

# BAYFIELD COUNTY, WISCONSIN

## TOURISM DEPARTMENT



## REQUEST FOR PROPOSALS

## PHOTO/VIDEO LIBRARY

**Proposals due: 4:00 PM, May 11, 2023**

**Summary:** Bayfield County is seeking proposals for a photo and video library that represents a variety of tourism assets in all seasons.

**RFP Questions:** Please address questions to Mary Motiff, [mary.motiff@bayfieldcounty.wi.gov](mailto:mary.motiff@bayfieldcounty.wi.gov)

**RFP Details:** The contractor will deliver a hard drive containing a photo and video library that captures the destination brand throughout all seasons and provides images that can be used on a website as well as in social media and in print. The Tourism Director will provide direction on the brand guidelines and types of shots desired. Images should be organized and labeled with location and topic in the name of the file.

The project will begin no later than July 15, 2023, and must be completed by December 1, 2023 with all deliverables received. Total cost should not exceed \$8,000, including all travel and other associated costs.

Attachments:

- Bayfield County Brand Guidelines
- Shot list

## Bayfield County Photo-Video Library 2023 RFP

### Shot List:

#### In General

- Some drone footage of scenic areas
- Accessible facilities/activities

#### Organized by topic:

- Waterfalls – Lost Creek Falls and Siskiwit Falls
- Lakefront resorts/rentals/lodges
  - Bodin's Resort
  - Legendary Waters Resort & Casino
  - Siskiwit River Cabins
  - Staudemeyer's 4 Seasons (bar, exterior)
  - Lakewoods (bar/restaurant, exterior)
- Craft Beverages
  - Bayfield Winery/Blue Ox Cidery
  - Apfelhaus
  - Copper Crow
  - Adventure Club
  - Raven's Breath
  - White Winter Winery
  - South Shore Taphouse
- Fishing/Camping
  - Birch Grove (USFS)
- Commercial fisheries (exterior, interior, closeups of fresh/smoked fish)
  - Red Cliff
  - Bodin's
  - Hoops
  - Halvorson's
- Boating
  - Ferry
  - Cruise Service
  - Sailboat on Lake Superior (charter business)
  - Pontoon on Pike Chain
- Beaches
  - Cornucopia
  - Bayview
- Outdoor dining
  - Delta Diner/Tap Shack
  - Bayfield Inn deck
  - Pier Plaza deck
  - Portage Bar & Restaurant
  - Rivers Eatery
  - Patsy's

## Bayfield County Photo-Video Library 2023 RFP

- Paddling
  - Lost Creek Outfitters in Cornucopia
  - Canoe/kayak on Namakagon River
- Concerts/performances
  - Stagenorth
  - Big Top Chautauqua
- Art Galleries
  - Oulu Glass Gallery
  - Eckels Pottery & Fine Craft Gallery
  - Karlyn Yellow Bird Gallery
  - Washburn Cultural Center
  - Silverwaves
  - Stone's Throw
- Hiking
  - tracked wheelchair at the Iron River National Fish Hatchery
  - North Country National Scenic Trail
- Orchards/Farms
  - Hauser's/Apfelhaus
  - Erickson's
  - Bayfield Apple Co.
- Camping
  - Cable yurt
  - Delta Campground
- Northern Great Lakes Visitor Center
  - Building exterior/overhead view
  - Trails
  - Group w/educator OR event
  - People getting help at desk
  - Archive research
  - Gift shop
  - People on tower from below
  - Feeding the fish

