



Basalt Public Arts Commission
Basalt, Colorado
<https://www.basaltpublicartscommission.com/>

Request for Proposals for Videographer

Project: Artist Interviews and Virtual Studio Tours

Deadline: March 29, 2021

A. About the Project

In an effort to boost the profile of artists who live or have studios in or near Basalt, the Basalt Public Arts Commission (BPAC) is seeking a videographer to create short, eye-catching videos that feature local artists. The videos will include an interview segment and a virtual tour of the artist's studio, and should be both an effective marketing tool for the artist and of interest to the public. The selected videographers will have general creative control over the project so long as the end product meets the requirements of this request for proposals, the videographer's proposal submitted to BPAC, and the artist's goals. The videos will be available to download on the BPAC webpage and will be featured on social media.

To ensure Covid-19 safety, the Town will use its special event activity permit for each artist/videographer project as a tool to ensure proper safety protocols are followed. The interview will be done in person at the artist's studio.

B. About BPAC

BPAC is a citizen-led commission that was founded in 2015. Basalt's Town Council has charged BPAC with tasks including planning for the integration of art in the public realm, exploring partnerships in the arts, and providing a sounding board on significant visual and performing arts issues. Through this interview and virtual studio tour project, BPAC hopes to elevate working artists in Basalt, giving them a boost during these difficult times.

C. Project Scope

Below are specific details about the scope of the artist interview and virtual studio tour project.

1. BPAC intends to contract with no more than **two videographers** for up to 10 artists that are expected to be featured.
2. The core video should be **5 minutes**. The artist that is featured may propose additional 3-5 minutes of information.
3. The videographer should be responsible for **all aspects of video creation**, including filming, lighting, any amplification, renting any equipment, editing, and providing music. The videographer will be responsible for ensuring that

they have proper licensing to use any music or stock footage. However, BPAC will provide a list of questions for the artist and other information the videographer must include.

4. Submissions may come from **an individual or production company.**
5. Videographers will be paid \$1,000 per artist video.
6. The following information will be include as part of the core 5-minute video: basic artist information such as name and medium, studio location, how the public can view and purchase their art, and artist's ties to the Basalt community. There will also be a virtual tour component to the video with examples of some of the artist's completed works.
7. The following interview questions will be part of the video:
 - Tell us about your art
 - How has the world today affected your art?
 - What influences your art?
 - What do you feel is the future of art in the Roaring Fork Valley?
8. Videographers that are selected will need to work with each other in order that all the films have a similar look and feel.
9. The resulting video will be in the highest quality possible, minimum 1080p.

D. Timeline: BPAC would like the videos to be ready for social media no later than three weeks after the artist interview.

E. Application Requirements

1. Completed application form
2. Examples of four videos demonstrating the ability of the videographer to complete the work
3. Resume for all key individuals
4. Any ideas or requests related to Covid-19 safety.
5. Indicate if you are willing to add additional content if desired by artist.
6. Indicate how many artists interviews you would like to complete.
7. Other information you deem necessary for your application.

F. Selection Process:

1. BPAC will review applicants' proposals in April and make their selection of videographers.
2. Basalt Town Staff will work with the selected artists to enter into a contract.

G. Other Information

1. The Town will match the videographer with the artist

Questions regarding the project should be submitted by March 24 to:

Watkins Fulk-Gray

watkins.fulkgray@basalt.net; 970-279-8115