

Request for Proposals

National Marine Sanctuary Asset Development

April 4, 2024

Company Background

The 1000 Islands International Tourism Council (Council) is an independent, nonprofit 501c3 serving as the official tourism promotion agency for Jefferson County, New York. It is unique among destination marketing organizations in that it is charged with executing tourism marketing for one destination located in two countries.

Request Overview

The Council undertakes a variety of destination marketing tactics aimed at bolstering and sustaining leisure and trade travel in the area generally regarded as the greater 1000 Islands region. The Council is a recipient of U.S. Economic Development Administration funding and has proposed using a portion of such funding for development of marketing assets within the proposed Lake Ontario National Marine Sanctuary defined as the eastern shore of Lake Ontario from about Ellisburg to Cape Vincent and including Henderson/Henderson Bay, Sackets Harbor/Hounsfield, Dexter, Pillar Point, Chaumont/Chaumont Bay, Lyme and Cape Vincent though recreational activities that align with the sanctuary mission beyond the boundary will be incorporated. It is expected that the “in-field” term will be three to four days and include pre-dawn and post-sunset work as well as excursions onto Lake Ontario with professional boat captains.

I. Objectives:

The primary objectives of this project are:

- Capture video and photography assets highlighting the scenic outdoor beauty of the project area with consideration given to balance among municipal boundaries.
- Develop raw video and photography demonstrating recreational opportunities within the project area including: fishing, diving, paddling, boating, sailing, walking and cycling.
- Develop raw video and photography showcasing lifestyle activities within the project area including: commercial downtowns activity, food/beverage/dining activity, retail opportunities, activity at attractions and venues accessed by leisure, group and meetings visitors.

II. Scope of Work:

The selected vendor will be responsible for the following:

- Creative development outline/itinerary in conjunction with Council staff who will make introductions, propose ideal locations and assist with day-of logistics.
- Furnishing all equipment needed to develop high-quality assets including high-resolution still images and high-definition video clips.
- Coordination of all photographers/videographers and staff needed for production and post production.
- Deliverables should include:
 - Council access to transferrable, downloadable digital still photography files in vertical and horizontal orientations organized by municipality and/or activity/business location.
 - Access to easily transferrable, downloadable digital video files in vertical and horizontal orientations organized by municipality and/or activity/business location. Video files should be small enough to easily transfer among parties.
 - Production of four videos (no more than :30 each) for digital media audience consumption focused on outdoor recreation, Lake Ontario lifestyle, fishing and diving.
 - Production of four videos (no more than :15 each) for social media audience consumption focused on outdoor recreation, Lake Ontario lifestyle, fishing and diving.
 - Because this is a EDA-funded project, produced deliverables are required to include I Love NY branding as part of logo and graphic components. Council will provide all required logo files.

III. Requirements:

Interested vendors must submit proposals that include:

- Overview of the agency's experience in photography and videography asset development.
- Sample of raw or produced content from two clients that is comprised of vendor asset development and creation. Digital links is acceptable form of proof.
- Detailed budget breakdown of content collection, production, fees and delivery.
- Timeline for campaign execution, including key milestones. Council wishes to undertake field work in June.
- Detail of any additional fees for service beyond budgeted amount.

- All assets will be owned by Council without restriction. Preferred vendor is granted permission to utilize assets for promotion of vendor capabilities or related tourism marketing so long as asset ownership is attributed to 1000 Islands International Tourism Council or written permission is granted by Council.

V. Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and track record of the vendor in promoting travel destinations.
- Demonstrated ability to develop still and video photography in the tourism/travel space.
- Budget efficiency and transparency.
- Timeliness and feasibility of the proposed timeline.
- Additional evaluation criteria for all Council EDA-funded projects available at www.ticouncil.com

VI. Timeline:

RFP release date: April 4, 2024

Proposal submission date: April 19, 2024

Proposals review period: Through May 3, 2024

Anticipated agreement: On or by May 13, 2024

VII. Submission

Please submit proposals no later than April 19, 2024 to Corey Fram, Director of Tourism, at corey@visit1000islands.com or 43373 Collins Landing Road, Alexandria Bay, NY 13607.