

# **Chariton County Photography**

## **Request for Proposals (RFP)**

### **1. Project Overview**

The Chariton County Economic Development Corporation (CCEDC) is seeking proposals from qualified photographers to create a professional image library showcasing the people, places, businesses, events, and experiences that make Chariton County a great place to visit, live, and do business.

The resulting photography will support tourism promotion, economic development initiatives, community marketing, website content, social media, print materials, advertising campaigns, and local business promotion.

The primary goal of this project is to capture authentic, engaging imagery that reflects the character of Chariton County throughout the year, with particular emphasis on upcoming festivals, community events, and the holiday season.

### **2. Scope of Services**

The selected photographer will:

- Coordinate directly with participating businesses, organizations, and event organizers to schedule photography sessions.
- Obtain any necessary permissions for photography access.
- Attend and photograph designated community events and festivals.
- Capture a variety of seasonal imagery, including fall, winter, and holiday content.
- Photograph local businesses, attractions, downtown districts, parks, and community assets.
- Focus on authentic, people-centered imagery whenever possible.
- Provide professionally edited, high-resolution digital images.

### **3. Photography Style**

CCEDC is seeking photography that is:

- Authentic and candid
- Bright, welcoming, and community-focused
- Representative of Chariton County's unique character
- People-centered whenever possible
- Suitable for tourism marketing and storytelling
- Captured in both horizontal and vertical formats

### **4. Desired Imagery**

Proposals should include all-inclusive pricing for coverage of designated community events, businesses, and seasonal photography opportunities between September 2026 and December 2026.

While specific photography opportunities may evolve throughout the project, the selected photographer should anticipate capturing a variety of images that showcase Chariton County's communities, businesses, events, and seasonal experiences.

### **Community Events/Festivals**

The photographer should capture a mix of:

- Event activities and attractions
- Live entertainment and performances
- Vendors and exhibitors
- Families and attendees enjoying activities
- Food, shopping, and community experiences
- Event details, decorations, and signage
- Wide-angle crowd and atmosphere shots

Anticipated events include:

- Sterling Price Days – Keytesville, MO
- Pecan Festival – Brunswick, MO
- Wild Goose Festival – Sumner, MO
- Pumpkin Festival – Salisbury, MO
- Christmas on Broadway – Brunswick, MO
- Miracle on Broadway – Salisbury, MO

### **Seasonal Photography**

The photographer should capture imagery representative of the season, including:

- Fall/winter landscapes and rural scenery
- Holiday decorations and lighting displays

### **Community and Business Photography**

The photographer should capture:

- Downtown districts and streetscapes
- Storefronts and building exteriors
- Shopping, dining, and visitor experiences
- Local businesses in operation
- Historic buildings and landmarks
- Parks, trails, and recreational amenities
- Public spaces and community gathering places

### **Lifestyle Photography**

Whenever possible, photography should include people interacting with local businesses, attractions, events, and community spaces. Authentic, candid imagery is preferred over posed photography.

### **Optional Services**

- Drone photography
- Video content and/or short-form promotional footage

### **5. Deliverables**

The selected photographer shall provide:

- Professionally edited, high-resolution digital images
- Organized file delivery through cloud storage or online gallery
- Consistent file naming and organization
- Images delivered within an agreed-upon timeframe

### **6. Usage Rights**

CCEDC requires full, perpetual, non-exclusive usage rights to all delivered images.

The selected photographer shall grant CCEDC the right to:

- Use images in print and digital marketing materials
- Use images on websites, social media platforms, email marketing, and advertising campaigns
- Share images with local businesses, chambers of commerce, tourism partners, municipalities, nonprofit organizations, event organizers, and community groups for promotional purposes
- Edit, crop, resize, and adapt images as needed for marketing applications
- Use images indefinitely without additional licensing fees or royalties

The photographer may retain copyright ownership and use the images for portfolio, marketing, and promotional purposes.

### **7. Proposal Requirements**

Interested photographers should submit:

1. Brief background and experience
2. Portfolio examples
3. Proposed pricing structure
4. Availability between September 2026 and January 2027
5. Estimated turnaround time for image delivery
6. Optional service offerings
7. References (optional)

## **8. Evaluation Criteria**

Proposals will be evaluated based on:

- Quality and style of portfolio
- Relevant experience
- Ability to capture authentic community and lifestyle imagery
- Availability during key events and holiday activities
- Pricing and overall value
- Preference will be given to photographers based in Chariton County

## **9. Submission Information**

Proposal Deadline: 7/31/26

Contract Awarded: 8/28/26

Contract Start: Early September

Submit proposals to: Ashley Grotewiel

Email: [ashleygrotewiel@gmail.com](mailto:ashleygrotewiel@gmail.com)

Phone: 660-676-8397

Questions may be directed to the contact listed above.