

City of Rochester
Request for Proposal
How We ROC

Proposal to be received by 11:59 PM

Friday, August 23, 2024

Submit Qualifications to:

ReyJeanne Antoine
Bureau of Communications and Special Events
ReyJeanne.Antoine@CityofRochester.gov

REQUEST FOR PROPOSALS

The City of Rochester is seeking Proposals from qualified photographers (“Photographers”) to document City-funded events and the spirit of our diverse city through the How We ROC initiative (the “Project”). The Photographers will provide a curated collection of photographs capturing the essence of Rochester’s events and communities, to be displayed in the City Hall Link Gallery and used for promotional purposes by the City.

BACKGROUND

The City of Rochester, a dynamic municipality in the upstate New York Finger Lakes region, is initiating the How We ROC (HWR) Project. This Project is designed to capture the essence of City-funded events and the spirit of our diverse community through the eyes of local photographers. Participants in this program will receive \$1,500, a year-long media pass to all major special events, and the opportunity to display their work in the City Hall Link Gallery with a media-covered artist reception (“Exhibit”). This Project will not only document Rochester's vibrant events but also highlight local talent and promotes various art mediums. The City of Rochester is committed to fostering deeper engagement with the arts and supporting local artists through innovative projects like How We ROC.

Timeline

Activity	Date
RFQ Release	Monday, July 29, 2024
Question Deadline	Friday, August 9, 2024
Proposals due	Sunday, Aug. 25, 2024 (by 11:59PM)
Consultant Selection and Award Notification	Friday, Sept. 6, 2024
Virtual Q&A and Onboarding Session	Tuesday, Sept 10, 2024
Notarized Contract Due	Friday, Sept. 13, 2024
Photographer Media Pass Distribution	Friday, Oct. 11, 2024

Agreement Start Date	Monday, Oct. 14, 2024
Deadline for Photo Approval for How We ROC Exhibit	(Tentative) Friday, July 14, 2025
How We ROC Exhibit	(Tentative) Monday, Aug. 4, – Friday, Sept. 5, 2025

The dates shown above may be subject to change within the City of Rochester’s sole discretion and upon written notification as set forth herein.

Communications

All communications by parties who have indicated an intent to submit or have submitted a Proposal in response to this RFP (“Respondents”), including any questions or requests for clarifications, submission of the Proposal, requests for status updates about the Proposal selection process and any other inquiries whatsoever concerning this RFP shall be sent, in writing, to the following City staff person (“City Contact”):

Rey Antoine at ReyJeanne.Antoine@CityofRochester.gov.

No contact is permitted with any other City staff member with regard to this RFP during the RFP process unless specifically authorized in writing. Prohibited contact may be grounds for disqualification.

To ensure that all Respondents have a clear understanding of the scope and requirements of this RFP, the City will respond to all timely questions submitted via e-mail to the City Contact by the question deadline stated above. Questions and the responding answers will be sent via e-mail to all Respondents who have provided an e-mail address to the City Contact and will be posted on the City’s web page for this RFP. The City’s failure to timely respond or provide responses to any questions shall not delay or invalidate the City’s right to make a decision to award an agreement pursuant to this RFP.

The City will make every reasonable effort to keep Respondents informed about the RFP process. Notifications about Timeline date changes, amendments to the RFQ and other information about the RFQ will be sent by e-mail to Respondents who have provided an e-mail address to the City Contact and will be posted on the City’s website for this RFP. The City’s failure to provide such information shall not delay or invalidate the City’s right to make a decision to award an agreement pursuant to this RFP.

SCOPE OF SERVICES

The City is seeking the services of a Consultant to perform the following services to implement the Project. Respondent’s Proposal shall address each of the following services, with a separate cost and timeline for each identified task. The Proposal shall address each of the requested services, using the same identifying language, including any paragraph or section numbers or letters as used in the RFQ.

