

January 15, 2026
Rhode Island Commerce Corporation
REQUEST FOR PROPOSALS

Solicitation Number: **RFP-2522**

ADDENDUM NO. 1

Questions & Answers

REQUEST FOR PROPOSALS
Business Attraction Consultant

The Rhode Island Commerce Corporation (“Corporation”), in collaboration with the Partnership for Rhode Island (“Partnership”), seeks proposals from qualified firms to provide direct and ongoing domestic business attraction support, including lead generation and strategic and targeted individual company outreach and engagement support.

Question 1: Can you share the budget envelope for Year 1 of this program?

Answer: Proposers should submit a cost proposal they believe is appropriate to achieve the scope and deliverables outlined in the RFP. Proposals will be evaluated in accordance with the Evaluation Criteria set forth in the RFP.

Question 2: Are there any Targets/Metrics you can share against the deliverables?

Answer: The Corporation anticipates Proposers to provide targets they believe are achievable based on their professional judgment. Metrics may include, but are not limited to, number of leads generated, quality of leads, and number of locations to Rhode Island—with a focus on number of jobs in state and company revenue.

Question 3: Will RI Commerce staff and FDI Consultants qualify the companies on the "living list" or will the Proposer be expected to deliver leads and schedule meetings between RI Commerce and the target companies?

Answer: The Corporation anticipates that the selected Proposer(s) will work with the Corporation team on lead follow-up. This will include pre-qualifying leads and scheduling initial meetings between the Corporation and the target companies. Subsequent engagement with companies will be handled by the Corporation.

Question 4: The RFP says you are seeking direct and ongoing **domestic business attraction support**. Is it intended that the focus is on domestic US companies or companies with existing operations in the US as opposed to lead generation in international markets?

Answer: This effort is intended to focus on domestic expansion and relocation opportunities. Of course, international companies with presence in the United States can be included.

Question 5: "This will include making daily updates to an active prospect list" - Would you like the provider to use RI Commerce CRM or to use our own CRM (we use Salesforce for tracking and reporting purposes but are also happy to use RI Commerce's preferred platform)?

Answer: The Corporation uses Salesforce as our CRM.

Question 6: "Provide dedicated support in the planning and preparation for site visits—both for companies to Rhode Island and for Rhode Island representatives to visit companies" - do you have KPIs/Targets on the number of these incoming company site visits and RI rep visits to companies in a year?

Answer: The number of anticipated site visits will be commensurate with the budget and approach submitted by the Proposer.

Question 7: Task 1: Deliverables - A “living” list of strong attraction prospects that is consistently available to the Corporation and Partnership and updated regularly that leads to relocation/attraction results.

Can you elaborate on this (i) is this a fully qualified list of leads e.g. companies that have an expansion project and have confirmed that they would consider investing in RI. If so, how many of these Leads would you like to achieve under the contract in a 12- month period. OR (ii) is this a curated list of companies that have a high likelihood of having an expansion project and would be a good fit for RI but they have not been fully qualified. If this is the case, how many unique companies do you expect on this 'living' list in a 12 month period, 300, 500, 800+ ?

Answer: This list should include both fully qualified leads, as well as companies that have a likelihood of expansion and/or relocation to New England/Rhode Island. This list should have as many realistic, warm leads to the State of Rhode Island as can be generated in a twelve-month period, and should balance quality of leads with the raw number of leads.

Question 8: Task 2: On-call engagement with the Corporation

We welcome the opportunity to spend at least one week on-site in RI and recommend a familiarization trip as part of our programs. Should the travel, accommodation and subsistence cost for this be baked into the proposal or should these expenses be submitted for approval in advance but not form part of the costs in the initial proposal?

Answer: The Proposer should, in their proposal, estimate any travel costs expected to incur during contract period. Travel must be in line with the budget submitted and approved by the Corporation and follow guidance from all relevant Federal and State statutes.

Question 9: Task 2: On-call engagement with the Corporation - be available for virtual and in-person meetings.

Are these meetings with target companies? If so ,how many meetings do you expect the Provider to be present for in-person and as above should the costs be baked into the proposal or kept separate?

Answer: These meetings are meant to be with the Corporation. The costs should be included in the proposal. Meetings with targeted companies may also be necessary in order to adequately source and qualify the list of companies. Please also remember that the Corporation is interested in Proposers that use creative and strategic methodologies, modern research and data analytic techniques, and a review of the prospect's potential location to or in Rhode Island based on the market positioning analysis and other factors.

Question 10: Can you provide an estimate on the number of attraction prospects the Corporation expects in Task 1?

Answer: See answer to Q7.

Question 11: Will the Proposer have access to any existing prospect lists or databases maintained by the Corporation or Partnership?

Answer: The selected Proposer(s), upon signing the Corporation's nondisclosure agreement, will have access to some of the Corporation's business attraction information.

Question 12: The RFP mentions that the Proposer(s) will conduct lead generation but will "not supplant relationship cultivation". Does follow-up with prospects met by Commerce and introduced by the Proposer(s) fall within the Proposer(s)' scope of work?

Answer: The Corporation and the Partnership will engage in relationship cultivation and prospect follow-up, with some involvement from the selected Proposer(s) as appropriate. Also see answer to Q3.

Question 13: Is the Proposer(s) responding to this RFP expected to have its headquarters in the United States?

Answer: Successful Proposer(s) are not required to have their headquarters in the United States. However, they must be registered to do business in the State of Rhode Island at

time of contract signing. Successful Proposer(s) must also have knowledge of domestic business movement, and be able to place a dedicated employee in Rhode Island for a duration of time during the contract pursuant to Task 2.

Question 14: How will the working relationship be structured between the on-call FDI consultants of Rhode Island Commerce and the selected Proposer(s)? It is assumed that the focus in this project is solely on generating leads within the US (i.e. not FDI)?

Answer: See answer to Q4.

Question 15: Are you able to provide any guidelines on expected budget?

Answer: See answer to Q1.

Question 16: Can you provide more detail on your expectations for Task 3, i.e. depth of analysis, length of report, how long it should take (the RFP says 'quickly')?

Answer: Tasks 1 and 2 remain the priority for this RFP; Task 3 should support efforts conducted for Tasks 1 and 2 and should yield data-backed, recommended search parameters that will yield the most success for business attraction efforts.

***End of Addendum ***