



REQUEST FOR PROPOSALS

Municipality of the District of Clare

Videography for 2026 Experiential Tourism Activities



Issued: Friday, April 24, 2026
Closing: Friday, May 8, 2026

**REQUEST FOR PROPOSALS
Municipality of the District of Clare**

Videography for 2026 Experiential Tourism Activities

Notice is hereby given that the Municipality of Clare will accept Proposals for
Videography for 2026 Experiential Tourism Activities

All Proposals shall be clearly identified as
“Videography for 2026 Experiential Tourism Activities”

Electronic copies of your Proposal should be forwarded to the following email:
Attn: Larry Peach, tourism@munclare.ca

Please note that no formal opening of the proposals will take place.

Proposals will be evaluated and the successful bidder, if any, will be determined by the Municipality of Clare. The Municipality reserves the right to reject any or all proposals. The lowest or any proposal will not necessarily be accepted. The proposal deemed the best value may be the proposal accepted taking into account price and life cycle cost considerations, environmental and social considerations, delivery, servicing and the capacity of the supplier to meet other criteria as stated in the proposal documents.

Inquiries or clarification should be directed by telephone or e-mail to the following municipal contact:

Larry Peach
Tourism Manager
Municipality of Clare
1185 Highway 1
Little Brook, NS
B0W 1M0
902-769-8555
tourism@munclare.ca

1. SUMMARY AND BACKGROUND

The Municipality of Clare's Tourism Division is leading a **two-year experiential tourism project** with ACOA to invest in Acadian cultural festivals, events and experiences, in collaboration with partners in the private sector and community organizations.

Several existing events will be enhanced and new events developed, then marketed, with the primary goals to help extend the tourist season and grow visitation. The vision is to build event capacity around an already strong summer industry by developing new activities in the spring/fall months to ultimately position Clare as a year-round festivals and events destination.

What have we done so far? In Spring 2025, the Municipality of Clare hired Katlyn Hill to help implement our vision, filling the role of the Experiences Coordinator/visitor centre manager, a two-year project position with plans to become a full-time position and support the tourism manager.

In 2025, we collaborated with Festival acadien de Clare to enhance programming to celebrate its 70th anniversary. This included introducing a brand-new event: the Expo Culturelle (Culture Expo), which was a great success. The Expo will be returning for a second edition on August 14-15, 2026, in partnership with Festival acadien de Clare.

The 2026 tourism season in Clare is promising to be an exciting one for festivals and events!

We will be collaborating with community and business partners to launch new festival pilots in the spring and fall of 2026. These new events include **Festival de Coques (Clam Festival)** from June 8-14, which will celebrate the rich tradition of clam digging as a "Must-Do" authentic Acadian experience, and **Festi-vargue, a new comedy festival**, to be held at Le Richelieu on October 30-31.

In addition, collaborations with individuals and community organizations will enhance existing and/or develop new activities and experiences. These include:

- **Marée-Belle** – the "voice of the tide - invites you on a gentle woodland walk where stories aren't just told; they are sung and tasted. Partner: Acadian entertainer Vickie Deveau
- Artventures studio tours and **Plein Air (painting outdoors)**: Come experience art in the open air at two iconic locations. Visitors can watch artists paint onsite and explore original artworks available for purchase. Partner: Le Conseil des arts de la Baie Sainte-Marie.
- Inspired by theatre and animation, **Légendes au bois** shares the Acadian heritage of Baie Sainte-Marie in French, through historical figures brought to life. Learn about history while breathing in the fresh air amidst the colourful autumn scenery. Partner: La Société acadienne de Clare.
- Guided bus tour of historic sites in Clare. Partner: La Vieille Maison.
- Culinary partners will also see new twists on existing experiences. Private sector partners TBD.

For the evolving list of 2026 festivals and events, visit the Municipality of Clare at baiesaintemarie.com.

2. PROJECT DELIVERABLES

The Municipality of Clare will tender and hire professional videography services to undertake the following activities.

a) Production of four (4) high-quality promotional videos of approximately 60 seconds each in MP4 and MOV formats, to promote the following 4 events/experiences:

1. **Festival de Coques.** Various events during festival week of June 8-14.
 Innovative Fishery Products plant tour, Saint-Bernard (1 only) – June 11 (9:30 am) **or** June 12 (9:30 or 10:30 am), 1 hour
 Clam Boil – Belliveau Cove Market, Friday, June 12, 5 to 8 pm
 Clam digging competition – Saturday, June 13, 2 to 4 pm
 Trivia/Awards night – Saturday, June 13, 6 – 8 pm
2. **Plein Air Outdoor Painting.** Saturday, June 13, 10 am – 2 pm (Belliveau Cove Park), and Saturday, August 8, 10 am – 2 pm (Cape St Mary Lighthouse Park)
3. **Marée-Belle.** Walking tour, trails in Le Petit Bois. Date during summer 2026 TBD.
4. **Festi-vargue Comedy Festival.** Le Richelieu, Meteghan River, from October 30-31, 7 to 9 pm.

