



**Oregon Regional B-Roll:
April – July 2021**

**Request for Qualifications:
April 9 – April 28, 2021**

ABOUT TRAVEL OREGON

The Oregon Tourism Commission (OTC), dba Travel Oregon, is a semi-independent agency that serves as the state's destination management organization. Travel Oregon is focused on building strong, stable communities that welcome a diversity of explorers. A nine-member, governor-appointed commission oversees the work of the agency approving the budget and strategic plan. The OTC strives to create a better life for all Oregonians through product and community development, destination sales and marketing, regional investments and matching grants that strengthen the economic impact of the state's multi-billion tourism industry that employs tens of thousands of Oregonians.

REQUEST FOR QUALIFICATIONS (RFQ)

Travel Oregon is seeking contracted videographer(s) to capture broadcast-quality b-roll video in the seven tourism regions across Oregon that will be delivered May-July. The purpose for sharing this RFQ is to solicit contractors interested in working with Travel Oregon on one or more of the below areas of support needed. To align with Travel Oregon's diversity, equity and inclusion initiatives, we strongly encourage minority and women-owned businesses to submit responses to this RFQ.

Please note that this document outlines *possible* work that *may* result from partnerships with tourism partners and Regional Destination Marketing Organizations (RDMOs). If videography work aligns with a contractor's experience and skills, Travel Oregon will reach out to discuss further details of the work. If a specific body of work does not surface as a focus area for any destination, there will not be a contractor need related to that work at this time. However, Travel Oregon plans to save RFQ responses and material; and as support needs arise, there is potential for future work. If a contractor would *not* like to be considered for future work, please make note of that when submitting materials.

CONTRACTOR ROLES

Travel Oregon is specifically seeking videographers and agencies/vendors with experience capturing and creating broadcast-quality (4K/HD) b-roll video segments. Ideal candidates will also have professional drone capabilities and experience conducting these activities in both urban and rural environments. Experience filming action sports and outdoor recreation (rafting, biking, hiking, etc.) is a plus.

The resulting video files shall be owned by Travel Oregon and used to supplement our stock video library. Shots will not contain featured actors, but possibly outdoor recreation guides and individuals encountered in the public space. The b-roll will utilize natural/no sound to showcase the beauty of Oregon for future video projects and supplied to media outlets as requested.

DELIVERABLES

Contractor will be expected to deliver b-roll in an organized format for each of Oregon's seven [tourism regions](#).

IMPORTANT PROGRAM DATES

April 9-April 28: Oregon B-Roll Videography RFQ is open.

April 28: Deadline to respond to RFQ. Submit a letter, CV/resume and optional links to website/work samples to Travel Oregon by 4 p.m. PST. All shared information and accompanying materials must be submitted in electronic form and emailed to rfp@traveloregon.com. Please include "Oregon B-Roll Video RFQ" in the subject line.

May-July: Statewide b-roll video capture takes place. Delivery of b-roll video files to take place on a rolling basis as it is captured and processed.

Final and complete materials must be received by Travel Oregon by July 31, 2021.

MATERIALS REQUESTED

1. Cover Letter or Letter of Interest (not to exceed two pages): A letter describing the proposer's background, clients, experience and specific areas of expertise in relation to needed areas of support outlined in this document. Include number of years in business and scope of general services provided to clients. Please include professional affiliation with any industry associations and groups. List availability and scheduling notes related to delivering work between May and July. The letter must be signed by an official who has authority to enter into a service agreement on behalf of the firm.
2. CV, Resume or Work Samples (not to exceed two pages): Detailed description of background, experience, and specific areas of expertise in relation to the needs outlined in this document, providing work and work samples and links to website/LinkedIn/material as appropriate.
3. Fees (not to exceed one page): Outline daily fees and/or hourly rate for personnel who will be assigned to the Travel Oregon programs. List any cost savings and/or added value proposals offered.
4. Certification of Disadvantaged Business Form: Complete and submit.
5. Anti-Discrimination Certification: Complete and submit.

OTHER CONSIDERATIONS

OTC reserves the right to award a contract based solely upon information submitted. OTC may also choose to request additional information or to conduct interviews to provide clarification or answer questions OTC may have in conjunction with the written responses to this request.

Confidentiality: Travel Oregon is a semi-independent agency of the State of Oregon. It is understood that RFQ responses may contain confidential information relating to a previous client strategies, goals and results. Any materials submitted to Travel Oregon, including proposals, documents, correspondence or other materials, may be subject to Oregon Public Records Law. Travel Oregon cannot guarantee confidentiality of any materials received. Whether documents or any portion of a document submitted as part of a proposal may be exempt from disclosure may depend upon official or judicial determinations made pursuant to the Public Records Law. As a result, respondents are advised to

consult with legal counsel regarding disclosure issues.

Material Rights/Ownership: Materials developed and produced by contractor toward Travel Oregon scope of work is directly owned by Travel Oregon. Materials may not be relicensed, repurposed or republished without prior expressed written consent by Travel Oregon staff.

Questions/Clarifications: Questions regarding this non-competitive process may be emailed to rfp@traveloregon.com.

Cost for Preparation of Proposals: Travel Oregon is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the respondent's proposals.

Equal Opportunity: Travel Oregon encourages minority and women-owned businesses to submit proposals in response to this RFQ. Oregon companies and entities are strongly preferred.