



REQUEST FOR PROPOSAL:

Social Media Videos

ISSUED DATE: 12/12/2025

SUBMISSION DATE: 12/22/2025

RFP COORDINATOR:

TESS CHALIFOUR-DRAHMAN
MEETINGS MARKETING MANAGER
VISIT JACKSONVILLE
904-421-9162
100 N. LAURA ST., SUITE 120
JACKSONVILLE, FL 32202

TCHALIFOURDRAHMAN@VISITJACKSONVILLE.COM

REQUEST FOR PROPOSAL (RFP)

We are looking to create two separate social media videos. They should be filmed in portrait orientation to best fit social media channels.

For both videos, we envision an interview with a local who is knowledgeable about the subject and then b roll for places mentioned during the interview.

These videos should be no longer than one minute.

Both videos should focus on telling a story.

1. Black Culture & Community in Jacksonville

The video aims to spotlight Jacksonville's rich and dynamic Black culture, which has shaped the city's arts, education, food, music, and innovation across generations. By elevating these stories, the video encourages locals and visitors alike to explore and support key cultural touchpoints. It emphasizes that Jacksonville's Black culture is both historic and modern, rooted in legacy yet continuously thriving through new artists, entrepreneurs, students, and community leaders, ultimately showcasing the people, institutions, and places moving the culture forward.

From soul food staples to trendy cafes and innovative Black-owned restaurants, Jacksonville's culinary scene reflects the warmth and creativity of the community. Local shops, galleries and cultural spaces continue to amplify Black voices, artistry and entrepreneurship, making our city stronger and more vibrant.

Some ideas to consider highlighting for viewers:

- Edward Waters University and its historic role in shaping education, leadership, and opportunity
- Historic neighborhoods and cultural landmarks throughout LaVilla, Durkeeville, Out East and beyond
- Black-owned restaurants, coffee shops and eateries that help define the city's food identity
- Local artists, musicians and cultural creators who represent Jacksonville's modern expression of Black culture

This video's audience will be both locals and visitors who want to better understand Jacksonville's cultural identity and find ways to engage with and support the community. The video will be used to bring awareness to Jacksonville's Black cultural landscape and inspire deeper exploration of the places and people featured.

We envision the video being a mix of direct-to-camera interviews (artists, chefs, educators, historians, etc.) plus b-roll of neighborhoods, murals, restaurants, performances and cultural landmarks. We welcome any additional creative suggestions for the look and feel, whether that's stylistic music choices, documentary-style transitions or modern visual treatments that reflect the energy of today's Black community.

2. Local Stories Told Through Gullah Geechee Food

The purpose of this video is to highlight how Jacksonville's local food scene is deeply shaped by

the traditions and culinary influence of the Gullah Geechee community. These stories, flavors and techniques have been passed down for generations. Today they continue to define some of Jacksonville's most beloved dishes, especially those seasoned with the distinct spices, heat and heritage that make Gullah Geechee cuisine so meaningful.

We want viewers to understand that when they enjoy favorites like garlic crabs and richly seasoned seafood in Jacksonville, they are tasting a living piece of history. The Gullah Geechee people have had a profound impact on this region's food culture. This video aims to elevate their story, celebrate their influence and encourage the community to support the local chefs and restaurants who keep these traditions alive.

Some ideas to consider highlighting for viewers:

- The cultural history of the Gullah Geechee community in Jacksonville
- The significance of signature dishes such as garlic crabs, seasoned seafood and spice-forward recipes
- The value of preserving food traditions as a way to protect and uplift cultural heritage
- Local restaurants, chefs and food entrepreneurs who continue to honor and share Gullah Geechee flavors
- How tasting these dishes is also experiencing an important part of Jacksonville's identity

This video's audience will be both locals and visitors who want to understand the deeper cultural stories behind Jacksonville's food scene. The video will be used to bring awareness to the Gullah Geechee influence in the city and encourage exploration of the restaurants and chefs who preserve these traditions.

We envision this video as a warm, sensory-driven piece featuring direct-to-camera interviews with local chefs, food storytellers and members of the Gullah Geechee community. It will include b-roll of dishes being prepared, spices blended, seafood boiled, and garlic crabs cracked open. Shots of family gatherings, neighborhood restaurants and coastal landscapes can help ground the story in place. We welcome any additional creative suggestions that bring forward the heart, flavor and cultural depth of the Gullah Geechee community.

I. INTRODUCTION TO VISIT JACKSONVILLE

Visit Jacksonville is a Destinations International accredited Destination Marketing Organization contracted since 1994 by the Duval County Tourist Development Council (TDC) to champion the growth of leisure and business tourism in Jacksonville. Additional information can be found at www.visitjacksonville.com.

II. PAYMENT AND TERMS OF PURCHASE

- A. Payment will be processed by Visit Jacksonville within 30 days of receipt of initial invoice and vendor may invoice after contract for services executed.
- B. Visit Jacksonville agrees to pay no more than a 50% deposit for the purchase of agreed

- upon items in the executed contract.
- C. The remaining balance will be paid within 30 days of receipt of the completed and approved (edited) video and final invoice.
 - D. Delivery of video and photos must be by February 9, 2026. Violation of this without Visit Jacksonville pre-approval may negate final payment or impact agreed upon rate for video production.

