Appalachian Regional Commission
Request for Proposals

Photography and Videography: Appalachian Leadership Institute Class of 2019-2020

Questions concerning this RFP must be received by email to Jessica Mosley at LeadershipRFP@arc.gov no later than 12:00 p.m. ET on August 9, 2019. ARC reserves the right to not answer questions received after that time.

Proposals are due on or before 5:00 p.m. ET August 16, 2019

LeadershipRFP@arc.gov
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Section I: Summary

This Request for Proposals (“RFP”) solicits proposals from a professional photography vendor within the Appalachian Region (“Vendor”) to capture photos and videos during the 2019-2020 Class of the Appalachian Leadership Institute. The Vendor will capture images for use on all media channels including, but not limited to the ARC and Appalachian Leadership Institute websites, social media accounts and promotional materials. ARC reserves a royalty-free, nonexclusive, and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use, any images produced under this RFP, for any purpose.

The Appalachian Leadership Institute Class of 2019-2020 will take place on the following dates and in the following states:

- October 21-24, 2019 in Morehead, Kentucky
- December 3-6, 2019 in Dalton, Georgia
- February 11-14, 2020 in Starkville, Mississippi
- March 31-April 3, 2020 in Beckley, West Virginia
- May 12-15, 2020 in Boone, North Carolina
- June 16-19, 2020 in Jamestown, New York
- July 13-16, 2020 in Washington, DC

ARC is soliciting competitive proposals because it has determined that this process best serves the needs and interest of ARC and the public. As such, all Vendors will be afforded full opportunity to submit proposals in response to the RFP, and no Vendor or person shall be discriminated against on any factor protected by law in consideration for an award issued pursuant to this RFP. ARC is committed to the principles of equal opportunity and the elimination of all vestiges of discriminatory practices that might exist.
Section II: Background

About Appalachia

The Appalachian Region, as defined in ARC's authorizing legislation, is a 205,000-square-mile region that follows the spine of the Appalachian Mountains from southern New York to northern Mississippi. It includes all of West Virginia and parts of 12 other states: Alabama, Georgia, Kentucky, Maryland, Mississippi, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, and Virginia. Forty-two percent of the Region's population is rural, compared with 20 percent of the national population.

The Appalachian Region's economy, which was once highly dependent on extractive industries, has become more diversified and now includes larger shares of manufacturing and professional services, among other industries. Appalachia has made significant progress over the past five decades: its poverty rate, which was 31 percent in 1960, had fallen to 17.2 percent over the 2010–2014 period. The number of high-poverty counties in the Region (those with poverty rates more than 1.5 times the U.S. average) declined from 295 in 1960 to 91 over the 2010–2014 period.

These gains have transformed the Region from one of widespread poverty to one of economic contrasts: some communities have successfully diversified their economies, while others still require basic infrastructure such as roads, clinics, and water and sewer systems. The contrasts are not surprising in light of the Region's size and diversity—the Region includes 420 counties in 13 states, extends more than 1,000 miles from southern New York to northeastern Mississippi, and is home to more than 25 million people.

About the Appalachian Regional Commission

In the mid-1960s, at the urging of two U.S. presidents, Congress enacted legislation to address the persistent poverty and growing economic despair of the Appalachian Region. The Appalachian Regional Commission is a regional economic development agency that represents a partnership of federal, state, and local government. Established by an act of Congress in 1965, ARC is composed of the governors of the 13 Appalachian states, as well as a federal co-chair appointed by the President and is subject to Senate confirmation. Local participation is provided through multi-county local development districts.

ARC's mission is to innovate, partner, and invest to build community capacity and strengthen economic growth in Appalachia. ARC funds projects that address the five goals identified in the Commission's Investment Strategy:

1. Economic Opportunities: Invest in entrepreneurial and business development strategies that strengthen Appalachia’s economy.
2. Ready Workforce: Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.

3. Critical Infrastructure: Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.

4. Natural and Cultural Assets: Strengthen Appalachia’s community and economic development potential by leveraging the Region’s natural and cultural heritage assets.

5. Leadership and Community Capacity: Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

Each year, ARC provides funding for several hundred projects in the Appalachian Region in areas such as business development, education and workforce preparedness, telecommunications, infrastructure, community development, housing, health, and transportation. These projects create thousands of new jobs; improve local water and sewer systems; increase school readiness; expand access to health care; assist local communities with strategic planning; and provide technical and managerial assistance to emerging businesses.

Additional information about Appalachia and the Appalachian Regional Commission can be found at www.arc.gov.

The Appalachian Leadership Institute

The Appalachian Leadership Institute is a comprehensive leadership and economic development training opportunity for people who live and/or work in Appalachia and are passionate about helping their communities thrive. Appalachian Leadership Institute Fellows will participate in an extensive training curriculum developed by the Appalachian Regional Commission in partnership with the University of Tennessee, Knoxville; The Howard H. Baker Jr. Center for Public Policy; Tuskegee University; and Collective Impact.

