



The mission of the BLK RVA program is to attract visitors to the Richmond region and inspire locals to embrace what's in their backyard. The program aims to serve as a beacon of equity and inclusivity by supporting a thriving ecosystem of diverse hospitality and tourism businesses and ensuring that Black-owned businesses share in the economic impact of local tourism.

Richmond Region Tourism and BLK RVA are embarking on this project to give our partner Black-owned businesses more resources to market themselves, and we also will use these photos and videos to market the Richmond Region.

We are seeking one to two highly skilled photographers who reside in the Richmond Region for a service contract to capture images of local Black-owned businesses.

Goal: Photos and videos (b-roll) are needed for marketing purposes. This may include promotion for social media content and still/print photography.

- 3-5 high-resolution photos per business with a total of 20-30 shots per location.
- Approximately 20 businesses located within Richmond Region Tourism's seven jurisdictions (City of Richmond, Chesterfield County, Hanover County, Town of Ashland, City of Colonial Heights, Henrico County, and New Kent County);
- Business includes hospitality and tourism business.
- Location/shoots include restaurants, storefronts, attractions, and parks.
- Video b-roll from each business – highly preferred but not required.

Selection: High-quality performing photographer with a minimum of **five years** of experience. Please provide samples of your previous work and **1-3** references. Samples **must** include corporate, landscaping, and realtor-type photos. The portfolio may also include events and crowd ambiance. Previous experience working with a corporation or organization is highly preferred.

Must reside in the Richmond region (listed above)

Must allow RRT, BLK RVA, and the selected business owners to have lifetime rights to the photos and videos.

Distribution: Images will be provided to the participating businesses and may be used by RRT and BLK RVA to promote the Richmond region.

Budget: The set budget for this project will range from \$5,000-10,000. All quotes must include the cost to shoot for one hour per location, travel to and from the location, editing, etc.

Timeline: The project will begin in early spring and should be completed within 30 days of starting. Must be available to shoot at various times of the day and will depend on the participating business' availability/hours of operation. may change due to the business owner's schedule.

Submit your proposal to Tameka Jefferson, Community Relations Manager at tjefferson@visitrichmondva.com.

