



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

**REQUEST FOR INFORMATION
FOR
CREATION OF STATE MAIN STREET TRAIL**

**RFI # 33007-26325
6/24/2025**

1. STATEMENT OF PURPOSE:

The State of Tennessee, Department of Economic and Community Development (TNECD) issues this Request for Information ("RFI") for the purpose of identifying vendors with expertise and experience in creating a state-wide trail for Tennessee's Main Street communities which incorporates categories of interest. We appreciate your input and participation in this process.

2. BACKGROUND:

TNECD includes the Tennessee Main Street program, a division dedicated to reenergizing and strengthening older and historic downtowns through place-based economic development and community preservation. Specifically, Main Street is three things: (1) a proven strategy for revitalization; (2) a powerful network of linked communities; and (3) a national support program that leads the field.

The Main Street Four-Point Approach is a multi-faceted economic development tool that enables communities to revitalize their downtowns by leveraging local assets - from historic, cultural, and architectural resources to local enterprises and community pride. It is a comprehensive strategy with proven results.

One of the Four-Point's strategic focus areas is promotion. This is not merely the promotion of businesses in a community but the promotion of the district as a whole and all its assets. These assets can be leveraged into a product—perhaps a trail—that creates opportunities for an increase in visitation and the creation of local businesses and entrepreneurs.

Our Tennessee Main Streets already attract visitors and support the local economy. TNECD is seeking the creation of a cohesive promotional product that ties together Tennessee's forty-seven (47) Main Street Districts across the state. TNECD envisions the product will have four or five categories of interest to engage the visitor. These categories could include heritage tourism, food and beverage businesses, outdoor economy businesses, entertainment venues, and arts and cultural experiences. The promotional product should also be organized by the three grand divisions of the state. For example, a visitor wants to create an itinerary for the weekend in East Tennessee. The visitor can go online, search for East Tennessee, and the "trails" will pop-up to guide them to the East Tennessee Main Street Districts. The visitor can then further explore the

four or five categories of interest and create an itinerary. The product will also highlight other Main Street or Tennessee Downtown districts that are nearby.

The purpose of this promotional product is to enhance the local Main Street District's economy and to also create an environment for new business opportunities based on the increase of visitors to the Main Street District.

The product will be accessed online and requires a plan for maintaining and updating the information. It will also need a suite of promotional materials to launch the product.

3. COMMUNICATIONS:

3.1. Please submit your response to this RFI to:

Brice Rochelle
Assistant General Counsel
State of 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
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 # 33007-26325 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		6/24/2025
2.	RFI Response Deadline	4:00PM	7/9/2025

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.
- 5.4. A response should be economically prepared, with emphasis on completeness and clarity, and should NOT exceed twenty-five (25) pages in length (maps, graphs, charts, as noted and included as an appendix will not count against this page limit). A response, as well as any reference material presented, must be written in English and must be written on standard 8 ½" x 11" pages (although oversize exhibits are permissible) and all text must be at least a 12-point font. All response pages must be numbered. Any responses provided for the optional "Additional Considerations" section will not count toward the overall twenty-five (25) page limit.

6. INFORMATIONAL FORMS:

The State is requesting the following information from all interested parties. Please fill out the following forms:

RFI # 33007-26325
TECHNICAL INFORMATIONAL FORM

1. Respondent Legal Entity Name:
2. Respondent Contact Person: <ul style="list-style-type: none"> • Name, Title: • Address: • Phone Number: • Email:
3. Brief description of experience providing similar scope of services/products:
4. Describe the technical platform or tools that could be used to build and maintain the online "trail" product (e.g., website, mobile app, CMS, GIS integration):
5. Describe proposed strategies for launching the trail product (e.g., digital media, press kits, social media, potential partnerships with Tennessee-based media or tourism channels, etc.):
6. Describe how the content would be managed and how often the content should be updated:
7. Describe whether communities would be able to personalize or add unique content to their district's page within the trail:

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. Provide an estimate of the annual cost and labor hours needed to keep the tool accurate and current:

ADDITIONAL CONSIDERATIONS (OPTIONAL)

(Responses to these items will not count toward the page limit provided in RFI Section 5.4)

1. Provide case studies and/or links to previous work with similar public-sector or tourism-based initiatives:
2. Provide any recommended metrics for measuring success (e.g., click-through rates, visitor conversions, local business engagement):

<p style="text-align: center;">ADDITIONAL CONSIDERATIONS (OPTIONAL) (Responses to these items will not count toward the page limit provided in RFI Section 5.4)</p>
<p>3. Describe any new or emerging technologies or strategies you would recommend for this project to stand out and remain relevant over time:</p>
<p>4. Describe how easily the product could accommodate expansion or additional categories if the number of Main Street Districts or Tennessee Downtowns Districts grows:</p>
<p>5. Provide suggestions/ideas you have for branding ideas (e.g., trail names, etc.):</p>
<p>6. Provide suggestions on trail themes and how to customize those to Tennessee communities:</p>
<p>7. Provide information on the impact of other similar trails that have been developed and how we can maximize impact and avoid mistakes:</p>
<p>8. Provide input on alternative approaches or additional things to consider that might benefit the State:</p>