



**BAY AREA**  
CHAMBER OF COMMERCE

# HEY, BAY CITY!

**JOBS • STORIES • EVENTS • INFO**

## **REQUEST FOR PROPOSAL (RFP) FOR PHOTOGRAPHY AND STORYTELLING SERVICES**

**Issued By:** Bay Area Chamber of Commerce

Hey, Bay City

812 N. Water Street

Bay City, MI 48708

[info@heybaycity.com](mailto:info@heybaycity.com)

**Proposal Due Date:** November 29th, 2024

## Project Brief

Hey, Bay City is a community-driven platform dedicated to sharing the stories, events, and employment opportunities within Bay County, Michigan. Our mission is to highlight the vibrant culture, businesses, and individuals that make our community unique. We are seeking experienced photographers and storytellers to collaborate with us in capturing high-quality visual content and stories that align with our brand and engage our audience. Hey, Bay City is a program of The Bay Area Chamber of Commerce.

- **Content Creation:** Produce compelling photographs and/or social media posts that showcase local culture, businesses, and community stories.
- **Brand Alignment:** Ensure all visual content conforms to brand standards of Hey, Bay City.
- **Audience Engagement:** Create content that resonates with our diverse audience, fostering community pride and involvement.

Please indicate which type of services you are willing to provide:

- Photographer
- Storyteller
- Both Photographer and Storyteller

## Scope of Work

The selected photographers and/or storytellers will be responsible for providing the following services:

- **Photography Services:**
  - Capture high-quality images of preselected community members and businesses.
  - Deliver polished, publish-ready, edited high-resolution images in digital format.
- **Storytelling Services:**
  - Craft compelling written narratives that capture the essence of Bay County's local culture, businesses, and community.
  - Conduct interviews and research to gather insights and authentic voices from the community, ensuring each story resonates with Hey, Bay City's audience.
  - Develop engaging article series that highlight unique aspects of Bay County, assigned by the Bay Area Chamber of Commerce team.
  - Collaborate with the Bay Area Chamber of Commerce team to align each story with the brand's editorial guidelines, tone, and objectives.

- Provide polished, publish-ready content that includes appropriate formatting and any necessary captions, headlines, and subheads for web and social media use.

## **Deliverables**

The deliverables include, but are not limited to:

- Photography
  - 10 Edited, high-resolution, retouched images.
    - Size requirements:
      - *One Story Featured Image*: 1200x1200, Aspect Ratio: 1:1
      - *Basic Page Large Image*: 2400x??, Aspect Ratio: Variable, Landscape preferred.
    - Delivery in agreed-upon formats (PNG, JPEG etc.)
  - Storytelling (Examples provided to adhere to tone and format)
    - Minimum of 3 posts, depending on length of story.

## **Proposal Requirements**

Please include the following in your proposal:

- **Introduction & Company Overview:** Brief description of your business, experience, and expertise in event photography/videography.
- **Portfolio:** Samples of past work that demonstrate expertise in similar projects.
- **Technical Capabilities:** List of equipment and editing software used.
- **Project Approach:** Outline of the approach to be taken, including any creative vision for capturing the event.
- **Pricing Structure:** Detailed pricing including rates for photography, editing, travel, and any other related costs.
- **Timeline:** Estimated delivery time for edited images and/or story.
- **References:** References from previous clients preferred.

## **Evaluation Criteria**

The selection will be based on the following:

- **Experience and Quality of Work:** Proven track record and portfolio quality.
- **Approach and Vision:** Fit of creative approach to the project's objectives.
- **Pricing and Value:** Competitive pricing with clear breakdown of costs.

## **Submission Guidelines**

Please submit your proposal via email to [jodi@baycityarea.com](mailto:jodi@baycityarea.com) by **November 29<sup>th</sup>, 2024**. All questions regarding this RFP should be directed to **Jodi LaMont** at [jodi@baycityarea.com](mailto:jodi@baycityarea.com). Late proposals will not be considered.

### **Terms and Conditions**

- **Ownership of Deliverables:** The Bay Area Chamber of Commerce retain ownership of all deliverables upon final payment.
- **Confidentiality:** All project information should be treated as confidential.
- **Payment Terms:** Upon final completion of project, invoice to be paid within 2 weeks.

Thank you for your interest in partnering with us. We look forward to reviewing your proposal.

*For Storytelling purposes, this is an example of a Hey, Bay City story :*

**Post 1:**

“Every year, McLaren Bay Region is proud to participate in the Rotary Vocational Day because this event is important to both students and to McLaren. When the student come to McLaren to job shadow, our employees just shine. You can see the passion for what they do and its energizing for them to show students to pass along some of that passion for what they do every day. We have all kinds of employees who participate: employees like nurses and respiratory therapists, but also our facility and community nutrition employees as well.

The students are excited to explore these careers, too. They come in not knowing exactly what a nurse does, but they get to gown up and go into a surgery and see it first hand. This experience is so valuable to them, regardless if they decide to go into healthcare or not. They get to discover a career they will love, or they find out ‘this isn’t for me’ before they go off to college.

—Laura Love, McLaren Bay Region

**Post 2:**

“The Rotary Vocational day is an important opportunity for our students in Bay County to discover careers available right here in their community. This Vocational Day event has been going for what we believe is 50 years, started by professionals who saw there was a disconnect between students in schools and opportunities that helped them figure out what their future career would be.

The Rotarians came up with the idea to bring students into their workplaces to let them see first hand the kinds of jobs that were available.

Our high school counselors in Bay County are phenomenal and they work closely with their students. They know their students and their students’ interests, so rather than just a random placements of students, and the counselors help place the students with a job that they might be most interested in. It makes the experience more worthwhile and maximizes the possibility of a student pursuing that career right here in Bay County.

—Matt Felan, President & CEO Great Lakes Bay Regional Alliance