

January 7, 2019
Rhode Island Commerce Corporation
ADDENDUM NO. 001
Questions & Answers
Request for Proposals - Business Attraction Public Relations Agency - RFP 2240
Please note: Questions were received from inquiring parties and are copied verbatim below.

Question #1:

Whether companies from Outside USA can apply for this? (like, from India or Canada)

Answer #1: Yes. The RFP does not preclude international entities from submitting.

Question #2:

Whether we need to come over there for meetings?

Answer #2: Yes. Successful candidates will be required to attend in-person meetings at the Corporation.

Question #3:

Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

Answer #3: Yes.

Question #4:

Can we submit the proposals via email?

Answer #4: No. As stated in the RFP, all proposals must be submitted as printed hard copies with one electronic (PDF) version included.

Question #5:

What is the budget? Is there a desired breakdown between paid, earned and owned media?

Answer #5: Information regarding budget is not relevant to this RFP.

Question #6:

Is the focus of this RFP purely earned media, or are there opportunities to incorporate paid and owned media?

Answer #6:

There are opportunities to incorporate paid and owned media.

Question #7:

Please clarify how roles would be defined between the Corporation's existing PR, advertising and web partners.

Answer #7:

The chosen agency will work collaboratively with advertising and website partners.

Question #8:

What firm(s) does the Corporation currently work with? Is there an existing incumbent firm that the Corporation has worked with on business attraction initiatives?

Answer #8:

The Corporation currently works with Havas PR on business attraction initiatives.

Question #9:

Has the Corporation led previous campaigns for business attraction? What were the strengths and weaknesses of those efforts?

Answer #9:

Yes. Strengths and weaknesses of previous campaigns are not relevant to this RFP.

Question #10:

Who will the selected Agency report to?

Answer #10:

The Corporation's Chief Marketing Officer.

Question #11:

Who are the decision makers for this RFP?

Answer #11:

Designated Corporation staff will evaluate the written proposals and select the winner.

Question #12:

Has the Corporation completed any research or analysis about the strengths and weaknesses of Rhode Island as a location for businesses? In other words, what data or research would the selected Agency have to start with versus complete themselves?

Answer #12:

Yes. Please see here: <https://www.brookings.edu/research/rhode-island-innovates-a-competitive-strategy-for-the-ocean-state/>

Question #13:

Do you have priorities within each target industry segment when it comes to growth potential?

Answer #13:

Yes. Priorities include:

- Biomedical Innovation
- IT / Software, Cyber-Physical Systems, and Data Analytics
- Defense Shipbuilding and Maritime
- Advanced Business Services
- Design, Food, and Custom Manufacturing
- Arts, Education, Hospitality, and Tourism
- Transportation, Distribution, and Logistics

Question #14:

What more can you share about the businesses you are targeting beyond industry? Are you focused on recruiting businesses of a certain size by revenue or number of employees?

Answer #14:

The chosen agency will be provided with this information upon hire.

Question #15:

In 2018, attracting Boston companies to RI peaked key regional and national media interest. Will there be a stronger effort made to keep attracting Boston and Massachusetts-based businesses to RI?

Answer #15:

The chosen agency will be presented with this information upon hire.

Question #16:

What international marketing are being prioritized for 2019-2020?

Answer #16:

The chosen agency will be provided with this information upon hire.

Question #17:

Outside of Boston, what other US markets are a priority for business attraction in 2019-2020?

Answer #17:

The chosen agency will be provided with this information upon hire.

Question #18:

Will wind energy continue to be a major focus for the state (i.e., expansion of the offshore wind farm, building of onshore wind farms, Wind Win RI students and its graduates and supply chain)?

Answer #18:

The chosen agency will be presented with this information upon hire.

Question #19:

Outside of Providence, Quonset and Pawtucket, are there other areas you are looking to build regional or national stories around in 2019-2020?

Answer #19:

The chosen agency will be provided with this information upon hire.

Question #20:

Is there anything you can share about expansions to existing educational initiatives such as P-tech and Wavemaker, or new ones on the horizon?

Answer #20:

Not at this time.

Question #21:

What conferences, trade shows and/or events has the Corporation committed to attending, speaking at, or exhibiting at in 2019?

Answer #21:

The Corporation has committed to exhibiting at the BIO International Conference in June 2019.

Question #22:

Which business and news media outlets are on your wish list for coverage in 2019-2020?

Answer #22:

The chosen agency will be provided with this information upon hire.

Question #23:

What are your current strategies/tactics in place around social media? What is working well/not well, and why? What needs to work harder for the Corporation?

Answer #23:

Social media is managed by internal staff at this time. Building and spreading awareness of the Corporation and promoting Rhode Island as a viable business location option is the goal.

Question #24:

What specific social media channels are you prioritizing for 2019-2020?

Answer #24:

Facebook, Twitter, and Instagram.

Question #25:

Can you provide a sense of the size and scope of your anticipated advertising spend going forward?

Answer #25:

Information regarding budget is not relevant to this RFP.

Question #26:

What is your projected PR budget for 2019-2020?

Answer #26:

Information regarding budget is not relevant to this RFP.

Question #27:

What percentage of your budget do you expect to allocate between earned and paid?

Answer #27:

Information regarding budget is not relevant to this RFP.

Question #28:

What role do you see media integration and native advertising playing?

Answer #28:

All forms of advertising are opportunities for exposure and we are open to all suggestions.

END OF ADDENDUM