The all-inclusive, nine-month program runs from October – July annually and includes skill-building seminars, best practice reviews, and field visits during six separate sessions across the Region and followed by a capstone graduation event held in Washington, DC.

The Appalachian Leadership Institute is limited to 40 Fellows annually, drawn from Appalachia’s public, private and non-profit sectors. Fellows are chosen via a competitive application process and each class will include representatives from each of the thirteen states in the ARC footprint to reflect the region’s diverse economic development challenges, opportunities, and strategies.
Section III: Scope of Work

Images and videos will capture the Appalachian Leadership Institute experience, including, but not limited to, classroom sessions, site visits, networking events, headshots and testimonials.

Estimated Hours*

Each of the seven sessions will be structured similarly and the outline below is a sample.

Day 1: Travel and Cover Events from 3-7 pm *(4 hours + travel)*  
Day 2: Cover Events from 8 am to 8 pm *(12 hours)*  
Day 3: Cover Events from 8 am to 5 pm *(9 hours)*  
Day 4: Cover Events from 8 am to Noon and Travel *(4 hours + travel)*

Estimated hours per session: 29 hours + travel  
Estimated total hours for 2019-2020 Program: 203 hours + travel

*Times subject to change by mutual consent of ARC and Vendor

Photo Requirements

ARC will receive all raw images files and one edited uncompressed jpeg format for each photo. ARC retains the right to alter any final images if necessary to meet specific needs of size, resolution, or crop ration as required by specific applications and uses.

Images and Video files should be clean of any imbedded marks and ready for public use.

Deliverables

1. Full resolution digital images within 7 days of each session.  
2. Video footage within 15 days of each session. Footage should be color corrected and organized into specific categories (seminar b-roll, site visit b-roll, testimonial, etc.). If delivered via hard drive, the drive should be PC compatible.  
3. A 45-60 second Appalachian Leadership Institute kickoff video within 15 days after Session II.  
4. A 3-4 minute Appalachian Leadership Institute Year in Review video 15 days prior to final session to be used at graduation ceremony.  
5. A 45-60 second Appalachian Leadership Institute montage video within 15 days after graduation.
**Section IV: The Request for Proposals**

**Submission Requirements**

ARC desires to minimize submission of superfluous RFP material. Therefore, responding Vendors are instructed to organize their responses according to the following format:

The proposal narrative should provide the following information:

**Executive Summary**
One-page summary of the Photographer’s background, past experience similar to the services described in this RFP, a basic understanding of services required, and reasons why the photographer should be selected.

**Examples/Past Projects**
A summary describing three (3) relevant projects with sample images and video (or link to samples). Should the vendor have an online portfolio, please provide the proper link to review.

**Photography Team**
Name, Resume/CV, and a short biography or each individual who will be involved with the project and what role each individual plays on the team.

**Cost Summary**
A detailed cost for your services broken into project and service costs, including anticipated travel expenses.

*NOTE: ARC will provide two hotel rooms and most meals at each session.*

**References**
Provide a minimum of three (3) references including the name of person(s) who may be contacted, title of the person, email address, and phone number.

**Other Information**
Any additional information that the Vendor believes will be relevant to the RFP and the Vendor’s capability to provide the Services.

**Signature**
The proposal must be signed by a representative of the Vendor that is authorized to commit on behalf of the Vendor.
Section V: Submission Procedures

The deadline for submissions in response to this RFP is 5:00 p.m. ET, Friday, August 16, 2019.

Please submit a PDF copy of your response to LeadershipRFP@arc.gov.

Each Vendor must submit a complete response (answer every information request) to this RFP, as failure to do so will result in immediate disqualification, and cause the response to not be scored. Further, the response must be signed by an officer of the responding Vendor, and the response must include a statement as to the period for which the response remains valid, which must be at least 60 days from the date responses to the RFP are due.

Additionally:

- Telephone or fax responses will not be accepted for this RFP;
- Submissions MUST be sent via email;
- Responses or unsolicited amendments will not be accepted after the closing date and time;
- Requests for time extensions past any deadlines will not be considered.

Section VI: The Review and Evaluation Process

The Commission will review and evaluate responses based on the following criteria:

- The Vendor’s willingness to explicitly follow the Commission’s guidelines in this RFP;
- The experience and qualifications of both the Vendor and its staff to be assigned to provide these services;
- The Vendor’s references and samples of work;
- Cost Effectiveness.

Short-listed vendors may be interviewed via teleconference, video conference, or in-person. It is anticipated that a vendor will be selected by September 13, 2019. ARC reserves the right to find any proposals qualified or unqualified to perform the duties outlines in Section III: Scope of Work. ARC fully reserves the right to make this decision and the Commission’s decision on this matter is final.