III. PURCHASE SPECIFICATIONS

A. General Minimum Requirements:

- **Video and photos must be completed no later than February 9, 2026.** Do not bid on this RFP if you cannot accommodate this cut-off date.
- Video must be no longer than 60 seconds.
- Video and photos must contain all content requirements listed above in the video details section.
- Local Jacksonville businesses will be given priority selection.

B. Specific Requirements:

- Shoots
 - Please note that all lighting, equipment, travel, materials, talent and time should be accounted for in the total bid price submitted.
- Editing
 - Music bed selection cost included in production.
 - At least one round of edits from Visit Jacksonville after reviewing initial draft.
- Talent sourcing
 - The videographer/photographer is responsible for sourcing all talent if needed.

IV. BID SUBMISSION

- A. Bids may be submitted via e-mail to: tchalifourdrahman@visitjacksonville.com or in-person/hand delivery to Visit Jacksonville at 100 N. Laura Street, Ste 120, Jacksonville, FL , 32202; via mail sent to address above, ATTN: Tess Chalifour-Drahman.
- B. DEADLINE: Bids must be received no later than 5:00 p.m., Monday, December 22, 2025. This includes bids delivered via mail or hand delivery. It is the full responsibility of the bidder to ensure that Visit Jacksonville receives the bid by the deadline date and time. Visitor Center operating hours at the in-person delivery location will not be altered for the purpose of bid receiving. Late bids will not be accepted.
- C. Please let us know your intent to bid and any Questions via email by Wednesday, December 17 at 5:00pm EST. Responses to questions will be sent to all who have submitted an email with an intent to bid by Friday, December 19 at 5:00pm EST

Key Dates

Event	RFP Issued	Intent to Respond and Questions Due	Answers Provided	Proposals Due	Winning Bids Selected No later than
Date	12/12/2025	12/17/2025	12/19/2025	12/22/2025	1/2/2026
Time	12:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST	5:00 PM EST

V. SUBMISSION GUIDELINES

You must address each of the following within the Response. If these are not included in the proposal, your overall grade will be affected.

- A. Describe professional experience in video production and editing, as well as photography and editing, demonstrating your company's ability to meet the requirements stated above.
- B. Provide examples of video work that you have produced similar in nature, structure or requirements to the requested video and photos.
- C. Describe in writing the concepts for the video and photos, and how you plan to accomplish the request.
- D. Quote/pricing must be provided.
- E. Include confirmation that Visit Jacksonville will have access to all footage filmed (including b-roll, Visit Jacksonville will have final decisions regarding content and editing, and that the project will be completed by 2/9/26.)

VI. GENERAL INFORMATION AND REQUIREMENTS

- A. The proposal must be submitted by a person or officer who is authorized to submit such proposal on behalf of the responding entity.
- B. Any changes to a proposal must be made by the respondent in writing and must be received by Visit Jacksonville prior to the original due date.
- C. Respondent shall not provide gifts or anything of value nor have any business arrangement with any employee, official, or agent of Visit Jacksonville that might constitute a conflict of interest according to the State and Local Government laws, as well as Visit Jacksonville's policies and procedures.
- D. All bids will be kept confidential during the process of negotiation.
- E. Visit Jacksonville is wholly committed to equal opportunity for all potential respondents and does not discriminate in its award selection based on race, national origin, religion, age, sex, sexual preference, or handicap status.

- F. If any of the provisions in the RFP conflict with applicable laws, rules, regulations, and/or other codes of professional ethics, the latter shall prevail over the provisions of this RFP.
- G. Visit Jacksonville reserves the right to reject all proposals. Responding to this request does not guarantee any bidder revenue or compensation in regard to this Request for Proposal.
- H. Visit Jacksonville shall not reimburse any bidder for any expenses incurred to prepare and deliver its response to this request.

VII. SCORING AND EVALUATION

- A. Contracts are awarded based on both best value considerations and the ability of vendor to produce a quality product based on experience and sample(s) provided. Bidders should consider all cost components necessary to execute the project and provide a competitive bid in order to be awarded the contract.
- B. All proposals received by the submission deadline will be evaluated and scored by an RFP committee based on the requirements detailed in all of the paragraphs above.
- C. All bidders will be notified via e-mail as to acceptance or rejection of bid. Include an email address in contact information for the company when bidding for primary communication during the process.
- D. The winning bidder(s) will receive notice no later than Friday, January 2 2026 so that execution and deliverance of video can occur by the deadline of Friday, February 9, 2026.
- E. If no bids received are found acceptable to Visit Jacksonville, Visit Jacksonville reserves the right to accept none of the bidders for the projects.

VIII. SCORING MATRIX

<i>Professional experience in production and editing described</i>	+5 points
<i>Examples of previous video and photo work provided related to project</i>	+5 points
<i>Concepts for the video and photos provided in writing</i>	+5 points
<i>Quality of concepts</i>	0 – 5 point range
<i>Quote/pricing provided</i>	+5 points
<i>Value of pricing</i>	0 – 10 point range
<i>Plan to accomplish concept with details provided</i>	0 – 5 point range
<i>Confirmation of required elements in writing (section V.E)</i>	+5 points
<i>Overall rating of proposal based on creativity, past examples, and plan to accomplish</i>	0 – 10 point range

Highest points possible: 60



Please initial next to each of the following lines to acknowledge that you have included all the above information. If you do not return this form with your initials and signature, you will not be graded.

Professional experience in production and editing

Examples of previous video and photo work provided related to project

Concepts for the video and photos provided in writing

Quote/pricing

Confirmation of required elements in writing (section V.E)

Signature

Date
