



## Request for Proposals

### Puerto Rico Music/Creative Industries Asset Mapping & Strategy

**Date:** May 26, 2022

**Invest Puerto Rico Description:** Invest Puerto Rico (InvestPR) is a non-profit organization created by Law with the mission of promoting Puerto Rico as a competitive investment jurisdiction to attract new business and external capital to the Island. The vision of InvestPR is to be a transformational and results-oriented accelerator of economic development in Puerto Rico. InvestPR's promotion strategy aims to elevate Puerto Rico's profile as an investment hub. As such, it seeks to further understand the assets of the creative economy within the Island to be able to elevate and better position the value proposition Puerto Rico offers regarding these industries.

**Description of Project:** Create a comprehensive asset map of the music entertainment and related creative industries economy in Puerto Rico and develop a strategy on how to best market and foment this ecosystem going forward to support sustainable economic development on the Island.

**Deliverables:** The ultimate deliverable is a detailed report and strategy containing the findings, research, and recommendations. A PowerPoint presentation based on the final report reflecting an executive summary of the findings should also be provided. At a minimum, the study must address the following topics:

- Outline & study how local government entities currently engage with music & culture and create a unified public policy vision to inform the rest of the study.
- Map the complete value chain of Puerto Rico's music & related culture assets (venues, studios, rehearsal spaces, production spaces, schools, museums etc.) and assess the Island's existing creative industry policies, plus a comparative analysis with 4-5 other similar / like-minded jurisdictions.
- Deliver a thorough economic impact assessment of Puerto Rico's music & related cultural industry and ecosystem value chain.
- Produce a strategy and implementation plan on how InvestPR, working with other local stakeholders, can best market and foment music & related creative industries going forward to support sustainable economic development on the Island.
- Provide recommendations on how local government policies and programs can better support and develop the entire ecosystem that includes music & related creative industries in Puerto Rico.

**Timeline of Services:** Final report deadline is 10 -12 months after kick-off. Selected agency will need to present findings at a stakeholder event in San Juan, PR.

**Response:** Please include the following in your proposal:

- Firm and key personnel qualifications
- Description of approach to meet described objectives and deliverables, including research methodology as well as sample composition and source to be used for the study
- Anticipated schedule with milestones and timeline to complete the work

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- A list of at least two similar or related research projects completed in the past five years along with client references for each
- Sample of blinded (if necessary) completed deliverable for a similar or related research project
- Project-based total fee

**Deadline for Submission:** June 20, 2022, by 5pm AST

**Criteria for Selection:**

Ability and Capacity to Perform Services – 40%

Costs, Fees, and Expenses – 30%

Relevant Experience – 30%

Questions regarding this RFP must be submitted via email and sent to [JBozek@investpr.org](mailto:JBozek@investpr.org) no less than three full business days before the Deadline for Submission. RFP submissions should be sent via email attachment to [JBozek@investpr.org](mailto:JBozek@investpr.org) by the deadline. Gracias.