

## DC Nightlife Economic Impact & Roadmap RFP | 3/15/2021

### **1 | Study Overview**

The [Mayor's Office Nightlife and Culture](#) (MONC) was created in 2018 and serves as an intermediary between nightlife establishments, residents, and the District government. In 2020, MONC released the first [Economic Impact of DC's Nightlife Industry](#) detailing its \$7.1 billion annual contributions to the District's economy. MONC and the Commission on Nightlife and Culture, along with several other nightlife stakeholders, believe that an updated nightlife economy study (the "Study") is necessary given COVID-19's impact on the industry. As recovery strategies are developed, it is critical to understand the unique challenges nightlife businesses are facing, potential ways by which the District's nightlife history and culture may support economic recovery, and viable tools and resources for near-term and long-term relief.

#### **1.1 | Goals of the Study**

The Washington DC Economic Partnership (WDCEP), in partnership with MONC, is seeking to procure a Consultant to conduct an updated study on the District's nightlife industry. The Study should provide a quantitative analysis of the current state of the nightlife economy, identify trends across nightlife-related industry sectors, deliver a roadmap with recommendations to support and strengthen businesses involved in nightlife with both short-term and long-term solutions, and detail the unique significance of the District's nightlife culture and how it can help drive the economic recovery of the city.

#### **1.2 | Study Deliverables**

The Consultant will deliver a fully designed report, complementary presentation, and a "one-page" (two-sided) executive summary flyer. These deliverables should be created for public release and will require MONC approval before final acceptance. A companion document should include a revised strategic plan with recommendations for MONC to support the District's nightlife industry.

#### **1.3 | Study Timeline**

The goal is to announce insights from the Study's findings no later than the end of June 2021. Please address the feasibility of completing the project within this timeframe in your proposal.

#### **1.4 | Budget**

The maximum budget for this project is \$100,000.

#### **1.5 | Project Team**

The Project Team will consist of MONC, WDCEP, Office of the Deputy Mayor for Planning & Economic Development (DMPED), and the Commission on Nightlife & Culture. The Project Team will provide feedback and overall guidance for the Study. The Consultant will primarily work with MONC and will liaise with that office for the necessary task instructions and information required to complete the Study and its deliverables.<sup>1</sup>

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<sup>1</sup> Consultant should expect to have regular meetings with the Project Team throughout the duration of this project. The meeting schedule will be determined during the project kick-off meeting.

## **2 | Study Content**

It is anticipated that the Consultant will need to address the topics and tasks outlined below in the Study. However, the final scope and content will be determined through conversations between the Consultant and Project Team. The Consultant is also encouraged to provide their own assessment of potential topics to include in the Study.

### **Topic Area I: Economic Research & Analysis**

A quantitative analysis of the current state of the nightlife industry and the impact(s) of COVID-19 on its constituent economic sectors.

### **Topic Area II: Industry Trends**

A quantitative and qualitative assessment of how the nightlife industry (and nightlife businesses) has changed due to COVID-19 in both the short- and long-term.

### **Topic Area III: Nightlife as an Economic Driver**

A set of recommendations regarding potential ways by which the District's nightlife industry might aid in the economic recovery of the District.

### **Topic Area IV: Cultural Significance of the District's Nightlife**

An overview of the District's rich nightlife history and culture that emphasizes the important and unique qualities to be embraced locally and promoted nationally & internationally.

### **Topic Area V: Recommendations & Implementation**

A summary of short-term (6-12 months) and long-term (2-3 years) recommendations for MONC and the nightlife ecosystem to support the industry's recovery.

### **Topic Area VI: MONC's 2020 Recap & Future Priorities**

A summary of MONC's accomplishments from the previous fiscal year and high-level overview of future priorities.

## **2.1 | Study Tasks**

The Project Team anticipates the tasks below to be refined, and may be refined at the Project Team's discretion, and encourages the Consultant to recommend revised or additional tasks. The Consultant should evaluate options for all tasks based on MONC's objectives and, if appropriate, make appropriate recommendations for better achieving them. Final tasks and timelines will require approval by MONC and WDCEP and may be adjusted to match project progress, accommodate new priorities, and/or align with other programs.

## **Task 1: Review research on COVID-19's impact on the nightlife industry**

This review will provide benchmark information for the District's nightlife industry's final report and provide perspectives on best practices implemented national and/or internationally.

Task 1.1: Review existing literature.

- Review relevant studies/reports detailing COVID-19's impact on nightlife businesses in other cities, states, and countries to identify benchmarks for comparing the District's nightlife and recovery to those of other localities.

Task 1.2: Aggregate data on opportunities, challenges, and recovery strategies identified in other localities' nightlife industry recovery initiatives.

- Review other localities' reactions to and types of support provided to nightlife businesses in response to the economic impact of COVID-19.
- Conduct interviews with officials from other localities to catalogue recommendations and implementation strategies and evaluate their degree of success. Identify effective best practices that may be replicated in the District with an emphasis on initiatives that prioritize diversity, inclusion, and equity.

## **Task 2: Analyze size, trends, and impacts of the nightlife industry.**

Task 2.1: Compile, synthesize, and analyze information on the nightlife industry in the District

- Identify and assess the current size, economic, and demographic characteristics of the types of businesses within the nightlife industry (e.g. bars, restaurants, clubs, art galleries, performance venues) and associated industries.
- Document the impact COVID-19 has had on the District's nightlife. This should include, but not be limited to, number of establishments, employment, customer base, revenues, and economic impact.

