



# Request for Qualifications

## Professional Photographer Services

### **SECTION I – Introductions:**

The City of Lacey invites qualified firms and independent contractors to answer a Request for Qualifications (RFQ) for Professional Photography Services to be utilized on an “as needed” basis for a variety of events, projects, and publications, such as websites, branding and marketing materials, fliers, videos, publications, on City-operated social media; and in other City communication material as determined by the City.

### **SECTION II – Background:**

Situated on the southern tip of Puget Sound in the shadow of magnificent Mt. Rainier, Lacey lies in the center of a natural paradise. Lacey embodies the very best of living, working, and playing in the Pacific Northwest. Known for its natural environment, nearly 20 percent of the city has been set aside for parks, natural areas and open space. Five freshwater lakes within the city, miles of hiking and biking paths, several championship golf courses, more than 1,200 acres of public parkland, and the adjoining 3,700-acre Nisqually National Wildlife Refuge provide residents with virtually unlimited opportunities for outdoor recreation. Clean air, clean water, outstanding schools, a low crime rate, a healthy economy, and close proximity to major metropolitan areas make our community one of the most desirable places in the country to live and conduct business.

### **SECTION III – Scope of Work:**

The successful firms or individuals must have extensive experience in professional photography, with public agency/sector experience preferred but not required. Selected vendors will be asked to capture numerous images of the City at the direction of staff on a project-by-project basis. Potential projects include, but are not limited to:

- Exteriors of buildings;
- Landscape, public spaces, and park space;
- Meetings, events, programs, and activities;
- Construction and new development;
- Council, staff, and community stakeholders;
- Portraits, as needed; and
- Other scenes/environments not listed above.

The City may identify several qualified photographers through this RFQ process. If more than one photographic is identified, the City will select qualified photographers for specific projects based on a combination of the photographer's cost per hour, photographic specialties, last project performed for the City, and photographer availability.

Photographers will invoice the City after each project is complete. Billing will be based on rates approved through a Professional Service Agreement.

**Disclaimer:** The list of qualified photographers assembled through this RFQ in no way serves as the sole source for procuring City photos. Partnering agencies, students, staff, volunteers, contracting firms, existing photo libraries, stock photos, and other sources of photography may be utilized in addition to this list.

#### **SECTION IV – Submission Requirements:**

In response to this RFQ, the applicant's statement of qualifications (SOQ) should clearly and accurately demonstrate specialized knowledge and experience required for consideration. The SOQ should include the following components:

**A. Executive Summary** (max. 1 page)

Provide an overview demonstrating your understanding of the City of Lacey and the scope of work to be done, and how it aligns with your organization and your ability to provide the services proposed. In addition, please specify any information or resources the City of Lacey will need to provide you in order to accomplish the work.

**B. Examples/Portfolio**

Submit a printed portfolio which includes a minimum of ten (10) examples of the types of photography you identify as a specialty (see below). Attach a summary for each image.

**C. Resume(s)** (max. 2 pages)

Include a resume of key people who will be assigned to, or responsible for, any portion of this project. Resumes should include education and all relevant experience.

**D. References** (max. 1 page)

Provide a minimum of three (3) references that received similar services from your organization. The following should be included:

1. Client name;
2. Project description;
3. Project start and end dates; and
4. Client project manager name, telephone number, and e-mail address.

**E. Cost Summary** (max. 1 page)

A detailed cost for your services broken into product and service costs. Also provide an hourly operational rate for professional services including any and all other costs pertinent to the Scope of Work required for this project.

**F. Example Project Response** (max. 2 page)

Provide a response of how you would approach the following request from the City: The City is requesting photography services for a two-hour outdoor Park, Culture, and Recreation event. Please answer the following questions:

1. How would you approach working with the City to capture this event?
2. How many hours would preparation, event work, and post-production take?
3. Approximately how many post-production photos would you be able to provide the City for this type of event?

**G. Specialties** (max. 1 page)

Please identify which types of photography you, or the firm you represent, specialize in:

- Landscape
- Night/low light
- Real Estate/Architecture
- Wide format
- Candid
- Stock
- Events
- Time lapse
- Action – sports/children
- Urban/industrial
- Portrait, non-studio
- Studio Portrait
- Aerial
- Abstract/Art
- Other (please specify)

**SECTION V: Submittal Deadline**

Submissions for this work must be received no later than 5:00 p.m., Pacific Standard Time (PST) on **Wednesday, November 8, 2021**. Firms interested in being considered for this project must submit electronic copies in PDF format via e-mail to [dfelicia@ci.lacey.wa.us](mailto:dfelicia@ci.lacey.wa.us), or physical copies by mail or in-person to:

Lacey City Hall  
Attn: Donna Feliciano  
420 College Drive SE  
Lacey, WA 98503

Late proposals will not be considered and (if mailed) will be returned unopened to the sender.

