

PROFESSIONAL PHOTOGRAPHY: CORPORATE IMAGE LIBRARY

REQUEST FOR EXPRESSIONS OF INTEREST

ISSUED: June 26, 2018

DEADLINE: July 17, 2018

CONTACT: WEBSITE@WHISTLER.CA

The Resort Municipality of Whistler (RMOW) is seeking Expressions of Interest for professional photography to further develop the RMOW's Corporate Image Library.

Purpose

The purpose of this Request for Expressions of Interest ("RFEOI") is to:

- Invite submissions (the "submission") from respondents (the "respondents") that describe the desire, relevant experience, expertise and resources of the respondent to undertake professional photography for the Corporate Image Library (the "project") as generally set out in Schedule A ("scope of work").
- Select a respondent or respondents who may be invited to participate in the next stage of the selection process.

This RFEOI is a non-binding invitation to qualified respondents to make themselves known to the Resort Municipality of Whistler (the "RMOW") by providing information and by demonstrating their experience and capacity to undertake the project. The RMOW may elect to directly negotiate with one or more respondents, or the RMOW may at any time and in its sole discretion decide to cancel this process for any reason in its entirety.

The goal is to identify potential photographers who are interested in providing the below services outlined in the scope of work. Based on the responses from the Expressions of Interest, shortlisted photographers may be asked to submit proposals for the work.

Scope of work

The Resort Municipality of Whistler (RMOW) is seeking high-quality photos of the municipality's facilities, programs, services, and amenities to be added to the Corporate Image Library. The Library currently comprises a large body of photography established over many years and requires ongoing updates.

Photographers would be required to take photographs from a shot list (see Appendix B for examples of the types of shots) and to provide raw digital high-resolution images. The photos would need to follow the RMOW's corporate photography guidelines, which are listed below. Photographers can send Expressions of Interest covering all types of images covered in the Appendix B shot list, or just apply to take one or more type of images.

The images would be used by municipal staff for print and electronic communications and marketing materials, as well as by partners (e.g. non-profits or co-producers of events in Whistler) of the RMOW. They may also be provided to media.

The images sought are for unlimited use and may be used without photo credit.

The RMOW may commission further photography in addition to the attached shot list (Appendix B) and the duration of this Professional Photography project may be extended into the future, if agreed to by the RMOW and respondent(s).

Background

In 2014, the RMOW's Communications Department began the Corporate Image Library to provide a source of high-quality photography for communications materials. These photos aim to cover the wealth of municipal assets, programs, and services. The photos fill a need for both municipal staff and partners of the RMOW: many municipal assets had not previously been professionally photographed, or the photos were out of date. Corporate Image Library photos can be found throughout the whistler.ca website. These photos span from photos of Whistler's main water source 21 Mile Creek, to summery photos of customers at the Whistler Parks

Food Truck Program, photos of Whistler's festivals, wildlife photos of bears, mountain biking photos on trails, to formal photos of members of Council and municipal staff.

Timeline

Photography will be produced on an ongoing basis with a series of deadlines. Some of photos need to be taken at a certain time of year. Some images will have a fast turnaround and may require same-day delivery for use on municipal communications channels, including social media.

Photography guidelines

A sample shot list is attached as Appendix B. Photos are required to:

- Focus on beauty and Whistler's environment within the context of community (people and small details).
- Include natural, dynamic people shots; i.e. real people doing real things and interacting in the community. No studio shots.
- Have a warm, friendly tone and capture candid moments, people in action, and the connection between people and place.
- When specified, some photos will be used to advertise municipal facilities and programs, so should sell the product by looking fun and dynamic.
- Use natural lighting and settings where possible.
- Prioritize landscape-orientation shots because these work better for the whistler.ca website.

The focus of this project should be on active shots of people engaging with municipal services and using municipal facilities, rather than passive photos of municipal assets.

Delivery of photos

All photos are to be delivered on an external hard drive provided by the RMOW. Two versions of each photos is required: one version in high resolution with a minimum of 300 dpi and a second lower-resolution version suitable for use on social media without requiring resizing (a maximum of 1024 x 512 pixels).

Photographers can submit a proposal that includes photos from their existing photo library and provide original photography for other shots. Please note: the RMOW shares photos with Tourism Whistler, so we already have access to the images in their image library.

Images must not have an expiry on their usage.

Models and photo releases

The RMOW expects photographers to provide models, where necessary, and to coordinate photo releases. The RMOW can provide contacts to coordinate shots at municipal facilities. Staff may be used as subjects for photography at the discretion of their supervisors.

Model releases are the responsibility of the photographer. A standard photo release form must be completed for photography in all RMOW facilities. The photo release is also required when photographing municipal staff (e.g. Meadow Park Sports Centre, Myrtle Philip Community School, Whistler Public Library, etc.).

