



Cherelle L. Parker, Mayor

Tracy Borda, Interim Chief Executive Officer, Philadelphia International Airport
The City of Philadelphia

REQUEST FOR PROPOSALS FOR **VIDEOGRAPHY SERVICES**

WORK SUMMARY:

The City of Philadelphia (“City”), through the Division of Aviation (“Aviation”) is seeking a qualified Applicants (“Applicant”) to provide Videography Services at Philadelphia International Airport (“PHL”). Qualified applicants must be a creative partner to provide high-end video production and photography services to support a multi-year storytelling and brand-building initiative. This engagement will deliver cinematic long-form films, modular short-form video, and photography across capital development, non-ticketed secure side access pass, parking, catchment, the “Good Things Start Here” brand platform, and major 2026 events. The selected partner will support both flagship productions and ongoing, always-on content capture to build awareness, preference, pride, and understanding of PHL’s transformation.

PROPOSED COMPENSATION:

It is expected that the successful Applicant will be awarded a cost-plus, fixed-fee contract(s). The maximum amount of the contract will not exceed \$800,000. Costs include talent needs.

RFP ISSUE DATE:

March 13, 2026

RESPONSE DEADLINE:

No later than 5 pm Philadelphia Time on April 6, 2026 **A complete proposal must be submitted by this time to be considered. Proposals in-process are incomplete.**

PRE-PROPOSAL MEETING:

Not Applicable

OFFICIAL RFP CONTACT:

Shannon Clark
Procurement Specialist 2
Shannon.clark@phl.org

SUBMISSION REQUIREMENTS:

All proposals must be submitted electronically to the correct contract opportunity established for this RFP (identified by opportunity number) through **eContract Philly** at

<https://philawx.phila.gov/econtract/>

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1. INTRODUCTION

1.1 Values

The City of Philadelphia is committed to ensuring all businesses have access to contracting opportunities with the City and seeks to promote the economic development of small and local businesses.

IF ELIGIBLE, YOU ARE ENCOURAGED TO:

- ✓ Apply for [Local Business Entity \(LBE\) certification](#) with City's Procurement Department. If you provide your LBE status and/or promise to have a Local Impact, this must be used by the contracting department as a positive factor in evaluation and potential selection. Additionally, some opportunities are exclusively reserved for LBE certified businesses.
- ✓ Get Paid Faster! Enroll on the [Vendor Payment Portal](#) to effortlessly submit electronic invoices and monitor payment progress 24/7. The process of submitting invoices through the Vendor Payment Portal is user-friendly, efficient, and free.

1.2 Contracting with the City of Philadelphia

Consistent with our values, the City requires that all contractors and subcontractors comply with all applicable laws, regulations, and policies, including:

1

[CITY BUSINESS
LICENSES AND
PERMIT
REQUIREMENTS](#)

2

[PAYMENT OF CITY
BUSINESS TAXES
OR OTHER
INDEBTEDNESS
OWED TO THE CITY](#)

3

[CHAPTER 17-1300.
PHILADELPHIA 21ST
CENTURY MINIMUM
WAGE AND BENEFITS
STANDARD](#)

Please closely review the City's contract attachments including the standard terms and conditions found in the General Provisions under [Appendix A](#) of this RFP. Any contract resulting from this RFP will incorporate and be governed by these documents.

1.3 Contacting Us

For technical assistance with the eContract Philly website, email eContractPhilly@phila.gov or call (215) 686-4914.

- Please note the phone number provided is not a live helpline.



City of Philadelphia

- Allow for two (2) business days prior to any application deadline to receive a response to your request. The City will not extend a deadline even if it has not responded to your question or request.
- All other questions regarding the RFP, including substantive questions, must be submitted in accordance with Section 2.3. Applicants are otherwise prohibited from contacting City representatives concerning this RFP or related matters.

1.4 Feedback about this RFP

The City recently updated the design of the RFP we use for Professional Services, and would like feedback from vendors. If you have feedback you would like to share, please complete [this voluntary survey](#). Thank you.

2. THE OPPORTUNITY

2.1 Summary

Philadelphia International Airport (PHL) is entering a historic period of transformation — including infrastructure modernization, guest experience enhancements, and a comprehensive brand evolution — while preparing to host major global events in 2026 including the NCAA, PGA, FIFA World Cup, and MLB All-Star Game.

In 2025, PHL introduced a refreshed brand platform, *Good Things Start Here*, positioning the airport as “Proudly Connecting Philadelphia with the World.” In 2026 and beyond, PHL will activate this platform through a strategic, always-on visual storytelling ecosystem designed to rebuild brand trust, strengthen emotional connection, and elevate perception among passengers, partners, and stakeholders.

This RFP seeks a creative production partner capable of delivering not only high-end video and photography, but also helping PHL operate a scalable, year-round storytelling system that includes:

- High-end, cinematic long-form films
- Modular short-form video content
- Always-on documentary and social capture
- Photography libraries for brand, web, and campaigns
- Ongoing B-roll and asset library development

This program will support:

- Capital Development storytelling
- Parking and Non-Ticketed Access Pass revenue products
- Catchment marketing
- The “Good Things Start Here” brand platform
- State of the Airport (SOTA)
- Major 2026 global events
- Website and brand content library development

The selected partner will work closely with PHL Marketing & Communications and cross-functional stakeholders to build a multi-year, modular content engine that supports brand, revenue, communications, and stakeholder engagement needs.

2.2 Background

Strategy Overview

The City of Philadelphia’s Division of Aviation operates Philadelphia International Airport (PHL), a major global gateway serving tens of millions of passengers annually. PHL is engaged in a multi-year modernization and brand transformation program focused on infrastructure, experience, operations, and global competitiveness.

