

REQUEST FOR QUOTE



TOWN OF INUVIK
Northwest Territories

PHOTOGRAPHY & VIDEOGRAPHY

The Town of Inuvik is currently seeking a provider of photography & videography services for an exciting assets procurement tour & project taking place this August 2019.

This is not a request for tenders or an offer. The Town of Inuvik is not bound to accept the proposal with the lowest quote nor to accept any of the submitted proposals.

DEADLINE: All quotes must be received no later than 5:00 pm Friday, August 9, 2019

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Town of Inuvik

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SCOPE & TERMS OF REQUEST

Services Required:

The Town of Inuvik is looking for an agency/individual to provide photography & videography services during the month of August.

Project Overview:

The Town of Inuvik leadership & administration has identified Tourism as an important economic driver and priority for our municipality. In supporting the strategic marketing & promotional efforts of the Economic Development & Tourism Department, the Town of Inuvik has partnered with the Government of the Northwest Territories – Department of Industry, Tourism, & Investment as well as Northwest Territories Tourism to fund the procurement of much needed updated photo and video content. This content will be used in various channels including our Municipal website as well as our soon-to-be-created new visitor-facing website. Images will also be used in print, digital, and social media platforms such as Facebook & Twitter.

Proposal Timeline:

| DATE | DEADLINE | DELIVERABLE | AGENT RESPONSIBLE |
|-----------------------------|----------|---------------------------------|----------------------|
| Friday, August 9, 2019 | 5:00 pm | Proposals Received | Proponent |
| Monday, August 12, 2019 | 5:00 pm | Selection of Proponent | Town of Inuvik (TOI) |
| Tuesday, August 13, 2019 | 5:00 pm | Content / Vision / Asset Review | TOI & Proponent |
| Thursday, August 15, 2019 | 5:00 pm | Contract Finalized | Proponent & TOI |
| August 15 – August 31, 2019 | TBA | Town of Inuvik Asset Capture | Proponent |
| Thursday, August 29, 2019 | Midnight | Dempster Highway Photo Tour | TOI & Proponent |
| Friday, August 30, 2019 | Midnight | Tuktoyaktuk / ITH Photo Tour | TOI & Proponent |
| Sunday, September 15, 2019 | 5:00 pm | Final Assets Rendered | Proponent |

Payment Terms:

The Town of Inuvik will pay upon completion of services rendered and after an invoice has been received following the project.

Terms & Conditions

We value the rights & professionalism of small businesses, entrepreneurs, & artists. We also need to ensure that when we as a Municipality hire an agency to provide creative services that we too retain rights & privileges over such content for future use for perpetuity. Therefore, we advise each proponent to review the following terms of conditions for future use of all content gathered within the terms of this contract.

The Town of Inuvik, agencies and partners (including but not limited to) federal, territorial, community governments, as well as Northwest Territories Tourism) may use all images for the purpose of promoting tourism to the Northwest Territories without further permission or payment to the proponent. The Town of Inuvik will not distribute or release the photos for commercial purposes, with the exception of using the photos, if an opportunity arises, on Town of Inuvik or NWT Tourism branded items which may be sold via the Town of Inuvik or NWT Tourism. The proponent may sell the images from this collection to other clients without consultation with the Town of Inuvik. The credit line should appear wherever possible with any photograph published by Town of Inuvik and said partners. The credit line should read: Photographer / Town of Inuvik.

All photography/videography must be high, commercial quality, with resolution suitable for use in print/web/social and other applications. Imagery should have vibrant colours. Images and video of the Dempster Highway, Town of Inuvik, Inuvik Tuktoyaktuk Highway, and Tuktoyaktuk for use in marketing materials must showcase the region and the Northwest Territories and inspire potential travellers to want to visit.

All assets must be geotagged, either by using the device GPS or via file folders, and clearly indicate which assets were taken in Yukon and other distinct locations.

The proponent is responsible for obtaining permission from all models used in the photo shoot and is required to do so in writing and with signed consent forms.

Photography should be submitted in jpeg format. Video will ideally be shot in 4K. Where the Town of Inuvik agrees to pay the proponent for services rendered, this fee will be exchange for unlimited use of the photos/videos received in perpetuity. The proponent in exchange will submit all photo and video to the Town of Inuvik via hard drive or memory stick(s) or an online image/video transfer service.

We encourage proponents to refer to the NWT Tourism Style Guide provided as an attachment when preparing to capture images/video for the Town of Inuvik.

While the majority of the images/video captures will be used for Tourism marketing purposes, the Town of Inuvik also retains the right to use photos on our Municipal website and social media platforms.

Safety is important. Images containing people engaged in activities must also demonstrate precautions such as lifejackets on boaters, and no standing in the middle of the highway.

Photos should be active, portray the spirit of place, and display humans interacting with each other and the landscapes around them. When and where possible, images should contain both the subject (ie attraction, landscape) but also a human subject interacting in that space.

