



Expression of Interest

Photography & Videography Services

August 2025

EOI 2025-08-003

**EXPRESSION OF INTEREST -
Notice to Prospective Consultants**

August 12, 2025

You are invited to review and respond to this Expression of Interest, providing services in photography and videography for the Community Business Development Corporation – Central NL (CBDC Central) related to economic development and marketing of the Exploits Valley in Central Newfoundland. In submitting your proposal, you must comply with these instructions.

Please note that no verbal information given will be binding unless such information is issued in writing as an official addendum.

In the opinion of CBDC Central, this EOI is complete and without the need for explanation. However, if you have questions, or should you need any clarifying information, the contact person for this EOI is:

Mark Whiffen
Development Officer, CBDC Central
709-489-4496 (Office)
mark.whiffen@cbdc.ca

Please note we require all responses to this EOI to be based on fixed-priced quotes, no estimated quotes will be considered.



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1.0 Introduction

CBDC Central invites interested firm(s)/consultant(s) to respond to this Expression of Interest for Photography and Videography Services for the Exploits Valley Regional Economic Development (RED) Project.

2.0 Contracting Agency

For this contract, Central Community Development Corporation (operating as CBDC Central) will be the contracting agency.

CBDC Central is the service delivery agent for a new regional economic development (RED) project that represents partner municipalities along with the Exploits Regional Chamber of Commerce and Exploits Partnership, a private-sector initiative of the RED project.

CBDC Central is engaged in various aspects of economic development, primary through business development, throughout the Exploits Region. CBDC Central is one of 41 corporations in Atlantic Canada dedicated to assisting small and medium enterprises including start-up, expansion, modernization, and maintenance of business entities in all sectors of the economy through a suite of programs that includes financing, training, and advice.

CBDC Central is a not-for profit organization governed by a volunteer board of directors comprised of community leaders from around the Exploits Region that provides oversight and governance of the affairs of the organization. More information about CBDC can be found at www.cbdc.ca.

The RED pilot project is a unique initiative of CBDC Central, and therefore, CBDC will continue function and operate under the CBDC Network and it's brand identity in Atlantic Canada and the RED project will function under a separate identity.

3.0 Background

In June 2024, a regional economic development pilot project was launched in the Exploits Valley to address the capacity gaps in economic development at the municipal level and to facilitate economic development and planning at the regional level. This project does not replace, but rather compliments, the individual efforts of municipalities on their own economic development initiatives. The project provides planning and coordination at a regional level, to assist with additional capacity when required, and provide capacity where it does not exist but is required. The RED project is responsible for:

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- Development and implementation of a Strategic Economic Plan (SEP) for the Exploits Valley Region
- Coordinate business development support throughout the region.
- Identify and research new opportunities for development within the regions, as well as opportunities for Business Retention and Expansion (BR&E).
- Provide support to organizations and communities within the region for specific development activities consistent with the SEP.
- Provide additional capacity in regional economic planning, project funding applications, project planning, and research.
- Research and provide common policy and planning recommendations across the region.
- Facilitate the collaboration of stakeholders across the region.
- Facilitate the collaboration of projects across the region.

The pilot project is now looking to build an inventory of photos and videos throughout the region that can be used on various mediums to promote the region for economic development purposes.

3.1 Engagement Oversight

CBDC Central has appointed Mark Whiffen to liaise with the consultant for ongoing information and project management requirements. For the length of this engagement, the consultant will report to Mark Whiffen on the project deliverables and objectives.

Additional oversight may be provided by the CBDC Central Executive Director, and/or Chair or other designated representative from the municipal advisory committee.

4.0 Project Objectives

The objective of this project is to procure the services of a qualified photography and videography professional (or team) to develop a high-quality suite of visual assets that will strengthen the economic development initiatives and support marketing, investment attraction, and community engagement efforts. We are seeking interest from contractors/artists to help achieve the following objectives over time:

1. Showcase the Region's Unique Value Proposition: Capture compelling, high-resolution photography and cinematic-quality video that highlight the Exploits region's distinctive assets, including landscapes, infrastructure, cultural heritage, lifestyle advantages, and key industry sectors.

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2. **Support Economic Development Marketing Campaigns:** Produce visual content that can be leveraged across multiple platforms (digital, print, social media, trade show displays, investor presentations) to attract business investment, skilled talent, and visitors.
3. **Promote Priority Sectors and Opportunities:** Develop imagery and video segments that focus on the region's economic strengths and growth areas, featuring anchor employers, local entrepreneurs, and sector-specific infrastructure.
4. **Foster Community Pride and Local Engagement:** Capture authentic stories and portraits of residents, business owners, and community leaders to reflect the diversity, vibrancy, and welcoming character of the region.
5. **Build a Media Asset Library for Long-Term Use:** Deliver an organized, rights-cleared archive of photography and video footage that the client can repurpose for future campaigns, ensuring brand consistency and cost efficiency.
6. **Align with Regional Brand Guidelines:** Ensure all visuals are consistent with the Invest Exploits brand identity, incorporating approved colours, typography, and messaging once brand guidelines are available.
7. **Provide Multi-Channel-Ready Content:** Supply edited content in multiple formats and resolutions optimized for web, social media, print, and large-scale display, maximizing the project's reach and return on investment.