Project Background

PHL has historically produced campaign-based and project-based content. However, the scale of transformation underway now requires a more integrated, long-term storytelling system that:

- Documents progress over time
- Humanizes the work through employees and passengers
- Builds brand affinity and civic pride
- Drives usage of revenue products like Parking and Non-ticketed Access Pass
- Supports major global moments in 2026 and beyond

Strategic Context: 2026 Photo & Video Strategy

PHL's 2026 Photo & Video Strategy is designed to address three core needs:

- Rebuild and strengthen brand trust and reputation during an extended period of construction and transformation
- Maximize output and value from limited production resources through modular, reusable content systems
- Align storytelling directly to business, brand, and revenue priorities

PHL faces ongoing perception challenges related to construction and operational complexity. At the same time, the airport is making significant investments in infrastructure, guest experience, and amenities that must be communicated clearly, emotionally, and consistently.

The strategy shifts PHL from a campaign-only production model to a continuous, always-on storytelling engine that:

- Documents transformation over time
- Humanizes the work through the stories of employees and passengers
- Builds emotional connection and civic pride
- Creates a scalable content library usable across channels and years
- Supports major 2026 moments and long-term brand building

This RFP seeks a partner capable of operationalizing this strategy — not simply executing individual projects.

Problem Statement

PHL's transformation is complex, multi-year, and multi-faceted. Without a cohesive, high-quality storytelling system, the scale, value, and human impact of this work risks being fragmented, under-communicated, or misunderstood by passengers, stakeholders, and partners. This RFP seeks a partner who can help PHL consistently and powerfully tell its story across time, platforms, and audiences.

2.3 RFP Schedule

RFP Posted	March 13, 2026
Applicant Questions Due	Applicants must submit questions regarding this opportunity by March 20, 2026 at 5PM Philadelphia time. All questions must be submitted via email to Shannon.clark@phl.org
Answers Posted on <u>eContract Philly</u>	March 27, 2026 5pm Philadelphia time
Proposals Due	April 6, 2026 5pm Philadelphia time
Applicant Interviews, Presentations	Not Applicable
Applicant Selection	April 15, 2026
Contract Execution	May 15, 2026
Commencement of Work	June 1, 2026

The above dates are estimates only. Notice of changes in any pre-proposal meeting or site visit date, time or location, due date for Applicant questions, or proposal due date will be posted as a notice/Addendum with the original RFP on [eContract Philly](#) and will become a part of the RFP.

2.4 Outcome Goals

- Build sustained awareness and understanding of PHL’s transformation and investments
- Strengthen brand reputation, trust, and emotional connection
- Increase recognition of the PHL/PNE brand and the *Good Things Start Here* platform
- Support usage and adoption of revenue products such as Parking and Non-Ticketed access pass
- Create a scalable, modular content library usable across channels and years
- Ensure PHL is visually and narratively positioned as a world-class, modern, and welcoming global gateway ahead of 2026

2.5 Award Terms

Term

The term of the contract is expected to start on or about June 1, 2026 and continue for one (1) year, with up to four (4) one-year renewal options at the City’s discretion.

Compensation

The contract will be not-to-exceed, inclusive of all expenses, including talent.

Cost Proposal Type

Fixed price by project and/or by defined deliverable packages.

Terms of Payment

Payment will be made upon completion and approval of defined deliverables and/or via monthly invoicing for approved work.

Term	<p>The term of this contract is expected to start on or about June 1, 2026 and end on or about May 31, 2027.</p> <p>The City may, at its sole option, amend the contract to add up to four (4) additional terms, each not to exceed one year.</p>
Compensation	<p>Contract will state maximum compensation including all expenses not to exceed \$800,000.</p>
Cost Proposal Type	<p>Please reference Section 3.2 of this template for more information on cost proposal requirements.</p>
Terms of Payment	<p>Invoices will be submitted based on approved milestones or deliverables and paid upon Department approval in accordance with City requirements.</p>

3. SCOPE OF WORK

The selected Applicant will serve as PHL's primary partner for high-end video production and photography storytelling services supporting a multi-year, multi-initiative content program. The scope of work is designed to establish a scalable, flexible, and consistent storytelling engine that can support both planned flagship productions and opportunistic, time-sensitive storytelling needs. The Applicant will be responsible for providing end-to-end creative and production services across a portfolio of initiatives including, but not limited to:

- Capital Development
- Non-ticketed access pass
- Parking
- Catchment
- The "Good Things Start Here" brand platform
- State of the Airport (SOTA)
- Major 2026 global events and milestone moments
- Website and brand content library development

The scope includes the creation of:

- Long-form, cinematic flagship films
- Short-form modular and social-first video content
- Documentary-style progress and story capture
- Photography libraries for campaigns, brand, and web use
- Versioned content optimized for multiple channels and formats

This engagement will operate as a programmatic, year-round production partnership rather than a single-project engagement. Work will be released through individual project briefs, Statements of Work (SOWs), or production authorizations within the overall contract ceiling.

The selected Applicant must demonstrate the ability to:

- Manage multiple concurrent productions
- Scale production up or down based on evolving priorities
- Maintain consistent creative quality and narrative cohesion
- Collaborate with multiple City stakeholders and partners
- Operate within active, public, and secure airport environments
- Adapt content for use across web, social, in-terminal, presentations, PR, and stakeholder communications

All work produced under this contract shall be considered work-for-hire and shall become the property of the City of Philadelphia.

Strategic Content Framework

The selected Applicant will support and execute a multi-year content program organized around the following strategic storytelling pillars:

- Brand & Reputation (*Good Things Start Here*)
- Capital Development
- Catchment Marketing
- Non-ticketed access pass

- Major 2026 Events (NCAA, PGA, FIFA, MLB)
- State of the Airport (SOTA)
- Always-On Content Library Development

The Applicant will be responsible not only for production execution, but for helping PHL plan, operate, and maintain a year-round content capture and production system that maximizes reuse, modularity, and long-term value.

