



# Request for Proposals

## Drone and Still Photography

**City of Salmon Arm Request for Proposals Number: 2026-30**

**Issue date:** June 1, 2026

**Closing Time:** Proposal must be received **before** 4:00 PM Pacific Time on: June 10, 2026

**CITY CONTACT PERSON:**

All enquiries related to this Request for Proposals (RFP), including any requests for information and clarification, are to be directed, in writing, to the following person who will respond if time permits. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses will be recorded and may be distributed to all Proponents at the City's option.

Gregg Patterson, IT Coordinator  
Box 40, Salmon Arm, BC V1E 4N2, Fax: 250-803-4041, e-mail: [gpatterson@salmonarm.ca](mailto:gpatterson@salmonarm.ca)

**DELIVERY OF PROPOSALS:**

Proposals may be sent by mail, courier or e-mail. Proposals are to be submitted to the closing location as follows:

City of Salmon Arm  
500 2 Ave N.E.  
Salmon Arm, B.C. V1E 4N2  
Attention: Gregg Patterson, IT Coordinator  
[gpatterson@salmonarm.ca](mailto:gpatterson@salmonarm.ca)

Proposal envelopes / or email submissions should be clearly marked with the name and address of the Proponent, the Request for Proposals number, and the project or program title.

**PROPOSANTS' MEETING:** A Proponents' meeting will not be held.

**PROPONENT SECTION:**

A person authorized to sign on behalf of the Proponent must complete and sign the Proponent Section (below), leaving the rest of this page otherwise unaltered, and include the signed and completed page with the proposal.

The enclosed proposal is submitted in response to the above-referenced Request for Proposals, including any addenda. Through submission of this proposal we agree to all of the terms and conditions of the Request for Proposals and agree that any inconsistent provisions in our proposal will be as if not written and do not exist. We have carefully read and examined the Request for Proposals, including the Administrative Section, and have conducted such other investigations as were prudent and reasonable in preparing the proposal. We agree to be bound by statements and representations made in our proposal.

<i>Signature of Authorized Representative:</i>	<i>Legal Name of Proponent (and Doing Business As Name, if applicable):</i>
<i>Printed Name of Authorized Representative:</i>	<i>Address of Proponent:</i>
<i>Title:</i>	
<i>Date:</i>	<i>Authorized Representative phone, fax or email address (if available):</i>

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## A. Definitions and Administrative Requirements

### 1. Definitions

Throughout this Request for Proposals, the following definitions apply:

- a) "City" means the City of Salmon Arm;
- b) "Contract" means the written agreement that may result from this Request for Proposals and shall be executed by the City and the Contractor;
- c) "Contractor" means the successful Proponent to this Request for Proposals who enters into a written Contract with the City;
- d) "must", or "mandatory" means a requirement that must be met in order for a proposal to receive consideration;
- e) "Proponent" means an individual or a company that submits, or intends to submit, a proposal in response to this Request for Proposals;
- f) "Province" means Her Majesty the Queen in Right of the Province of British Columbia;
- g) "Request for Proposals" or "RFP" means the process described in this document; and
- h) "should" or "desirable" means a requirement having a significant degree of importance to the objectives of the Request for Proposals.

### 2. Terms and Conditions

The following terms and conditions will apply to this Request for Proposals. Submission of a proposal in response to this Request for Proposals indicates acceptance of all the terms that follow and that are included in any addenda issued by the City. Provisions in proposals that contradict any of the terms of this Request for Proposals will be as if not written and do not exist.

### 3. Additional Information Regarding the Request for Proposals

Proponents are advised to fill out and return the attached Receipt Confirmation Form as all subsequent information regarding this Request for Proposals, including changes made to this document will be provided to confirmed proponents only.

### 4. Late Proposals

Proposals will be marked with their receipt time at the closing location. Only complete proposals

received and marked before closing time will be considered to have been received on time.

Hard-copies of late proposals will not be accepted and will be returned to the Proponent. Electronic proposals that are received late will be marked late and will not be considered or evaluated.

In the event of a dispute, the proposal receipt time as recorded at the closing location shall prevail whether accurate or not.

