

REQUEST FOR PROPOSALS (RFP)

Videography & Photography Services

Essex County Land Bank &

North Country Rural Development Coalition (NRDC)

Release Date: January 24, 2026

Proposals Due: February 14, 2026 (by 5:00 PM EST)

Anticipated Contract Period: March 2026 – December 2026

Issued by the **North Country Rural Development Coalition (NRDC)** on behalf of the **Essex County Land Bank (ECLB)**.

1. PROJECT OVERVIEW

The North Country Rural Development Coalition (NRDC) and the Essex County Land Bank (ECLB) are seeking proposals from qualified **videography and photography professionals** to document and tell the story of our community revitalization work through a mix of **short-form recap videos, event photography, and long-form documentary-style content**.

Our events range from intimate downtown community gatherings to large-scale signature public art and placemaking festivals. We are seeking creative partners who can capture **people, place, process, and impact**, and who understand storytelling in rural, community-centered environments.

2. SCOPE OF WORK

Proposers may apply for **all services** or **specific components**. Please clearly indicate which components you are proposing.

A. Short-Form Event Coverage (Recap-Style)

These deliverables are intended for social media, websites, grant reporting, and public outreach.

Events include:

- **Community Event – March 13, 2026**
- **Main Street Summer Socials** (Summer 2026 – multiple dates)

- **Cookies & Cheers** (December 2026)
- DRI Ribbon Cuttings and Groundbreakings

Deliverables (per event):

- 1 recap video (30–90 seconds)
- Light event photography (select edited images)
- Optional short vertical clips for social media (Reels/Stories)

These events are shorter in duration and require efficient, energetic coverage.

B. Signature Event Documentary Coverage (Long-Form)

We are seeking **documentary-style video production** for our **three signature annual events**, capturing not just the event day but the broader story, preparation, and community impact.

Signature events include:

- **Walls Between Waters** (Public Art & Mural Festival – Summer 2026)
 - Two additional signature NRDC/ECLB events (Blossom Reverie in April and Fireside Folk in October)

Deliverables may include:

- 3–4 minute documentary-style video per event
- Interviews with artists, apprentices, community members, and partners
- Event-day footage and b-roll
- Edited short excerpts for social media and reporting

C. Walls Between Waters – Expanded Scope

For **Walls Between Waters**, proposers should include pricing and capacity for:

Videography

- Main documentary film
- **Apprentice-focused video** highlighting training, mentorship, and skills development

Photography

- Event photography
- **Architectural / in-situ mural photography**
 - Before hours / after hours
 - Clean building shots
 - Detail and context shots of completed murals

This content is used extensively for **state reporting, national conferences, grant applications, and archival documentation.**

3. PRICING STRUCTURE

Proposals **must include pricing** using one or more of the following formats:

- **Hourly rates** (video, photo, editing)
- **Per-event flat fees**
- **Package pricing** (short-form events vs. documentary events)
- Any travel costs or regional considerations (if applicable)

We understand that different components may require different pricing structures—clarity is more important than uniformity.

4. QUALIFICATIONS & EXPERIENCE

Proposals should demonstrate:

- Experience with **event videography and/or photography**
- Experience with **documentary, storytelling, or community-based work**
- Ability to work in **active, public, outdoor environments**
- Familiarity with rural communities, arts, culture, or public sector work is a plus
- Ability to meet deadlines and deliver clean, professional edits

5. REQUIRED PROPOSAL CONTENTS

Please include the following:

1. **Statement of Interest to include:**
 - **Overview of Services Offered** (clearly identify which scope areas you are proposing on)
 - **Relevant Work Samples**
 - i. Links to video and/or photography portfolios
 - **Pricing**
 - i. Hourly rates and/or event-based pricing
 - **At least 2 professional references**
 - **Availability** for 2026 event dates

6. SELECTION CRITERIA

Proposals will be evaluated based on:

- Quality and relevance of work samples

- Understanding of the scope and storytelling goals
- Experience with similar projects
- Pricing clarity and value
- Availability and responsiveness
- References

7. SUBMISSION INSTRUCTIONS

Proposals must be submitted electronically in PDF format to:

 klong@northcountryruraldevelopment.org

Subject Line:

“Videography & Photography RFP – [Your Business Name]”

Deadline: February 14, 2026 at 5:00 PM EST

8. ADDITIONAL INFORMATION

NRDC and the Essex County Land Bank are public-minded nonprofit entities committed to **equitable contracting, creative partnerships, and fair compensation**. Emerging creatives and regional professionals are encouraged to apply.

Questions regarding this RFP may be submitted via email prior to the deadline.