



Request for Proposals (RFP) for Marketing Production: County-Wide Video for Tourism Enhancement

Project Overview: Washington's Evergreen Coast is seeking proposals from experienced and qualified videographers/photographers to produce high-quality visual assets showcasing Pacific County. This project aims to create a video with a one-minute cut and thirty-second cut along with photography content that highlights the region's diverse attractions, natural beauty, and tourism experiences.

Project Objectives:

1. **Enhance County-wide Marketing:** Improve representation of all regions and stakeholders within Pacific County by expanding marketing materials to include underrepresented areas.
2. **Boost Overnight Tourism:** Attract overnight tourists by providing multi-day itineraries that explore the entire county.
3. **Expand Visual Asset Collection:** Expand our current asset collection, ensuring high-quality visuals that comprehensively represent the county.
4. **Support New Brand Launch:** Collect and curate high-quality visuals that are new brand specific and effectively showcase Pacific County.

Project Details:

1. **Artistic Concept:** All assets will capture the essence of its location, contributing to the narrative of Pacific County. Themes may include local history, natural beauty, cultural traditions, and community spirit.
2. **Location Selection:** Filming locations will be strategically selected to better represent all regions throughout Pacific County.
3. **Contract Work:** Deliverables include a concept description, a rough cut of the video, and then the final video with a one-minute cut and thirty-second cut along with photography content meeting specified quality standards.
4. **Reporting Requirements:** Contractors must fulfill interim and final evaluation requirements, attend quarterly check-in meetings, and submit necessary documentation.
5. **Intellectual Property Rights:** The selected contractor must transfer all rights to the Pacific County Tourism Bureau for merchandising and related project purposes.

Budget: Please provide a detailed budget breakdown for the project. The total project budget must not exceed \$25,000 and should include the following categories:

- **Production Fees:** Breakdown of fees for concept development, talent, execution, and final touches.
- **Travel and Accommodation:** If applicable, outline expenses related to contractor travel and accommodation.
- **Miscellaneous:** Include a contingency fund or other relevant expenses.

Submission Requirements: In addition to the budget breakdown, please submit the following:

1. **UBI Number & EIN Number**
2. **Budget Breakdown (see above)**
3. **Expected Completion Dates**
4. **Portfolio:** Examples of past work, emphasizing photography and videography.
5. **Artist Statement:** Description of artistic style and approach to this project.
6. **Resume:** Professional resume highlighting relevant experience.
7. **References:** Contact information for at least three professional references.
8. **Proposal:** Conceptual description for the video.
9. **Social Media Presence:** Information on social media activity and following, including platform names and follower counts.

Submission Deadline: All materials must be submitted by April 1st, 2025.

Contact Information: For inquiries and submission of qualifications, please contact: Madelyn Skillings, mskillings@evergreencoastwa.com