



Call for Proposals: Market Research for Tri-C JazzFest Cleveland

Deadline to submit proposals: 12 pm EST, December 18, 2024

Overview

Cuyahoga Community College (Tri-C®) is seeking proposals from qualified proposers, hereinafter referred to as the “Consultant”, to provide market research services through a comprehensive audience and market analysis for the annual Tri-C JazzFest Cleveland event.

Tri-C JazzFest Cleveland is a weekend festival held in downtown Cleveland's Playhouse Square, with ticketed concerts from nationally and world-renowned jazz artists in Playhouse Square's theaters, and a free outdoor festival with food truck vendors, festival booths with activities and showcases of Tri-C's programs. The outdoor festival also includes two outdoor stages featuring top acts from the local and regional music community and students from Tri-C's college music program and JazzFest Academy for middle school and high school musicians. The festival will celebrate its 46th year in 2025.

Tri-C seeks to deepen our understanding of the festival's current audience demographics, behaviors, and preferences. This research will support strategic planning to increase attendance, enhance audience engagement and improve the festival's overall impact in Cleveland, Ohio.

The objective is to engage a Consultant to conduct thorough market research to assess the potential audience, sponsorship opportunities and competitive landscape for Tri-C JazzFest. The research will help inform marketing strategies, ticket pricing, partnership opportunities and programming decisions to ensure the festival's continued success and growth.

Scope of Work / Specifications

Audience Analysis

- Identify and segment potential target audiences, including demographics (age, income, location, music preferences).
- Assess existing festival attendees' preferences, behaviors, and motivations.
- Understand audience attendance drivers (e.g., music lineup, experience, venue location, etc.).
- Analyze attendee spending patterns at comparable festivals and/or arts events locally and regionally.
- Estimate potential audience size and growth for the festival.

Market and Competitive Landscape Analysis

- Research competing jazz festivals and similar arts and culture events, locally, regionally and nationally, to identify industry trends.
- Analyze the offerings of these festivals (lineups, ticket pricing, additional experiences).
- Benchmark the Tri-C JazzFest against competitors regarding unique selling points, ticket prices, attendance, sponsorships, and marketing approaches.
- Assess general market trends within the live music and jazz festival industries.

Sponsorship Opportunities

- Examine sponsorship packages and strategies used by similar festivals.
- Provide recommendations for sponsorship tiers, benefits, and pricing.

Ticket Pricing and Revenue Analysis

- Analyze pricing strategies and structures used by comparable festivals (e.g., festival passes, early bird discounts, group rates, etc.).
- Provide recommendations on optimal pricing strategy for different ticket tiers.
- Assess non-ticket revenue opportunities (e.g., merchandise, concessions, VIP and passholder experiences).
- Conduct a feasibility study for potential ticket pricing changes and projected impact on attendance and revenue.

Marketing Insights

- Investigate effective marketing channels used by other jazz festivals, including digital, social media, print, local media and jazz-specific outlets.
- Identify key messaging and promotional tactics that resonate with target demographics.
- Provide insights into effective digital marketing techniques, SEO and paid advertising.
- Evaluate customer loyalty programs, influencer partnerships, and other promotional activities that could increase ticket sales.

SWOT Analysis

- Conduct a SWOT analysis for the festival based on market research findings.
- Identify internal strengths to be leveraged and external opportunities to grow.
- Highlight potential challenges and recommend strategies to address them.

Deliverables

1. Market Research Report

A detailed document including all research findings, data analysis and insights.

2. Audience Profiles

Detailed profiles of target audience segments with demographics, preferences and motivations.

3. Competitive Analysis

A comparison of similar festivals/events with key insights.

4. Sponsorship Recommendations

A list of recommendations regarding sponsorship and pricing structures.

5. Ticket Pricing Recommendations

Analysis and recommendations for optimal ticket pricing structure.

6. Marketing Strategy Recommendations

Suggested marketing channels, key messages and promotional tactics.

7. Final Presentation

A final presentation of key findings and actionable recommendations to Tri-C leadership

Timeline

Once the contract is executed, the project should be completed within 8-12 weeks, with progress check-ins to review findings and ensure alignment with goals.

Proposal Format

Submit a proposal with the following information exactly as described below by section. This information is vital for the College to rate your firm, as your evaluation and ranking will be based on the information supplied below along with any other information required by the College.

Section 1 – Statement of Capabilities

Provide a statement that addresses why the specific Consultant would be in the best position to deliver the required services. Please include a complete history of your company including all experience in Ohio.

Section 2 – Management Team

Submit an outline of the elements and organizational structure of the team established to manage the project. This should include the administrative operation and key personnel and their area of responsibility. Please include the resumes of all key personnel that would be assigned to the College.

Also, describe the Consultant's approach to organizational management and the responsibilities of Consultant's management and staff personnel that will perform work for this contract; describe the methodology employed to ensure prompt service and customer satisfaction. Please explain any differences or challenges you may have encountered with any client, and the method(s) you employed to overcome them.

Section 3 – Specific Related Experience of the Firm

List three (3) contracts at least one (1) of which must be a comparable to this specific project and related experience accomplished by the Consultant's firm. Indicate:

- Client Name, address and telephone number
- Principal/Project Manager in Charge, various team positions
- Whether your firm was the primary or subcontractor
- Description of the contract including:
 - Cost amount of project
 - Contract Objective(s)/accomplishments
 - Challenges encountered, resolutions
 - Contract Starting and Ending Dates
- Management team members listed in Section 2 who managed these projects

Section 4 – Cost Estimate

- Provide a detailed budget breakdown, including the cost for each segment of the scope of work.
- Specify whether the budget is fixed or variable and clarify any anticipated additional expenses (e.g., travel, third-party data sources).
- Outline preferred payment terms, such as payment milestones.

Qualifications

Proposals will be considered from qualified firms whose experience includes successful work on similar projects.

The Consultant team shall have demonstrated experience in market research, particularly in the music festival and/or arts and cultural event industry. Familiarity with the jazz music landscape and festival business models is a plus.

Evaluation Criteria and Selection Process

Proposals will be evaluated by an evaluation/selection team comprised of staff from the College's related business units. The team will review the proposals against the established criteria, interview selected bidders and reach a consensus on the final ratings. If the team determines that interviews are required, the date, time and location will be communicated to the shortlisted bidders only.

Selection Criteria

This list is not in order of priority:

1. The Consultant's clear understanding of the project's objectives and the ability to meet the requirements
2. Experience and qualifications of the Consultant's firm and its individual team members
3. References
4. Project work plan and schedule for completion
5. Value based on the fees quoted
6. Innovative ideas that supplement the scope of work

Submitting Your Proposal

Consultants must submit complete responses in a proposal with sections as described above.

Proposals are due December 18, 2024, at 12:00 pm EST.

Submit proposals via email to:

Santina Protopapa
Executive Director, Creative Arts
Cuyahoga Community College
santina.protopapa@tri-c.edu