3.1 Description of Services

The selected Applicant shall provide end-to-end creative services including:

- Creative development and concepting
- Story development and scripting
- Pre-production planning
- On-site production (video and photography)
- Talent coordination and management
- Post-production (editing, sound, color, motion graphics)
- Versioning for multiple platforms
- Asset delivery and archiving
- Annual and quarterly content planning aligned to campaign, construction, and event calendars
- Editorial and story mapping across initiatives
- Modular production planning (one shoot, many outputs)
- Content library development and asset systemization
- Versioning and optimization for multiple channels

Service Requirements

Service Requirements

The annual program will include, but not be limited to:

A. Brand & Reputation Storytelling

- “Good Things Start Here” brand film
- Passenger and employee stories
- Progress and “beauty” photography
- Passenger interaction and experience capture

B. Capital Development

- Anthem film
- Behind-the-scenes and process storytelling
- Final reveal and milestone films
- Progress and completion photography

C. Catchment Campaign

- Anthem video
- Amenity and ease-of-travel photography

D. Non-Ticketed Access Pass

- Always-on B-roll capture throughout the year
- Profile photography and usage scenarios
- Event and activation capture

E. Major 2026 Events (NCAA, PGA, FIFA, MLB)

- Event capture and recap content
- Modular social and in-terminal edits
- Photography for campaigns, PR, and internal use

F. State of the Airport (SOTA)

- Compilation video built from annual content capture
- Executive, event, and presentation photography

G. Always-On Content Library

- Ongoing B-roll capture
- Modular asset creation
- Photography and video for long-term reuse

All budgets must include talent costs.

General Requirements

- Ability to scale across many projects per year
- Ability to maintain consistent visual and narrative quality
- Strong project management and stakeholder coordination
- Compliance with all City policies and on-site filming requirements
- Full rights and usage granted to the City

City of Philadelphia Responsibilities

The City will:

- *Provide access to stakeholders, facilities, and subject matter experts*
- *Provide brand guidelines and strategic direction*
- *Review and approve key milestones and deliverables*

3.2 Performance Metrics, Contract Management & Payments

Contract Performance Monitoring

As part of the City of Philadelphia's commitment to improved outcomes, the City seeks to actively and regularly monitor service delivery to enhance contract management, improve results, and adjust service delivery based on learning what works. Reliable and relevant data is necessary to drive service improvements, ensure compliance, inform trends to be monitored, and evaluate results and performance. As such, the City reserves the right to request/collect other key data and

metrics from providers related to the performance of the contract and to reject any item of work that does not meet the performance standards described in the contract.

As part of the City of Philadelphia's commitment to achieving strong outcomes and effective stewardship of public funds, the Division of Aviation will maintain an active contract management and performance monitoring role throughout the term of the agreement.

The Department will designate a primary project manager and supporting stakeholders who will have the ability (but not the obligation) to work collaboratively with the selected Applicant to:

- Track progress against approved scopes of work, schedules, and deliverables
- Identify risks, dependencies, or challenges early
- Review work-in-progress and milestone deliverables
- Provide strategic guidance and feedback
- Design and implement course corrections when needed to ensure successful outcomes

Governance & Communication Cadence

The selected Applicant will be required to participate in a structured communication and review cadence, which may include:

- **Kickoff meetings** for the overall program and for major projects or production phases
- **Regular status meetings** (typically bi-weekly or monthly, depending on production volume and complexity)
- **Milestone reviews** tied to key production phases (e.g., concept, pre-production, rough cut, fine cut, final delivery)
- **Ad hoc working sessions** as needed to address specific issues, opportunities, or accelerated timelines

Reporting & Information Sharing

At a minimum, the selected Applicant will be expected to provide:

- **Written status reports** on a monthly basis (or more frequently for large or time-sensitive projects), summarizing:
 - Active and upcoming projects
 - Schedule status and upcoming milestones
 - Budget status against authorized amounts
 - Key risks, issues, and proposed mitigation strategies
 - Decisions or feedback needed from the City
- **Production schedules and workplans** for each major project or production package, updated as needed
- **Budget tracking summaries** showing spend-to-date, remaining budget, and forecasted costs
- **Deliverable trackers** documenting the status of all active and completed assets

Reports may be submitted in a format approved by the Department, which may include slide presentations, spreadsheets, or written summaries, and may be shared via email or other City-approved collaboration platforms.

Performance Review & Course Correction

The Department will periodically review performance, not only on individual deliverables but also on overall partnership effectiveness, including:

- Timeliness and reliability of delivery
- Quality and usability of creative assets

- Responsiveness and collaboration
- Ability to manage complexity and changing priorities

If performance concerns arise, the Department reserves the right to:

- Request corrective action plans
- Adjust scopes, schedules, or production sequencing
- Re-prioritize or pause work
- Withhold approval of deliverables that do not meet agreed-upon standards

The intent of this monitoring approach is to create a **transparent, collaborative, and outcomes-focused working relationship** that ensures the program remains aligned with the City's goals, timelines, and quality expectations while allowing flexibility to adapt to evolving needs.

How We Will Pay the Selected Applicant

The City will compensate the selected Applicant under a **not-to-exceed professional services contract**. Work will be authorized through individual project scopes or Statements of Work (SOWs) approved in advance by the Department.

Compensation will be structured primarily as **fixed-price, deliverable-based** fees. Each SOW will define the scope, deliverables, schedule, and total price. Fixed-price proposals must include **all costs** required to complete the work, including labor, talent, production, post-production, travel (if approved), equipment, and project management.

In limited, pre-approved circumstances, the City may authorize **time-and-materials (hourly)** work. If applicable, Applicants must provide fully loaded hourly rates by role and estimated hours, and all such work will be subject to a **not-to-exceed cap**.

Only costs included in an approved SOW will be eligible for payment. The City will not pay for unauthorized or out-of-scope work.

Invoices will be submitted based on approved milestones or deliverables and paid upon Department approval in accordance with City requirements.

The contract for each chosen provider will include a contract maximum amount that cannot be exceeded without a written contract amendment. Applicants must provide a detailed cost proposal, with a line-item breakdown of the costs for specific services and work products proposed. Cost proposals must be "fixed price" proposals. The proposed price must include all costs that will be charged to the City for the services and tangible work products the Applicant proposes to perform and deliver to complete the project, including, but not limited to, costs for the following, if the Department is to pay for them: employee compensation and fringe benefits; communication; printing; administrative expenses; bonding; acquisition of real estate; rent, utilities, maintenance and security related to real estate; travel (reimbursable only at rates approved by the Department);



project management; development; testing; implementation; maintenance; training; and all other work proposed. Any contract resulting from this RFP will provide for a not-to-exceed amount in the compensation section of the contract.

