



JEFFERSON COUNTY COMMISSION

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Subject: Request for Proposal – Digital Assets (Photography & Videography Collection)

To Whom It May Concern,

Jefferson County, West Virginia invites qualified vendors and individuals to submit proposals for the creation and delivery of a comprehensive portfolio of high-quality digital assets. These assets will be used to promote Jefferson County's civic mission, tourism, historical landmarks, and community engagement initiatives across websites, promotional materials, and public-facing platforms.

The selected vendor will deliver a curated collection of **1,000 total assets** consisting of approximately **90% photographs and 10% videos**. All photographs must be provided in **high-resolution (minimum 300 DPI)** suitable for both print and digital use, and all videos must be delivered in **4K or higher resolution**, including a balanced mix of drone/aerial and ground-level perspectives.

To ensure alignment with Jefferson County's vision, all proposals must include:

- **Five (5) sample photographs and one (1) sample video** specifically envisioned for Jefferson County, WV. These samples must demonstrate the vendor's vision, composition, and attention to detail.
- A final portfolio that reflects seasonal coverage, historical landmarks, civic institutions, tourism attractions, and adventure activities.
- Metadata or keynotes for each asset identifying location and subject (e.g., "Harpers Ferry Township," "Charlestown Courthouse").

Upon completion of the project, **Jefferson County shall own all copyrights and intellectual property rights** to the final assets and deliverables.

We look forward to reviewing proposals that reflect innovation, technical excellence, and a deep understanding of government and tourism operations.

Key dates for vendor engagement:

- Deadline to Express Interest: December 19, 2025
- Deadline to Submit Clarifying Questions: January 2, 2026
- Final Proposal Submission Deadline: January 30, 2026

Sincerely, Jefferson County Procurement Office

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Request for Proposal (RFP)

Jefferson County, West Virginia Digital Assets – Photography & Videography Collection

1. Introduction

Jefferson County, WV invites qualified vendors or individuals to submit proposals for the creation and delivery of a comprehensive portfolio of high-quality digital assets. These assets will be used to promote Jefferson County's civic mission, tourism, historical landmarks, and community engagement initiatives across websites, promotional materials, and public-facing platforms.

The selected vendor will deliver a curated collection of **high-resolution photographs** and **4K or higher video clips** (drone/aerial and ground-level), covering all seasons, historical landmarks, places of interest, and tourism/adventure activities.

Upon completion of the project, **Jefferson County shall own all intellectual property and copyrights** to the final assets and deliverables.

2. Project Objectives

The selected vendor will be responsible for:

- Providing a portfolio of **1,000 total assets**, consisting of approximately **90% photographs and 10% videos**.
- Delivering **high-resolution photographs (minimum 300 DPI)** suitable for both print and digital use.
- Delivering **4K or higher video clips**, including drone/aerial and ground-level perspectives.
- Ensuring coverage across **all seasons** to reflect Jefferson County's year-round character.
- Highlighting **historical landmarks, civic institutions, tourism sites, and adventure activities**.
- Providing **short video snippets (approximately one minute each)** for promotional and website use.
- Accepting both newly created assets and **existing portfolio materials**, provided they meet Jefferson County's quality and compliance standards.
- Including **metadata/keynotes for each asset** identifying location and subject (e.g., "Harpers Ferry Township," "Charles Town Courthouse").

3. Scope of Work

Vendors must provide:

A. Discovery & Planning

- Identification of key Jefferson County sites and seasonal priorities
- Review of existing portfolio materials for suitability

B. Photography Deliverables

- High-resolution images (minimum 300 DPI)
- Coverage of landmarks, civic institutions, tourism attractions, and seasonal landscapes
- Metadata/keynotes for each image identifying location and subject

C. Videography Deliverables

- 4K or higher resolution video clips
- Drone/aerial footage and ground-level perspectives (balanced mix)
- One-minute snippets suitable for promotional and web use
- Metadata/keynotes for each video identifying location and subject

D. Portfolio Composition

- Total of 1,000 assets (approx. 900 photographs, 100 videos)
- Mix of new and existing portfolio materials acceptable, provided they meet resolution and compliance requirements

E. Ownership & Rights

- Jefferson County shall own all copyrights and intellectual property rights to the final assets and deliverables

4. Project Phases & Timeline Requirements

Vendors must include a phased implementation plan with a proposed timeline from project inception to full completion.

