



TOWN OF MAYERTHORPE
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Photography/Video Services for the Town of Mayerthorpe

Posted Date: January 30, 2025

Deadline for Submission: February 28, 2025

INTRODUCTION:

The Town of Mayerthorpe is inviting quotations from qualified photographers/videographers or firms to provide professional photography and video services including drone footage. The selected contractor will be responsible for capturing images and videos that showcase the Town's story, reflect its vision of being a welcoming, progressive, and inclusive community, and embody the motto "Good Things Grow Here!" The project will begin in mid-March 2025 and conclude in February 2026.

These visuals should highlight special events and moments that represent the town's diversity and appeal. The resulting photographs and videos will be used across various media channels, including the Town's website, social media platforms, promotional materials, and advertisements, encompassing both candid and art-directed shots.

All images and videos produced will become the property of the Town of Mayerthorpe and will be added to its image repository for future use at the Town's discretion, in perpetuity.

SCOPE OF WORK:

The selected photographer will be responsible for capturing a wide range of aspects of the Town, including but not limited to town scenery, facilities, people, events, recreational amenities, and seasonal landscapes. The images should highlight the qualities of Mayerthorpe that make it attractive to residents, visitors, and investors.

The Economic Development Support Clerk will collaborate with the contractor to identify specific images and locations required for this project, which may include but are not limited to:

- Photographs of historical buildings
- Street scenes
- Event documentation
- Still life compositions
- Portraits (group, individual, and official)
- Scenic views
- Storyboarding and storytelling contribution
- Equipment coordination: ensuring all necessary equipment is on location, ready and operational for video recording and audio.
- Video production
- Capturing unique video footage: a-roll, b-roll
- Capturing unique audio footage: audio from interview clips and any other audio
- Video post-production
- Cutting and editing video footage
- Creating necessary graphics and animations to tell story visually.
- Creating a comprehensive video to capture the Town’s story, reflect its vision of being a welcoming, progressive, and inclusive community, and embody the motto "Good Things Grow Here!"

In addition, the scope of this RFQ includes:

- Coordination and completion of all model/participant and property release forms
- Onsite art direction for photo/video shoots
- Production of final photographs/video in the required digital format
- Attendance at and documentation of special events throughout Mayerthorpe
- Digital filing, processing, and potential provision of studio space (if needed)

DELIVERABLES

1. The photographer is expected to provide the following imagery deliverables:

a.) **Town Facilities (Buildings and Equipment):** High-quality images showcasing all Town facilities.

Municipal Office	Council Chambers	Curling Club	Public Works Facilities
Diamond Center	Swimming Pool	Outdoor Rink	Water Treatment Plant
Arena	Library	Fire Hall	Cemetery
Various pieces of town equipment			

b.) **Town Staff:** Candid shots of town staff, capturing the essence of their work and dedication.

Council Members	Public Works Staff	Fire Department Members
Swimming Pool Staff	Recreation Staff	Office Workers
FCSS Staff	Library Staff	

c.) **Scenic Photography for All Four Seasons:** Comprehensive collection reflecting the beauty of Mayerthorpe in each season. Including shots of vistas, people, and animals (wildlife).

A comprehensive collection of photographs reflecting the beauty of Mayerthorpe in each season including Vistas from in and around the Town, and where appropriate, including subjects such as people and animals (domestic and wildlife), delivered within the corresponding season.

d.) **Town Events:** Coverage of various Town events, capturing vibrancy and community spirit.

Treat Street	Family Dance	Rodeo
4 H-Beef Show & Sale	Canada Day	Santa Claus Parade
Spring/Fall Clean Up	Fairthorpe	Fathers Day Car Show
Rangeton Farmers Day Music Festival	Agri Fair	Other events as necessary

e.) **Business District Photography:** Images of the business district, including people and action shots as well as street views.

Images of the business district, including street views as well as people and action shots. Photographers should be comfortable obtaining release waivers from subjects as necessary or obtaining models (to be compensated by the photographer and included in quoted price).

f.) **Town Recreational / Municipal Amenities and services:** Comprehensive coverage of municipal amenities. Photos should convey vibrancy by including people and action shots.

Parks	Sports Fields	Trails	Playgrounds
Swimming Pool	Pump Track	Fallen Four Park	Off-Leash Dog Park
Outdoor Skating Rink	Town Flower Beds and Planters	Cemetery	Other Rec Facilities

g.) **Images of Historical Buildings/Landmarks:** Images of historical buildings and landmarks within the Town of Mayerthorpe limits.