4. HOW TO SUBMIT YOUR RESPONSE

4.1 What You Must Include in Your Proposal

For your proposal to be considered, proposals must be submitted:

- a) electronically;
- b) through the City's designated system (not email);
- c) before the deadline; and,
- d) signed by an authorized representative of the Applicant.

Additionally, your proposal must include the information listed in the Proposal Requirements below and be organized in the order shown. Failure to submit your proposal in the manner and format required by this RFP may result in your proposal being rejected.

Proposal Requirements:

1. Table of Contents

2. Introduction/Executive Summary (Give a short description of your proposal.)

Provide an overview of your company, the goods or services you offer and how you plan to meet the City's needs.

3. Applicant Profile (Tell the City about yourself).

Please complete the Applicant information sheet and include it with your proposal submission.

Part 1. Please provide the following for the Applicant's Business:

1. Name of Business
2. Business Address
3. Telephone Number
4. Fax Number (if applicable)
5. E-mail Address
6. Website Address
7. Federal Taxpayer Identification Number or Federal Employer Identification Number

Part 2. Please provide the following for the Applicant's Primary Contact:

1. Name
2. Job Title

3. Address
4. Telephone Number
5. Fax Number (if applicable)
6. E-mail Address

Part 3. Please provide a description of the Applicant's business background by answering the following:

1. What is the Applicant's Business Organization type (i.e. corporation, partnership, LLC, for or not for profit, etc.)?
2. Is the Applicant's Business registered to do business in Philadelphia and/or Pennsylvania?
3. What is the country and state of the Applicant's business' formation?
4. How many years has the Applicant's business been operating?
5. What is the primary mission of the Applicant's business?
6. What is the Applicant's significant business experience?

4. Proposed Scope of Work (Tell the City what you propose to do).

Review Section 3 of this RFP, "Scope of Work" and directly state what services and materials you will provide to meet the City's described needs. Be specific, and, as necessary, describe your services and materials in plain language for the evaluation team to understand. Include a proposed budget or cost proposal, and a schedule for when the services and materials will be provided.

5. Statement of Qualifications; Relevant Experience (Tell the City why you are the best choice).

Provide a statement of your relevant qualifications and demonstrate how your experience meets or exceeds the City's requirements. Include a list and description of similar projects you have worked on, including the number of such projects and the amount of time spent on them.

6. References (Tell us who can vouch for similar work you have completed).

Provide at least three references, preferably for projects that are similar to the work sought by this RFP. Include the company/entity, a contact person's name, the contact person's title, their address, their email address, and telephone number. The more similar the reference is to the City the better, such as other local government entities.

7. Proposed Subcontractors (Tell the City who will work with you).

Please provide a complete list of prospective subcontractors with whom you plan to work on this project. Include:

- Company Name
- EIN
- Scope of Work
- Percentage of total work allocated to each firm

8. Requested Exceptions to Contract Terms (Tell the City any changes you would like to the contract).

In exceptional cases, a successful Applicant might be afforded exceptions to the City's Contract Terms. State if you would like to request exceptions to the City's Contract Terms, including those contained in this RFP, including [Appendix A](#) and any other documents incorporated by link or reference. Identify the location of the proposed change as well as possible (noting the document, section, heading, and page), the reason for the change request, and proposed alternative language. The City may consider your proposed changes or may disqualify your proposal at its option.

However, please be aware that exceptions are not made often and so you should thoroughly explain why the change is necessary and appropriate for the contract. Any proposed exceptions to the City's Contract Terms are subject to various internal review procedures before they can be accepted.

Note: Your proposal is a [binding offer](#) to contract and failure to propose exceptions binds you to the City's terms, if your proposal is accepted.

9. Tax and Regulatory Status and Clearance Statement (Certify that you do not owe the City).

Obtain a [Tax Clearance Certificate](#) and complete [Appendix B](#) attesting to Applicant's tax and regulatory compliance with the City.

10. Disclosure of Litigation, Administrative Proceedings, and Contract Defaults (Tell the City about any legal proceedings or contract disputes your company or its leaders were involved with).

Provide a description of any legal proceedings or contract disputes in the past five (5) years that might affect your business, finances, or ability to perform the work described by this RFP. Include all instances of litigation, bankruptcy, debarment, suspension, contract default claims, any criminal conviction or indictments, settlements, and court or administrative orders. For each matter, state the name and nature of the matter, the parties involved, and its current status. For contract disputes, provide the name and contact information for the opposing party. Provide the same information for any matter involving an officer, director, principal, partner, or affiliate of the Applicant, and for any intended subcontractor of the Applicant.

11. Statement of Financial Capacity (Demonstrate how stable your business is).

Provide documentation demonstrating fiscal solvency and financial capability to perform the work sought by this RFP. You may include any of the following:

- A general, independent statement of the Applicant's financial condition, prepared by an external auditor or accountant;
- Applicant's most recent audited or unaudited financial statements, including:
 - Balance Sheet,
 - Income Statement, or
 - Cashflow Statement;
- Most recent IRS Form 990 (for non-profit organizations only); or,
- Any other documentation that demonstrates your financial capacity to meet the requirements of this RFP.

12. Local Business Entity or Local Impact Certification (Tell the City if you are a local business or how you envision affecting the local economy).

The City is committed to leveraging its buying power to uplift and grow our local economy, which will result in more jobs for Philadelphians, including local and small businesses. For this reason, the City will consider local impact as a significant factor in our proposal evaluation for this contracting



opportunity. If you meet the requirements of a certified Local Business Entity (LBE), we strongly recommend that you get certified for free by following the steps found [HERE](#) and include a copy of your certification with your proposal and/or include a statement about how you envision impacting the local economy through this work.