### 5. Eligibility

a) Proposals will not be evaluated if the Proponent's current or past corporate or other interests may, in the City's opinion, give rise to a conflict of interest in connection with the project described in this Request for Proposals. This includes, but is not limited to, involvement by a Proponent in the preparation of this Request for Proposals. If a Proponent is in doubt as to whether there might be a conflict of interest, the Proponent should consult with the Contact Person listed on page 1 prior to submitting a proposal.

b) Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.

### 6. Evaluation

The City reserves the right to waive or reject any or all submissions or accept the submission deemed most favourable to the interests of the City. Without limiting the generality of the foregoing, any submission which is incomplete, obscure, irregular, or has unauthorized erasures or corrections may be rejected. Any awards shall be made based on the criteria as stated in the Evaluation of Responses.

### 7. Negotiation Delay

If the City desires to enter into a written Contract and it cannot be negotiated within thirty days of notification of the successful Proponent, the City may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent and either negotiate a Contract with the next qualified Proponent or choose to terminate the Request for Proposals process and not enter into a Contract with any of the Proponents.

### 8. Debriefing

At the conclusion of the Request for Proposals process, all Proponents will be notified. Unsuccessful Proponents may request a debriefing meeting with the City.

### 9. Alternative Solutions

If alternative solutions are offered, please submit the information in the same format, as a separate proposal.

#### **10. Changes to Proposals**

By submission of a clear and detailed written notice, the Proponent may amend or withdraw its proposal prior to the closing date and time. Upon closing time, all proposals become irrevocable. The Proponent will not change the wording of its proposal after closing and no words or comments will be added to the proposal unless requested by the City for purposes of clarification.

#### **11. Proponents' Expenses**

Proponents are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with the City, if any. If the City elects to reject all proposals, the City will not be liable to any Proponent for any claims, whether for costs or damages incurred by the Proponent in preparing the proposal, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

#### **12. Limitation of Damages**

Further to the preceding paragraph, the Proponent, by submitting a proposal, agrees that it will not claim damages, for whatever reason, relating to the Contract or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Proponent in preparing its proposal and the Proponent, by submitting a proposal, waives any claim for loss of profits if no Contract is made with the Proponent.

#### **13. Proposal Validity**

Proposals will be open for acceptance for at least 90 days after the closing date.

#### **14. Firm Pricing**

Prices will be firm for the entire Contract period unless this Request for Proposals specifically states otherwise.

#### **15. Currency and Taxes**

Prices quoted are to be:

- a) in Canadian dollars;
- b) exclusive of applicable taxes.

#### **16. Completeness of Proposal**

By submission of a proposal the Proponent warrants that, if this Request for Proposals is to design, create or provide a system or manage a program, all

components required to run the system or manage the program have been identified in the proposal or will be provided by the Contractor at no charge.

#### **17. Sub-Contracting**

- a) Using a sub-contractor (who should be clearly identified in the proposal) is acceptable. This includes a joint submission by two Proponents having no formal corporate links. However, in this case, one of these Proponents must be prepared to take overall responsibility for successful performance of the Contract and this should be clearly defined in the proposal.
- b) Sub-contracting to any firm or individual whose current or past corporate or other interests may, in the City's opinion, give rise to a conflict of interest in connection with the project or program described in this Request for Proposals will not be permitted. This includes, but is not limited to, any firm or individual involved in the preparation of this Request for Proposals. If a Proponent is in doubt as to whether a proposed subcontractor gives rise to a conflict of interest, the Proponent should consult with the City Contact Person listed on page 1 prior to submitting a proposal.
- c) Where applicable, the names of approved sub-contractors listed in the proposal will be included in the Contract. No additional subcontractors will be added, nor other changes made, to this list in the Contract without the written consent of the City.

#### **18. Acceptance of Proposals**

- a) This Request for Proposals should not be construed as an agreement to purchase goods or services. The City is not bound to enter into a Contract with the Proponent who submits the lowest priced proposal or with any Proponent. Proposals will be assessed in light of the evaluation criteria. The City will be under no obligation to receive further information, whether written or oral, from any Proponent.
- b) Neither acceptance of a proposal nor execution of a Contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

#### **19. Definition of Contract**

Notice in writing to a Proponent that it has been identified as the successful Proponent and the subsequent

full execution of a written Contract, with the approval of Council for the City of Salmon Arm, will constitute a Contract for the goods or services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

**20. Contract**

By submission of a proposal, the Proponent agrees that should its proposal be successful the Proponent will enter into a Contract with the City on the terms set out in Appendix B.

