

**January 26, 2023**  
**Rhode Island Commerce Corporation**  
**REQUEST FOR PROPOSALS**

Solicitation Number: **RFP-2302**  
ADDENDUM NO. 1  
Questions & Answers

**REQUEST FOR PROPOSALS**  
**Business Attraction Public Relations and Advertising Agency**

The Rhode Island Commerce Corporation (“Corporation”) seeks proposals from qualified firms to assist with the strategy and execution of a comprehensive, statewide business attraction initiative by providing general advertising services through public relations efforts, advertising campaigns, social media development, digital services, media buying, event management and production.

Question 1: If advertising/media buying and event planning & production is not a core capability of the agency, do you still want firms to submit for the PR and social portion of the RFP?

Answer: Yes.

Question 2: The RFP states the Proposer should be an experienced and qualified public relations firm able to support the Corporation’s global communications and programs. Which regions outside of the United States are being targeted/most sought after?

Answer: Europe, Asia Australia and Canada.

Question 3: What is the goal of the media relations program? E.g., thought leadership for Commerce spokespeople, in-state media outreach around State initiatives, spotlighting local companies, etc.?

Answer: Open to suggestions from Proposers.

Question 4: Who will serve as the primary media spokesperson for RI Commerce? What is their willingness to engage with press and area(s) of expertise?

Answer: The Deputy Director of Communications & Stakeholder Engagement is responsible for media relations and is the liaison between Rhode Island Commerce and the media.

Question 5: What type of media coverage is most impactful for RI Commerce? e.g. how has past media coverage in support of business attraction underscored or supported program objectives?

Answer: A mix of earned and paid media is impactful. The past media coverage has aligned with previous strategic goals.

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