



Natchez Convention Promotion Commission

Request for Proposals **Lifestyle & Event Photography**

MISSION STATEMENT

The mission of the NCPC and Visit Natchez as the city's official destination marketing organization is to increase the economic impact of tourism in Natchez by developing and promoting the city to individual and group visitors.

ABOUT VISIT NATCHEZ

The Natchez Convention Promotion Commission and Visit Natchez (hereinafter referred as NCPC) was established by authority of the Mississippi Legislature for the purpose of encouraging and promoting tourism for the Natchez/Adams County area. This commission is appointed by the Mayor and Board of Aldermen of the City of Natchez.

The NCPC is Natchez's liaison between potential visitors to the area and the businesses that will host them when they come. It acts as a marketing organization, as an information clearing house, and as a promotional agency for the City and its attractions. It also has fiduciary responsibility for how the tourism taxes funding the NCPC's activities are spent.

ABOUT NATCHEZ

Originally inhabited by the Natchez Indians and founded in 1716 as a French settlement, Natchez, Mississippi is the oldest city in the state and one of the oldest cities in the country. Located on the bluffs overlooking the Mississippi River, we are known not only for our historic buildings, homes and churches, National Park sites, ancient Indian mounds, and the Natchez Trace Parkway, but also for magnificent sunsets, delicious cuisine, a vibrant art and music scene, outdoor adventures, walking trails, and events all year long. The travel and tourism industry has long been a major driver of the local economy, with employment over 16%, and supporting hotels, B&B's, restaurants, shops, and tour companies by welcoming visitors from around the world. Natchez has a rich history to share including the stories of the Natchez Indians, pre-civil war houses and architecture, African American history from slavery to the civil rights era, women's groups who saved the city from bankruptcy and irrelevancy. In addition to our unique history, Natchez is also looking forward with a vibrant experience for travelers including a burgeoning movie production scene, one of the largest assortments of bed and breakfasts in the country, riverboat cruise ships and authentic Natchez shopping and dining. The cultural background in Natchez is remarkably diverse with not only strong parity of black and white demographics, but also a rich tradition of women leadership and a growing LGBTQ community.

To this end, we have defined a new brand to accentuate on the variety of experiences visitors can experience while in Natchez. The new brand focuses on five distinct pillars of our community: Arts & Entertainment, Cultural Heritage, Historic Homes, Outdoor Recreation, and the Trails & the Trace.

More details can be found on our website: visitnatchez.org.

OBJECTIVE & SCOPE OF WORK

This RFP has been issued to seek qualified photographers with experience working with the tourism industry to generate photographs for the exclusive use of the NCPC. The photographs will be utilized to demonstrate the amazing experiences of events through the use of model expression and unique visuals that are unmistakably Natchez. Expectations are outlined in Exhibit A. The photographs will be utilized in numerous ways including, but not limited to the annual Visitor Guide, social media posts, digital ads, print ads, presentations and slide shows. At minimum 10 photographs per event should be provided for the following events:

- Fall Pilgrimage Tour of Homes – September/October
- Biker Weekend on the Bluff – October
- Natchez Balloon Festival – October
- Y'all Means All – The Weekend – October
- Longwood Festival - October
- Angels on the Bluff – November
- Allumer – November
- Mardi Gras (parade, (2) balls) – February
- Natchez Powwow – March
- Concours de Elegance Car Show – April
- Natchez Festival of Music (3 Events) – May
- Natchez Bicycle Classic - May
- Natchez Nightlife (bands performing, audience) – (3) Various locations
- Christmas (Shopping, Christmas Market on Bluff, The Towers Jeweled Christmas)
- (2) Additional events to be named later

Extra consideration will be given to the inclusion of drone photographs. If an event is ticketed and the photographer does not have tickets, the NCPC will provide one ticket upon request. It is expected that the selected photographer will be taking all photographs. An alternate photographer may be utilized with approval by the NCPC with prior sample photography. All photography and content will be submitted to the NCPC no more than fourteen days after each event's conclusion. Once approved, the photographs will become property of the NCPC.