**21. Liability for Errors**

While the City has used considerable efforts to ensure information in this Request for Proposals is accurate, the information contained in this Request for Proposals is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the City, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposals is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposals.

**22. Modification of Terms**

The City reserves the right to modify the terms of this Request for Proposals at any time in its sole discretion. This includes the right to cancel this Request for Proposals at any time prior to entering into a Contract with the successful Proponent.

**23. Ownership of Proposals**

All proposals submitted to the City become the property of the City. They will be received and held in confidence by the City, subject to the provisions of the *Freedom of Information and Protection of Privacy Act* and this Request for Proposals.

**24. Use of Request for Proposals**

Any portion of this document, or any information supplied by the City in relation to this Request for Proposals may not be used or disclosed, for any purpose other than for the submission of proposals. Without limiting the generality of the foregoing, by submission of a proposal the Proponent agrees to hold in confidence all information supplied by the City in relation to this Request for Proposals.

**25. No Lobbying**

Proponents must not attempt to communicate directly or indirectly with any employee, contractor or representative of the City, including the evaluation committee and any elected officials of the City, or with members of the public or the media, about the project described in this Request for Proposals or otherwise in respect of the Request for Proposals, other than as expressly directed or permitted by the City.

**26. No Collusion**

Proponents must not communicate, directly or indirectly, with any other Proponent (including through any employees, agents or contractors) regarding the preparation, content or submission of proposals.

**27. Collection and Use of Personal Information**

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If this RFP requires Proponents to provide the City with personal information of employees who have been included as resources in response to this RFP, Proponents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to the City. Such written consents are to specify that the personal information may be forwarded to the City for the purposes of responding to this RFP and use by the City for the purposes set out in the RFP. The City may, at any time, request the original consents or copies of the original consents from Proponents, and upon such request being made, Proponents will immediately supply such originals or copies to the City.

## **B. Requirements and Response**

### **1. Summary**

The City of Salmon Arm (City) is situated between the peaceful shores of Shuswap Lake and beautiful surrounding mountains and hills. It is comprised of a year-round population base of approximately 19,000 people, with a marked increase during the summer months, and offers an incredible diversity of economic and tourism-related amenities. The area is rich with Cultural assets and resources as well as enthusiastic partners.

The City of Salmon Arm invites proposals from qualified community organizations, businesses, and individuals to provide drone imagery, drone video, and still photography services for a one-year term.

The successful proponent will capture a wide range of images that reflect the character, amenities, projects, events, and vibrancy of Salmon Arm throughout all four seasons. The resulting photography and video will support the City's marketing, communications, tourism promotion, and community engagement initiatives across digital and print platforms.

The contract term will be one calendar year from the date of award. Proponents are asked to outline the scope of services they can provide for a total cost not exceeding \$10,000 CAD over the 12-month period. This budget must be all-inclusive and cover planning and scheduling, filming and photography, post-production editing and compilations, equipment, lighting and setup, mileage and travel, crew if applicable, food and incidental expenses, and delivery of digital files. The City recognizes that not all requested locations, events, and project items may be completed within the available timeframe and budget; accordingly, the City will work with the successful proponent after award to establish a mutually agreed-upon priority list.

The scope of work includes aerial drone videography, aerial drone still photography, ground-based photography, editing and preparation of final media files, and four-season coverage. Subject matter must focus on landscape, architecture, still life, or cityscape and urban landscape imagery. No discernible faces or identifiable individuals may appear in any imagery. Required photography subjects include exterior images of City buildings and key equipment; scenic photography featuring landscapes, vistas, and community activity in spring, summer, fall, and winter; coverage of City-hosted or City-supported events; downtown streetscapes, storefronts, flowers, and activity; and recreational and municipal amenities such as parks, trails, waterfront areas, sports facilities, and public service areas. Action shots are encouraged where appropriate, provided no identifiable faces are visible.

