



Request for Proposal (RFP) – Headshot Photographer

Issued by: Dorchester Bay Economic Development Corporation

Issuance Date: May 2nd, 2025

Proposal Due Date: May 16th, 2025

Project Start Date: May 30th, 2025

Project Completion Date: Project is Ongoing

I. Introduction

Dorchester Bay Economic Development Corporation (DBEDC) is a Community Development Corporation (CDC) and a certified Community Development Financial Institution (CDFI). Founded in 1979, we work to build a strong, thriving, and diverse community in Boston’s North Dorchester and Roxbury neighborhoods. We develop, preserve, and sustain affordable rental and ownership housing. We lend capital to and coach small businesses and prepare job seekers for well-paying, sustainable employment. We stabilize tenancies and foster community leadership. We’re focused on equitable development without displacement and providing opportunities for economic mobility. We are one of Boston’s legacy agencies and most established community development organizations, with an annual operating budget of approximately \$11 million and a staff of 31.

II. Scope of Services

Dorchester Bay Economic Development Corporation is seeking proposals from qualified vendors to provide professional headshot photography services for new hires within our organization. Working with the Communications Manager and the Director of People and Culture, the selected vendor will be responsible for capturing high-quality headshots for any new hires at our organization, ensuring professional and polished images that align with our branding.

The selected vendor will be responsible for providing these services as further outlined below:

1. Headshot Photography Sessions for New Hires:

- a. Conducting professional headshot sessions at vendor’s photography studio (if located within DBEDC’s service area) or DBEDC’s office in Dorchester for any new employees joining the organization.
- b. Capturing high-quality, well-lit, and professionally composed headshots.
- c. The photographer must provide all necessary lighting, backdrops, and equipment.
- d. Sessions should be brief and efficient to accommodate our staff's schedules, with each headshot session expected to last 30 minutes per individual.

2. Post-Session Deliverables:

- a. The vendor will provide high-resolution digital files of the headshots, edited as necessary, suitable for both print and online use, and delivered within 7 days of the photo session. The photographer should provide basic retouching and editing for all final images (color correction, minor blemish removal, etc.) and provide each subject with a selection of at least two final headshot options.
- b. All images must be delivered in a widely accessible file format (e.g., JPEG, PNG).

3. Project Timeline:

The selected vendor should be available to begin services by May 16 and continue to be available for headshot sessions as necessary, on an ongoing basis.

- 4. Ownership:** All photos, files, graphics, and any other content created under this agreement will be owned by Dorchester Bay Economic Development Corporation.

III. Vendor Qualifications

To be considered for this project, vendors must submit a proposal that includes the following:

1. **Relevant Experience:** Please provide a detailed description of your experience that clearly outlines your relevant expertise in headshot photography.

2. **Notable Clients and/or Projects:** A short list of notable clients, organizations, or projects you have been involved with in the past, particularly those related to non-profits, community organizations, or other relevant fields. Notable projects may also include volunteer engagements, community or education-related projects, etc.
3. **Portfolio:** A link to your online portfolio *or* examples of previous work, particularly headshots, that demonstrate your ability to produce work with similar requirements
4. **Supplier Diversity and Preference for Historically Underrepresented Vendors:** DBEDC is committed to a Broad-based Sourcing Strategy. As part of our commitment to a robust and expansive supply chain, we actively seek proposals from a wide range of qualified businesses, including those owned and operated by entrepreneurs from varied backgrounds and market segments that have traditionally had limited access to procurement opportunities.

To be considered for this preference, proposers who are certified as MBEs, WBEs, or VBEs must provide documentation of their certification. Sole proprietors or individuals who are not formally certified but identify as minority-, woman-, or veteran-owned may submit a written statement affirming their ownership status and any relevant experience supporting diversity and inclusion.

While preference may be given to certified and eligible diverse businesses or individuals, **all proposals will be evaluated based on their overall quality, experience, capacity, and ability to meet the stated requirements of this RFP.** The final selection will be based on the best overall value to DBEDC.

IV. Key Evaluation Criteria for RFP Proposals

- **Experience and Qualifications**
 - Relevant experience in the field/industry.
 - Qualifications and expertise of key personnel or individual proposer.
 - Past performance on similar projects (with references, case studies, or work samples).
- **Proposed Approach**
 - Understanding of the project scope and objectives.
 - Clarity and feasibility of the proposed approach.
 - Innovation or unique value proposition.
- **Cost Proposal and Budget Justification**
 - Reasonableness and competitiveness of pricing.

- Cost-effectiveness and alignment with scope.
- Transparency of budget breakdown.
- **Capacity and Project Management**
 - Demonstrated ability to complete the work within the proposed timeline.
 - Availability of resources and staff.
 - Quality assurance.
- **Commitment to Supplier Diversity and Equity**
 - Minority-, women-, or veteran-owned business status (with certification, if applicable).
 - Subcontracting or partnerships with diverse businesses.
 - Commitment to diversity, equity, and inclusion in business practices.
- **Projects and Past Performance**
 - Relevance of past projects.
 - Track record of successful project completion.
 - Any history of contract disputes or issues.
- **Compliance with RFP Requirements**
 - Submission of all required documentation (e.g., certifications, forms, disclosures).
 - Adherence to proposal format and deadline.
 - Compliance with legal requirements.

V. Proposal Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Professional experience and quality of work, as demonstrated in the portfolio.
- Relevant experience with headshot photography.
- Competitive pricing and overall value.
- Location of business within the service area (Dorchester, Roxbury, Mattapan, Hyde Park, Jamaica Plain, and Roslindale.)

VI. Submission Instructions

Please submit your proposal by **May 16th 2025 to:** Headshots_RFP@dbedc.org.

If you have any questions regarding this RFP, email them to Headshots_RFP@dbedc.org.

Responses to questions will be posted periodically to this page:

<https://www.dbedc.org/about-us/requests-for-proposals/headshots/>

VII. Terms and Conditions

- **Timeline:** The selected vendor should be available to begin services by May 30, 2025.
- **Right to Reject Proposals:** Dorchester Bay Economic Development Corporation reserves the right to reject any and all proposals submitted in response to this RFP.

We look forward to reviewing your proposal and collaborating with you on professional headshot photography services for our organization

Sincerely,

Dorchester Bay Economic Development Corporation