



Vermont Arts Council
VIDEOGRAPHY PROPOSAL
25 January 2024



Your story is our business

Founded in 1990, StoryWorkz is a Vermont-registered C-corporation that offers photo, video, marketing, and creative services across the state.

Our creative agency is composed of seasoned, independent professionals who love working together. We bring to the table over a century of experience delivering top-flight creative services. And our collaborators have even won a few awards (including 4 Emmys).

We have clients worldwide, but are deeply invested in Vermont. We enjoy doing work that matters for organizations committed to improving the quality of life of all Vermonters – providing good jobs, crafting fine products, and building long-term sustainability.

overview

The Vermont Arts Council seeks to produce short profile videos to tell the story of five award-winning artists.

The videos must capture the artists' unique stories, celebrate their achievements and unique contributions, and convey the ways that the artist contributes to and enriches their community and Vermont's cultural landscape.

StoryWorkz will work in collaboration with the Vermont Arts Council to plan, script, film, and edit these short videos.

Timeline

Filming: April-May 2025

Editing: June 2025

Delivery: on or before July 1, 2025

Scope

The project entails five half-days of shooting – one at each artist's location, editing interviews and b-roll into short films, and delivery before the indicated deadline.

Deliverables

The deliverables are five short (1-2 minute) profile videos.

process

We have produced over 100 videos for dozens of companies in Vermont and beyond. Through that, we have developed a very efficient process for planning, shooting, and post-production that helps us deliver quality videos in a timely, economic fashion, allowing the client to play as large or small a role as they would like. There are five steps in the process:

1. **IDEATION AND SCOPING** ~ We meet with you and any stakeholders to fully understand the scope, expectations, timing, location, and all other elements of your project. Among other things, our goal is understand clearly what you want the video's viewers to think, feel, or do after seeing the end result.
2. **PLANNING AND SCRIPTING** ~ We build on the previous stage by planning out interviews and shoot days, considering locations, subjects, and goals. This may entail site visits, model calls, and subject pre-interviews (and for us, internally, lots of nerdy discussions about the proper equipment kit to bring). Even an unscripted interview requires careful planning ahead of time to ensure a smooth shoot day.
3. **SHOOTING** ~ This is where planning meets reality, and good planning is what leads to a calm and productive shoot with few surprises.
4. **POST-PRODUCTION** ~ If we have captured interviews, we have them transcribed and those become the basis of the paper script we will compile before editing any footage.
5. **EDIT ROUNDS** ~ When the planning is good and the post-production well organizes, edit rounds are few and simple. We upload drafts to Vimeo so the client can easily comment online with their notes tied to specific points in the timeline.

team

A benefit of working with StoryWorkz is that you get access to a top-notch team of professionals, each skilled in a particular creative realm, yet you can still deal with each person directly – we offer a very “flat” and transparent work style.

Our core team on this project would include:

Paul Richardson — a specialist in visual storytelling, with over three decades of experience in photo, video, marketing, and editing, Paul has produced 100+ commercial videos for StoryWorkz clients. As well, in 2018, he co-directed and co-produced the documentary [*Resilience*](#), about Russian centenarians born in 1917. His current passion project is vermontmade.org, documenting the work of Vermont Makers.



Dillon Tanner — our lead videographer, Dillon is an experienced documentary filmmaker. His first documentary film, *Roland & Mary: A Winter of Towing in the Northeast Kingdom*, was released in 2023, and had its broadcast debut as part of the [Made Here](#) series on Vermont Public. In addition to his work with StoryWorkz, he is the founder of the [Mothership Monthly Film Fest](#) – a key creative hub for Vermont filmmakers.



resumé

These are some relevant video samples of work we have delivered to clients in Vermont and beyond. Additional samples can be found [here](#).

quote

<p>Planning, Filming, and Production of 5 Artist Videos</p> <p>Plan, capture, edit, and deliver five high-quality artist profile videos that celebrate the work of Vermont Arts Council award recipients.</p> <p>Main Videography</p> <p>Includes time and talent of professional videographers, all equipment, transport, and travel. It is anticipated that the shooting will entail five half-days capturing b-roll and short subject interviews at five different locations.</p> <p>Editing and Post-Production*</p> <p>Edit interviews and b-roll down to five short (1-2 minute) videos. Includes royalty-free music, titling, intro/outro, closed-captioning, and a perpetual license on all edited and delivered videos.</p>	\$7,500
TOTAL	\$7,500

next steps

1. To accept this proposal, simply click the “Accept Proposal” button below. That will take you into our studio management software, where you (a) accept the quote and (b) digitally sign our standard contract.
2. We will then set up a date for a kickoff meeting and/or site visit and begin walking through our five steps of video creation.
3. Payment terms are generally 30% upon acceptance of the quote, 40% one month later, and 30% one month after that, or upon project completion, whichever comes first. We can be flexible on this as needs require, for instance if we must comply with state or grant funding realities.
4. Expected delivery date is on or before July 1, 2025.

Thank you for the opportunity to bid on this project.

Paul Richardson
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references

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September 22, 2023

Chief Marketing Officer
State of Vermont
1 National Life Drive
Davis Building, 6th Floor
Montpelier, VT 05620

Dear Chief Marketing Officer:

I am writing this letter of support on behalf of Paul Richardson and his company StoryWorkz.