For contracts valued at \$1 million or more annually, please also detail in your proposal the local impact if you are awarded the contract, by including the following information:

- a. Anticipated quality jobs created or sustained in Philadelphia through the contract;
- b. Anticipated hiring of Philadelphia residents to perform work under the contract;
- c. Will you open offices in Philadelphia if awarded the contract?;
- d. Are you planning to form a joint venture or subcontract with any Philadelphia-based entities? If so, please detail those arrangements; and,
- e. Any other information you deem relevant to demonstrating local impact.

13. Disclosure Requirements (Tell the City about your political contributions).

Excess political contributions to City candidates and incumbents can disqualify you from a City contract. Complete the mandatory [disclosures](#) required as part of the electronic application process in eContract Philly, including any local political campaign contributions, by selecting “[Apply for Contract](#)” from the opportunity information screen (where this RFP was located). Additional information and instructions are located under the “[Disclosure/Eligibility](#)” tab on the top of the [eContract Philly](#) homepage. Please make sure to review these requirements closely before completing these disclosure forms.

14. Strategic Approach to the 2026–2027 Photo & Video Program

Applicants must describe:

- How they will operationalize an always-on storytelling system
- How they will support major events, construction, brand, and campaigns simultaneously
- How they will maximize modularity and reuse
- How they will manage complexity in an active airport environment
- How they will build and maintain a long-term content library

4.2 How To Submit Your Application

Online Submission Required by the Application Deadline

You must **complete your application through [eContract Philly](#) before the deadline** to be considered for this contract opportunity. Proposals may be changed at any time up until the submission deadline and the City will not review your proposal until after the deadline. The proposal is not considered submitted until the “submit” button is pressed at the conclusion of the eContract Philly submission process. You will receive a confirmation email that your Application was submitted.

Applicants are encouraged to allow sufficient time to complete the application process in order to become familiar with the requirements of the eContract Philly interface, upload all required



documents, and resolve any technical issues prior to the submission deadline. The City need not accept, and may discard, responses that are incomplete, late, or submitted in any other format.

Electronic File Limitations

[eContract Philly](#) accepts attachments up to 8MB of the following file types: Microsoft Word, Microsoft Excel, Microsoft Project, Adobe PDF or in a compressed zip file. Larger attachments must be split into smaller attachments to accommodate this file size limitation. There is no limit to the number of attachments that may be uploaded.

Every Entity Applies for Itself

Except in the case of [Joint Ventures](#), which follow special rules described below, **every entity must apply for itself**. If the prospective applicant is not already registered with [eContract Philly](#), you must first register for an account before you can apply to this opportunity. Note that each legal entity must have a separate account; you may not utilize or repurpose another entity's account for this application. To identify each legal entity, the eContract Philly application system uses an entity's Taxpayer Identification Number, either a Social Security Number (SSN) or Employer Identification Number (EIN). Make sure the Tax Identification Number associated with your profile matches the Tax Identification Number of the company that is applying. Applications from an affiliated entity or made on another entity's behalf will cause the City to reject the proposal.

See the [Joint Venture](#) rules if you are applying on behalf of a Joint Venture.

Use the Submission Checklist Below

This is a tool to help you to submit a complete, accurate, responsive, and on time application.

DOES MY RESPONSE MEET THE PROPOSAL REQUIREMENTS?

Did you submit the proposal before the stated deadline of this RFP?	✓
Did the proposal explain how Applicant meets the goals and objectives, tasks, milestones, and deliverables, and other requirements described by the Department in the Opportunity and Scope of Work sections?	✓
Does your cost proposal meet the requirements under " Compensation "?	✓
Does your service proposal meet the requirements under " Description of Services "?	✓
Does your proposal meet the overall format and content requirements described in " What you must include in your proposal "?	✓
If eligible, did you enroll with the City's Vendor Payment Portal to effortlessly submit electronic invoices and monitor payment progress 24/7?	✓

Did you review the entire RFP and contract attachments, including the Contract Terms and Conditions, and request any exceptions? You must propose contract language changes with your proposal or the City's terms are deemed accepted.	✓
Was the proposal submitted electronically through eContract Philly?	✓
Did you complete the mandatory political contribution disclosures through the application?	✓
Was the proposal submitted to the correct opportunity number?	✓
Was the application signed by clicking on the "submit" button at the conclusion of the eContract Philly submission process? The proposal is not considered submitted until this button is pressed, regardless of when you started to complete the proposal. You will receive an email acknowledgment of your submission.	✓
Was the individual who signed the application authorized to sign on behalf of the Applicant? For more information on who is authorized to sign your application, please see page 32 of the sample application found on eContract Philly here . You must be logged in to eContract Philly to access the document.	✓
Does the Applicant's eContract Philly Profile match the Applicant information provided in the proposal? Do the Taxpayer Identification Numbers match? (Do not use the SSN of the person filling out the proposal, unless the contract will be with that actual person; use the number of the entity applying and on its eContract Philly profile.)	✓
Special Rule for Joint Ventures	✓

4.3 Proposal Binding

Your proposal is a binding offer to contract for what you propose. Each Applicant agrees that it will be bound by the terms of its proposal for a minimum of 180 calendar days from the application deadline for this RFP and will enter a contract containing the same terms. If the City accepts your proposal as submitted, the City need not negotiate additional or different terms. Applicants must state clearly and conspicuously any modifications, waivers, objections, or exceptions they seek in a separate section of the proposal entitled "[Requested Exceptions to Contract Terms.](#)"

The City reserves the right, in its sole discretion, to negotiate terms and conditions different from and/or additional to the Contract Terms without notice to other Applicants.

5. HOW WE CHOOSE

The City will consider many factors, including cost, when evaluating proposals submitted to this RFP. While cost is an important factor, it is not the sole, or necessarily the deciding factor. The City may choose to award the contract resulting from this RFP to an Applicant whose proposal is the most advantageous to the City and in the City's best interest even if the Applicant is not offering the lowest price.

