



## Responses to PR RFP Proposer Inquiries

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- 1) Can you clarify how the \$125K annual budget should be split between Retainer fees, media hosting expenses.

The budget listed in the RFP – Scope of Work-Budgets & Contract – is inclusive of all fees, all deliverables listed in the Scope of Work, and out-of-pocket expenses, there is no designated split of expenses.

- 2) Please confirm that Discover Newport does not pay for any media airfare, so media hosting costs are local transportation, hotels, meals and activities and events expenses.

See answer to Question #1.

- 3) Can you define OOPs that are to be included in the \$125K annual retainer?

Anything outside of the retainer fees and all deliverables listed in the Scope of Work.

- 4) Are the OOP as the FINN OOP costs (ie. Media monitoring platforms/databases, phone, and potentially agency travel to media meetings, etc.

See answer to Question #1 and #3.

- 5) Are media hosting costs separate to the OOP and would come from a different budget that Discover Newport manages?

See answer to Question #1 and #3.

- 6) If agency is escorting a group press trip, would our travel costs need to come from the 125k budget?

See answer to Question #1 and #3.

- 7) If agency attends a meeting on behalf of Discover Newport, would our travel costs come from the 125k budget?

See answer to Question #1 and #3.

- 8) Would event out of pocket costs come out of the \$125K budget? (ie. Venue, food and bev, photography, etc.)

See answer to Question #1 and #3.

9) What worked well in your previous PR campaigns/efforts?

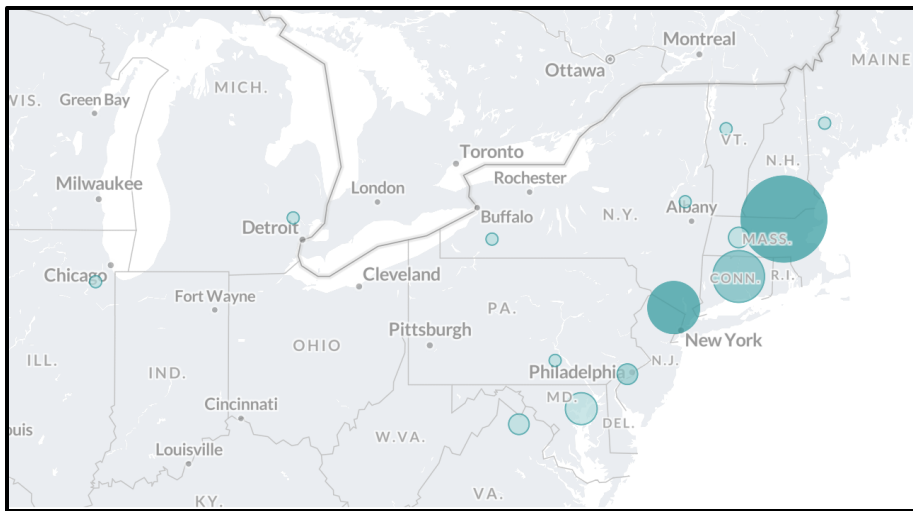
In depth agency knowledge of destination, high caliber media tailored to annual PR plan, and individual press visits.

10) What gaps are you looking to address?

A new initiative is to support local media relations.

11) Can you share your "priority markets" and any existing PR KPIs for alignment?

See below for origin markets intel.



12) Trade nor trade media are not identified in the RFP, confirming the destination will continue to handle that sector engagement?

Trade media would be inclusive of agency media efforts in collaboration with the Discover Newport's in-house team.

13) Noting several references to local media and community engagement, what is the on-site expectation for the selected agency and travel budget to support?

See answer to Question #1 and #3.

14) Is there opportunity for additional projects + budget through the year/contract period?

Refer to "Budget and Contract Period" in RFP.

15) Can you provide more details on the in-house PR team (size of team, experience level, organizational structure)?

The team consists of a Communications Director and a FAM Tour Coordinator.

- 16) Where do social media strategy and execution fit into the overall PR program? Is this managed in-house or through a separate agency?

Managed through advertising agency in collaboration with the Discover Newport in-house team.

- 17) What would be your top three wish list for media coverage?

Continued growth in coverage of top tier national travel publications, coverage focused on the shoulder and off-season, and local media coverage of Discover Newport's resident sentiment initiatives.

- 18) How many individual and group media visits do you typically aim to support each year?

Our focus is less on hitting a fixed numeric target and more on supporting high-value individual visits that align with strategic objectives, generate meaningful reach, and help drive overnight visitation during desired periods.

- 19) In parallel, what does a "full" year of press events look like for you? Are we talking a handful of tentpoles or a more continuous drumbeat?

Minimum of two local press conferences a year, and one target market media event.

- 20) Are there specific markets or outlet tiers where you feel there's the greatest opportunity (or gap) today?

See answer to Question #11.

- 21) How Success Is Defined Internally

Refer to "Project Overview" in RFP.

- 22) When you evaluate a strong PR year, what tends to matter most: volume of coverage, quality/tier of placements, seasonal impact, or something else?

Strategically aligned media coverage and impact on shoulder season visitation. Quality/tier of placements.

- 23) Are there internal benchmarks or historical performance levels you're looking to exceed?

Continued pace and YOY growth in coverage/media placements.

- 24) We noted the \$125K annual cap includes both retainer and out-of-pocket costs. To ensure we're allocating resources appropriately, it would be helpful to understand:

What typically sits within OOP (e.g., agency travel, media hosting, production)?