- Drone clips where appropriate to showcase landscapes/seascapes
- Use of sub-titles where necessary
- Ensure partner logos are included at end of videos (to be provided).

b) Participant testimonials taken on event days, of 5 to 10 seconds each, that can be integrated into the event promo videos and/or used as stand-alone promotion on social media.

b) The scope of work will include meetings (virtual or in person), filming and interviews during the event weekend, and post-production editing. Periodic consultations and communications with the project manager will be required.

The final compilation videos will include the following video clip themes:

- Drone clips taken by the videographer or a contracted third party
- Short ‘talking head’ interviews of participants in both English and French will be required
- Background music to be sourced and expensed by the videographer

c) If necessary, the videographer will collaborate with other partners, including local drone partners and music providers, to ensure coordination and compatibility of footage and file formats.

d) Final videos will be required by Friday, December 11, 2026.

Videos will be reviewed by the project manager and organizing committee, if applicable. All video footage, including B-roll and original files, will become property of the Municipality of Clare. The final videos will be uploaded to the Clare Tourism You Tube channel, event websites, Facebook pages and other locations, to promote the events in the future. Clips could possibly be used in future municipal or regional compilation videos.

3. SUBMISSION DETAILS

Proposals must be submitted electronically by email to tourism@munclare.ca in a PDF format marked “**Videography for 2026 Experiential Tourism Activities**” no later than 12:00 pm (AST) on **Friday, May 8, 2026**.

The Municipality of Clare reserves the right not to respond to inquiries received after the deadline for inquiries of 12:00 pm (AST) on Thursday, May 7, 2026.

Amendments may be submitted electronically prior to the closing time, marked with the proponent’s name and the RFP title and number.

Proposals already delivered may be withdrawn by written notice only, provided such notice is received at the office prior to closing time.

Any and all costs associated with the preparation and submission of the proposal, including any costs incurred by the proponent after closing time, will be borne solely by the proponent.

By submitting a proposal, the proponent acknowledges and agrees that the Municipality will not be responsible for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by the proponent as a result of or arising out of submitting a proposal.

4. REPORTING

The Municipality will be the contracting agency for this project and expects to be kept apprised of its progress. It is expected that on-site in-person meetings will be required. To that end, the firm will liaise regularly with the Municipality’s Tourism Manager throughout the completion of this engagement.

5. KEY DATES

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| ▪ Friday, April 24, 2026 | RFP issued |
| ▪ Thursday, May 7, 2026 | Deadline for Inquiries received |
| ▪ Friday, May 8, 2026 | Closing date for proposals |
| ▪ Mid to late May 2026 | Award of Proposal |
| ▪ Late May/early June 2026 | Start-up planning meeting with project manager |
| ▪ Mid June to October 31 | Filming of various events |
| ▪ Fall 2026 | Production of videos, review of drafts for feedback |
| ▪ December 11, 2026 | Project completion date |

6. BUDGET

The proponent must indicate a detailed breakdown of costs associated with fulfilling the objectives of the Project Deliverables.

7. PROPONENT QUALIFICATIONS

The successful proponent will be qualified individuals or incorporated bodies legally permitted to enter any proposed agreement with the Municipality.

8. INQUIRIES AND ADDENDA

Clarification of terms and conditions of the RFP document and process and all other inquiries shall be directed by email or by phone to: Larry Peach, Tourism Manager, 902-769-8555, tourism@munclare.ca

It is the sole responsibility of potential Proponents to check the following website to ensure that all available information, including any addenda issued, has been received prior to submitting a proposal: <https://www.clarenovascotia.com/en/business-and-economy/request-for-proposals>

The decision to issue or not issue an addendum is entirely at the sole discretion of the Municipality. Any addendum will be incorporated into and become part of the RFP document. No amendment of any kind to the RFP is effective unless it is contained in a written addendum issued by the Municipality.

The deadline for inquiries for this RFP is 12:00pm (AST) on Thursday, May 7, 2026. The Municipality of Clare reserves the right not to respond to inquiries received after this deadline.

9. PROPOSAL EVALUATION

Submitted proposals must provide the following information for evaluation. These will be weighed in the following manner:

- 10% - Demonstrated Understanding of Project Deliverables.
- 30% - Company Profile and Project Team (Curriculum vitae, highlights of relevant projects) and Relevant Knowledge and Experience with Tourism Product
- 30% - Methodology and Work Plan (work plan, approach, level of analysis, etc.)
- 30% - Budget (professional fees (per diems and number of days), Expenses and Timing (start up, key milestones, and completion dates)

Proponents may be contacted during the evaluation stage for clarification or further inquiries.