The City will base its selection on criteria that may include, but are not limited to:

1. Superior ability or capacity to meet particular requirements of contract and needs of City Department and those it serves
2. Eligibility under Code provisions relating to campaign contributions
3. Superior prior experience of Applicant and staff
4. Superior quality, efficiency and fitness of proposed solution for City Department
5. Superior skill and reputation, including timeliness and demonstrable results
6. Special benefit to continuing services of incumbent, such as operational difficulties with transition or needs of population being served
7. Benefit of promoting long-term competitive development and allocation of experience to new, local, or small businesses
8. Lower cost
9. Administrative and operational efficiency, requiring less City oversight and administration
10. Anticipated long-term cost effectiveness
11. Meets prequalification requirements
12. Applicant's certification of its Local Business Entity/Local Impact status.

If a contract is awarded from this RFP, a notice will be published on the City's [eContract Philly](#) website identifying the name of the selected Applicant and the basis for award to that Applicant, as well as the names of all other Applicants to this RFP. To access this notice, select the button that says "Notice of Intent to Contract" and search for your opportunity number.

6. GENERAL RULES GOVERNING RFPs/PROPOSALS

WHAT ARE MY RESPONSIBILITIES IF I'M AWARDED THE CONTRACT?

**Maintain an active Business Income and Receipts Tax (BIRT)
Account Number.**

REGISTER [HERE](#).

Maintain an active Commercial Activity License (CAL) Number

REGISTER [HERE](#)

Obtain a Philadelphia Tax and Regulatory Status Clearance and return [Appendix B](#) and stay current with all City and School District taxes and fees or payment plans.

OBTAIN A TAX CLEARANCE CERTIFICATE [HERE](#)

Continuously disclose your political contributions and stay under the [contribution limits](#) that allow you to be awarded a contract.

SEE THE “DISCLOSURE/ELIGIBILITY” TAB ON ECONTRACT PHILLY [HERE](#) FOR MORE INFORMATION

Submit all Contracting Disclosures requirements. Provide demographic information about your workforce and your work for the City in the past five years (This is only required once an organization is awarded a contract with the City of Philadelphia).

CONTRACTING DISCLOSURE AND FILING INSTRUCTIONS ARE [HERE](#)

Pay a Contract Preparation Fee

SEE AND PAY THE FEE [HERE](#)

Contracts resulting from this RFP are “Service Contracts” and awarded Applicants, along with their subcontractors at any level, are “Service Contractors” who must comply with the 21st Century Minimum Wage and Benefits Standard found in Philadelphia Code Sec. 17-1300.

THE CURRENT LIVING WAGE RATE AND BENEFITS REQUIREMENTS AND APPLICABILITY CAN BE LOCATED [HERE](#)

If the awarded contract is valued at or over \$250,000, you must extend Equal Benefits to life partners of employees that are extended to spouses of its employees, under 17-1900 of the Philadelphia Code.

INFORMATION REGARDING EQUAL BENEFITS IS LOCATED [HERE](#)

Register for electronic payments

INSTRUCTIONS FOR REGISTRATION CAN BE FOUND [HERE](#)

Comply with federal Health Insurance Portability and Accountability Act (HIPAA) if applicable.

SEE [HIPAA](#) SECTION BELOW

6.1 Health Insurance Portability and Accountability Act (HIPAA)

The work to be provided under any contract entered into pursuant to this RFP may be subject to the federal Health Insurance Portability and Accountability Act (HIPAA) or other state or federal laws or regulations governing the privacy and security of health information.

If the contract is with any of the "[Covered Units](#)" designated by the City or the chosen provider is otherwise a "Business Associate" under HIPAA, the selected Applicant must comply with the "[Terms and Conditions Relating to Protected Health Information](#)" which are posted on [eContract Philly](#) under the "[About](#)" section and which will be incorporated into the contract by reference.

6.2 Special Rules Applicable to Joint Ventures

Generally, applications submitted through eContract Philly from Applicants that purport to be filing an application on behalf of another individual or business entity will not be considered, even if the other business entity is an affiliate of the Applicant. In the case of multiple business entities that, if awarded a contract, have formed, or intend to form a joint venture to perform the contract, a single business entity *may* file an application on behalf of all such business entities, so long as: (i) the filing business entity is or will be a member of the joint venture, (ii) the application is made in the name of the existing or proposed joint venture, (iii) documentation is submitted with the application identifying all business entities that will comprise the joint venture, and demonstrating a binding agreement among those business entities to perform the contract as the joint venture identified in the application (for a joint venture that has not yet been formed, documentation signed by each identified business entity evidencing a commitment to form the joint venture if awarded the contract is sufficient), and (iv) the non-filing business entities are eligible for award of a City contract and make the [disclosures](#) required by [Chapter 17-1400](#) of the Philadelphia Code (described in greater detail below) within fourteen (14) days after the joint venture receives notice that it has been awarded the contract.

6.3 Mandatory Political Contribution Disclosures and Penalties

Pursuant to [Chapter 17-1400](#) of the Philadelphia Code, Applicants are required to disclose the following as part of their required online application:

- their direct and indirect campaign contributions to:
 - political candidates and incumbents who are nominated for, running for, or serving in, a local Philadelphia elected office; and
 - political committees/parties that are operating in Philadelphia¹
- any consultants used in responding to the RFP and political contributions those consultants have made as described above; and
- whether the Applicant or any representative of the Applicant has received from any City employee a request for money or other items of value.

¹ State and federal campaign contributions do not have to be disclosed unless the subject/candidate in the campaign is also running for, or currently serving in a local Philadelphia elected office.



Applicants who make material misstatements or omissions in required disclosures may be prohibited from entering into contracts resulting from this or any other RFP of the City for one to three years and subjected to fines of up to three-times (3x) the amount that a contribution exceeded the [political contribution limits](#), up to \$2,000 for each contribution, pursuant to [Section 20-1302](#) of the Philadelphia Code

For more information, please consult the text of [Chapter 17-1400](#), the “[Disclosure/Eligibility](#)” tab on [eContract Philly](#), e-mail econtractphilly@phila.gov, or call 215-686-4914.