See answer to Question #1 and Question #3.

Do journalists travel and accommodation expect to come from this pool?

See answer to Question #1.

Do press events (venue, F&B, logistics) draw from this same budget, or are there supplemental funds available?

See answer to Question #1.

25) Roughly, what has OOP spent looked like in practice over the past year or two?

Proposers should assume flexibility rather than fixed historical allocations.

26) For media visits, where do you envision the agency owning execution end-to-end versus collaborating with your internal team and local partners?

In collaboration with Discover Newport in-house team, also see "Scope of Work / Media Hosting & Press Trips" in RFP.

27) Are there established media relationships or recurring programs we would be stepping into and evolving?

Established media relationships, yes, however proposers should assume to bring a portfolio of established media relationships. Recurring media programs, no.

28) The RFP references a balanced approach to tourism and resident sentiment—are there existing narratives, sensitivities, or guardrails we should be especially mindful of?

A resident sentiment study was completed 2025 - data gathered will help shape the local communication strategy.

29) Have there been any recent shifts (positive or challenging) in local perception that should inform proactive storytelling?

Discover Newport conducted its first resident sentiment study, which identified communication opportunities.

30) How do you envision the agency integrating with your team day-to-day—more embedded and iterative, or structured around defined check-ins and deliverables?

Contracted partners are viewed as an extension of the internal team, also see "Scope of Work / Reporting & Performance Measures" in the RFP.

31) Are there other agency or stakeholder partners we'd be coordinating closely with?

Yes, industry partners and the destination marketing organization's (DMO) advertising agency.

- 32) Influencers are mentioned briefly in the Scope of Work. Can you clarify the expected role of influencers within the program (e.g., organic vs. paid partnerships, level of prioritization)? If paid partnerships are a priority, what is your annual budget allocated specifically for paid influencer partnerships?

Influencers will be handled primarily by the DMO's advertising agency, however the PR agency may be asked to support on occasion.

- 33) How many press releases do you typically distribute annually, and are all releases expected to be developed and distributed by the agency, or is content development shared between agency and in-house teams? Additionally, should we anticipate any need for paid wire distribution as part of the program?

See "Scope of Work" in RFP in regards to content development. Press releases will be crafted in coordination with in-house team.

- 34) How many individual and group press trips do you typically host per year?

See answer to Question #18.

- 35) We noticed in the Press Trip Guidelines page that Discover Newport does not cover airfare. Does this policy apply to all proactive media outreach, or only to select/reactive opportunities?

Refer to "Scope of Work" and "Budget and Contract Period" in RFP.

- 36) Can you clarify your policy for media expense reimbursement? For example, do you reimburse for mileage, rental cars, flights, uncovered meals, or local transportation (e.g., Uber) when receipts are provided?

Yes. See answer to Question #1.

- 37) What is the expected scale and frequency of press events (e.g., number per year, size, typical format)?

See answer to Questions #19.

- 38) The "Budget and Contract period" section of the RFP indicates that the \$125K annual budget is inclusive of the agency's retainer, deliverables, and out-of-pocket expenses, while the "Fee Structure & Costs" section notes that all costs must be invoiced at net and approved by Discover Newport. Could you please clarify which expenses are expected to be included within the \$125K annual budget versus those that may be covered by a separate budget?

See answer to Question #1.

Specifically, how should we account for:

- a. Influencer fees and related expenses (if a priority)

Handled by DMO's advertising agency.

b. Proactive media hosting costs (flights, lodging, F&B, in-market transportation)

See answer to Question #1.

c. Press event expenses (venue, F&B)

See answer to Question #1.

d. Agency travel (e.g., for media hosting, immersions, meetings, etc.)

See answer to Question #3.

e. Newswire distribution fees (if a requirement/priority for press release distribution)

See answer to Question #1 and #3.

39) How did you find us? What stood out to you?

Google.

40) Are you prioritizing agencies with a Rhode Island office?

No.

41) How many agencies have you invited to the RFP? Is there an incumbent agency?

To be determined, the RFP was distributed broadly. Yes.

42) Would you be our main point of contact? Who would be part of the decision-making process?

There is a procurement team composed of internal staff.

43) We consider our proposals confidential between us and future clients and do not want them shared publicly. Do you have flexibility regarding the requirement for a redacted proposal?

No.

44) Is there a current or previous agency supporting public relations efforts? If so, are they rebidding?

Yes, there is a current agency supporting public relations efforts.

45) Can you clarify the priority markets and target audiences (e.g., you mention leisure travelers, but can you provide more attributes to help refine?)?

See answer to Question #11.

46) Does the selected agency need to have a local or in-market presence?

No.

47) Of the outlined scope (media relations, press trips, local communications, etc.), are there specific priorities in year one?

Refer to "Project Overview" and "Scope of Work" in RFP.

48) Can you provide guidance on the expected volume and cadence of media visits annually?

See answer to Question #18.

49) Are there any existing partnerships, sponsorships or initiatives we should consider as part of our response?

No.

50) What is one area you feel has been lacking in your current PR efforts?

See answer to Question #10.

51) If Discover Newport were a celebrity, who would it be?

Irrelevant to the procurement process.

52) Who will serve as the day-to-day contact responsible for managing the agency relationship at Discover Newport?

Communications Director.

53) Will influencer relations fall entirely within the PR scope of work, or does the Discover Newport marketing team also manage influencer partnerships separately?

See answer to Question #32.