



DOWNTOWN
PARRY SOUND

PARRY SOUND DOWNTOWN BUSINESS ASSOCIATION

REQUEST FOR PROPOSALS Photo Library for Website

Terms of Reference: The Parry Sound Downtown Business Association (PSDBA) is looking for someone who would be interested in supplying the PSDBA with a library of downtown pictures for use on their new website and for marketing purposes in exchange for promotion of their company on the website.

1. Purpose

The main objective of this RFP is to attract Proposals from a qualified photographer to supply the DBA with a library of photos of the downtown. These main purpose for these photos will be for their new website which is currently under construction.

2. Background

Since its establishment in 1977, the Parry Sound Downtown Business Association's (PSDBA) mandate has been to market and beautify Downtown Parry Sound as the primary commercial and business centre in the Parry Sound area.

The PSDBA represents approximately 250 businesses and their employees, as well as the broader community of Parry Sound and the surrounding municipalities. The PSDBA plays an active role advocating for a thriving and diverse community of retailers, restaurants, and services.

Funding for the PSDBA comes from a supplementary tax levied on all commercial buildings within its boundaries. This geographical area represents a dense mix of retail stores, hospitality and tourism services, professional services and social agencies.

3. Project Details

The PSDBA is looking for a photographer who would be willing to supply the DBA with a library of photographs of the downtown in exchange for promoting their business on the new website.

Specific Objectives:

- a) To take pictures that reflect the beauty of downtown Parry Sound
- b) The pictures must reflect all areas of the downtown including but not limited to:
 - Waterfront
 - Seguin river
 - Trestle Train Bridge
 - DBA Businesses
 - Beautification (planters, parkettes, etc.)
 - Market Square Park
 - Events
 - Seasonal pictures
- c) The resolution of all photos must be 72PPI and in RGB colour mode
- d) Your watermark may be on all the photos submitted and displayed in the bottom right corner. The Marketing Committee will approve the size of the watermark.

4. Proposal check list

Respondents are requested to include the following components in their submissions:

- Proposed project schedule including dates.
- Will you provide pictures on an on-going basis or only for a set period of time?
- Will you attend specific DBA events to take pictures?
- How many photographs are you willing to provide?
- Summary of prior photography experience
- Can you provide 10-15 photos immediately in order to get the website up and running?
- A website or Facebook page link where your photos can be viewed

5. Agreement

The DBA agrees to promote your business for one (1) year on the new website. This will be done through a specific spot on the home page.

The DBA also agrees to promote your business once a month on their Facebook page for one (1) year. Each post will include at least one of your photographs and an acknowledgement that you took the picture.

The DBA will own the use of the photos to use as needed; on their website, on Social Media and/or in print advertising.

You will not be the sole photographer whose pictures are used on the website. There is a "Submit Your Photo" button on the website to encourage the public to send us their pictures. However, any other photos that are used will not have a watermark on them.

6. Submission of Proposals

Submit an electronic copy of your proposal to:

Susan Hrycyna

Executive Administrator

downtown@psdba.ca

All proposals must be received by Tuesday February 4th, 2020 at 4:00pm

7. Other Considerations

- The PSDBA, at its discretion, may select any one proposal or reject any or all proposals. The PSDBA reserves the right to negotiate with any or all proponents.
- Subject to the other provisions of the RFP, the criteria specified are the sole criteria, which will be used for the evaluation of the proposals.