

**January 7, 2022**  
**Rhode Island Commerce Corporation**  
**REQUEST FOR PROPOSALS**

Solicitation Number: **RFP-2278**  
ADDENDUM NO. 1  
Questions & Answers

**REQUEST FOR PROPOSALS**  
**BUSINESS ATTRACTION PUBLIC RELATIONS**  
**AND ADVERTISING AGENCY**

The Rhode Island Commerce Corporation seeks to retain a qualified public relations and/or advertising agency to assist with the strategy and execution of a comprehensive, statewide business attraction initiative.

Q: With COVID cases on the rise, will consideration be given to virtual presentations? (Versus in-person)

A: Yes, we will consider virtual presentations.

Q: Of the industries listed in the RFP, should some be prioritized over others or should they be viewed as equally important?

A: All industries should be viewed as equally important.

Q: Does (or will) each sector have a dedicated point of contact within RI Commerce that will serve as its main spokesperson?

A: Yes, each sector will have a point person (sector leads cover more than one sector in some cases).

Q: Being mindful that it is an election year, is the Governor off limits from serving as a spokesperson on certain issues? If so, what are they? Will there be other limitations enforced on RI Commerce spokespeople?

A: Rhode Island Commerce is a non-political, quasi-public state organization. Spokespeople will be made available as needed.

\*\*\*End of Addendum \*\*\*