

Multimedia RFP Bidders Conference  
Thursday, January 25, 2024  
Land of Sky Regional Council office, West Asheville and via Zoom  
10:00 am

Attendees in-person or remote

1. Nathan Ramsey, Executive Director, Land of Sky Regional Council and Director, Mountain Area Workforce Development Board
2. Jared Kay, Amplified Media
3. Bob Peck, Mountainwater Films
4. Andre Daugherty, Pro 16 Productions
5. Adam Taylor, Adam Taylor Pictures
6. Jake Dewey, Bclip Productions
7. Taylor Ratcliffe, Destination by Design
8. Matt Williams, Bclip Productions
9. Russell Oliver, Pioneer Films

Bidders' conference opened at 10:00 am. Nathan Ramsey opened the bidders conference and provided an overview of Land of Sky Regional Council. He requested introductions from the in-person and remote attendees at the bidders' conference. Nathan briefly reviewed the RFP and timeline for the RFP. The advertisement of the RFP notice ran in the Asheville Citizen Times on January 15, 2024. The spreadsheet of photo sites does not commit the organization to include all of the sites in this project. This project may include sites not listed in the spreadsheet. Land of Sky did not release a dollar amount as we wanted to see what the cost would be. The organization is committed to moving forward and we understand the cost is in the tens of thousands of dollars. We can be flexible on the timeline, but we understand the project completion date of May 31, 2024, may need to be extended. The evaluation criteria is listed in the RFP and we can be flexible on the payment schedule but would ask that no more than 50% of the total cost be paid prior to the end of the project. All of the intellectual property would be transferred to Land of Sky. We anticipate we will be flexible in our approval to use this content for other projects. There are many ways to take a photo/video of a site and we did not dictate the details of how the photo/video should be shot. We want to be able to compare the proposals on a like basis, so all firms are treated fairly. Some photos/videos should have people in the photo/video and we need to have legal authority to use that photo. Nathan then opened up the floor for questions.

1. **How will the photos/videos be used on the back end?** Land of Sky has many programs and we would like these photos/videos to be used by the programs. Some of our programs have Canva. We understand the dangers and risks of copyright infringement. We also want current images of our region and images that can be very powerful. Our elected

officials and local governments want to see their communities in the programs at Land of Sky.

2. **Will these photos/videos be used for advertising purposes, brochures, flyers, etc.?**  
Yes. An example was provided of the process to approve photos/videos of various sites including businesses.
3. **For model releases there is the requirement to pay the model as a signed release must involve compensation. That could impact the budget significantly. Since you don't know if this list is exhaustive, it appears the cost would need to be per shot? I understand what you are saying is a legitimate concern. An example was given about a proposed shot of Asheville City Hall. We request the firms for any guidance on how to make this RFP more detailed. We would like photos/videos in all seasons and photos/videos with human interaction. A photo/video should demonstrate beyond our natural beauty as the people in our region is what makes us special. We want to be legally protected so we can use photos/videos with people in some of the shots.**
4. **We probably need to consider some type of average cost of each shot for this project. Who will be the contact for this project to identify a final list of photos/videos?** We shared that some photos/videos can cost more than others. We want photos/videos from all seasons. Firms may have a catalog of photos/videos already in your inventory that we can use. The key is we need to be able to use the photos/videos as needed. We cannot commit to the total project cost right now but we know it won't be \$100,000 but it will be over \$10,000.
5. **Will LOSRC provide assistance to help secure photo/video sites for businesses, retirement communities, etc.?** We will help with securing approval from businesses and other locations. You may have many photos/videos in your catalog. We understand the deadline may need to be extended by the scope of this project contingent on the timing and work required by the deliverables.
6. **For seasonal content how can we meet the deadline?** A firm may have in their catalog all four seasons. Firms may also seek out other firms to license photos for winter, summer and fall shots. Otherwise the deadline would need to be later than June 2025 so there must be off the shelf photos/videos so this project doesn't take over a year to complete.
7. **Is the project deadline a hard deadline?** We will be flexible on the deadline of this project as we understand there are many variables in this project.
8. **I've never encountered a job like this. I don't understand how you can have a deadline when you don't have a list of specific photos/videos? We need a description of exactly what you need. The only way I see this working is for firms to give you a cost for the type of photos/videos as a menu?** I thought I shared that with you previously. We may want a picture of sunrise at Looking Glass Rock. A menu makes sense. We do not have the in-house expertise to provide the level of specificity you want..
9. **There needs to be a priority list of the photos/videos you need. You cannot make the approval in your sole discretion without providing more specificity.** You should incorporate these concerns in your proposal cost. Some firms may have much of this content in their catalog. We want to make sure the deliverables meet our expectations. Firms may decide this project is not something you want to submit a proposal. Please send us the criteria you suggest for this RFP and if we agree then we will share that with all firms. We want to ensure that all firms are treated similarly and there is a level playing field.