Event coverage requirements include a minimum delivery of five edited photos within 48 hours of each event, with all final photos delivered within five business days. Technical requirements include high-resolution images suitable for print, web-resolution images for digital use, and delivery in JPEG, TIFF, MP4, and RAW formats if requested. All editing and processing must be

included in the proposed pricing. Final files must be delivered digitally through secure file transfer or a cloud folder and must use an organized file structure and naming convention.

Requested photography locations and subject matter include parks and natural areas such as:

- Khilani Park – South Canoe Dog Park, Canoe Beach and Dog Beach including the entrance tunnel and flowers
- Blackburn Park
- Little Mountain Field House and fields
- Canoe Ball Diamonds
- Recreation District including Rogers Rink, SASCU Recreation Centre, horseshoe and lawn bowling areas
- Fletcher Park
- McGuire Lake
- Marine Peace Park and Bird Sanctuary
- Elks Park
- Ross Street Plaza.

Additional requested subject areas include downtown roads, street views, storefronts, and flowers; City projects such as roundabout construction progress and contextual photography; and City events including, Canada Day at Rogers Rink, and FIFA events.

The proposal should demonstrate the proponent's creative approach and local awareness, including recommendations for additional photography locations, seasonal opportunities, or visual subjects that may not be identified in this RFP but that would meaningfully support the City's branding, marketing, tourism, and communications goals

## 2. Requirements

The successful contractor will be required to grant the City of Salmon Arm a worldwide, perpetual, non-transferable, non-exclusive licence to reproduce, transmit, publish, and display all photographs produced under the contract, together with copyright and ownership of the work. The City may crop, modify, adapt, or add text to the images as needed.

The successful proponent must maintain all necessary qualifications, licensing, and insurance, including required drone certifications, compliance with Transport Canada requirements, a valid City of Salmon Arm Business Licence, Commercial General Liability insurance in the amount of at least \$2,000,000, UAV liability insurance, and Workers' Compensation coverage if applicable. All equipment required to complete the work must be supplied by the contractor. Any agreement resulting from this process will be governed by the laws of the Province of British Columbia.

### 3. Evaluation

This section details all of the mandatory and desirable criteria against which proposals will be evaluated. Proponents should ensure that they fully respond to all criteria in order to receive full consideration during evaluation.

Proposals must follow the required submission format. Each proposal should include a cover page stating the respondent's name, physical address, email address, telephone number, and authorized contact person. The introduction should include background and experience, unique capabilities, project management approach, insurance summary, statement of interest, and a statement acknowledging that the contract is a work-for-hire arrangement, that the City will own all footage and products, and that the City may use the materials across platforms.

#### 3.1 Mandatory Criteria

Proposals not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration during the evaluation process.

<b>Criteria</b>	
a)	The proposal must be received at the closing location before the specified closing time.
b)	The proposal must be in English and may be delivered in-person, by courier, mail or e-mail.
c)	The proposal must be submitted with one unaltered, completed Request for Proposals cover page including a signed Proponent Section.
d)	The proposal must include a firm, fixed, all-inclusive price. The budget allocation for this project is \$10,000 plus GST.

### 3.2 Desirable Criteria

Proposals meeting all of the mandatory criteria will be further assessed against desirable criteria.

<b>Criterion</b>	<b>Weight</b>
<b>A. Qualifications &amp; Relevant Experience</b>	35
Demonstrated experience in still photography, drone photography, videography, and editing. Strength of portfolio and relevance to municipal, tourism, or community-focused work. Includes assessment of references and past performance.	
<b>B. Proposed Approach &amp; Understanding of the Project</b>	30
Clarity and completeness of the proposed approach to delivering the Scope of Work. Demonstrated understanding of municipal branding, storytelling, seasonal needs, event coverage, and digital content requirements.	
<b>C. Creativity &amp; Technical Capability</b>	20
Visual aesthetic, creativity, composition, and ability to produce compelling, high-quality imagery. Demonstrated ability to deliver both drone and still photography that aligns with modern digital and social media standards	
<b>D. Value &amp; Budget Alignment</b>	15
Scope of services offered within the \$10,000 annual budget. Cost-effectiveness, clarity of pricing, and demonstrated ability to deliver high-quality work within the financial constraints.	
<b>E. GRAND TOTAL = (A + B + C+D)</b>	100

#### 4. Proposal Format

The following format should be followed in order to provide consistency in response and ensure each proposal receives full consideration. All pages should be consecutively numbered.

