

RFP: PHOTOGRAPHY & VIDEO SERVICES

Release date: Wednesday, August 17, 2022

Final Submissions and Questions to sent to sbrown@licpartnership.org

Proposals must be received by: Wednesday, August 31, 2022 by 5:00 p.m.

INTRODUCTION & BACKGROUND

Long Island City Partnership's (LICP) mission is to advocate for economic development that benefits Long Island City's (LIC) industrial, commercial, cultural, and residential sectors. The goal is to attract new businesses to LIC, retain those already here, welcome new residents and visitors, and promote a vibrant and authentic mixed-use community. The LIC Partnership is a 501(c)(3) that operates the Long Island City Business Improvement District (LICBID) and the LIC Industrial Business Zone, among other programs.

Long Island City, located directly across the East River from Midtown Manhattan, is a vibrant mixed-use community. Home to Fortune 500 companies, world-renowned arts and cultural institutions, prominent film and television studios, a large industrial base, and over 80,000 residents, Long Island City is a diverse and authentic NYC neighborhood in the borough of Queens—America's most diverse county.

OBJECTIVE/SCOPE OF WORK

LICP invites the submission of proposals from qualified individuals and entities authorized to do business within the State of New York to submit a proposal to provide professional photography and video services by providing a catalog of destination photography covering around 50 locations in the neighborhood to be identified by LICP and producing a promotional video which promotes LICP as a vibrant destination.

The project goals are focused on the cost-effective production of a promotional video and photography for LICP are to:

- Raise awareness of LIC, and the businesses located within it
- Define the district as a destination
- Draw visitors to the district
- Promote patronage for businesses located within LIC
- Inspire businesses to relocate to LIC
- Showcase that LIC is a great place to live and raise a family, explore as a young professional and find comfort as a mature adult
- Showcase LIC as a hub for industrial, life sciences and tech businesses
- Highlight waterfront views and experiences, dining, drinking and cultural attractions
- Highlight District corridor, particularly businesses along Jackson Avenue and Vernon Boulevard
- Highlight LIC's diverse residents and workers

- Provide images for (but not limited to) lifestyle and editorial use across online and print media, outdoor advertising, social media, LICQNS.com, presentations, annual reports, etc.

PROJECT GOALS & DELIVERABLES

The selected proposer shall be expected to produce the following deliverables:

- Large collection of destination photos highlighting project goals (above)
- Proposer to provide edited selected imagery and raw files
- 60 second video promoting LIC as a destination
- Optional: 60 second video intended to recruit businesses and commercial tenants to LIC
- Optional: Drone footage of development, including waterfront and core business district to be included in video

It is understood that all final deliverables shall be the property of, and thus shall be wholly owned by, LICP and that vendor may not share the products or use the products for promotion without written permission LICP.

PROPOSAL CONTENT & SUBMISSION GUIDELINES

Proposers are required to submit the following information in sufficient detail to enable LICP and its partners to consider the proposal. It should include:

- A detailed narrative statement describing the previous experience of the proposer and its project team, especially with regard to projects that are relevant to this RFP and emphasizing aspects in which the proposer's qualifications are believed to be exceptional or unique
- Examples of relevant projects undertaken by the proposer
- Background on project team, including names and description of their experience
- Proposed timetable for project completion
- Proposed project fee arrangement, including fee amount and payment schedule (if applicable)
- Separate line items for cost of photography and video services
- Three relevant references

SELECTION CRITERIA

In evaluating proposals submitted pursuant to this request, LICP places high value on the following factors, not necessarily listed in order of importance:

- Quality of work
- Evidence of a clear and concise understanding of the project and the expectations of LICP
- Innovative or outstanding work that demonstrates unique qualifications

- Level of experience and training of personnel assigned to this contract, staff ability and availability of principals for working with LICP
- Cost of services with consideration of fees for additional third-party agencies/consultants to fully execute our goal
- Responding companies may submit a joint proposal with third parties if desired.

Long Island City Partnership assumes no responsibility and no liability for costs incurred by the responding firm(s) prior to the issuance of a contract. The Long Island City Partnership reserves the right to negotiate with proposers or to reject any or all proposals. LICP committed to promote equitable contracting and procurement opportunities. We strive to give all business, including Minority and Women Owned Business Enterprises an equal opportunity to compete for contracting opportunities.