

**Anchorage Museum**  
**Request for Proposal for**  
**Digital Video and Photography Services**

**SEED Lab**

**Invitation to Proponents**

This Request for Proposal (“RFP”) is an invitation by the Anchorage Museum to prospective proponents to submit proposals for the provision of **Digital Video and Photography Services** for SEED Lab.

**Background**

In February 2018, Bloomberg Philanthropies launched the second round of the Public Art Challenge, a program which supports major temporary public art projects in U.S. cities that address significant local issues, engage communities, catalyze economic development, and enhance the quality of life. The program invited U.S. mayors of cities with 30,000 residents or more to collaborate with artists and arts organizations on developing innovative projects. After receiving over 200 applications, Bloomberg Philanthropies selected five winning projects to receive up to \$1 million each. More information on the Public Art Challenge and the winning ideas can be found at:

<http://publicartchallenge.bloomberg.org>.

Anchorage was one of the five winners announced in late fall 2018 for its project SEED Lab. SEED Lab is an initiative at the Anchorage Museum that puts creative practitioners in service of and in partnership with the community in proposing solutions to challenges facing Northern places, people and climate and in establishing the North as a catalyst for change. SEED Lab programs and activities focus on creative and critical thinking as a way for the North to be aspirational and solutions-based and to connect people and ideas in ways that have not occurred before—in a radical, relevant and transformative ways. SEED Lab projects are guided by cohorts, which are cross-disciplinary and include creative practice professionals, community change agents (residents), and other experts.

**The Opportunity**

Part of documenting and promoting the work of this project and its participants includes creation of a large number of short, interview-based video vignettes that capture the project’s defining qualities, while promoting the positive values of the project, the Museum and the community. These videos would feature representation from a number of distinct creative practitioners, participants, experts, and audience groups. In addition, photo documentation shall be provided for use on website, social media and print materials. It is anticipated that the photography will be both at ground level and aerial (e.g. drone photography). It is anticipated that these photos and videos would form the core of a robust communication push about the project. They would be primarily hosted online, through websites and shared through social media. It is possible that these videos may be used in a broadcast (TV) setting in the future. The videos may also be used by funders and other project stakeholders.

We are seeking proposals for an individual, collective or firm that can perform the following tasks:

- Shoot and edit broadcast-quality videos
- Work closely with staff from the Anchorage Museum to develop and conduct interviews that will form the basis of the videos
- Create a library of still photography of identified assets

## **Scope**

The objective of this proposal is to hire a vendor to provide professional photography and video services to be used on a variety of websites, social media sites and marketing collateral. The successful proponent will be responsible for providing up to 150 images in addition to coordinating, shooting and editing approximately 50 – 100 short videos over two years, to provide content that supports the over-arching strategy of SEED. The goal of the video segments is to promote SEED as a critical experiment in creative practice, placemaking, and community engagement, supporting equitable values and positive community change. The photos and video will help expand the reach of the project, supporting the work of the project participants by providing a wider audience and greater understanding. The videos will be designed to speak to a diverse audience, including project stakeholders, young professionals, immigrants, residents, locals and people around the world. The Museum plans to release these videos via social media over a 24-month time period on a regular schedule.

The Anchorage Museum intends for these videos to be fresh, relevant, creative, visually-compelling, innovative, contemporary, thoughtful, engaging and of high quality. They will require a “look and feel” that sets the Museum and SEED Lab apart from everyday projects. The tone and vision of each video should feel cohesive, but also allow for customization based on the goals of each cohort and project. Each video must have title cards, subtitles in English and project credits. The photographer will be responsible for ensuring permissions. The Anchorage Museum is looking for the successful vendor to have a creative vision that can tie several different videos together to make them feel like they are all part of one brand across a variety of product groups and target audiences.

## **Project Budget**

Please include in your proposal the scope of services and products you can provide for no more than \$60,000 over 20-24 months. This budget includes: planning, script writing, story boards, scheduling, filming, post production editing, animations, compilations, mileage, food, makeup, lighting, equipment, setup, crew, transcripts, subtitles, photographs.

## **Meetings**

Project update and status meetings will occur regularly, via phone or skype, between the vendor and the Museum’s project team.

## **Status**

The selected proponent will be required to enter into a contract with the Museum as an independent contractor.

## **Hard copy proposals may be submitted by March 20, 2019, to:**

Anchorage Museum, SEED Lab  
Attn: Cindy Burrill  
625 C Street  
Anchorage, AK 99501

Digital proposals may be submitted via email by March 20, 2019, to [SEED@anchoragemuseum.org](mailto:SEED@anchoragemuseum.org)

Please submit proposals using the following format:

### Cover Page

The cover page shall provide the name, physical address, e-mail address, and telephone number of the person(s) available for contact regarding the Proposal. Such person(s) must be authorized to make representations on behalf of the Respondent.

### Introduction

Include any brief introductory remarks, as deemed appropriate. Outline the Respondent's background, experience, unique capabilities, project management, related experience, insurance and ability to collaborate with others. Include a statement about why the project is of interest. Also include a statement ensuring that you understand that the contract will be Work for Hire and that the Museum will own all footage and products and will be able to use across platforms and share as needed.

### Qualifications

Provide a list of relevant experience and a statement about how your skillsets and interests align with this opportunity. Please address the following skillsets:

Strong interest in and ability to collect, consume, develop and organize great content and get it into the hands of a larger audience

Strong sense of aesthetics and visually-compelling content

Ability to work with professional artists and designers

Ability to make connections between ideas or disciplines in ways that reveal new perspectives and offer new insights

Ability to understand the opportunity in SEED Lab branding the Museum, the Museum branding the city, and the city branding the Arctic/North

Understanding of what is fresh and relevant and new on social media/knowledge of the digital landscape

Strong teamwork skills

Strong understanding of nonprofits/arts and culture organizations

Experience with photography

Experience with videography and video editing

Storytelling ability through photo and film

Ability to scope, organize and execute multiple projects with interrelated goals, and be able to create and disseminate content, translating complex concepts into easy to understand content

Proven skills in organization, planning, attention to detail, creative problem-solving and meeting deadlines

### Scope of work

Proposals must address the scope of work, describing the general conceptual approach that the Respondent will take to provide the Services and any other information Respondent believes is relevant. Emphasis should be on clarity, brevity and completeness of the response. Identify any and all other resources that will be utilized in completing project tasks.

### Service Team

Provide a summary of key project team members, including roles, biographies, and resumes for the proposed Service team. Please identify the primary contact person.

### Sub-Contractors

Provide a list of the subcontractor(s) Respondent will use for the Services, if any, and the general type of work to be performed by each subcontractor.

### Background and Experience

Please provide a list of four (4) previous and/or current clients or accounts for which your agency has provided or are providing services that are similar in nature to the Services requested in this RFP. Identify the work performed and details of the impact, reach and outcomes of the work.

### Examples of work

Please provide examples of work that can highlight your experience and ability to perform the Services requested in this RFP. These can be digital links.

### References

Please provide contact information for two references who can attest to the Respondent's experience and ability to perform the Services.

### **Selection**

The evaluation team may schedule Interviews with Respondents. Proposals are evaluated based on experience relevant to the project, quality of work, and creative approach.

The Anchorage Museum is committed to creating a diverse environment and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status