1. The Photographer shall attend and photograph a minimum of six City-funded or City-sponsored events as found at www.CityofRochester.gov/MajorEvents. The Photographer shall photograph these events and may include photos of other events and places that highlight the City of Rochester in their exhibit and How We ROC Portfolio.
2. The Photographer shall curate a selection of a minimum of six (6) of the Photographer's photographs of major City events to be part of the How We ROC Exhibit in the City Hall Link Gallery. There is no maximum number of photos to be included. The exhibit may not include studio work; however, it may feature photos of non-major City events, as well as photos of other outdoor spaces in Rochester, local businesses, architecture, neighborhoods, etc. The Photographer must confirm that these photographs, and all photographs submitted to the City pursuant to subsection 5. below, are original works taken by the Photographer. The Photographer must obtain parental permission for any photographs of children and must generally respect the wishes of any persons who do not want to be photographed, obtaining verbal permission whenever possible. The completed gallery of photographs must be submitted for approval by the City and be ready for display by a date agreed upon, tentatively within the time-period stated in the Timeline above.
 - a. Photographers will be responsible for printing and producing photographs for the How We ROC Link Gallery Exhibit.
3. The Photographer must attend the media-covered artist reception hosted by the City of Rochester to celebrate the Exhibit. This event is open to Photographers and their supporters.
4. The Photographer will submit to the City and grant the City permission to utilize 10-15 HWR photographs for promotional purposes from each City event attended within 14 calendar days of event attendance. These photographs may be used by City in digital and printed marketing materials to promote the Exhibit and the Photographer's participation in the Exhibit, and to promote other City events and projects.
5. Photographer shall comply with the following rules concerning artwork displays in City Hall:
 - a. sales of photographs may not be made on City property,
 - b. prices of photographs may not be provided,
 - c. all sales transactions must occur outside of City Hall,
 - d. all photographs must remain in the gallery for the agreed-upon month-long duration of the Exhibit,

- e. photographers may include contact information on the title cards provided by the City (see Section 3.4 below), leading to their websites, social media profiles, or purchasing links,
- f. photographer may promote the sale of their exhibited art on their own platforms, and
- g. Note: in no case may photographs be sold to parties who will use the photographs for purposes of advertising or other purposes of trade. Under NYS Civil Rights Law sections 50 and 51, photographs taken without a subject's written permission and used for advertising or other purposes of trade may violate the subject's right of privacy.

PROPOSAL PREPARATION AND SUBMISSION PROCESS

Proposals must be submitted by email to the City contact below no later than Friday, August 23, 2024. Submit your photography portfolio as a single digital folder with your photos collected in it as either JPEGs or PNGs. Your resume, Project statement, and community engagement statement should be combined onto and submitted as a single PDF document.

Qualifications must be submitted via email to Rey Antoine at ReyJeanne.Antoine@CityofRochester.gov.

This RFP is designed to facilitate the evaluation and selection of Consultants that are best able to achieve the City's objectives. The Proposal shall contain a table of contents. All pages shall be numbered, and major sections and all attachments shall be referenced in the table of contents. To enable the City to effectively review the information contained in the Proposal, each section shall be clearly indicated and addressed, or an explanation provided for why a specific section or requirement of the RFP is not being addressed.

Each Proposal shall be signed by an individual authorized to enter into and execute contracts on the Respondent's behalf. Unless otherwise specified in its Proposal, Respondent represents that it is capable of meeting or exceeding all requirements specified in this RFP. Submission of a Proposal shall be deemed authorization for the City to contact Respondent's references. Evaluation of Proposal will be conducted by the City based on information provided in the Respondent's Proposal and on such other available information that the City determines to be relevant.

The Respondents selected by the City will be required to enter into a Professional Services Agreement (PSA) with the City. A template of the City's PSA form is attached. Unless otherwise stated in the Proposal, the Respondent's response to this RFP shall be deemed its acceptance of the terms of this PSA.

Respondents shall provide sufficient information in their written Proposal to enable the City review team to make a recommendation to the Mayor. The City reserves the right to invite any or all Respondents to an interview to discuss their Qualification. Any expenses resulting from such an interview will be the sole responsibility of the Respondent. The City is under no obligation to select any of the responding Respondents or to conduct the Project described herein. The City may amend or withdraw the RFQ at any time, within its sole discretion. The City shall have no liability for any costs incurred in preparing a Qualification or responding to the City's requests with respect to the Proposal.

