

April 18, 2025

**Rhode Island Commerce Corporation
REQUEST FOR PROPOSALS**

Solicitation Number: **RFP-2510**

ADDENDUM NO. 1

Questions & Answers

**REQUEST FOR PROPOSALS
TOURISM PUBLIC RELATIONS, ADVERTISING & MEDIA BUYING FIRM(S)**

The Rhode Island Commerce Corporation (“Corporation”) seeks proposals from qualified firms to provide further development and implementation of the State of Rhode Island’s brand to, among other things, (1) promote tourism and (2) provide general advertising services through public relations efforts, advertising campaigns, social media development and digital services media buying. The firm(s) will also (3) provide strategic media buying, planning and measurement services, to include digital services media buying, evaluate media opportunities; plan media buys; cultivate promotional and strategic partnerships; and provide research and analytics on all marketing efforts. In addition, the firm(s) will provide services including content management; copywriting; management of production and development of creative content that inspires, informs and drives action. The chosen firm(s) will work collaboratively with website, research and analytics partners, among others. The results of these efforts will benefit businesses, as well as in-state Destination Marketing Organizations by increasing tourism revenue and, on a larger scale, increasing the employment base for the State.

Question #1: Do you have an official (or unofficial) preference for in-state or local bidders?

Answer #1: We seek the most qualified, industry-best agency familiar with destination marketing organizations, to support our efforts to grow tourism.

Question #2: Are you open to proposals for strictly media strategy and buying services? i.e., no PR or creative design/production?

Answer #2: Yes

Question #3: Can you share your media spend budget from the past few years and forecasted for the next year or two?

Answer #3: Budget information will be shared with the selected agency/agencies upon contract execution.

Question #4: Do you have an incumbent agency currently providing any or all of the requested services for you, and if so, will they be bidding on this RFP?

Answer #4: Yes, we do currently have an agency and do not know which agencies are applying.

Question #5: Have you identified any KPIs or other metrics of success you want to prioritize in your next campaigns?

Answer #5: The number one KPI will continue to be an increase in travelers to Rhode Island, as shown by increased occupancy rates and visitor spending, among others to be determined in conjunction with selected agency.

Question #6: Can you share a budget range for this engagement or what your all-in budget was last year? If not, are we able to know what your media spend was in 2024?

Answer #6: The Tourism Marketing budget, including activities similar to this engagement, is eight million for FY25.

Question #7: Is there a preference for an in-state partner?

Answer #7: Our preference is for an agency with extensive experience working with destination marketing organizations so that we may continue to increase travel to Rhode Island.

Question #8: Is there a reason this review is happening now?

Answer #8: We are following the state procurement process as the current contract term has expired.

Question #9: Is there an incumbent agency and are they participating in this review?

Answer #9: There is an incumbent agency and they are not part of this RFP review process.

Question #10: Are we able to utilize our WBE partner in RI at 15% or does it absolutely have to be a 50/50 split with an MBE?

Answer #10: Proposers should refer to the *ISBE Participation Evaluation* and the *Notifications and Instruction to Proposers* sections for information regarding how MBE/WBE/DisBE participation is calculated.

***End of Addendum ***