



## HICKORY METRO CVB PROPOSAL - REQUEST FOR BIDS

**PROPOSAL:** THE HICKORY METRO CONVENTION CENTER & VISITORS BUREAU IS SEEKING PROPOSALS FOR THE PRODUCTION OF A 2-4 MINUTE, HIGH-QUALITY, FAST-PACED VIDEO ON THE HICKORY METRO AREA. THE PRODUCTION SHOULD PROVIDE AN OVERVIEW OF THE HICKORY METRO AREA AND SHOULD HAVE SUFFICIENT FLEXIBILITY FOR ADAPTIVE RE-USE AS A MULTI-PURPOSE SALES TOOL. SOME OF THE VIDEO CLIPS WILL BE PROVIDED FROM METRO PARTNERS. WE ALSO REQUEST SEVERAL SHORTER 30 SECOND CLIPS FROM THE OVERALL 2-4 MINUTE VIDEO TO SHARE ON SOCIAL MEDIA.

**PURPOSE:** THE PURPOSE OF THE VIDEO WILL BE ECONOMIC DEVELOPMENT – THROUGH TOURISM SALES OF CONFERENCES AND CONVENTIONS, RECRUITMENT OF BUSINESS AND INDUSTRY, AND FOR ATTRACTING VISITORS TO THE AREA. THE FIRST OFFICIAL USE OF THE PRODUCTION WILL BE FOR A PRESENTATION ON MARCH 24, 2020 TO THE VISIT NORTH CAROLINA 365 CONFERENCE ON TOURISM FOR THE PURPOSE OF BRINGING THE CONFERENCE TO HICKORY IN MARCH 2021. AFTER THE INITIAL USE THIS WILL ALSO BE USED ON SOCIAL MEDIA ACCOUNTS TO PROMOTE THE HICKORY METRO AS A TOURISM DESTINATION.

**CONTENT:** SUGGESTED ITEMS/CLIPS TO INCLUDE:

- GEOGRAPHIC LOCATION – SCENIC SHOTS
- RESTAURANTS, BREWERIES, DISTILLERIES, WINERIES ETC.
- HICKORY METRO CONVENTION CENTER MEETING SPACE
- QUALITY OF LIFE: OUTDOORS, RENOVATED DOWNTOWNS, FURNITURE SHOPPING, LAKE HICKORY, OUTDOOR RECREATION, SHOPPING, SALT BLOCK, THEATRE, HART SQUARE, ETC.
- FESTIVALS AND EVENTS

**IMPORTANT NOTES:**

- PROPOSAL DUE: JANUARY 24, 2020
- BUDGET: TBD (CAN BE DISCUSSED AS SOME VIDEO WILL BE PROVIDED)
- TIMELINE: FINISHED PRODUCT DUE BY MARCH 2, 2020