All inquiries from individuals appearing in images provided to the RMOW will be directed to photographer(s).

File naming

The RMOW will save submitted photographs to a photography database. In order to allow easy searching of the images, photo files should be provided to the RMOW with descriptive names including activity, location, year, and number in series: e.g. Fishing_Rainbow_Park_2014_1; Family_Biking_Meadow_Park_2014_2. The files must also be tagged with key words describing the image and crediting the photographer responsible for the image.

Qualifications

Applicants should be familiar with Whistler and the Resort Municipality of Whistler's programs, amenities and services, and have experience photographing subjects in action and in a variety of indoor and outdoor locations. The RMOW is interested in a variety of photography styles, including innovative styles that will make municipal materials visually compelling.

Submission requirements

Submissions should include:

- A brief letter of introduction summarizing your understanding of:
 - the project;
 - how photography can help the municipality communicate about its programs, services, facilities, and initiatives.
- A price quote, as well as a breakdown of general rates, expected hours, and number of photos per location/subject that would be submitted. The more detail that you can provide about your process, schedule, and what you expect to deliver for your proposed price, the better we will be able to assess your submission for our needs.
- Summary of experience and qualifications.
- Description and samples of similar work or projects (links or emailed samples are acceptable).
- Proposed schedule for completing the work.
- References.
- The submission should be signed.

Email your submission by Tuesday, July 17, 2018 to Penny Lafrance at website@whistler.ca. A confirmation email will be sent upon receipt.

Emailed submissions must:

- State "RFEOI Professional Photography: Corporate Image Library" in the e-mail subject line.
- Be limited to one submission per respondent.
- Be capable of being directly e-mailed to the RMOW. Typically this means a maximum file size of seven (7) megabytes. Providing an RFEOI via a third party file sharing or FTP site is not acceptable.

Deadline

The deadline for submissions is Tuesday, July 17, 2018.

Evaluation

Submissions will be evaluated based on:

- The respondent photographer's experience.

- The strength of the submission and ability to carry out the project.
- The respondent photographer's availability.
- Price.

The evaluation team will not be limited to the criteria referred to above and may consider other criteria that the team identifies as relevant during the evaluation process. The evaluation team may apply the evaluation criteria on a comparative basis, evaluating the submissions by comparing one respondent's submission to another respondent's submission. All criteria considered will be applied evenly and fairly to all submissions.

The Resort Municipality of Whistler will evaluate submissions and may follow up with questions for applicants by phone or email. Several respondents may be selected to give the Resort Municipality of Whistler access to different expertise and photography styles, as well as availability.

The Resort Municipality of Whistler reserves the right to commission one or more respondents for this work, or not to proceed with the project.

Further information

For inquiries, please contact Penny Lafrance at website@whistler.ca.

Each respondent is responsible for checking the RMOW's website at whistler.ca/bids for answers to questions and other correspondence.

Definitions

- "Must", "mandatory", or "required" means a specific criterion / criteria, or requirement is / are essential to be met for the submission to receive and continue to receive consideration. "Should" or "desirable" means a requirement having a specific or significant degree of importance to meeting the RFEOI objectives.
- "Respondent", means an individual or company that submits or intends to submit a response to this Expression of Interest. "Respondent" means an entity that makes a submission.

General terms and conditions

5.1 Signed submissions

The submission must be signed by the person(s) authorized on behalf of the respondent or company and Expression of Interest: Professional Photography: Corporate Image Library, Whistler B.C. binds the respondent to the statements made in the RFEOI response.

5.2 Irrevocability of submissions

At the appointed closing time, all submissions become irrevocable on Tuesday, July 17, 2018.

5.3 Amendments to Submissions

The Respondent must advise the RMOW of any intent to make revisions to their submissions and any such revisions must be approved the RMOW. Respondent submissions may be revised by written amendment at any time before the deadline but not after.

5.4 Respondent expenses

Respondents are solely responsible for their own expenses in preparing the RFEOI, presentations of their RFEOI, and travel costs incurred presenting and negotiating their RFEOI.

5.5 Acceptance of RFEOI

The RMOW reserves the right to reject any or every RFEOI for any reason whatsoever, to reject the lowest price RFEOI, and to waive minor non-compliance with this RFEOI. Evaluation of any RFEOI will be solely at the discretion of RMOW, based on the RMOW's determination of the RMOW's best interests.

5.6 Liability for errors

The information contained in this RFEOI is supplied solely as a guideline for respondents. The information is not guaranteed or warranted to be accurate by the RMOW, nor is it necessarily comprehensive.

5.7 Agreement with terms

The respondent, through the submission of an RFEOI, agrees to all terms and conditions of this RFEOI.

5.8 Modification of terms

The RMOW reserves the right to modify the terms of the RFEOI at its sole discretion at any time prior to the submission deadline.

