



**Missoula Downtown Association
Request for Proposals**

For

Missoula Downtown 2019 Photo and Video Marketing



1. General

Objective/Purpose

This Request for Proposal is meant to obtain proposals from interested parties to assist in 2019 photo and video marketing of Downtown Missoula – a goal of the Missoula Downtown Association (MDA). This RFP process is designed to aid the MDA in selecting one media business to provide consistent, high-quality photos and video work of Downtown Missoula in 2019.

Key Dates

Submission Deadline: March 27, 2019

Selection Notification: April 3, 2019

Date of Service: April 5-Dec 31, 2019

2. Background

History

The Missoula Downtown Association, the Business Improvement District of Missoula, and the Missoula Parking Commission partner each year to market Downtown Missoula. For the past number of years, the MDA has worked with photographers, media companies, and videographers to produce high quality materials for use in the Missoula Downtown Association's joint marketing strategy.

In an effort to streamline coordination of the marketing strategy and to assure that Downtown Missoula's events, growth, and stories are told to the largest audience possible, the Marketing Committee has put forth this RFP in order to provide an opportunity for all media providers within the greater Missoula area to submit a proposal to enter a contract with the MDA to assist in marketing Downtown Missoula.

3. Minimum Service / Work Requirements

Expectations / Scope of Work

The media provider must be able to provide the following materials:

- High quality/high resolution photographs
- High quality/high resolution video footage (drone, street level, etc.)
- 5 fully produced videos (mixed, edited, sound, credited, etc.); length of videos, format/resolution, which mediums we will utilize videos to be determined

For the following in order to be considered:

- Approximately 30 downtown events during 2019. Events include, but not limited to:
 - Out To Lunch, Downtown Tonight, Garden City Brewfest, Unseen Missoula, River City Roots Festival, Festival of Trees, Parade of Lights, Heritage Interpretive Plan Public Outreach, First Friday, Missoula Marathon, Missoula Saturday Farmers and Peoples Markets, River Rod Run, UM Alumni Parade, other brew festivals, parades, Sunday Streets, etc.
- Investment in Downtown Missoula including remodeling work, new construction, infrastructure improvements and upgrades (parks, trails, etc.)



- Parking technology including garages, new meters
- Property and business owner interviews (to be determined)
- Must be able to supply own equipment. Camera, editing equipment, video equipment (hand-held, drone, etc.)
- Must have professional credentials, business license, proper permitting
- Must have proof of liability insurance

Mandatory Requirements for Proposal Submission

- Outline/profile of business as a media provider – i.e. provide summary of business, business' mission, professional experience, etc.
- Acknowledging the ability to provide and adhere to each of the expectations listed above
- Portfolio of previous work
- Additional proposal items as needed to accurately portray ability to provide terms of this RFP
- Deliverables:
 - Monthly retainer for at least 10 hours per month
 - Photo proofs and selection files
 - Video footage
- Cost Structure:
 - Monthly retainer rate-15 hours per month
 - Image selection per picture rate
 - Video footage per second rate
 - Video editing per second rate
 - Total monthly estimate
 - Total cost of deliverables

Licensing Rights

- MDA will have 100% of ownership of all purchased images and videos without time constraints
- Photographer/Videographer will release all rights to purchased images

4. Submission Guidelines

Send completed RFP response to:

Mail:
Missoula Downtown Association
Attn: Lincoln Mansch
218 E. Main Street – Suite C
Missoula, MT 59802

OR

Email:
Info@missouladowntown.com

All submissions must be made by 5:00pm on Wednesday March 27, 2019



5. Evaluation / Award Process

Following the submission deadline, the Marketing Committee will review each proposal. Each proposal will be evaluated based on submitted answers of the ability of the media provider to fulfill expectations for service as well as all additional materials submitted.

Awarding of the 2019 Downtown Missoula media provider contract will be on April 3, 2019. Please schedule Friday April 5, 2019 to cover First Friday at the Missoula Mercantile and the public roll-out of the Heritage Interpretive Plan

6. Points of Contact for RFP

For any questions regarding the RFP, please contact:

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