



**Request for Qualifications (RFQ) for
Professional Photographer for
Aroostook County Tourism, *North***

SCOPE OF WORK

Background

Aroostook County Tourism (ACT) works in partnership with the Maine Office of Tourism to deliver high quality messaging and imaging of Northern Maine for the purpose of attracting visitors to the region. ACT is accepting proposals from professional photographers to capture photography of people, activities, landmarks, and festivals for the purpose of publication and promotion of tourism opportunities in Aroostook County.

OBJECTIVES

ACT, under contract with the Maine Office of Tourism, will develop an archive of print-quality images to be used for marketing Aroostook County. Images will be used on all platforms of print, social media, digital, and website marketing. Photography captured must be in Aroostook County and primarily focus equally on the geographical areas of Caribou, Maine and north.

SPECIFICATIONS

The selected photographer shall be responsible for taking photos for use in ACT promotional materials (print/digital) in support of economic development, business & tourism as well as of events/activities in support of news-oriented/informational communications (print/web). The selected photographer must have demonstrated prior experience in taking pictures for promotional/informational publications (brochures, magazines, print advertisements, web imagery, posters, etc.). All raw and edited files shall belong to Aroostook County Tourism. When photographing identifiable individuals, signed releases must accompany the images.

Proposal Requirements

Photographer selected must have demonstrated prior experience in taking pictures for promotional and informational publications (print/digital) and must demonstrate –

1. Ability to travel within the entirety of Aroostook County;
2. Ability to work effectively with the Aroostook County Tourism Board to identify photographic opportunities;
3. Ability to spread work over all seasons;
4. Ability to supply high-resolution digital photography;
5. Ability to submit work in a timely fashion;

6. Willingness to sign a statement confirming that all files shall belong to NMDC/Aroostook County Tourism for their use as needed (Willing to consider shared ownership for price reduction, and/or, increased number of images).

Response Requirements

Responses to this RFQ shall include the following information:

1. Include the full name and address of the individual, company, organization etc.
2. Include a description of the individual, firm or organization, including qualifications, experience and ability to fulfill the scope of work described in this RFQ.
3. A brief written description of the Consultant's approach to the project.
4. Include references
5. Samples of past photographic work.
6. Detailed list of photographic equipment owned by vendor.

Bid Evaluation Criteria

- *Evaluation* - An evaluation of the proposals will be conducted by an ACT committee.
- *Criteria* - Criteria to be evaluated will include, **experience, references, samples**, and the **ability of the respondent to meet the ACT requirements**. Cost, although always a factor, shall not be the deciding factor. The decision of the committee will be considered final.
- *Information Required* - Services requested under this RFQ must be addressed for any proposal to be considered. Proposals should explain clearly and completely the proposers' qualifications and experience as they pertain specifically to the services outlined in this RFQ.

Submissions:

Deadline Close of Business Thursday, September 23, 2021

Mail to:

Northern Maine Development Commission/ACT

Attn: Jacob Pelkey

PO Box 779

Caribou, ME 04736

Email to:

jpelkey@nmdc.org

If you would like more information or have questions about the RFQ they must be submitted by Tuesday, September 21, 2021 to:

Jacob Pelkey

Tourism Developer

(207) 498-5065

jpelkey@nmdc.org

NMDC is an Equal Opportunity Employer/Lender