- a) An unaltered and completed Request for Proposals cover page, including Proponent Section as per instructions.
- b) Table of contents including page numbers.
- c) A short (one or two page) summary of the key features of the proposal.
- d) The body of the proposal , i.e. the “Proponent Response”.

## 5. Proponent Response

In order to receive full consideration during evaluation, proposals should include a detailed response to the following:

- 1) Your company's past experience delivering similar services. Identify key personnel and outline their qualifications;
- 2) Provide examples of work from three (3) relevant clients;
- 3) Provide two (2) references;
- 4) How your company will ensure that it meets the required timelines.

# Appendix A    Receipt Confirmation Form

## DRONE AND STILL PHOTOGRAPHY

### REQUEST FOR PROPOSALS

### CITY OF SALMON ARM

**CLOSING DATE AND TIME: JUNE 10, 2026 AT 4:00PM**

For any further distributed information about this Request for Proposals,  
please return this form by fax or email as soon as possible to: Gregg Patterson

**COMPANY:** \_\_\_\_\_

**STREET ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **POSTAL CODE:** \_\_\_\_\_

**PROVINCE:** \_\_\_\_\_ **COUNTRY:** \_\_\_\_\_

**MAILING ADDRESS, IF DIFFERENT:** \_\_\_\_\_

**FAX NUMBER:** ( \_\_\_ ) \_\_\_\_\_ **PHONE NUMBER:** ( \_\_\_ ) \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**E-MAIL ADDRESS:** \_\_\_\_\_

**Please send us any subsequent information about this Request for Proposals by:**

**Courier Collect:**      Courier Name and Account No. \_\_\_\_\_

E-Mail

## Appendix B Contract Form

By submission of a proposal, the Proponent agrees that should its proposal be successful the Proponent will enter into a Contract with the City that will include the following selected contract clauses.

### **Compliance With Laws**

The Contractor will give all the notices and obtain all the licenses and permits required to perform the work. The Contractor will comply with all laws applicable to the work or performance of the Contract.

### **Laws of British Columbia**

Any Contract resulting from this Request for Proposals will be governed by and will be construed and interpreted in accordance with the laws of the Province of British Columbia.

### **Arbitration**

All disputes arising out of or in connection with the Agreement will, unless the parties otherwise agree, be referred to and finally resolved by arbitration pursuant to the *Commercial Arbitration Act*.

### **Indemnity**

Any Agreement resulting from this Request for Proposals will require that the Contractor indemnify and save harmless the City, its employees and agents from and against all claims, demands, losses, damages, costs and expenses made against or incurred, suffered or sustained by the City at any time or times (either before or after the expiration or sooner termination of this Agreement) where the same or any of them are based upon or arise out of or from anything done or omitted to be done by the Contractor or by any servant, employee, officer, director or sub-Contractor of the Contractor pursuant to the Contract excepting always liability arising out of the independent acts of the City.

### **Insurance**

Any Agreement resulting from this Request for Proposals may require that the Contractor, without limiting its obligations or liabilities and at its own expense, provide and maintain throughout the Agreement term, the following insurances with insurers licensed in British Columbia in forms acceptable to the City. All required insurance will be endorsed to provide the City with 30 days' advance written notice of cancellation or material change. The Contractor will provide the City with evidence of the required insurance, in the form of a completed Certificate of Insurance, immediately following execution and delivery of the Agreement.

Comprehensive Commercial General Liability in an amount not less than \$2,000,000 inclusive per occurrence insuring against bodily injury and property damage and including liability assumed under the Contract. The City is to be added as an additional insured and the policy shall contain a cross liability clause.

Automobile Liability on all vehicles owned, operated or licensed in the name of the Contractor in an amount not less than \$2,000,000.

**Registration with Workers' Compensation Board**

The Contractor and any approved sub-Contractors must be registered with the Workers' Compensation Board (WCB), in which case WCB coverage must be maintained for the duration of the Contract. Prior to receiving any payment, the Contractor may be required to submit a WCB Clearance Letter indicating that all WCB assessments have been paid.