PROPOSAL CONTENT

The Proposal should include the following information in the order specified:

- A. **Cover Letter/Project Statement:** A cover letter should include a project narrative describing the unique value the Respondent will bring to the How We ROC initiative and their understanding of the City’s needs. In 500 words or less, briefly introduce yourself, including your name, background, and a summary of your experience as a photographer. Explain how your skills and experiences align with the goals of the How We ROC initiative and the City’s vision to capture the local perspective of City-funded events and Rochester’s diverse spirit. Highlight the unique value and perspective you bring, providing specific examples of your photographic style, and how you will meet the initiative’s requirements.
- B. **Portfolio:** A comprehensive portfolio – comprising of no less than 5 photos – of the Respondent’s work, showcasing their ability to capture compelling and diverse photographic content. Submitted as a digital folder with all files in a jpeg or png formats.
- C. **Artist Resume:** A detailed resume that highlights the Respondent’s professional experience, both paid and volunteer. Specifically, unique experiences with a focus on local Rochester events and places should be identified. Include the contact names, and phone numbers for two references.
- E. **Rochester Presence/Community Engagement:** Information about the Respondent’s presence in the City of Rochester and any collaborative relationships with local programs and organizations. Include a short overview of past involvement in community events and initiatives, details on partnerships or collaborations with local arts organizations or other community groups, demonstrated commitment to fostering community engagement through photography and other artistic endeavors. Additionally, Respondent should include a detailed description of one relevant local community-based experience.

EVALUATION CRITERIA

The following is a summary of the Proposal evaluation criteria. It is within the City’s sole discretion to determine the value assigned to each of these criteria.

Category	Criteria	Points
Portfolio Quality		
Image Quality	Technical quality of photos including clarity, focus, exposure, and color balance.	1-10

Artistic Expression	Creativity, originality, and artistic vision demonstrated in the photos.	1-10
Relevance	How well the images align with the theme of capturing the spirit and events of Rochester.	1-10
Variety	Range of subjects, locations, and styles presented in the portfolio.	1-10
Emotional Impact	Ability of the photos to evoke emotion or tell a compelling story.	1-10
Resume Quality		
Experience	Depth and breadth of relevant photography experience, including exhibitions, publications, and paid or volunteer professional work.	1-10
Community Engagement	Involvement in community projects or initiatives, especially those related to Rochester.	1-10
Enthusiasm and Passion	Demonstrated enthusiasm for the Project and passion for capturing the essence of Rochester in resume introductory paragraph.	1-10
Awards and Recognition	Any awards, recognitions, or notable achievements in the field of photography.	1-5
Professional Presentation	Overall organization, clarity, and presentation of the resume.	1-5
Total		100

Other Criteria: Other criteria may be considered and evaluated by the City if it is determined to be in the best interest of the City and the success of the Project to do so including but not limited to:

City of Rochester location preference: The City favors contracting with Consultants located in the City of Rochester and a preference will be given to Respondents located in the City, through an additional weighting of 10%.

The selection of a Consultant is within the City's sole discretion and no reasons for rejection or acceptance of a Proposal are required to be given. The City reserves the right to reject any or all Proposals or to accept a Proposal that does not conform to the terms set forth herein. The City further reserves the right to waive or modify minor irregularities in the Proposals and negotiate with Consultants to serve the City's best interest.

MISCELLANEOUS

The City reserves the right to amend or withdraw this RFP in the City's sole discretion, including any timeframes herein, upon notification of all Respondents as set forth above, and in such case, the City shall have no liability for any costs incurred by any Respondent.

The City may request additional information from any Respondent to assist the City in making its evaluation.

The Proposals and all materials submitted with the Proposal shall become property of the City and will be subject to NYS Freedom of Information Law. If any proprietary information is submitted with the Proposal, it must be clearly identified and a request to keep such information confidential must be submitted.