The City is not be liable for delays in delivery of responses due to handling by the US Postal Service or any other type of delivery service.

Minority and women-owned firms are encouraged to apply.

**SECTION VI – Evaluation Criteria:**

A qualifications-based process will be used to select finalists from the pool of submitted proposals. The following information will be used to evaluate and rank responses:

- Compliance with RFQ requirements.
- Experience and qualifications of the firm and assigned personnel in designing and delivering attractive published materials.
- Experience and qualifications of the firm and assigned personnel in developing and negotiating advertising programs.
- Knowledge of local and regional demographic, geographic, political, and cultural landscapes and trends.
- Knowledge of up-to-date technology and presentation styles.
- Demonstrated experience and creativity in print publication design and successful achievement of results in prior projects for clients.
- Demonstration of dependable communication skills with City staff.
- Creative solutions and plans to solve potential budget constraints that may affect funding for this project.
- Professional references.

**SECTION VII – Selection Process:**

The City will evaluate all responsive RFQ submitters and rank them based on firm’s experience, qualifications, and criteria listed above. The City may conduct interviews during the selection process.

Professional Service Agreements with firms are expected to be in place by **Tuesday, November 30, 2021.**

**SECTION VIII – Terms and Conditions:**

1. The City of Lacey reserves the right to reject any and all proposals and waive minor irregularities in any proposal.
2. The City of Lacey reserves the right to request clarification of information submitted and to request additional information from any consultant.
3. In order to ensure that all potential Proposers have the same information and opportunity to make their very best proposal, all questions will need to be submitted electronically to [dfelicia@ci.lacey.wa](mailto:dfelicia@ci.lacey.wa). All answers will be shared among all

Proposers who have expressed interest. The identity of the Proposers asking the questions and the Proposers receiving copies of the questions and answers will NOT be shown in any of the e-mails. Questions will be answered as received. All questions should be submitted no later than **Friday, October 22, 2021** at 5:00 p.m. PST. Unauthorized contact regarding this RFQ with any other City employee may result in disqualification.

4. Selected applicants will be required to execute a City of Lacey Professional Services Contract and obtain a City of Lacey Business License.
5. The City reserves the right to reject any and all submittals and waive irregularities and informalities in this RFQ process. This RFQ does not obligate the City to pay any cost incurred by respondents in the preparation and submission of a statement of qualifications. All such costs shall be borne solely by each submitter. Furthermore, the RFQ does not obligate the City to enter into a contract or proceed with the procurement of the project or any services.
6. Materials submitted in response to this competitive procurement shall become the property of the City and will not be returned. All submittals received will remain confidential through the RFQ deadline. After selections, all proposals and information included therein or attached thereto submitted in response to this RFQ shall become public record upon proposal opening and will be available for review upon request.

The City will disclose those parts of records the proposal has marked “proprietary information” only to authorized persons unless: (a) the City discloses the records in response to a public disclosure request or (b) the proposer has given the City express advance written permission to disclose the records. “Authorized persons” means those City officers and employees for whom the proprietary information is necessary to evaluate proposal and to perform their duties or obligations to the City.

If the City receives a public disclosure request for records that the proposer has marked “proprietary information”, the City may promptly notify the proposer of the request. The City may postpone disclosing these records for thirty (30) business days after it has sent notification to the proposer, in order to allow the proposer to file a lawsuit to enjoin disclosure. If the City has notified the proposer of a public disclosure request, and the proposer has not obtained an injunction and served the City with that injunction by the close of business on the tenth business day after the City sent notice, the City will then disclose the record.

7. Proposal Acceptance/Rejection: The City of Lacey reserves the right to accept or reject any or all proposals received from this RFP, or to negotiate separately with any Proposer, and to waive any informalities, defects or irregularities in any

proposal, or to accept that proposal which, in the judgment of the proper officials, is in the best interest of the City of Lacey.

8. Additional Language: The City of Lacey reserves the right to introduce additional terms and conditions at the time the final contract is negotiated. Any additional terms or conditions would be limited to ones having the effect of clarifying the RFQ language and/or correcting defects, such as omissions or misstatements, which are discovered after the RFQ is issued, or that reflect State or Federal Law changes, or as required by funding entities.