Images should be bright, happy, engaging, dynamic, and of brilliant colours. Images should be taken from the perspective of a visitor, an explorer, and/or an inquisitive traveler. Examples of the kinds of shots we are looking for include:

- Not just a creek, but a muddied hiking boot following a partner as they splash through a small alpine creek
- Not just a beaded slipper, but demonstration of an elder with weathered hands beading while a visitor carefully observes or follows in their own stitching of colourful beads
- Not just a sunset, but an angle shot over the shoulder showing a sleeping bag, camping cup, and wool socks on two campers watching the midnight sun across the Mackenzie Delta

All proponents must demonstrate they have the proper business licenses and adhere to the professional standards, rules, and regulations of the industry. This includes municipal, territorial, and federal regulations.

**it should be noted that the Town of Inuvik will be responsible for the transportation costs associated with the Dempster, Inuvik Tuk Highway, & Tuktoyaktuk travel days. The Town of Inuvik will be hiring a local firm to provide a shuttle bus and a driver for these days. The Town of Inuvik will also be sending employees on each of the two out-of-town day-trips. These employees can also be used as models in photo shoots where/when required by the proponent. These employees will also be capturing images using cell phones and cameras but will in no way impede the professional work being undertaken by the successful proponent.

DUTIES & REQUIREMENTS

The following is a “at minimum” list of required shots. The proponent must be prepared to work closely with the Director of Economic Development & Tourism over the course of the project to ensure the optimal desired images are captured. This may require last minute changes and adaptations to accommodate weather, wildlife, and/or other conditions that may susceptible to change.

- Capture images of travelers getting into RV's, onto motorcycles, into campers, trucks, vans, on bicycles heading out on to the Dempster Highway
- Capture images of Eagle Plains
- Capture images of Wildlife
- Capture images of landscapes, people, travelers, campers on the Dempster Highway
- Capture images and signage approaching at the Arctic Circle
- Capture images of and around Rock River Campground
- Capture images of and around the Yukon / NWT Border
- Capture images of and around the Tetlit Gwinjik Wayside Park / Look Out
- Capture images of and around including people and vehicles at the Peel River Ferry
- Capture images of and around including people and buildings and signage at Midway Lake
- Capture images of and around including visitors, campers, host at the Nitainlaih Territorial Park
- Capture images of and around Fort McPherson (Fort McPherson Tent & Canvas, hotel, Visitor Centre, stores)
- Capture images of and around the Mackenzie River & Arctic Red River Ferry
- Capture images of and around Tsiigehtchic
- Capture images of and around Rengling River
- Capture images of and around Vadzaih Van Tshik Campground (Caribou Creek)

- Capture images of and around Tithegeh Chii Vitaii Lookout
- Capture images of and around Gwich'in Territorial Campground and Campbell Lake
- Capture images of and around Ehjuu Njik Wayside Park (Cabin Creek)
- Capture images of and around Nihtak Day Use Area (Campbell Creek)
- Capture images of and around Jak Park Campground
- Capture images of and around Inuvik Golf Course
- Capture images of and around Inuvik Cemetery (for municipal purposes)
- Capture images of and around Boot Lake playground & day use area
- Capture images of and around Boot Lake Trail including signage
- Capture images of and around Happy Valley Campground
- Capture images of Town of Inuvik including:
 - Chief Jim Koe Park
 - Welcome Sign
 - Western Arctic Visitor Centre
 - Igloo Church
 - Post Office
 - Community Kiosk
 - Discover Inuvik Panels
 - Inuvik Town Office
 - Inuvik Fire Hall
 - Aurora Research Institute
 - ISSF
 - Ingamo Hall
 - Aurora College
 - Inuvik Youth Centre
 - Inuvik Centennial Library
 - Childrens First
 - Big Government Building
 - RCMP
 - Hotels

- Grocery Stores
- Arts, Crafts, & Souvenir Stores
- ACTMC
- Restaurants & Food Trucks
- Gas Stations
- The Dome
- The Midnight Sun Complex
- The Inuvik Community Greenhouse
- The School
- Playgrounds & Parks
- The Arctic Market
- Capture images of and around the Inuvik Tuk Highway including:
 - Jimmy Lakes
 - Husky Lakes
 - Pingo Pull Out
 - Official Highway Signage
 - Welcome to Tuk Sign
- Capture images of and around Tuktoyaktuk including:
 - Trans Canada Trail Monument
 - Sod Houses
 - Shopping
 - RV Parking
 - Visitor Information Centre
 - Public Washrooms
 - Arts & Crafts
 - Restaurants
 - Bed & Breakfasts
 - “the Point”
 - Hamlet Building
 - Arctic Ocean Sign

PROJECT DELIVERABLES

A digital collection of high-resolution photos and videos to be provided to the Director of Economic Development & Tourism at the Town of Inuvik no later than 5:00 pm on Sunday, September 15th

SELECTION CRITERIA

Each proposal will be reviewed by a committee of Town of Inuvik administration and personnel. Each proposal will be scored on a weighted scale based on the following:

- QUALITY OF PROPOSAL 35%
- PRICE 30%
- DEMONSTRATED CAPACITY 35%