



Proposal for Photographer for City Facilities and Events

To: Mayor Jeff Rasco, City of Woodcreek

From: Articulate Minds LLC (DBA Harlin Miller Studio)

Date: March 7, 2025

Subject: Proposal for City Photographer Contract

Dear Mayor Rasco,

Thank you for your feedback and the opportunity to provide an adjusted proposal for the City of Woodcreek's photography contract. We're excited to partner with local small businesses and photographers to maximize the value of this project, investing in the community and ensuring proper industry rates for local talent.

Company Overview:

Articulate Minds LLC (DBA Harlin Miller Studio) has been in business for 15 years, providing exceptional photography services to a diverse clientele, including the Veterans Hospital of New Orleans, National Institutes of Health, Uber, TikTok, and recently wrapping up a project with the Kansas City Chiefs for the 2025 Super Bowl. We specialize in creating visual stories that capture the essence of our subjects and convey the desired message.

Our team comprises skilled photographers with expertise in various photography styles, including event photography, architectural photography, and portraiture. We are committed to delivering high-quality images that meet the highest professional standards.

- **Website:** [Photography](#) & [Video Production](#)
- **Customer Reviews:** [Google Reviews](#) & [Linkedin](#)

Adjusted Services:

- **Event Photography:** Six events (not consolidated).
- **Facility Photography:** Some of these may be consolidated with event shoots for cost efficiency.

- **Travel Costs:** While we're working with local photographers, travel costs will still be considered based on the event locations.

Pricing Breakdown (Adjusted):

1. Event Photography (6 events):

- Each event is priced at **\$3,500 per day for Harlin Miller Studio's** expertise and production oversight.
- For each event, we'll provide local photographers to shoot, with Harlin Miller Studio handling creative direction, editing, and client communication.
- **Cost per event: $\$3,500 \times 6 = \$21,000$**

2. Facility Photography (Consolidated with Events):

- We will consolidate some of the facility photography with event shoots to reduce costs.
- This could reduce the overall cost for facility shoots, but we will price them at **\$1,500 per day for local photographers**, while Harlin Miller Studio oversees the production.
- **Facility photography cost estimate (2 days consolidated with events):**
 $\$1,500 \times 2 = \$3,000$

3. Travel Costs:

- While we're partnering with local photographers, there may still be minimal travel costs for Harlin Miller Studio. These will cover mileage, lodging (if necessary), and other expenses.
- **Estimated Travel Costs:** \$2,000 (including gas, lodging, food, etc.)

Total Estimated Costs:

- **Photography & Agency Fee** (Including 60% Agency Fee of \$14,400): \$21,000 (events)
+ \$3,000 (facility) = \$24,000
- **Travel Costs:** \$2,000

Total: \$40,400

This proposal reflects a holistic approach to support the City of Woodcreek's needs while investing in local businesses. We believe this solution will provide top-tier quality at a competitive rate, all while contributing to the community.

We are excited to move forward with this project and would be happy to schedule a follow-up meeting or call to address any questions and discuss next steps.

Sincerely,
Harlin Miller Jr.
Lead Photographer / Creative Producer
Articulate Minds LLC (DBA Harlin Miller Studio)