the applicant's choice. None of these images will be used by the JCVB, and the applicant will reserve all rights to their work. Please do not submit anything framed or in a binder.

BID RESPONSE CONTINUED:

6. As reference only – provide the applicant's:
    a. Type of preferred photo editing software
    b. Make of primary camera equipment
    c. Ability to shoot drone footage

SELECTION PROCESS:

Sealed bids must arrive in the JCVB office NLT Noon, Thursday, August 15, 2024. Bid responses will be reviewed by a panel and scored using the following percentages:

40% = Overall hourly rate

30% = Story-telling ability of portfolio

20% = Tourism related experience

10% = References

CITY OF JOPLIN, MISSOURI

2024-RFP-19 BID PROPOSAL SUMMARY

COMPANY NAME: _____

PHOTOGRAPHER NAME: _____

WEBSITE: _____

EMAIL ADDRESS: _____

MAILING ADDRESS: _____

_____

PHONE: _____

Item #1:

I will provide my services for:

Nov 1, 2024 – Oct 31, 2025, at an hourly rate of $_____.

Nov 1, 2025 – Oct 31, 2026, at an hourly rate of $_____.

Nov 1, 2026 – Oct 31, 2027, at an hourly rate of $_____.

Provide an all-inclusive hourly rate that will be in place through the 3-years of the agreement.

a. This rate is for time directly related to a photo shoot, not for transportation to/from or other shoot amenities. Up to sixty minutes of post-shoot editing is billable using the same hourly rate.
b. This rate can be billed in 30 and 60-minute increments.

Item #2: My delivery time following a photo shoot will be ____ work days.

Provide a turn-around time frame.

a. X number of days following a photo shoot when the specified file links will be sent for JCVB access.

Signature of submitter: _____

Date: _____

Mark Bid Envelopes:
"2024-RFP-19 Tourism Marketing Photographer",
by Noon, Thursday, August 15, 2024