

October 19, 2026
Rhode Island Commerce Corporation
REQUEST FOR PROPOSALS

Solicitation Number: **RFP-2617**

ADDENDUM NO. 1

Questions & Answers

REQUEST FOR PROPOSALS
Business Attraction and PR Agency

The Rhode Island Commerce Corporation (“Corporation”) seeks proposals from qualified firm(s) to provide public relations and/or advertising services to assist with the strategy and execution of comprehensive, statewide business attraction initiatives and event management and production on behalf of the Corporation.

Question #1: For the requirement that the account manager and team have five years of experience specifically in economic development, does five years apply to every assigned individual or to the team collectively? May a named account manager and specialist personnel supplied by committed subcontractors satisfy the requirement, and what evidence should demonstrate compliance?

Answer #1: The five-year economic development experience requirement applies to the account manager and each individual on the team. Proposers may demonstrate compliance through resumes, links to LinkedIn, descriptions of relevant project experience, or other supporting documentation of their choosing. It is the Corporation’s preference that the account manager and team assigned to the contract be directly employed by the selected Proposer.

Question #2: For this solicitation, is 15% participation, including 7.5% minority-owned and 7.5% woman-owned participation, a mandatory minimum, a goal, or only part of the relative bonus scoring? Please clarify the counting method for dual-certified firms, Disability Business Enterprise participation and any allowable waiver or good-faith documentation.

Answer #2: The 15% MBE/WBE participation level is not a mandatory minimum requirement for this contract. MBE/WBE/DisBe participation is considered for purposes of awarding up to six bonus points under the RFP's Evaluation Criteria. Proposers are not required to obtain a waiver or submit good-faith effort documentation.

Question #3: Please reconcile the requirement for one emailed PDF with Appendix A's sealed electronic submission requirement for ISBE participation. Should pricing and participation forms be included in the single PDF, and is any separate attachment, encryption or sealing procedure required? Please also confirm the deadline time zone and any email attachment size limit.

Answer #3: All required proposal documents must be submitted by email to RFP@commerceri.com by 11:59 p.m. EDT on October 30, 2026. Documents may be submitted as separate PDF attachments and are not required to be combined into a single PDF. No separate sealed submission is required.

Question #4: To support comparable, executable pricing, please provide the anticipated 2027 event slate or planning assumptions: expected booth sizes/packages, domestic and international attendance, delegated staff counts, and costs normally paid directly by Commerce versus through the agency. If the slate is not yet set, may proposers use stated event tiers and a fixed annual maximum with agency-approved reallocation?

Answer #4: The Corporation is planning to participate in approximately twelve (12) business attraction events and tradeshow over the coming year. These are expected to include major industry conferences and trade missions, such as SelectUSA, IPF, Ocean Business 2027, Wind Europe, UDT Australia, and the Canada Trade Mission. Additional events may include Futures, Paris Air Show (SENEA) and Blue Innovation Symposium and Defense Tours. The Corporation anticipates that it may also support the APEX and SupplyRI Networking Events. Participation may include exhibiting with booths and engaging in networking opportunities, all designed to maximize visibility and business development potential. The Corporation will look to the selected agency to provide strategic recommendations based on our current/historic events.

Question #5: Please provide the proposed contract or standard terms, including required insurance types/limits, invoicing/payment timing and arrangements for approved media/event deposits. Does the State's 0.33% contract administrative fee apply to this Commerce award, and if so how should it be treated in price and invoicing?

Answer #5: The selected Proposer will be required to enter into a services agreement with the Corporation, which will be shared with the selected Proposer for its review prior to execution. The State's 0.33% contract administrative fee does not apply to this procurement.

Question #6: Please clarify treatment of pre-existing agency/platform intellectual property, licensed third-party assets, and pre-existing client work samples under the ownership-of-materials provision. May these be clearly identified while Commerce owns contract-created work and receives the necessary use rights?

Answer #6: Applicable intellectual property terms will be addressed in the services agreement with the selected Proposer.

Question #7: For the two recent large-scale event examples, is there a specified recency window or minimum scale, and may examples delivered by named, committed subcontractors be included alongside prime-company examples?

Answer #7: There is no specified recency window or minimum scale for the large-scale event examples. Proposers should provide two recent examples demonstrating their experience with large-scale event planning and production. Examples from

subcontractors may be included, provided the subcontractor's role in those events is clearly identified.

Question #8: What existing website analytics, lead-management/CRM data and campaign baselines will be available to the selected agency, and who determines and accepts a qualified business-attraction inquiry? May outcome targets be finalized with Commerce after an initial baseline and data-access assessment?

Answer #8:

- The Corporation will provide the selected agency with full access to existing Google Analytics 4 (GA4) dashboards, historical digital campaign baselines (CTR, CPA, conversion rates), and relevant lead-management reports. The Corporation currently analyzing and optimizing its existing CRM.
- The definition of a qualified business-attraction inquiry is collaboratively determined by the Corporation and the selected agency, but final acceptance and validation of all leads rests solely with the Corporation.
- Outcome targets and key performance indicators (KPIs) may be finalized with the Corporation following an initial 90-day baseline and data-access assessment period to ensure targets are realistic, data-driven, and mutually agreed upon.

***End of Addendum ***