As Vice President and Marketing Director for Community National Bank, headquartered in Derby, VT, I have hired Paul Richardson on many occasions. We started working with Paul in 2021 and over the last few years we have used his services for professional headshots, product shots, on-site commercial shoots, video and audio projects and drone footage. We have hired him for photo touch-up work on our own photos when we needed all our backgrounds to match but could not have new photos taken. We have also purchased photos from his gallery to use in our marketing materials and delivery channels.

All of Paul's work is excellent. We receive beautiful, high-quality images and video from each assignment. He's an expert in the craft of telling stories through outstanding imagery. His standards of professionalism are second to none. He portrays a polished image, he is always on time for scheduled shoots, brings all the necessary equipment needed for different situations and meets all deadlines promptly. I'm proud to work with Paul and feel comfortable that he will always be a wonderful representative of himself and my company. He is friendly, respectful and polite in all interactions and he is genuinely interested in learning about the stories behind his subjects. Paul is extremely creative and collaborative, so it's a lot of fun to work with him. Having conversations with Paul often will help identify exactly what is required to send the appropriate message or meet the present need.

I highly recommend Paul Richardson and StoryWorkz for all creative services related to photography and capturing video. If you have any questions, please contact me at 802-487-3512.

Sincerely,

Tracy D. Roberts

Tracy D. Roberts
Vice President and Marketing Director
Community National Bank
PO Box 127
Troy, VT 05868
troberts@communitynationalbank.com



September 26, 2023

To Whom it May Concern:

My name is Sarah Larson and I am one of the owners at Otter Creek Awnings in Williston, Vermont. I'm writing in support of Paul Richardson and his company Storyworkz.

We recently hired Paul this past summer to complete new television ads, team headshots for our website and to re-engineer some current video footage.

Paul has been an absolute pleasure to work with. He's professional and courteous all while having a good sense of humor and positive rapport to put people at ease when they are in front of the lens. Paul immediately picked up on our marketing vision here at Otter Creek Awnings and followed through on it.

I think Paul would be a great fit for the State of Vermont's Creative Service Marketing Master Contractor Program. Paul has the creative edge and skillset to bring the State's marketing efforts to the next level and I recommend him without reservation.

Please do not hesitate to contact me with any questions.

Sincerely,

Sarah Larson
Owner & CFO
Otter Creek Awnings
Email: slarson@ottercreekawnings.com
Phone: (802) 864-3009



Robyn Freedner-Maguire
Owner, RFM Strategies

September 20, 2023

To Whom It May Concern,

I am writing to wholeheartedly recommend StoryWorkz for their exceptional video and photography services. I had the privilege of engaging with StoryWorkz in spring of 2023 for a storytelling video project as well as event photography. The project we undertook together exceeded all expectations.

StoryWorkz was entrusted with capturing the essence of Outright Vermont's brand story, a task that demanded acute attention to detail, creativity, and top-tier technical skills. They adeptly captured unscripted testimonials of a diverse group of individuals as well as candid images at an event to integrate in the video. The final product encapsulated the culture of the organization, showcasing the emotion of Outright's mission and impact.

Their professionalism was evident from the outset. Meetings were punctual, communication was clear, and any queries or suggestions we made were addressed promptly and with expertise. The StoryWorks team exhibited a commendable balance between taking our feedback and applying their creative intuition.

In terms of ability and proven success, our experience serves as a testament to the fact that StoryWorkz is a top-tier provider in the realm of video and photography.

Warm Regards,

Robyn Freedner-Maguire



September 18, 2023

To Whom It May Concern,

I am writing this letter in enthusiastic support of Paul Richardson and Storyworkz Creative's application to be qualified under the State of Vermont's Creative Services Marketing Master Contractor program as a video and photography services provider. Having worked closely with Storyworkz Creative for over a decade as Vice President of Festival Napa Valley, I can attest to their exceptional abilities and unwavering professionalism.

Festival Napa Valley is a renowned annual 3-week event that celebrates the arts, music, and culture in California's beautiful Napa Valley region. Our festival brings together world-class musicians, artists, and performers for a series of concerts, food and wine events, and cultural experiences. Festival Napa Valley has become a significant cultural institution committed to artistic excellence and community enrichment.

Storyworkz Creative has been integral to our festival's success story for more than ten years. They have consistently delivered outstanding photography and video services, capturing the essence and magic of our event. Most of the iconic images featured in our printed and online materials have been photographed by Storyworkz, showcasing their remarkable talent for visual storytelling.

The video content produced by Storyworkz has proven invaluable to Festival Napa Valley. Not only does it serve as the cornerstone of our marketing efforts, but it also plays a pivotal role in our fundraising initiatives. Their work has exceeded our expectations in quality and creativity, helping us connect with our audience and donors on a profound level. Storyworkz's work has been of such high caliber that several festival sponsors and vendors have sought to license their footage for their own promotional needs.

Storyworkz Creative has also played an essential role in managing our other photographers, ensuring a cohesive visual narrative that aligns with our brand and mission. And as a result of their exceptional performance and dedication to excellence, we have now exclusively entrusted Storyworkz with all our video production needs.



In conclusion, I wholeheartedly endorse Storyworkz Creative's application to be qualified under the State of Vermont's Creative Services Marketing Master Contractor program. Their proven track record of success, unwavering professionalism, and exceptional creative skills make them a valuable asset to any project they undertake. I am confident that Storyworkz will continue to excel in providing top-notch video and photography services, and I am pleased to offer my full support for their application.

Should you require any additional information or have further questions regarding Storyworkz Creative's qualifications, please do not hesitate to contact me at 917-922-3108.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charles Letourneau".

Charles Letourneau
Vice President and Director of Artistic Planning
Festival Napa Valley