6.4 Political Contribution Limits for City Contractors

The current contribution limits are adjusted every four years (starting in 2008) and are posted on the [eContract Philly](#) home page. The limits are established by law, apply continuously throughout the life of an awarded contract and for as long as the official benefiting is in office. Applicants are advised that individuals and businesses that make campaign contributions in excess of the amounts set forth in [Section 17-1404\(1\)](#) of the Philadelphia Code are ineligible to enter into a City contract or subcontract at any tier in excess of \$10,000 for individuals or \$25,000 for businesses. Contributions are attributed according to [Section 17-1405](#) of the Philadelphia Code and Applicants should take this into consideration in electing to apply for this opportunity and in selecting subcontractors, if any.

Applicants certify that their subcontractors are eligible to work on City contracts and will be responsible for any consequence if that later proves untrue. To assist Applicants, the City has provided disclosure forms under the “[Disclosure/Eligibility](#)” “[Subcontractor Disclosure](#)” tab on [eContract Philly](#) for subcontractors to complete and provide to the Applicant at their option. These forms do not need to be submitted to the City.

6.5 City Employee Conflict Provision

City of Philadelphia employees and officials are prohibited from submitting a proposal in response to this RFP. No proposal will be considered in which a City employee or official has a direct or indirect interest.

6.6 Reservation of Rights

By submitting a response to this contract opportunity, the Applicant accepts and agrees to the [City's Standard Reservation of Rights](#), linked and incorporated in this document by reference, and to the terms of this contract opportunity, including all information contained in this RFP and information posted or accessible by link from the [eContract Philly “Opportunity List”](#) page, accessible under the “[New Contract Opportunities](#)” tab on the [eContract Philly](#) homepage.

6.7 Confidentiality and Public Disclosure

Each Applicant shall treat all information obtained from the City as a result of this opportunity or any resultant contract, which information is not generally available to the public, as confidential and/or proprietary to the City in accordance with the terms of any resultant contract. The Applicant shall



exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. The Applicant agrees to indemnify and hold harmless the City, its officials and employees, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by the successful Applicant or any person acquiring such information, directly or indirectly, from the successful Applicant.

By submission of a proposal, Applicants acknowledge and agree that the City, as a municipal corporation, is subject to state and local public disclosure laws and, as such, is legally obligated to disclose to the public documents, including proposals, to the extent required thereunder. Without limiting the foregoing sentence, the City's legal obligations shall not be limited or expanded in any way by an Applicant's assertion of confidentiality and/or proprietary data.

Appendix A – General Provisions

THE CITY OF PHILADELPHIA PROFESSIONAL SERVICES CONTRACT GENERAL PROVISIONS FOR GENERAL CONSULTANT SERVICES

The appropriate City of Philadelphia Professional Services Contract General Provisions are attached to this RFP as Appendix A and will be incorporated into any contract resulting from this RFP.

The General Provisions include the City's standard insurance requirements. Due to the nature of the services contemplated under this RFP — including on-site filming and photography within an active airport environment, the use of production equipment, and the presence of crews in public and operational areas — the City reserves the right to require additional or higher insurance limits and/or specific coverages as a condition of contract execution.

Such requirements may include, but are not limited to:

- Additional general liability coverage
- Workers' compensation and employer's liability coverage
- Automobile liability (if vehicles are used on Airport property)
- Professional liability, if applicable
- Any additional insured or special endorsement requirements related to operations in secure or restricted areas

Any additional insurance requirements will be communicated to the selected Applicant during contract finalization and, if required, incorporated into the contract by amendment or additional attachment.

Applicants are advised that work will occur in a high-security, operational transportation environment and that the selected Applicant will be required to comply with all applicable Airport rules, safety requirements, access controls, escort requirements, badging procedures, and operational restrictions.

Applicants are encouraged to carefully review the General Provisions and consider these operational conditions when preparing their proposals.



Appendix B - City of Philadelphia Tax and Regulatory Status and Clearance Statement

CITY OF PHILADELPHIA TAX AND REGULATORY STATUS AND CLEARANCE STATEMENT FOR APPLICANTS

THIS IS A CONFIDENTIAL TAX DOCUMENT NOT FOR PUBLIC DISCLOSURE

This form must be completed and returned with Applicant's proposal in order for Applicant to be eligible for award of a contract with the City. Failure to return this form will disqualify Applicant's proposal from further consideration by the contracting department. Please provide the information requested in the table, check the appropriate certification option and sign below:

Applicant Name		
Contact Name and Title		
Street Address		
City, State, Zip Code		
Phone Number		
Federal Employer Identification Number or Social Security Number:		
Philadelphia Business Income and Receipts Tax Account Number (if none, state "none")		
Commercial Activity License Number (if none, state "none")		

___ I certify that the Applicant named above has all required licenses and permits and is current, or has made satisfactory arrangements with the City to become current with respect to the payment of City taxes or other indebtedness owed to the City (including, but not limited to, taxes collected by the City on behalf of the School District of Philadelphia), and is not in violation, or has made satisfactory arrangements to cure any violation, or other regulatory provisions applicable to Applicant contained in the Philadelphia Code.

___ I certify that the Applicant named above does not currently do business, or otherwise have an economic presence in Philadelphia. If Applicant is awarded a contract with the City, it promptly will take all steps necessary to bring it into compliance with the City's tax and other regulatory requirements.