TERMS AND CONDITIONS

1. **Resolution:** Photographer to provide both high-resolution and web-resolution photos to use in various print and digital media applications.
 - The Town of Mayerthorpe will receive all raw image files - Minimum of 250 images per event and minimum 2500 images that help tell the story of the Town of Mayerthorpe and feature the elements that capture the Town moto "Good Things Grow Here!" (Images with poor resolution, or other defects are to be removed/excluded)
 - 100 edited uncompressed PNG or jpeg format per event and 500 edited uncompressed PNG or jpeg format per Town story.
2. **Ownership and Usage Rights:** The selected contractor will be allowed to use approved images captured for this project for demo purposes only.
 - All deliverables shall become the property of the Town of Mayerthorpe, and the Contractor grants the Town a worldwide, perpetual, non-transferable, non-exclusive rights to reproduce, transmit, and display all photographs related to the Scope of Work. The Town may use the work for marketing efforts, and the contractor acknowledges that the Town may alter, crop, modify, adapt, or add text to the work in connection with the permitted uses
3. **Release Waivers:** Photographers must be comfortable obtaining release waivers from subjects, especially when capturing people and animals in the photos.
4. **Models:** Should the photographer prefer to use models, they should be arranged for and compensated by the photographer (include cost as part of quotation).
5. **Editing and Delivery:** Quote should include the costs for complete digital delivery of images, video including processing and editing time.
 - Events: Images will be provided immediately after an event. The Town of Mayerthorpe retains the right to alter any final images to meet specific needs of size, resolution, or crop ratio as required by specific applications and uses.

- Full resolution digital images uploaded to an internet web site (with thumbnails of all shots), maintained and operated by the contractor with full usage, access and ownership rights provided to the Town of Mayerthorpe. At the conclusion of the contract, all images via hard drive |memory card will be provided to the Town of Mayerthorpe. Deliverables must be PC compatible and provided within 24 hours of an event photo shoot and 15 days of other photo shoots.
- Provide all photos in organized folders by topic, day and/or event. The selected contractor will not add or embed photos with branding captions or watermark signatures on image files provided to the Town of Mayerthorpe.

6. **Event Availability:** If the contractor is not available for all events, please submit quotes for the events that fit your availability. The Town reserves the right to hire multiple photographers.

7. **Event Photo Availability:** Access to a minimum of five (5) photos within 12 hours of the event. Access to all digital photos provided to the Town within 5 business days of the event unless alternate arrangements are agreed upon by both parties.

8. **Video/Drone:** The photographer is expected to provide the following video deliverables:

- It is anticipated that three (3) one (1) to three (3) minute long videos will be developed for the following departments parks and recreation, Fire Services, Public Works that can be posted on the Internet.
- A one (1) three (3) to five (5) minute video will be developed to showcase the Town of Mayerthorpe throughout all four seasons.
- The videos must be shot in high definition and submitted in a format for the town to use for future social media initiatives.
- Purchased music may be required. A voice-over will likely be required.
- Drone operation must follow the rules set out by Transport Canada, as well as any other industry specific licensing requirements.

9. **Business licence:** The successful vendor will be required to obtain a Town of Mayerthorpe business licence and provide proof of WCB coverage.

Contractor Responsibilities

The successful contractor will be expected to, but not limited to:

- Collaborate with the Town to discuss and plan the required images and videos
- Identify and seek out appropriate photographic subjects and opportunities
- Conduct thorough research and preparation ahead of each shoot
- Prepare proofs for review and approval before final production
- Compile and deliver the completed products
- Work in diverse locations and under varying conditions to capture the desired images
- Utilize a broad range of technical equipment, including cameras, lenses, lighting, and specialized software
- Stay informed about industry trends, developments, and new techniques, with a solid understanding of both traditional film and digital photography
- Digitally enhance images, including adjusting emphasis, cropping, correcting minor imperfections, or re-positioning elements
- Manage all business aspects, including scheduling, administration, and invoicing

Contractor Minimum Requirements/Qualifications

- A comprehensive portfolio showcasing relevant work, including similar projects
 - Willingness to travel at their own expense to all required events
 - Ability to promptly provide electronic images following events for immediate use by the Town of Mayerthorpe
 - Availability to attend and photograph at scheduled event dates and times
 - Capability to deliver electronic images within 15 days of completing other photo shoots
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Submission Details

Quote Components

1. **Organizational Background:** A brief description of your business.
2. **Portfolio:** Provide a link to your website or samples of relevant work. Include testimonials, if available.
3. **Quotation of Costs:** A breakdown of costs per category, including a detailed billing methodology.

Evaluation Criteria

- Vendor experience (portfolio, testimonials, proof of prior similar experience)
- Budget considerations
- Preference will be given to photographers familiar with the local area, as proximity will assist in capturing seasonal shots in a timely manner.

Quotes can be sent to the Economic Development Support Clerk by February 28, 2025 at edo@mayerthotpe.ca