Each phase should include:

- Key activities and deliverables
- Estimated duration
- Milestone checkpoints
- Dependencies or risks

Jefferson County will prioritize vendors who demonstrate:

- A realistic and efficient timeline
- Clear accountability for each phase
- Flexibility to accommodate County feedback
- Commitment to meeting compliance and operational deadlines

5. Proposal Requirements

All proposals must include:

- Cover Letter: Vendor introduction and statement of interest
- Company Overview: Legal name, headquarters, years in operation, organizational structure, key personnel
- Relevant experience with government, civic, or tourism photography/videography projects
- **Sample Submission:** Vendors must submit **five (5) sample photographs and one (1) sample video** specifically envisioned for Jefferson County, WV. These samples must demonstrate the vendor's vision, keen eye for detail, and ability to capture civic identity. Generic portfolio examples will not be accepted without contextual alignment.
- Detailed project timeline and milestones
- Itemized cost breakdown (photography, videography, metadata, revisions, final deliverables)
- Description of equipment and formats used, including:
 - **Photography:** Minimum resolution of **300 DPI**
 - **Videography:** Minimum resolution of **4K or higher**
- References from similar projects

6. Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with Jefferson County's branding and modernization goals
- Quality and resolution of photography and videography deliverables
- Creativity, usability, and civic engagement potential
- Transparency of pricing and revision process
- Responsiveness and proposed timeline
- Quality of submitted sample assets (5 photos + 1 video)

7. Legal

Price is an important consideration in this process, but not the only consideration. Other factors include track record of successes at other municipalities or utilities, identification and understanding of the County's requirements as embodied in the following list of questions, and experience and qualifications of key personnel.

This will be a competitive negotiation process. The County reserves the right to reject all bids and issue another Request for Proposal (RFP). This RFP does not commit Jefferson County to reimburse vendors for proposal submission costs. During the evaluation process, the County reserves the right to request additional information or clarifications from the respondents or to allow corrections of errors or omissions.

Jefferson County reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether or not that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Jefferson County and the firm selected.

Proposals shall not be available for inspection by responders to this RFP until interviews and field visits are completed and a contract has been awarded and accepted. After contract award, all proposals become matter of public record and are available for inspection by the general public.

If, in the opinion of Jefferson County, a Quote contains false or misleading statements of references that do not support a function, attribute, capability or condition as contended by the vendor, it might be rejected.

Jefferson County reserves the right to obtain clarification of any point in a vendor's quote or to obtain additional information necessary to properly evaluate a particular quote. Failure of a vendor to respond to such a request for additional information of clarification may result in rejection of a vendor's quote.

Jefferson County will develop a contract for purchase. The bidder will supply a sample contract that will provide a guideline for Jefferson County to use in developing a contract.

The contents of the quote and all statements made within it will become, at the option of Jefferson County, a contractual obligation if a contract ensues. Failure of the successful bidder to accept this obligation may result in cancellation of the award.

All materials submitted in response to this RFP will become the property of Jefferson County. It is understood that the proposal will become part of the official file on this matter without obligation on the part of the County except as to the disclosure restrictions as identified by the respondent.

The respondent must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary.

Potential vendors are solely responsible for their own expenses, if any, in preparing a response to this Request for Proposal. This would include any costs incurred during functional demonstrations or subsequent negotiations.

The County does not anticipate providing any work space or equipment to the Respondent. Respondents should identify any work space, equipment, or general supplies needed to perform the work related to this RFP in their response.

In the event that the selected Respondent shall for any reason or through any cause be in default of the terms of the contract, The County may give the Respondent written notice of such default by certified mail/return receipt requested. Unless otherwise provided, the Respondent shall have ten (10) days from the date such notice is received to cure the default. Upon failure to cure the default, The County may immediately cancel and terminate the contract as of mailing date of the default notice, and the vendor shall be responsible for all damages resulting from such default. Upon termination, the Respondent shall cease performance of any further work under the contract and turn over to The County any work in process for which payment has been made. In the event of violations of law, safety or health standards and regulations, the contract may be immediately cancelled and terminated by The County and provisions herein with respect to opportunity to cure default shall not be applicable.