5.9 Confidentiality of information

Information pertaining to the RMOW obtained by the respondent as a result of participation in this project is confidential and must not be disclosed without written permission from the Resort Municipality of Whistler.

5.10 Confidentiality of RFEOI

The RMOW is subject to the British Columbia Freedom of Information and Protection of Privacy Act. That Act creates a right of access to records in the custody or under the control of the RMOW, subject to the specific exceptions in that right set out in the Act. The RMOW will receive all submissions submitted for the Expression of Interest: Professional Photography: Corporate Image Library, Whistler B.C. in response to this RFEOI in confidence. Because of the right of access to information created by that Act, the RMOW does not guarantee that information contained in any submission will remain confidential if a request for access in respect of any submission is made under the Act. Respondents are required to keep their RFEOI confidential and must not disclose their RFEOI, or information contained in them, to anyone else without the prior written consent of the RMOW.

5.11 Responsibility

The respondent shall not transfer responsibility to meet the obligations of an RFEOI to a third party without the consent, in writing, of the RMOW administrative contact.

5.12 No collusion

Respondents shall not directly or indirectly communicate with any other respondent regarding the preparation or presentation of their RFEOI, or in connection with the RFEOI engage in any collusion, fraud or unfair competition.

5.13 Laws of the jurisdiction

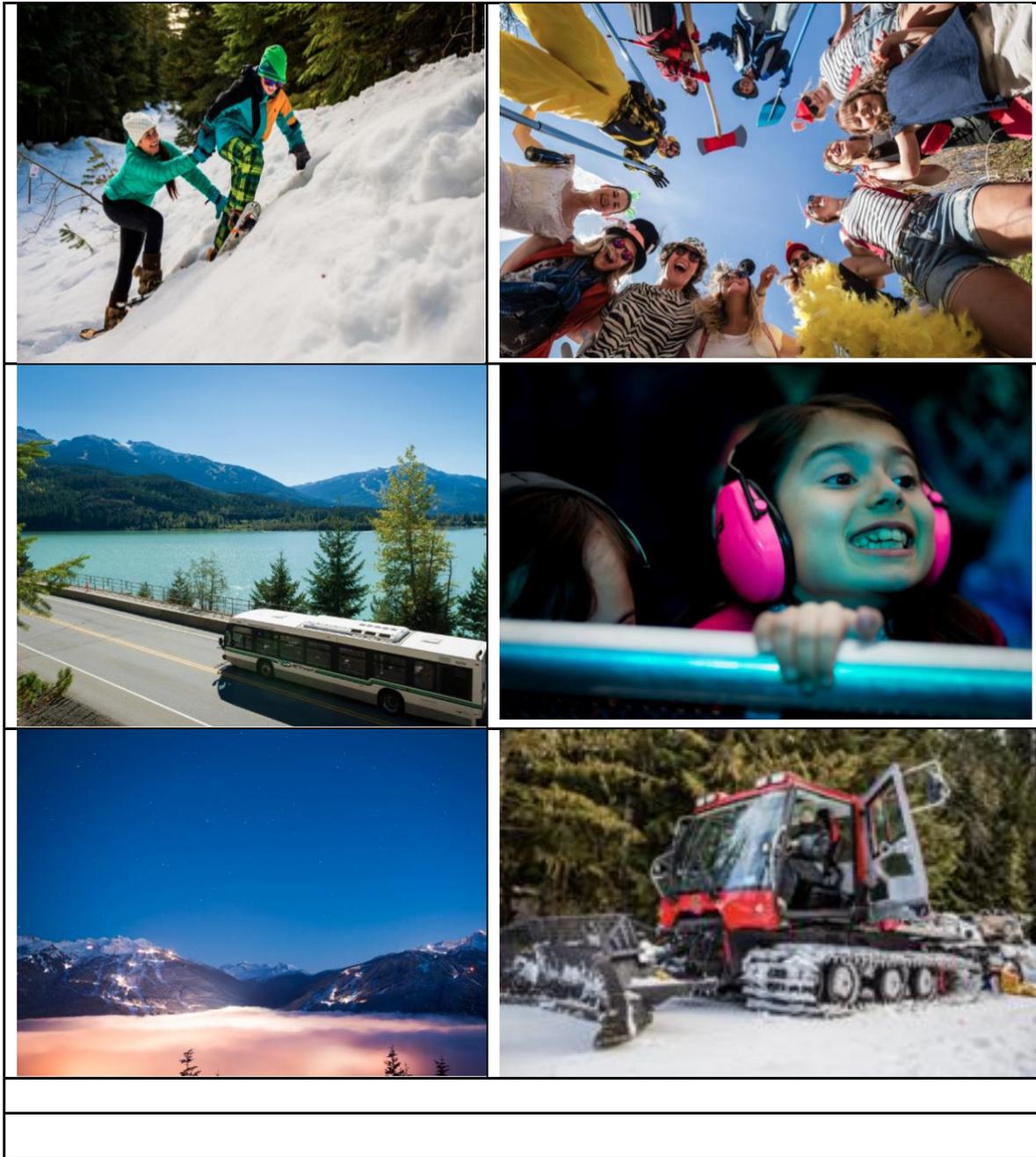
Any agreement resulting from this RFEOI will be governed by and will be interpreted in accordance with the laws of the Province of British Columbia.