5.0 Scope of Work

Any selected contractor will be responsible for providing professional photography and/or videography services that meet the objectives outlined in this EOI. The scope of work includes, but is not limited to, the following tasks:

1. Pre-Production

- Meet with CBDC Staff to review objectives, priorities, and brand guidelines.
- Conduct research to understand the Exploits Region, including key industries, community assets, and target audiences.
- Develop a shoot plan and production schedule by identifying locations, subjects, and timelines.
- Coordinate any required permits, permissions, and releases for filming/photography.
- Prepare equipment, lighting, and other technical resources required for high-quality production.

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2. Photography

- Capture high-resolution still images of:
 - Signature landscapes, natural assets, and scenic viewpoints
 - Local businesses, industry facilities, and infrastructure
 - Cultural, recreational, and lifestyle activities
 - People in authentic settings (portraits, work environments, community events)
- Ensure all photography aligns with brand style (lighting, composition, colour).
- Take a mix of wide-angle, mid-range, and detail shots for versatility in marketing use.

3. Videography

- Produce professional-quality video footage, including:
 - Aerial/drone sequences (subject to weather, regulations, and permits)
 - B-roll footage of landscapes, activities, and community life
 - Interviews or testimonial-style clips from residents, entrepreneurs, & leaders
 - Time-lapse or motion shots to add dynamism to marketing materials
- Capture audio where required, ensuring clarity and quality.
- Provide all raw video files and an agreed number of edited video products, such as:
 - 1–2 minute promotional video(s) for general use
 - Shorter social-media-optimized clips (15–60 seconds)
 - Sector-specific highlight videos if requested

4. Post-Production

- Edit and colour-correct photography for consistent style and quality.
- Edit video content, adding graphics, branding elements, captions, and background music (royalty-free or licensed for unrestricted use).
- Provide multiple export formats and resolutions for various platforms (web, social media, print, large-format display).
- Deliver all raw files and final edited assets via a secure, organized digital archive.

5. Asset Delivery & Rights

- Deliver a fully organized media asset library, including:
 - Folder structure by theme/location/use
 - Metadata or descriptions where practical
- Grant full, perpetual rights for the client to use, reproduce, and adapt all media without additional fees.

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6. Reporting & Communication

- Provide regular updates to the project manager during production.
- Attend a wrap-up meeting (virtual or in-person) to present the final products and discuss any follow-up needs.

6.o Deliverables and Milestones

The following chart provides a breakdown of tentative project milestones and deliverables.

Pre-Production Plan	Late Summer 2025
Engagement of Artist/Consultant	August 2025

List of Potential Deliverables		Fall/Winter2025
High Resolution Photographs	Landscapes, community life, businesses, people, events, industry assets	TBD
Aerial/Drone Photography	Scenic and industrial aerial shots	TBD
Primary Promotional Video	Edited feature video showcasing the region (narrative or montage)	TBD
Sector/Theme Videos	Short edited videos for priority sectors (e.g., mining, energy, tourism)	TBD
Social Media Clips	Short-form vertical/horizontal clips for platforms	TBD
Media Asset Library	Organized archive with folders by theme/location, metadata where possible	TBD
Brand-Aligned Graphic Overlays	As needed	TBD

Note: The Corporation will also seek ownership of raw photo files (all unedited images captured) and raw video footage (all unedited captured footage).

7.o Project Schedule

The project, or any part of the project, that is awarded will be conducted anytime between the closing of this EOI and December 31, 2025. Dates to be finalized with consultant(s).

8.o Expression of Interest Response

Table 1: Response Structure	
Introduction	A brief company profile that includes a description of the firm, its capabilities, and its experience in handling an assignment of this nature.

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Summary of Qualifications and Experience	<ul style="list-style-type: none"> • A list of key project personnel to be used in the project outlining their roles and responsibilities. • References for related work to be included as an appendix. Provide at least 2 two reference projects, as appendices, where the company has undertaken work of similar scope and scale.
Pricing	<p>Consultant is to provide a rate card of their services, or packages of services, identified under Scope of Work and Deliverables.</p> <p>Pricing is to be detailed and should include:</p> <ul style="list-style-type: none"> • All professional fees • Travel costs (if applicable) for face-to-face meetings. • Other costs

9.0 Submission of Expression of Interest and Vendor Information

Proposals must be received by the CBDC Central contact no later than 4:00 pm on August 22nd, 2025.