The County may at any time, and for any reason, terminate the contract by written notice to the Respondent specifying the termination date, which shall be not less than thirty (30) days from the date such notice is mailed. Notice shall be given to the Respondent by certified mail/return receipt requested.

In the event of such termination, the Respondent shall be paid such amount as shall compensate the Respondent for work satisfactorily completed and accepted by The County at the time of termination. If The County terminates the contract, the Respondent shall withdraw its personnel and equipment, cease performance of any further work under the contract, and turn over to The County any work completed or in process for which payment has been made.

This proposal and any resulting contract shall be governed in all respects by laws of the State of West Virginia "without regard to its choice of law rules," and any litigation with respect thereto shall be brought in the Circuit Court of Jefferson County, West Virginia. The contract shall comply with all applicable Federal, State, and Town laws, rules, ordinances, and regulations, which may in any manner affect the performance of the Contract.

The proposal of any contractor or contractors who engage in collusion shall be rejected. Any contractor who submits more than one proposal in such manner as to make it appear that the proposals submitted are on a competitive basis from different parties shall be considered a collusive contractor.

Except as otherwise permitted by law, proposals shall remain irrevocable for a period of one hundred and twenty (120) calendar days pursuant to receipt of the proposal. No Respondent who is permitted to withdraw a proposal shall, for compensation, supply any material or labor to or perform any subcontract or other work agreement for the person or firm to whom the contract is awarded or otherwise benefit, directly or indirectly, from the performance of the project for which the withdrawn proposal was submitted.

After the date and time established for receipt of proposals by the County, any contact, in regard to the proposal initiated by any Respondents with any County official, other than the Purchasing Agent and the County staff acting at the direction of the County Commission is expressly prohibited. Any unauthorized contact may be deemed grounds for disqualification of any Respondent from further review.

The County reserves the right to modify the scope after reviewing the proposals, and may request such a modified scope for the top proposal(s).

Equal Opportunity

The County complies with all federal and state Equal Opportunity Laws, orders and regulations and shall not discriminate against any applicant on the basis of age, race, color, religion, sex, disability, national origin, marital status, veteran status or sexual orientation.

Vendor Submission Packet

Jefferson County Digital Assets – Photography & Videography Collection

Required Submission Components

- Cover Letter
- Company Overview
- Custom Sample Assets (5 photos + 1 video for submission)
- Project Timeline & Milestones
- Itemized Cost Breakdown
- Equipment & Format Description (300 DPI photos, 4K+ videos)
- Ownership & Rights Confirmation
- References

Vendor Scoring Rubric

| Category | Description | Points |
|--------------------------------|--|--------|
| Project Understanding | Clarity of scope alignment and modernization goals | 10 |
| Government/Tourism Experience | Relevant civic or tourism photography/videography projects | 10 |
| Custom Sample Asset Evaluation | See detailed breakdown below | 30 |
| Quality & Resolution | High-resolution photos (300 DPI), 4K+ videos | 10 |
| Portfolio Composition | Balanced mix of photos/videos, seasonal coverage | 10 |
| Cost Transparency | Clear, itemized pricing with revision process | 10 |
| Timeline & Milestones | Realistic, phased plan with accountability | 10 |
| Creativity & Civic Identity | Unique perspectives, tourism appeal | 10 |

Total: 100 Points

Custom Sample Asset Evaluation Sub-Rubric (30 Points)

| Subcategory | Description | Points |
|----------------------------------|--|--------|
| Image/Video Quality | Resolution, clarity, professional composition | 6 |
| ADA/Accessibility Considerations | Legibility, usability in public-facing platforms | 6 |
| Metadata Accuracy | Clear identification of location/subject | 6 |
| Seasonal & Civic Relevance | Representation of Jefferson County's identity | 4 |
| Portfolio Scalability | Suitability for multiple platforms (print, web, promo) | 4 |
| Innovation & Engagement | Unique perspectives, tourism appeal | 4 |

Total: 30 Points