10. **Is there a data base for you to receive the photos/videos?** Our IT system is a third-party provider and we can file all of the photos/videos in our system. It will take up much space in our system and it will require additional storage space. We appreciate any recommendations on how to minimize the space this project will have on our server capacity.
11. **Do you want videos that are raw footage or a finished product? Horizontal or video shots?** We want short clip videos as well as the videos in a loop so we can share them in some way. The creativity of firms will determine the scope of the videos. We will rely on your body of work when making decisions on which proposal to select. In theory, there could be a firm that has all of this content in a box and ready to go.
12. **Is there a possibility the project could be expanded as the project is underway?** Yes. That is a possibility for this project. If any of the firms have a recommendation on a criteria that will make it easier to evaluate this project, please send us this criteria.
13. **When you receive the proposals from the firms if you have a question about the proposal, how will you deal with that?** After reviewing all of the proposals, we would go to all vendors who have submitted a proposal that they would have the right to modify their proposal and we will give you a timeline to do that. We will not go to one vendor and only respond to them, a generic question would be sent out to all potential vendors who have submitted a proposal.
14. **We need the same criteria on how to bid this project as some vendors will submit a proposal based on a cost per image or some may provide a day rate?** We welcome firms submit any suggestions for establishing a clear criteria so all firms will have a level playing field. We encourage firms to establish a variable pricing structure based on a limited number of criteria. We are not in the business of promotion so we don't have in-house expertise to establish a more detailed criteria. We want a firm who can handle the breadth of this project and quite frankly we want one firm to provide the requested deliverables.
15. **The RFP request is for firms to provide a list of employees who will be working on the project. For firms who may contract this work with subcontractors how do we respond to this request? How much of the things in the RFP are mandated and how many items can be flexible?** That's the purpose of the bidders' conference and the Q&A process. If you don't know who will be working on this project it is fair to say it is subject on the type of shots we need to make. The intent of this provision in the RFP is to determine if the vendor is qualified to submit a proposal. We want guidance from firms you have the talent to complete this project. Each firm may have unique strengths and in your proposal you need to share why your firm is best positioned to provide the deliverables requested for this project.
16. **What is the breakdown of photos and videos?** We are assuming the vast majority of this project will be still photography. The video will be no more 1/3 to 1/4 of the total project. We would evaluate the need based on the pricing of the project deliverables. We would like to see a rolling video of our region as you walk into the LOSRC office. I've seen videos of various Tourism Development Authorities of people sliding down Sliding Rock. A variable cost structure will allow firms to price the various types of videos and photos you can create. Having the ability to share the content effectively is a key part of this project.

- 17. I have multiple questions in addition to what I've already asked. Should I ask the questions now or submit them in a written form?** You are welcome to ask more questions now. There are advantages to asking questions in real time where the answers may provoke additional questions from other firms.
- 18. You have said that the budget should not be over 25% of the total revenues of the firm?** The intent of this provision is to limit our exposure to start ups and we want to make sure firms have a track record of doing this work. We are not verifying your income and propriety financial information like a tax return. When you are submitting your proposal you are saying that the things in your proposal are true and accurate to the best of your knowledge.
- 19. There are many requested photos/videos which I have already sold the copyright. Could we license the photos/videos requested by this RFP?** Ideally, we want full rights of ownership. We will not require that the deliverables are only for our purposes. As we mentioned earlier, we will be generous in approving the use of this content for other users. We envisioned firms may have a catalog and that could be a more cost effective option for us.
- 20. On the proof of insurance will you require certificate of insurance, liability insurance and workers compensation?** We want to make sure the firm has insurance to protect LOSRC in the event if someone was damaged because of this project. We want to make sure you can indemnify us for any loss. We will clarify the dollar amount of coverage if it is not specified in the RFP.
- 21. I have additional questions and may send you more written questions.** You are welcome to submit written questions and we will attempt to respond as soon as possible.
- 22. When we respond to the RFP are we agreeing to everything that is requested in the RFP?** If a vendor submitted a great proposal but doesn't have any insurance coverage that would be a disqualifier. We understand there is a possibility that no vendor may be able to meet all of the requested deliverables of the RFP.

The bidder's conference concluded at 11:29 AM.