



102 Town Hall Drive | Leland, NC 28451 | (910) 371-0148

Request for Proposal

Photography and Video Production Services

The Town of Leland (“Town” or “Leland”), North Carolina is seeking responses to this Request for Proposals (RFP) from qualified firms interested in providing photography and video footage of Town sites, businesses and events on an as-needed basis.

Background

As the Town continues to grow, and as continued efforts are made to develop tourism in Leland, high-quality professional photos and videos increasingly serve as a useful community-engagement and marketing/promotional tool.

Description

The Town proposes to retain a highly qualified firm capable of photographing, filming and editing various Town events and sites within Leland, including retail spaces, restaurants, parks and other outdoor locations, on an ongoing basis as requested. See Appendix A for a sample list of current photo and video needs.

The purpose of the photos and brief videos is to showcase what Leland has to offer visitors, residents and entrepreneurs in terms of entertainment, shopping and dining, and recreational/outdoor activities. Videos will not include any interviews.

The Town of Leland expects the photographer/videographer and production team would routinely provide updates for each project to the Town’s Communications Officer.

Updates may involve:

- Storyboard/outline for videos
- Scouting dates and/or feedback
- Shoot dates and locations
- Drafts of videos

Submission Process

Interested firms should submit proposals for consideration that include:

- Firm profile and statement of experience with economic development, marketing and/or promotional videos.
- Links to view samples of photography and/or video production work.
- An hourly rate sheet.
- Three references that will assist the Town in determining the firm’s capability.

Evaluation Criteria

The criteria used to evaluate the RFP responses will include, but will not be limited to, the following:

- Proposed cost.



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- Available equipment and resources to complete the work in a timely manner.
- Responsiveness to the RFP, including any additional documents submitted.
- Professional references.

Submittal Instructions

The Town will receive responses to this RFP at the address below until **5 p.m. on Monday, December 2, 2019.**

Leland Town Hall

Attn: Hilary Snow

102 Town Hall Drive

Leland, NC 28451

The RFP document is also available on the Town of Leland website – www.townofleland.com. Electronic submissions sent in a single PDF file will be accepted and should be emailed to Hilary Snow, Communications Officer for the Town, at hsnow@townofleland.com. If sending proposals via email, please confirm receipt by calling (910) 550-2477.

Any proposal received after the date and time listed above will be returned and will not be considered.

Attachments

- A. List of Project Sites

Appendix A

Locations	Types of Footage	Format
Restaurants/Bars		
PT's Olde Fashioned Grille	People and/or families dining outdoors	Photo
	Counter shots of customers filling out menus	Photo
	Close-ups of burgers and fries being served	Photo
Locals Tavern	Bar patrons (perhaps younger professionals)	Photo
	Events (i.e. Music Bingo 7 PM Wednesdays)	Photo
The Joyce Irish Pub	Indoor and outdoor bar patrons of different ages	Photo
	Live music (if applicable)	Photo
Cape Fear National Clubhouse	People dining	Photo
	Servers talking to customers	Photo
	View of golf course	Photo
Shuckin' Shack Oyster Bar	Patrons dining (indoors and outdoors)	Photo
Farmhouse Kitchen	Families or groups eating together (perhaps for breakfast)	Photo & Video
	Kitchen counter shots (perhaps with owner)	Photo & Video
Eternal Sunshine Café	Breakfast patrons	Photo & Video
	Adjacent gift shop	Photo & Video
Blossoms Restaurant	Bar patrons	Photo
	Events (i.e. karaoke 7 PM Thursdays)	Photo
Papi's Chicken	Shots of colorful interior/design work	Photo & Video
	Patrons ordering from counter	Photo & Video

Locations Shops & Mixed Use	Types of Footage	Format
The Shoe Center	Shoppers leaving store (with bags) Shoppers in-store Customer-employee interactions	Photo & Video Photo & Video Photo & Video
Alayna's Boutique/Hallmark	Shoppers leaving store (with bags) Shoppers in-store Customer-employee interactions	Photo Photo Photo
Westgate Marketplace	Panoramic of shopping center	Photo & Video
The Duchess & The Prince	Shoppers leaving store (with bags) Close-ups of boutique items	Photo & Video Photo & Video
Luxe Home Interiors	Store display shots Customer-employee interactions	Photo Photo
Cape Fear Consignment	Store display shots Customer-employee interactions	Photo Photo
Harrington Village	Sandalwood Shops interior Harrington fountain Updated exterior shots Updated shots of amenities	Photo & Video Photo & Video Photo & Video Photo & Video

Locations	Types of Footage	Format
Town Parks & Facilities		
Municipal Park	People and/or families walking	Photo & Video
	Disc golf players	Photo & Video
	Children and families on playground	Photo & Video
Westgate Nature Park	Walkers, runners and/or bikers	Photo & Video
	Shots of waterway/natural settings	Photo & Video
Cypress Cove Park	Kayakers	Photo
	Fishing	Photo
Leland Community Park	Baseball field and games/tournaments	Photo & Video
	Children and families on playground	Photo & Video
Sturgeon Creek Park	Progress/work underway	Photo
	Potential for drone footage	Photo & Video
Town Hall	Artistic architectural shots (indoor & outdoor)	Photo
	Various close-ups:	Photo
	Lobby with Town seal sculpture	
	Rotunda area	
	Council chambers	

Event Footage (Photo & Video)	Date & Location
Founders' Day	2nd Saturday of September Municipal Park
Leland in Lights	Dec. 7, 2019 - Jan. 2, 2020 Municipal Park
Art Markets	May & December Leland Cultural Arts Center
Movies in the Park	Varies (usually May-June) Municipal Park
Concerts in the Park	Spring & Fall Municipal Park
Food Truck Rodeo	Nov. 10, 2019 Municipal Park
Trunk or Treat	Pre-Halloween (Oct. 26, 2019) Municipal Park
Leland Cultural Arts Center Events & Classes	As requested

