

Request for Proposals: Maritime Washington Showcase Video(s)

The Washington Trust for Historic Preservation seeks a production company to create a short showcase video about the Maritime Washington National Heritage Area. This video will introduce the public to this new program, communicate the vibrancy of Washington's maritime heritage, and highlight a selection of diverse communities along our shores. The budget for this video is \$20,000, and we aim for final product ready for launch by the end of summer 2023. If desired, an additional \$30,000 budget is available to expand the project to include 5-6 short video profiles of individuals throughout the heritage area.

PROJECT OVERVIEW

Spanning 3,000 miles of Washington State's saltwater shoreline, the Maritime Washington National Heritage Area recognizes our state's unique and diverse maritime cultures. Managed by the Washington Trust in partnership with the National Park Service, this heritage area builds a region-wide network and increases collaboration to support our coastal communities in celebrating, maintaining, and sharing their water-based stories. After three years of planning, Maritime Washington is ready to set sail. You can learn more about Maritime Washington at www.preservewa.org/maritime or by reviewing the [Management Plan](#) for the program.

We seek to develop a short showcase video to help build an audience for Maritime Washington by introducing residents and visitors to the heritage area. This video will be incorporated into our currently under-development new website, promoted via both the heritage area and its partners on social media, and incorporated into other marketing plans accompanying the launch of Maritime Washington.

Optional expansion: additional budget is available to expand this project to include 5-6 video profiles of individuals (or communities) throughout the region. These short videos would focus more heavily on storytelling rather than promotion, using personal stories to convey the vibrancy, diversity, and values of Maritime Washington. Footage from these interviews/profiles could also be utilized in the showcase video to take advantage of travel/filming/interviews already being conducted.

PROJECT SCOPE

We seek a production company that will serve as a creative partner in the creation of this video, working with Maritime Washington staff to develop a vision for the final product and advising on the overall direction of the project. Although we would ask the filmmaker to understand and work within the established brand identity of Maritime Washington, we are open to suggestions regarding the exact style of video (scripted or unscripted, interview-based or not, etc.). Our ideal end products would include:

Basic needs (\$20,000 budget):

- A 2-3 minute introductory showcase video
- A 20- to 30-second version of the video for social media
- Assorted b-roll for use on website and in future video-based storytelling projects

Optional expansion (total \$50,000 budget):

- All of the above, plus: 5-6 one-minute profiles highlighting individuals (or communities) whose personal stories help demonstrate the vibrancy and diversity of Maritime Washington.

The video(s) and b-roll should include a variety of resources, individuals/communities, and activities throughout the heritage area. For example, this could include:

- Museums
- Fishing and shellfish farming
- Woodworking and boatbuilding
- Ferries
- Architecture of communities and towns built on the water

- Wilderness coastline
- Historic ships
- Seafood
- Recreational boating
- City/county beaches and parks
- Working waterfronts
- Lighthouses
- Youth education and training

We expect the video to feature at least 4-6 locations throughout the region to highlight the diversity of landscapes. We look forward to working with the production company to select specific film locations and subjects based on creative vision and practical/budgetary limitations. For example, we might opt to film working waterfronts in Bellingham, a Tribal museum and wilderness coastline in Neah Bay, historic ships in Seattle's South Lake Union, and a historic Main Street community and state park on Whidbey Island. Ideally, subjects would include different combinations of people and groups (ex: a family, a couple, groups of friends, individuals) experiencing maritime sites as visitors, alongside shots of practitioners carrying on maritime traditions (ex: shellfish farmers, boatbuilders, park rangers). While we expect that the production company will arrange their own visits and interviews (and will include this in the overall production budget), Maritime Washington staff can provide all connections and introductions needed.

AUDIENCES AND GOALS

Primary audience for video content: Washington residents who live near the shore but are unfamiliar with the Maritime Washington National Heritage Area and likely unfamiliar with National Heritage Areas in general. May also be unaware/unappreciative of with the wealth of maritime resources, industries, and cultures along our shores. We want this audience to know/feel:

- Pride in the vibrant, unique, special maritime place in which we live.
- Inspired to visit maritime places and learn more about maritime culture.
- A basic understanding of (or at least interest in learning more about) the Maritime Washington National Heritage Area.

Secondary audience for video content: Potential partners of the Maritime Washington National Heritage Area—such as museums, heritage organizations, local government units, marine trades practitioners (from fishers to boatbuilders), tourism entities, or Tribal governments—who may have heard of the Maritime Washington National Heritage Area but are not clear on what exactly we do/what our value is. We want this audience to know/feel:

- Connected with larger maritime community—feel that they are part of something larger than themselves/their organization.
- An understanding of how the heritage area can provide value through public messaging.
- Intrigued to learn more about Maritime Washington.

TIMELINE

- RFP posted: March 3
- Proposals due: March 31
- Review of proposals, follow up meetings: April 3-13
- Firm selected: April 14
- Production: May-June
- Editing: July
- Product delivered by August 1

BUDGET

- Basic needs: \$20,000.
- Optional expansion: \$50,000 (total)

Please note that these budgets must include any travel costs and subcontractors hired by the selected production company.

PREFERRED QUALIFICATIONS

We welcome all proposals, but are particularly interested in working with teams that:

- Have worked with nonprofit and/or public sector clients on similar video products.
- Have worked with or represent diverse and underrepresented communities, including native and indigenous peoples.
- Have experience with personal interviewing and storytelling, as well as outdoor videography.

PROPOSAL REQUIREMENTS

If you're interested in working on this project, please send in a short proposal including the following:

1. Overview of your company/team
2. Your vision for the project (including whether you are interested in the optional expansion)
3. Your approach to collaboration with clients and partners
4. Examples of 2-3 recent relevant projects
5. A proposed timeline and budget

Please send proposals to Alex Gradwohl at alex@preservewa.org by EOD on Friday, March 31, and feel free to reach out with any questions until that date. We're happy to arrange a short call with interested firms to discuss this RFP!