



STATE OF TENNESSEE  
DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT

REQUEST FOR INFORMATION  
FOR  
STATE SMALL BUSINESS CREDIT INITIATIVE 2.0 MARKETING AND OUTREACH

RFI # 33005-11524  
August 31, 2023

**1. STATEMENT OF PURPOSE:**

The State of Tennessee, Tennessee Department of Economic and Community Development (TNECD) issues this Request for Information ("RFI") for the purpose of partnering with firms to provide marketing and outreach services, including, but not limited to digital marketing, marketing services, advertising, social media, public relations, online marketing, branding/brand development, video production, graphic design, website design and development, podcasting, print media, and radio for the State Small Business Credit Initiative 2.0, branded as Fund Tennessee and its component units which include InvestTN, LendTN, and AssistTN. The initiative is intended to provide capital and technical assistance needed to invest in job-creating opportunities for small businesses and entrepreneurs, including minorities, women, veterans, persons with disabilities, those who live in rural communities or low-to-moderate income census tracts, or those who are underserved or underrepresented. TNECD is seeking firms with diverse networks to ensure programmatic reach across the state. The budget for this marketing and outreach will not exceed \$50,000.00. We appreciate your input and participation in this process.

**2. BACKGROUND:**

The Department of Economic and Community Development is dedicated to promoting opportunities for businesses to grow and succeed in the state of Tennessee. This commitment includes facilitating the education of the community regarding available support for small businesses and entrepreneurs.

The American Rescue Plan Act reauthorized and expanded the State Small Business Credit Initiative (SSBCI), branded as Fund Tennessee, to provide support for small businesses and entrepreneurs in emerging from the pandemic by providing access to the capital needed to invest in job-creating opportunities.

The Fund Tennessee initiative encompasses several programs: LendTN, a debt program with approximately \$47 million dollars to allocate; InvestTN, an equity program with approximately \$70 million to invest; and AssistTN, a technical assistance program with \$3.8 million in grant dollars. These programs are intended to help entrepreneurs and small businesses, including those in underserved communities, to become capital ready.

**3. COMMUNICATIONS:**

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

Brice Rochelle  
 Assistant General Counsel (Director of Contracts)  
 Tennessee Department of Economic and Community Development  
 Brice.J.Rochelle@tn.gov

3.2. Please feel free to contact the Tennessee 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)  
 Tennessee Department of Economic and Community Development  
 312 Rosa L. Parks Ave.  
 (615) 946-0642  
 Brice.J.Rochelle@tn.gov

3.3. Please reference RFI # 33005-11524 with all communications to this RFI.

**4. RFI SCHEDULE OF EVENTS:**

EVENT		TIME (Central Time Zone)	DATE (all dates are State business days)
1.	RFI Issued		August 31, 2023
2.	RFI Response Deadline	5:00PM	September 14, 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 # 33005-11524

**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. **DESCRIBE IN DETAIL THE EXPERIENCE THE RESPONDENT HAS IN PROVIDING MARKETING AND OUTREACH SERVICES. INCLUDE THE SIZE OF THE PROJECT AND BE SPECIFIC ABOUT PROCESS FOR THE DESIGN, DEVELOPMENT, AND EXECUTION OF THE SERVICES RENDERED, AS WELL AS THE KEY PERSONNEL UTILIZED AND THE ONGOING SUPPORT TRADITIONALLY PROVIDED TO CLIENTS.**

**COST INFORMATIONAL FORM**

1. Describe what pricing units you typically utilize for similar services or goods (e.g., per hour, per project, etc.):

2. Describe the typical price range for similar services or goods:

3. Estimate the number of projects the Respondent could complete and deliver on an annual basis (i.e., explain how many marketing and/or outreach campaigns could be served in a given year):

**ADDITIONAL CONSIDERATIONS**

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