- Proposals should not exceed five (5) pages, excluding appendices. Appendices are acceptable as outlined previously.
- Please submit an electronic version of the proposal in Word and Adobe Portable Document Format (PDF) to the following email address: mark.whiffen@cbdc.ca.
- Language of submission is preferred to be English. French can be accepted, but limited functionality among evaluators may impact score.

10.0 Evaluation

There will be no formal evaluation for this EOI, but each EOI will be generally reviewed with considerations given to the qualifications, commitment, related experience, and knowledge of the project personnel. We may choose to interview a shortlist of consultants as part of the review. The lowest-priced proposal may not necessarily be accepted. The entire project may not be awarded at once, may be awarded in phases over time, and/or may be awarded to multiple contractors depending on availability and skills. CBDC Central reserves the right to recommend rejection of all proposals and either cancel or re-issue the EOI, if necessary.

11.0 Awarding of Contract

The resulting contract will contain such reasonable terms as CBDC Central may require.

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Awarding of any work under this EOI will be made by CBDC Central, based upon reviewing the submitted proposals. CBDC Central will contact any successful consultant to finalize the work required for the current period and follow up in writing via electronic means.

12.0 Contact

All inquiries and requests for clarification must be submitted via email. Requests for clarification should be directed to mark.whiffen@cbdc.ca.

CBDC Central will administer the contract for this project. Contact for this EOI is:

Name:	Mark Whiffen
Organization:	Community Business Development Corporation (CBDC) Central
Address:	10 Pinsent Drive, Grand Falls-Windsor, NL A2A 2R6
Email:	mark.whiffen@cbdc.ca
Telephone:	(709) 489-4496

13.0 General Conditions

Verbal information or representations shall not be binding on the Corporation. Only changes, alterations, modifications, or clarifications approved in writing will be binding. To be valid all such changes, alterations, modifications, or clarifications shall be issued in the form of addenda and all such addenda shall become a part of this EOI.

The proposal of the successful Consultant will form part of any resultant contract agreement by attachment and incorporation by reference. Claims made in the proposal will constitute contractual commitments. Any provision in the proposal may be included in the resultant contract as a direct provision thereof. The successful Consultant, as a condition of submitting its proposal, accepts a customized contract that will be negotiated.

Any resultant contract from this EOI will be governed by the laws of Newfoundland & Labrador and shall be issued in the name of the successful Consultant exactly as that successful Consultant's personal or corporate name is stated in the EOI response document. Only legally registered names of Proponents are acceptable.

The proposal will contain the signature, name, and title of the person authorized to sign on behalf of the Consultant on the proposal submitted in response to this EOI.

The responsibility rests with the Consultant to submit a complete proposal, with proper and adequate detail to substantiate all aspects of its proposal. Incomplete proposals shall be deemed to be non-compliant. A complete proposal should include but not be limited to:

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- Legal name and status: The proposal shall state the correct legal name and legal status of the proposing entity and the correct mailing address.
- Consultant contact: The name, title, telephone and fax numbers, e-mail address and civic address of a representative who may be contacted for clarification or other matters relating to the proposal shall be provided.
- Content: The proposal will be clear, and concise, and must include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal shall not simply rephrase or restate the requirements but rather shall provide a convincing rationale to demonstrate how the Consultant intends to meet these requirements.

The successful Consultant must be licensed to conduct business in its jurisdiction and may be required to produce a certificate of good standing for that jurisdiction.

All terms and conditions will apply to all subcontractors and the Consultant will be responsible for subcontractors' compliance. The Consultant will be responsible for all work done by the subcontractors. The Consultant will be responsible for all damages and will complete any work unfinished by the subcontractors.

Terms of payment will be negotiated with any successful contractor/consultant. Funds payable for materials delivered under any resultant contract shall be paid only to the Consultant who is so listed as a party to any resultant contract.

14.0 Intellectual Property and Disclosure

All proposals and any intellectual property that is developed as a result of this project, including all data, specifications, concept plans, designs, rationales, presentation materials, economic and technical reports, and related information produced by the Consultant in completing this work submitted shall become the property of CBDC Central. By submitting a proposal, the Consultant hereby grants CBDC Central a license to distribute, copy, print, or translate the proposal for the invitation and completion of the project, including to the members and representatives of ACOA.

All documents submitted by partner agencies shall remain the property of the issuing organization. All information is proprietary and as such shall be treated as confidential. Information obtained by the Consultant as a result of participation in this project is confidential and must not be disclosed without written authorization.