AVAILABLE RESOURCES

Until a photographer is selected, the Executive Director will be your contact and will coordinate any materials needed or questions answered with all other NCPC staff or community partners. An in-person review of the RFP and expectations with the NCPC staff will be offered prior to submitting a proposal. This can be scheduled by contacting Devin Heath at devin@visitnatchez.org.

TIMELINE

Proposals will be due by 5:00pm CST on Friday, September 15, 2023. The final decision will be made by September 29, 2023, and the selected photographer will subsequently be notified as well as notices to all submitting companies. Work should begin in time for the events listed above in October 2024 and conclude by May 2024.

PROPOSAL REQUIREMENTS

- Submission must be provided in one 8-1/2 X 11 PDF formatted document, either emailed or submitted in hard copy form on or before the due date. Economic methods of submission are encouraged. A full demonstration of work may be provided in other formats to demonstrate creativity and unique products, but a copy must be included in the PDF proposal as well.

- Proposal should fully detail the number of photographs provided, what camera(s) would be used to capture the images, including drone if available.
- Proposals should include who will be the photographer(s) to accomplish this contract
- Provide three sample photographs that will be exemplary of the work we would receive to demonstrate the photographer's understanding of the goals of the project
- Provide three references of prior clients with similar goals
- Any conflicts to the schedule along with remedies to address
- Disclosure of potential conflicts of interest
- Proposals including supporting samples will not be returned to submitting companies

SELECTION PROCESS

Proposals meeting all requirements of the RFP will be evaluated by the NCPC and ranked based on the following selection criteria:

- Ability to effectively communicate Natchez in accordance with the goals of this project
- References from past clients
- Evaluation of prior work
- Volume of photography to be received and cameras utilized
- Final cost to NCPC

Firms are not allowed to communicate with any Visit Natchez staff, commissioners or city elected officials regarding this procurement. All questions or communication should be directed to Devin Heath, Executive Director prior to the proposal submission date. Any unauthorized contact shall disqualify the Organization from further consideration.

COMPANY CONTACT & PROPOSAL DEADLINE

Please submit proposals via email by September 15, 2023, to:

Devin Heath
Executive Director
Visit Natchez
500 Main Street, Suite One
Natchez, MS 39120
devin@visitnatchez.org

PROVISIONS

The Natchez Convention Promotion Commission reserves the right to negotiate a final agreement with the firm most closely aligned to meet the needs of the organization. This includes ordering changes in the work within the general scope consisting of additions, deletion or other revisions with the agreement price and time being adjusted accordingly. The NCPC may terminate the negotiations if they are unsuccessful in reaching an agreement on all matters including the scope of work and cost.

The Natchez Convention Promotion Commission is committed to diversity in all facets and is seeking a provider that shares this commitment. We desire an organization with a diverse team and one that understands the challenges and complexities of Natchez's unique history and landscape.

ADDITIONAL QUESTIONS

Please contact Devin Heath at devin@visitnatchez.org to schedule a review of the RFP or to answer any questions.



Lifestyle & Event Photography RFP

EXHIBIT A

Goal: To present Natchez as a multi-dimensional destination that is welcoming to people of different ages, ethnicities, sexual orientations and interests.

1. Visit Natchez's new brand positioning statement is "Experience Elevated". Including photographs that present Natchez in an elevated state (either from above viewing down or from a low point viewing upwards) are not required but encouraged.
2. Photographs should express emotion, particularly through the use of subjects or models expressions as a visitor
3. Images should unmistakably represent Natchez so people not familiar with Natchez could not mistake the image for any other destination
4. Images should not be overly touched up and edited. Pictures should be vibrant but not look fake
5. Subjects in the photos should not be posed and should have an authentic feel when possible
6. Subjects should be diverse. We want to ensure the photos demonstrate the inclusivity of Natchez. Please ensure we include Baby Boomers, Gen-X, Millennials, Black and White, physically challenged as well as members of the LGBTQ+ community.

Examples:



More of



versus less of



More of



versus less of