Task 2.2: Stakeholder Engagement

- Interview key nightlife stakeholders in the District to contextualize quantitative assessments, capture near-and long-term challenges, and identify industry trends.

**Task 3: Identify nightlife cultural pillars that embody the District’s heritage, diversity, and provide opportunities for equitable participation.**

Task 3.1: Review existing literature and cultural plans about the District.

- Identify and examine the District’s unique nightlife elements and cultural experiences (i.e. pillars).

Task 3.2: Determine how the District’s nightlife pillars can improve the vibrancy of the District and overall quality of life for businesses and residents.

- Recommend strategies that provide inclusive and innovative ways to rebuild and grow the nightlife industry.
- Identify placemaking opportunities for nightlife businesses to bring vibrancy to the District’s downtown and neighborhoods.

Task 3.3: Stakeholder Engagement

- Interview key stakeholders to help identify the District’s nightlife pillars, placemaking opportunities, and equitable recovery strategies.

**Task 1, 2 & 3 Deliverables**

- Submit an initial document outlining the Consultant’s recommended study outline, approach, and stakeholder/community engagement plan.
- Produce a “one-page” executive summary document with the District’s nightlife industry highlights for a public release and use as marketing collateral.<sup>2</sup>
- Produce a final report, incorporating feedback and input from the Project Team, for public dissemination.<sup>3</sup>
- Compile an executive summary deck in PowerPoint providing a high-level overview of key findings and provide accompanying data in Excel.

**Task 4: Produce an updated strategic plan with recommendations for MONC to support the District’s nightlife industry in the short- and long-term.**

Task 4.1: Develop an updated roadmap to assist in the recovery of the District’s nightlife industry.<sup>4</sup>

- Identify the challenges and opportunities for key stakeholders in the nightlife industry.
- Determine the recovery of the District’s nightlife industry relative to other cities and summarize the factors and dynamics affecting the industry’s status.
- Identify areas of growth within the nightlife industry.
- Identify nightlife occupations and skills that are transferable to complementary careers.

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<sup>2</sup> Depending on final content this may need to be designed as a two-sided document

<sup>3</sup> Consultant should plan on providing a minimum of two rounds of Study drafts and a design proof during the project. Consultant should expect to incorporate edits based on feedback from the Project Team for each draft and proof.

<sup>4</sup> Select items from Task 4.1 may also be relevant for Task 1, 2 & 3 Deliverables

Task 4.2: Based on Task 4.1 analysis, recommend strategies for MONC to strengthen and grow the District's nightlife industry.

- Justify each strategy based on prior analysis of the District, as well as observations of other localities and best practices.
- Specifically highlight replicable best practices observed in other jurisdictions.
- Include short-, medium-, and long-term recommendations across all stakeholder groups (internal & external).
- Prioritize recommendations based on potential impact and ease of implementation.
- Justify prioritization in terms of feasibility, resources, costs, efficacy, and any other considerations as necessary.

#### Task 4 Deliverables

- Produce final report of recommendations in Microsoft Word with data provided in Excel.<sup>5</sup>
- Include an accompanying PowerPoint slide deck to serve as an executive summary of key findings and provide associated data in Excel.

### **3 | Submission Guidelines & Timeline**

Interested bidders must submit proposals by **5:00 pm Eastern Daylight Time (EDT) on March 26, 2021** to [rfp@wdcep.com](mailto:rfp@wdcep.com). Preference will be given to proposals that are led by and/or include [Certified Business Enterprises \(CBE\)](#).

Proposals must cover the following topics in the order listed:

1. The bidder's qualifications, team members contributing to the Study (including any sub contractors and/or joint venture partners), any CBE certifications/categories (if applicable), capabilities to produce the required deliverables, and relevant work experience, including project examples and past clients;
2. Proposed workplan and task schedule;  
*Proposals should address the feasibility of completing the Study for public release by the end of June 2021. If this timeline is found to be infeasible, please provide an alternative timeline that incorporates the tasks above.*
3. Staffing plan, rate schedule, and estimated project budget breakdown; and
4. Any assumptions underlying the workplan, staffing plan, or budget.

Proposals shall be submitted in a PDF file not to exceed 10 pages or 25 MB. Examples of past work submitted as attachments will not count toward the page limit, but each file may not exceed 25 MB. Proposals submitted by other means aside from email will not be accepted. Please include the primary point of contact, including email address and phone number.

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<sup>5</sup> Consultant should plan on providing a minimum of two rounds of strategic plan drafts

Questions about the proposal will not be taken by phone. **A conference call to address questions will be held on March 22 at 4pm.** Questions may be submitted in advance of the call to [rfp@wdcep.com](mailto:rfp@wdcep.com) by no later than **March 19 at 5pm.** Prospective bidders interested in participating in the conference call should email [rfp@wdcep.com](mailto:rfp@wdcep.com) by March 19<sup>th</sup> at 5pm to receive call-in details and notice of any scheduling changes.

If necessary, competitive bidders will be provided an opportunity to submit written best and final offers at a designated date and time.

WDCEP reserves the right to cancel or reissue all or part of this RFP at any time, without incurring any liability from prospective providers.

### **3.1 | Proposed Timeline**

- RFP Released: March 15
- Conference Call: March 22 at 4pm
- **RFP Responses Due: March 26 by 5pm**
- RFP Winner Selected: Week of April 5 - 9
- Project Kickoff: Week of April 12 - 16
- Final Report Due: June 2021

Please note, timeframes listed above are subject to change at the Project Team's sole discretion.