



Request for Qualifications

Photography and Videography Services

July 23, 2025

Table of Contents

1	Project Information	3
2	Project Background, Goals, and Objectives	3
3	Scope of Work	3
	Project Delivery and Objectives	4
4	Project Budget	5
5	Anticipated Schedule	5
6	Evaluation and Selection Criteria	5
	Vendor Experience, Capabilities, and Requirements	5
	Vendor Minimum Qualifications	5
	Vendor Evaluation Criteria	5
	E-Verify Compliance	5
7	Submittal Requirements and Format	6
	Physical Submittal: Department Contact, Deadline for Receipt, Format	6

1 Project Information

The Leland Tourism Development Authority (LTDA) is seeking qualifications from experienced and professional vendors to provide photography and videography services in support of Leland's tourism development and marketing efforts throughout the 2025-2026 fiscal year, which runs through June 30, 2026. Services are requested on an as-needed basis and may include coverage of community events, recreational activities, promotional content, and testimonials.

All proposals must be received by 5 p.m. on Aug. 20, 2025. Inquiries, amendments, or submissions received after the time and date listed above shall not be considered for evaluation.

Questions, requests for information, and responses to this RFQ shall be emailed to:

Jessica Jewell, Communications Manager
jjjewell@townofleland.com

The LTDA reserves the right to reject any and all submissions for any reason or no reason. This RFQ does not obligate the LTDA to pay any cost incurred by respondents in the preparation and submission of a response nor does it obligate the LTDA to accept or contract for any expressed or implied services.

2 Project Background, Goals, and Objectives

The LTDA seeks to enhance its promotional and tourism marketing efforts through high-quality visual content. The selected vendor will assist in capturing the character, vibrancy, and attractions of Leland, with a focus on both community events and lifestyle activities that support tourism-related goals. Content may be used in marketing campaigns, social media, the LTDA's website, print collateral, and regional promotions.

Goals of this project include:

- Documenting key tourism events throughout the year
- Capturing outdoor, recreational, and cultural activities
- Creating engaging, dynamic visual content that reflects the LTDA's appeal to visitors
- Producing testimonial videos that showcase Leland's value as a destination

3 Scope of Work

The selected vendor will be responsible for coordinating with the LTDA to plan, capture, and deliver photography and videography content across a range of assignments. Typical responsibilities may include:

- Pre-event planning and coordination with staff
- On-location photography and videography
- Post-production editing and formatting
- Timely delivery of finalized media in agreed formats (e.g., high-res stills, short-form videos, reels)
- Licensing the LTDA for unrestricted use of all deliverables

Content Needs

Events

- Oktoberfest – September 20
- Brunswick County Intercultural Festival – October 11
- Applearchy Cider Fest – November 1
- Leland in Lights Grand Illumination – December 6
- Rice Festival – Early March
- CIAA Tournament – April
- Brunswick Jazz Festival – May
- Art Market – Spring
- Others as needed

Activities

- Kayaking
- Disc Golf
- Golf
- Artsy Programs
- Gallery
- General Beauty Shots
- General Lifestyle Shots
- Fishing
- Founders Park
- Pickleball
- Others as needed

Locations

- Founders Park
- Cypress Cove Park
- Westgate Nature Park
- Leland Cultural Arts Center
- Gateway District
- Brunswick Village
- Leland Town Center
- Others as needed

Other

- Community or visitor testimonials

Project Delivery and Objectives

At all times, the vendor shall act in the best interests of the LTDA and use their best efforts to deliver content in a timely and cost-effective manner. The vendor is expected to collaborate with LTDA staff on scheduling, location coordination, and file delivery methods, ensuring deadlines and specifications are met.

4 Project Budget

Vendors are asked to provide a detailed rate sheet that includes hourly rates and/or flat fees and itemized estimates based on the anticipated services outlined above. Budget will be evaluated in terms of competitiveness and clarity but is not the sole basis for award.

5 Anticipated Schedule

The LTDA reserves the right to make adjustments to this schedule as necessary.

Preliminary Project Schedule	Date	Time
Issue/Advertise RFQ in official advertising publications	July 23, 2025	
Deadline for submission of Statement of Qualifications	Aug. 20, 2025	5 p.m.
Staff completes qualification evaluation to select firm	Aug. 25, 2025	
Notify selected firm	Aug. 25, 2025	
Complete contract with selected firm	Sept. 2, 2025	
LTDA award of contract	Sept. 8, 2025	
Project Completion	June 30, 2026	

6 Evaluation and Selection Criteria

Vendor Experience, Capabilities, and Requirements

- Demonstrated experience producing high-quality photo/video content for tourism, events, or public entities
- Familiarity with current visual content trends and best practices for digital platforms
- Ability to manage multiple projects and meet deadlines

Vendor Minimum Qualifications

- Professional-grade photography and videography equipment
- Editing and post-production capability
- Ability to provide files in multiple formats for web and print
- \$1M in general liability insurance and \$1M in professional liability coverage

Vendor Evaluation Criteria

- Relevant Experience and Portfolio
- Technical Expertise
- Timeliness and Responsiveness
- Rate Structure and Cost Estimates

E-Verify Compliance

The project contract will require that the selected firm/team and its subcontractors comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes consistent with state law requirements for contracts.

7 Submittal Requirements and Format

Physical Submittal: Department Contact, Deadline for Receipt, Format

Respondents must submit their qualifications **via email** in PDF format to the contact listed below by the deadline noted in this RFQ.

Submittals must be emailed to:

Jessica Jewell, Communications Manager

jjewell@townofleland.com

Email subject line should include: **RFQ – LTDA Photography and Videography Services**

All submissions must be received by **5 p.m. on Aug. 20, 2025**. Late submittals will not be considered.

Each email submittal must include the following:

1. **Statement of Interest** outlining relevant qualifications, including availability and experience with economic development, marketing, and/or promotional videos.
2. **Portfolio** with links or attachments showcasing relevant work samples. Include recent work samples that demonstrate experience and capabilities in the following areas, if available:
 - Community event photography and/or videography
 - Short promotional or highlight videos
 - Lifestyle or outdoor recreation photography (e.g., kayaking, pickleball, disc golf)
 - Testimonial-style video interviews
 - Tourism, travel, or destination marketing content
 - Still or video content crafted for government, nonprofit, or public sector clients
 - Low-light or nighttime event photography/videography (e.g., holiday light displays or concerts)
3. **Proposed Rate Sheet** and itemized **Cost Estimates** based on the anticipated scope of services.
4. **Proposed Timeline** for delivery of content following shoot dates.
5. **Description of Equipment, Editing Tools, and Staffing** used for photography and videography projects.

Responses should be concise, clear, and relevant. The submitter is solely responsible for ensuring successful delivery of the email and attachments by the stated deadline. The LTDA will not accept physical submissions for this project.

It is the sincere intention of the LTDA to make every effort to be fair and equitable in its dealings with all candidates for selection. If, however, the LTDA should determine that none of the respondents submitting are advantageous to the LTDA, the LTDA reserves the right to accept or reject any or all responses with or without cause. Issuance of this RFQ does not commit the LTDA to award a contract, to pay any costs incurred in preparation of a proposal, or to procure or contract for related services or supplies.

VISIT
beland

LIFE IS GOOD HERE™