Authorized Signature

Date

Print Name and Title

Appendix C – Insurance Requirements

Insurance Requirements – Videography Services RFP

Insurance. Unless otherwise approved by the City’s Risk Management Division in writing, the successful respondent (hereinafter “Provider”) shall, at its sole cost and expense, procure and maintain, or cause to be procured and maintained, in full force and effect, the types and minimum limits of insurance specified below, covering Provider’s performance of the Services and the delivery of the Materials. Provider shall procure, or cause to be procured, all insurance from reputable insurers admitted to do business on a direct basis in the Commonwealth of Pennsylvania or otherwise acceptable to the City. All insurance herein, except Professional Liability insurance, shall be written on an “occurrence” basis and not a “claims-made” basis. In no event shall Provider perform any Services or other work until Provider has delivered or caused to be delivered to the City’s Risk Management Division the required evidence of insurance coverages. All insurance coverages shall provide for at least thirty (30) days prior written notice to be given to the City in the event coverage is materially changed, cancelled, or non-renewed. The City, its officers, employees, and agents, shall be named as additional insureds on the General and Umbrella Liability Insurance policies. Provider shall also deliver or cause to be delivered to the City an endorsement stating that the coverage afforded the City and its officers, employees, and agents, as additional insureds, will be primary to any other coverage available to them and that no act or omission of the City, its officers, employees or agents shall invalidate the coverage.

The City of Philadelphia, Office of Director of Finance, Division of Risk Management, 1515 Arch Street, 14th Floor, Philadelphia, PA 19102-1479 must be listed as the Certificate Holder.

- (a) Workers’ Compensation and Employers’ Liability.
 - (1) Workers’ Compensation: Statutory Limits
 - (2) Employers’ Liability: \$500,000 Each Accident - Bodily Injury by Accident; \$500,000 Each Employee - Bodily Injury by Disease; and \$500,000 Policy Limit - Bodily Injury by Disease.
 - (3) Other states’ insurance including Pennsylvania.
- (b) General Liability Insurance.

- (1) Limit of Liability: \$1,000,000 per occurrence combined single limit for bodily injury (including death) and property damage liability; \$1,000,000 advertising injury; \$2,000,000 general aggregate and \$1,000,000 aggregate for products and completed operations. The City may require higher limits of liability if, in the City's sole discretion, the potential risk warrants.
 - (2) Coverage: Premises operations; blanket contractual liability; personal Injury liability; products and completed operations; independent contractors, employees and volunteers as additional insureds; cross liability; and broad form property damage (including completed operations).
- (c) Automobile Liability Insurance.
- (1) Limit of Liability: \$1,000,000 per occurrence combined single limit for bodily injury (including death) and property damage liability.
 - (2) Such requirement shall be \$5,000,000 per occurrence for vehicles with access to the airfield.
 - (3) Coverage: Owned, non-owned, and hired vehicles.
- (d) Umbrella Liability Insurance.
- (1) Occurrence Limit: \$4,000,000
 - (2) Policy to apply excess of the Commercial General Liability, Commercial Automobile Liability and Employers Liability Coverages
- (e) Professional Liability Insurance.
- (1) Limit of Liability: \$1,000,000 with a deductible not to exceed \$100,000.
 - (2) Coverage: Errors and omissions including liability assumed under

Contract.

- (3) Professional Liability Insurance may be written on a claims-made basis provided that coverage for occurrences happening during the performance of the Services required under this Contract shall be maintained in full force and effect under the policy or “tail” coverage for a period of at least two (2) years after completion of the Services.
- (f) Aviation Hull and Liability Insurance (if applicable).
- (1) Limit of liability: \$5,000,000 per occurrence combined single limit for bodily injury (including death) and property damage liability for "manned" aircraft; \$2,000,000 per occurrence combined single limit for bodily injury (including death) and property damage liability for "unmanned" aircraft / UAVs/ drones.
- (2) Coverage: Owned, non-owned and hired aircraft.
- (g) Inland Marine or Equipment Floater Insurance. Limit of liability on an all-risk basis covering owned, leased, and rented production equipment while in transit and at temporary locations, with limits not less than \$250,000 per occurrence.

Self-Insurance. Provider may not self-insure any of the coverages required under the Contract without the prior written approval of the Responsible Official and the City’s Risk Manager. In the event that Provider wants to self-insure any of the coverages listed above, it shall submit to the Responsible Official and the City’s Risk Management Division, prior to Provider’s commencement of Services or delivery of any Material hereunder, a certified copy of Provider’s most recent audited financial statement, and such other evidence of its qualifications to act as self-insurer (e.g. state approval) as may be requested by the Responsible Official or the City’s Risk Manager. In the event the City grants such approval, Provider understands and agrees that the City, its officers, employees and agents shall be entitled to receive the same coverages and benefits under Provider’s self-insurance program that they would have received had the insurance requirements set forth above been satisfied by a reputable insurer admitted and duly authorized to do business in the Commonwealth of Pennsylvania or otherwise acceptable to the City. If at the time of commencement of the Term of the Contract, Provider self-insures its professional liability or workers’ compensation and employers’ liability coverage, Provider may, in lieu of the foregoing, furnish to the City a current copy of the state certification form for self-insurance or a current copy of the State Insurance Commissioner’s letter of approval, whichever is appropriate. The insurance (including self-insurance) requirements set forth herein are not intended and shall not be construed to modify, limit or reduce the indemnifications made in the Contract by Provider to the City, or to limit Provider’s liability under the Contract to the limits of the policies of insurance (or self-insurance) required to be maintained by Provider hereunder.



Evidence of Insurance Coverage. Certificates of insurance evidencing the required coverages must specifically reference the City contract number for which they are being submitted. The original certificate of insurance must be submitted to the City's Risk Manager at the following address:

City of Philadelphia
Finance Department
Division of Risk Management
1515 Arch Street, 11th Floor
Philadelphia, PA 19102-1579
(Fax No.: 215-683-1718).

A copy of the certificates of insurance shall be submitted to the Responsible Official at the address of the Department set forth in the Notice Section of the Provider Agreement. Both submissions must be made at least ten (10) days before work is begun and at least ten (10) days before each Additional Term. The City, in its sole discretion, may waive the ten (10) day requirement for advance documentation of coverage in situations where such waiver will benefit the City, but under no circumstances shall Provider actually begin work (or continue work, in the case of an Additional Term) without providing the required evidence of insurance. The actual endorsement adding the City as an additional insured must specifically reference the City contract number and be submitted to the City's Risk Management Division at the above address. The City reserves the right to require Provider to furnish certified copies of the original policies of all insurance required under this Contract at any time upon ten (10) days written notice to Provider.