



**STATE OF TENNESSEE  
DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT**

**REQUEST FOR INFORMATION  
FOR  
MUSIC ECOSYSTEM CONSULTING SERVICES**

**RFI # 33017-09524  
July 25, 2023**

**1. STATEMENT OF PURPOSE:**

The State of Tennessee, Department of Economic and Community Development issues this Request for Information ("RFI") for the purpose of identifying vendors with expertise and experience in conducting research and providing analysis to guide strategic planning initiatives for communities engaging in the development of a dynamic and successful local music economy. We appreciate your input and participation in this process.

**2. BACKGROUND:**

The Department of Economic and Community Development includes the Tennessee Entertainment Commission (TEC), a division dedicated to increasing the number of high-quality job opportunities for Tennessee's creative class through the promotion and implementation of programmatic initiatives that reinforce the State as a relevant market for the production and development of multimedia entertainment properties.

A primary strategic focus of the TEC is the economic and workforce development of its music industry, which already holds a competitive advantage to its other peer states. To leverage this competitive advantage, the TEC is launching the Music Scene Certified Initiative to support any local community in the State of Tennessee interested in diversifying its economic landscape through investment and development of public policy to promote and support the advancement of respective music ecosystems.

To reinforce strategic development and planning, selected cities/regions will engage in community-led analysis of artists/talents, professionals, venues, and businesses working locally in the music sector. A diagnostic review and analysis of the community's music profile, scope, and needs will be delivered for purposes of strategy planning and advising on regulatory and public policy needs.

**3. COMMUNICATIONS:**

- 3.1. Please submit your response to this RFI via email to:

Brice Rochelle  
 Assistant General Counsel (Director of Contracts)  
 State of Tennessee, Department of Economic and Community Development  
 brice.j.rochelle@tn.gov

- 3.2. Please feel free to contact the Department of Economic and Community Development with any questions regarding this RFI. The main point of contact will be:

Brice Rochelle  
 Assistant General Counsel (Director of Contracts)  
 State of Tennessee, Department of Economic and Community Development  
 312 Rosa L. Parks Ave.  
 Nashville, TN 37243  
 (615) 946-0642  
 brice.j.rochelle@tn.gov

- 3.3. Please reference RFI # 33017-09524 with all communications to this RFI.

- 3.4. A Pre-Response Conference will be held virtually at the date and time detailed in RFI § 4, *RFI Schedule of Events*. Please email the main point of contact, referenced in RFI § 3.2., prior to 3:00PM (CDT) on Thursday, August 3, 2023, to be added to the list of invitees for the virtual Pre-Response Conference. A virtual meeting invitation will be delivered to all identified interested parties prior to the date of the Pre-Response Conference.

**4. RFI SCHEDULE OF EVENTS:**

EVENT		TIME (Central Time)	DATE (all dates are State business days)
1.	RFI Issued	4:00PM	Tuesday, July 25, 2023
2.	Pre-Response Conference	10:00AM	Friday, August 4, 2023
3.	RFI Response Deadline	4:00PM	Friday, August 25, 2023

**5. GENERAL INFORMATION:**

- 5.1. Please note that responding to this RFI is not a prerequisite for responding to any future solicitations related to this project and a response to this RFI will not create any contract rights. Responses to this RFI will become property of the State.
- 5.2. The information gathered during this RFI is part of an ongoing procurement. In order to prevent an unfair advantage among potential respondents, the RFI responses will not be available until after the completion of evaluation of any responses, proposals, or bids resulting from a Request for Qualifications, Request for Proposals, Invitation to Bid, or other procurement method. In the event that the state chooses not to go further in the

procurement process and responses are never evaluated, the responses to the procurement including the responses to the RFI, will be considered confidential by the State.

5.3. The State will not pay for any costs associated with responding to this RFI.

**6. INFORMATIONAL FORMS:**

- 6.1. The Technical Information Form shown below indicates the information specified to be included in your response. All components should be addressed according to the instructions within this section and any item-specific instructions (e.g., page limitations), as noted below.
- 6.2. Respondents are not expected to insert responses directly into the RFI template. Please provide your response under separate cover in accordance with the details noted in the sections of the Technical Information Form below.
- 6.3. Please clearly label each question/item in your response according to the exact numbering system used in the Technical Information Form below.
- 6.4. To better enable an efficient and effective review process, please respond as succinctly as reasonably possible to satisfy the questions/requirements.

**RFI # 33017-09524  
TECHNICAL INFORMATIONAL FORM**

**1. RESPONDENT LEGAL ENTITY NAME:**

**2. RESPONDENT CONTACT PERSON:**

Name, Title:

Address:

Phone Number:

Email:

**3. BRIEF DESCRIPTION OF EXPERIENCE PROVIDING SIMILAR SCOPE OF SERVICES/PRODUCTS:**

**4. GENERAL BUSINESS EXPERIENCE.**

- a. Provide a narrative (in a separate document, if necessary) detailing the Respondent's experience, including any processes, best practices, and lessons learned in the following areas:
- i. Developing subject matter expertise on music ecosystems and how the music ecosystem can support and diversify economic development for local towns, cities, and regions.
  - ii. Provide initial outline of the process and timeframes needed to engage, conduct, complete, and deliver analysis.
  - iii. Assessing a community's existing music infrastructure to best facilitate identification of areas of investment and industry gaps (i.e., strengths, weaknesses, opportunities, threats, etc.).
  - iv. Examining regulatory policies that impact local music business, artists/performers, and live music venues.
  - v. Providing recommendations to local governments on the proper distribution of community resources and assets.
  - vi. Engaging with community stakeholders, educational institutions, non-profits, and local government administration to drive the development of cohorts and cultivate consensus on strategic planning and asset mapping.
  - vii. Conducting research and analysis to measure economic outputs, set performance benchmarks, and deliver recommendations that help shape public policy decisions and strategic planning.
  - viii. Providing consulting services to community city/administrations; organizations (non-profits and for-profits), and educational institutions regarding proposed action plans (i.e., methods for implementation and initiation) based on key findings.

**RFI # 33017-09524  
COST INFORMATIONAL FORM**

1. Describe what pricing units you typically utilize for similar services or goods (e.g., per hour, per report, per local government project, etc.).
2. Describe whether pricing, capacity, and timelines can be modeled around working with designated local governments with populations ranging from 50,000 to 500,000 people, as opposed to pricing, capacity, and timelines that are modeled comprehensively across larger regions of the State.
3. Describe the typical price range for similar services or goods.
4. Estimate the number of studies the Respondent could complete and deliver on an annual basis (i.e., explain how many local communities/organizations could be served in a given year).

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ADDITIONAL CONSIDERATIONS**

1. Please provide input on alternative approaches or additional things to consider that might benefit the State.