



Lake County Tourism Panel Request for Proposals

Videos to Energize Visitors around New Brand at Leadville and Twin Lakes

Goals:

The Lake County Tourism Panel is seeking a firm to provide video development for a series of tourism videos featuring Leadville and Twin Lakes. The project will have these goals:

- Share the new branding Leadville/Twin Lakes developed in 2020.
 - Videos will highlight both towns' natural and historical attractions and the newest brand pillar, the "gritty, welcoming spirit" of the communities. The brand promise is "Treasure seekers always welcome." Brand book: <https://www.leadvilletwinlakes.com/resources/>
- Encourage visitation and bring more traveler spending at lodging, restaurants, and attractions, including museums especially impacted by COVID.
- Promote responsible travel to these destinations, to address visitor impacts on local natural resources.

Uses and Deliverables:

We plan to create a library of video assets, capturing each season that can be used in these ways:

- 1) Ten short (:15-:30 second) videos to be used on social media and website, to catch America's first turning leaves, first and last snowfalls, families enjoying the wonder of our museums, etc.
- 2) Three separate one-minute brand videos, collecting the best of these shots to illustrate our pillars, for more formal promotions.
- 3) Four b-roll packages with natural audio—one for each season. 90 seconds to 3 minutes in length to be used by media to recut. This footage could be used by the Colorado Tourism Office in statewide video projects, by media, and mixed into future video projects.
- 4) Two :15 videos to be used for pre-roll advertising to include new video, track and logo/URL closing.

For all, the call to action would be to plan a visit to these destinations, where treasure seekers are always welcome. We will disseminate these engaging, targeted, and thoughtfully created videos through social media and digital advertising to increase visitation, an important economic driver in these remote mountain towns.

The Lake County Tourism Panel will arrange people to participate in the video shoots or provide a stipend for participants beyond this scope of work.

Audiences:**Primary Audience:**

- *Healthy Outdoor Adventurers* (Experience Treasure Seekers) – Videos for this audience would emphasize our 100 miles of groomed winter trails, our quiet backcountry, our uncrowded family-friendly ski resort (Ski Cooper). Summer and fall would promote our hiking, biking, fishing, and ziplining, as well as lake activities.

Secondary Audiences:

- *History Buffs* (Knowledge Treasure Seekers) – These videos would share interesting facts about Colorado history, our mining heritage and national museum (National Mining Hall of Fame and Museum), our popular scenic train, and the Tabor Opera House.
- *Extreme Athletes* (Trophy Treasure Seekers) – These videos would draw inspiration from higher-octane activities such as the 100-mile races and share activities that visitors can do to challenge themselves, responsibly.

Local business owners and/or community members can be featured to share our “gritty, welcoming spirit” pillar.

Distribution Strategy:

We plan to distribute the videos through the following channels:

- Social media (Facebook, Twitter, and Instagram)
- LeadvilleTwinLakes.com
- Our monthly newsletter
- YouTube’s TrueView platform
- Facebook’s video advertising platform
- Colorado Tourism Office Pre-Roll
- Media provided b-roll

Budget:

The full budget for video development is \$10,000.

Timeline:

Videos would be filmed from February – October 2021:

- Social videos due monthly
- Seasonal b-roll due quarterly
- Brand videos due Summer
- Pre-Roll Videos due March and July

Process:

Script and storyboarding

1st draft

One round of changes

Approval

Music Selection

Video Shoot

Editing

1st draft

One round of changes

Approval

Final video delivery in needed formats

Monthly status update

Requirements:

- A video firm with experience in tourism, outdoor recreation, and/or historical/cultural assets.
- Ability to convey our new branding and create a video style for Leadville and Twin Lakes.
- Ability to travel to Leadville and Twin Lakes minimally quarterly, preferably monthly to capture the destinations in all seasons.
- As the Tourism Panel wishes to contribute to its local economy as much as possible, preference will be given to local firms.

While we prefer fresh footage, some b-roll, with drone footage of winter sports and downtown Leadville, is available for use in these videos.

Selection Criteria

- Background and experience
- Areas of expertise/agency strengths
- Team members and their qualifications
- Video production and revision process
- Ability to meet the specific timeline
- Pricing details

To Apply:

To respond, please:

- Address how your firm meets each element of the selection criteria.
- Send 3 reference(s).
- **Send responses, and questions if any, to VisitLeadville@gmail.com.**

Deadline:

Responses Due: **By 5 p.m. MST Friday, Feb. 5, 2021**

Decision: By Wednesday, Feb. 17, 2021