

November 15, 2021
Rhode Island Commerce Corporation
REQUEST FOR PROPOSALS

Solicitation Number: **RFP-2277**
ADDENDUM NO. 1
Questions & Answers

REQUEST FOR PROPOSALS
Tourism Public Relations and Advertising Agency

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 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.

Q: Is your organization open to accepting proposals for either advertising or PR, or do you intend on only accepting proposals that offer both services?

A: Yes

Q: Is there a specific budget or timeframe we should focus on for the proposal?

A: The contract period is for two years. Agencies should submit an estimated budget as directed in RFP.

Q: The Rhode Island Department of Commerce Annual report suggests a marketing/Tourism budget of \$3.5 Million dollars. Can you confirm this amount?

A: That amount was for a previous fiscal year.

Q: Are there any other sources of revenue that the Department of Tourism leverages to support tourism promotion?

A: No

Q: Based on a \$3.5 million approved budget, Can you provide any budget detail in the following areas:

- Public Relations
- Paid Media
- Paid Search
- Production expenses

A: Not at this time.

Q: Has Rhode Island allocated a meaningful budget towards international visitation? If so, what markets has Rhode Island placed paid media?

A: None at this time.

Q: Can you provide what research tools the state currently has access to ie. Arrivalist, Tourism Economics, Smith Travel Research?

A: We currently work with Adara, Tourism Economics and Smith Travel Research.

Q: Can you provide state hotel occupancies by month?

A: Refer to the Division of Taxation for that detail.

Q: Can you provide the number of in-person corporation meetings that the selected agency will be required to attend?

A: Approximately 3-5 per year with virtual meetings held as well.

Q: Can you share how many journalists the organization hosted for press trips in 2019?

A: We anticipate hosting between 10-20 journalists each year.

Q: Whether companies from Outside USA can apply for this?

(like, from India or Canada)

A: Yes

Q: Whether we need to come over there for meetings?

A: Meetings are a mix of in-person and virtual.

Q: Can we perform the tasks (related to RFP) outside USA?

(like, from India or Canada)

A: yes

Q: Can we submit the proposals via email?

A: yes

***End of Addendum ***