November 12, 2026

Rhode Island Commerce Corporation

REQUEST FOR PROPOSALS

Solicitation Number: **RFP-2618**

ADDENDUM NO. 1

Questions & Answers

REQUEST FOR PROPOSALS

VISIT RHODE ISLAND MEDIA ATTRIBUTION AND CAMPAIGN MEASUREMENT

The Rhode Island Commerce Corporation ("Corporation") seeks proposals from qualified firms to provide media attribution services that measure how its cross-channel marketing activity brings visitors to Rhode Island

Question #1: May an India-incorporated company submit as the prime proposer, or is a US-established entity required?

Answer #1: A U.S.-established entity is not required. The selected proposer must comply with all applicable registration requirements to conduct business in Rhode Island.

Question #2: The RFP requests a FEIN or Social Security number evidenced by a W-9. For a foreign company without a US person or US tax status, would an EIN together with the appropriate W-8 form be accepted at proposal stage?

Answer #2: Yes.

Question #3: The RFP states that Rhode Island Certificate of Authority is required only of the successful bidder. Can an international awardee obtain that authorization after selection and before contract execution?

Answer #3: See Answer to Question #1. The selected proposer must satisfy all applicable registration requirements prior to contract execution.

Question #4: May the prime proposer include a specialist subcontractor or data partner with proven CTV/travel media attribution and hotel-booking data capabilities to satisfy the technical qualifications, with roles and rates disclosed in the proposal?

Answer #4: A proposer may include subcontractors in its proposal in accordance with the requirements of the RFP.

Question #5: Are the MBE/WBE/DisBE participation points additional scoring only, rather than a mandatory eligibility condition for a foreign prime proposer?

Answer #5: MBE/WBE/DisBe participation is considered for purposes of awarding up to six bonus points under the RFP's Evaluation Criteria.

Question #6: Who is the current attribution vendor under the contract ending December 31, 2026, and what was the annual contract value?

Answer #6: The current media attribution vendor is Adara. The current annual contract value is $50,000.

Question #7: Will the Corporation consider a proposal in which a Rhode Island-based prime contractor provides strategy, reporting, recommendations, and client management, with a subcontracted measurement platform providing attribution technology and hotel booking data?

Answer #7: See Answer to Question #4.

Question #8: Can the Corporation share the names of the two agencies currently handling paid media, so proposers can plan tag implementation and data integration?

Answer #8: Paid media is handled by RDW Group and The Zimmerman Agency.

Question #9: Is the $50,000 to $85,000 initial-term budget intended to include booking data costs and setup fees, or should those be priced separately?

Answer #9: The budget is inclusive of all necessary fees.

Question #10: Of the 100 to 150 million in-scope impressions, approximately what share is CTV versus streaming audio, native, programmatic display, and online video?

Answer #10: Approximately 1/3 of impressions are planned to be CTV.

Question #11: Does the Corporation expect attribution reporting to begin January 1, 2027, or is a setup period acceptable before the first monthly report?

Answer #11: The Corporation would like attribution reporting to begin January 1, 2027, but understands there may be a necessary transition period.

***End of Addendum ***