Appendices

Appendix A—Sample images

Appendix B—Shot list

Appendix A – Sample images



Images by (from top left): Sean St.Denis, Justa Jeskova, Tourism Whistler, Mike Crane, Clint Traven, Mike Crane, Tourism Whistler and Sean St.Denis.

Appendix B—Shot list

Prioritized photos have been marked as priority shots. These photos would need to be submitted as soon as possible.

A respondent can apply to take all images on this shot list, or just one or more type of images.

Shot	Description	Timing / notes / importance
Union of BC Municipalities (UBCM) Conference event photos		Fall 2018. Exact dates to be confirmed.
Election photos	People voting or waiting to vote (within legal restrictions) Ballot boxes Voting place signs	Priority shot. Election photos in advance to use for promotion.
Council Images	Head shots and group shots of Council	After October 20, 2018
Groupings of people for conference sales	People at conference sign-in Conference participants mingling	Priority shot.
Storm images	Flooding, wind storms, snow storm (and other natural disaster-type emergency images)	
Emergency images	Emergency preparedness, training exercises, smoke/wildfire	
Skate Park	Images of the whole skate park area from further away, rather than close ups.	Spring or summer.
Library photos	Photos of adult programs (but not in the Community Room) Welcome Week movie on November 8 Winter Job Fair on October 30, 1–4 p.m.	Fall.
Library deck	People using deck	Summer.
General Committee images	More images of people sitting in a room and chatting People making presentations, or people marking up paper	

Community Enrichment Program photos	Presentation to Council in COTW in Flute. Some presentation images should have an unidentifiable speaker and an unidentifiable Council.	
Fitzsimmons bridge lit up	Photo of Fitzsimmons Bridge lit up in recognition of an event.	
General Manager James Hallisey, Director of Finance, General Manager of Corporate and Community Services	Formal photos	
Forest Fire related images	General images for forest fire season and Rating Sign (all levels)	Priority shot. Landscape orientation
All RMOW buildings in the winter	Especially the library and Municipal Hall	Winter.
RMOW facilities	People using PassivHaus meeting rooms People using the Point People using Spruce Grove Field House Exterior and interior shots	
Accommodation and housing	Tourist accommodation, phase 1 residences and single-family homes, auxiliary suites (detached), and infill housing	Priority shot.
Whistler welcome signs and neighborhood signs	Photos of new Whistler welcome signage (Lorimer Road and Village Gate Blvd) Photos of neighbourhood signs (but not Alpine and Emerald because we have photos of these already). Please don't capture any unofficial signage added to the signs by the public. Photo of entrance sign. Iconic or identifiable neighbourhood images.	
Whistler life at home	Pictures inside a home (some with people and some without) that reflect a typical Whistler home and family. Typical Whistler family around the dinner table, etc.	
RMOW open houses/forums/public meetings	A variety of shots that can be used for promoting different public meetings. Shots of specific public meetings.	Priority shot.
Creekside Mural	Photographs of the public art	

Transit images (all seasons)	Photos of the new buses, people getting on the bus; families, transporting waste on the bus, some bus stop images etc.	
Valley trail images in winter	People walking, snowshoeing or cross-country skiing to work in the snow (active transportation)	Priority shot. Winter.
Winter parking images	Winter parking regulations (one side of street only), street parking,	Priority shot. Winter.
Signature Whistler images	For the homepage of new website to be changed on a seasonal basis. The photos should work when used for a wide, narrow hero image.	Each season.
Business-casual person sitting in office across chair from a client, discussing document	Medium, landscape shots	Priority shot.
Manager of restaurant talking to patrons sitting at booth or table. All are smiling, maybe even laughing	Close-up and wide, landscape	Priority shot.
Family Après	Various current Family Après shots, especially with children in the photos	Winter.
Vancouver Symphony Orchestral Institute at Whistler	Students and teachers playing music	July. Exact dates to be confirmed.
Cultural Connector	Details to be provided	
Trainwreck Trail		Spring, summer or fall.
Bear images	Bears on the Valley Trail, by roads and in yards	
Bear Smart practices	Responsible behavior to avoid attracting bears (details to be provided)	
Christmas tree drop off and Yard Waste drop off at Nesters Waste Depot		January – Christmas trees April to November – yard waste

