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How long is the bank's newsletter typically and does distribution take place digitally or is printing required?
Two pages; an example of the newsletter can be provided upon request; distribution is done digitally.

What aspects of the Bank's annual report will the accepted submitter be responsible for? Drafting all content, some content, design of document?
Aspects the responding firm will be responsible for include assistance in layout, copyrighting and drafting designs, and visuals. Business Development analysts will assist in providing content. RIIB will provide annual report facts and figures with the firm providing edits and content.

Will the selected bidder be required to have staff attend bank board meetings in person or can they join virtually?
In-person board meeting attendance is not required.

Does the Bank have a set budget for advertising or is it looking for submitter to recommend a budget, including media placement costs and submitter fees?
RIIB will work with the selected firm(s) to establish a strategy and budget.

Does the Bank currently have overall goals and key performance indicators it tracks for advertising and media efforts?
The Bank has detailed key performance indicators in the RFP.

Can the Bank expand on the responsibilities expected from the accepted submitter in terms of event logistics and other non-design and non-marketing aspects of event management?
Examples would include securing event locations, coordinating all required technical and setup aspects of press events, assist in coordinating with other government agencies and other event partners communications representatives.

Should "Cost for three (3), two (2)-minute videos, edited" assume footage is provided or should the costs to shoot the video also be included in this estimate?
Please include the cost of videography and editing within the estimate.

Could you provide more insight into the key performance indicators (KPIs) that will be used to assess the success of the marketing and communications strategy?
The Bank measures successful outreach based on maintaining brand awareness as a public agency.

Are there specific media outlets or platforms RIIB prefers to prioritize for outreach efforts? Are you focused specifically on Rhode Island and the surrounding region or are you looking for national coverage? Do you prioritize trade and industry press or general media?
The Providence Journal, Boston Globe RI, Providence Business News, Providence Business First, and regional and town newspapers throughout RI are most common. Trade and industry media inquiries also occur from time to time. The Bank is not seeking regional or national coverage but is focused on local, online-only media outlets.

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Is RIIB currently working with an external PR/Communications partner or are you handling your PR needs internally? If you are currently working with an outside vendor, why are you pursuing a new vendor?
Yes, RIIB has contracted a PR agency. The Bank is required to issue solicitations for contracted services from time to time.

What have you budgeted in past years for PR/Communications, events, and other work as outlined in the RFP? Where does your funding for communications and marketing come from? Is it part of your operating budget or is it funded through a specific state or federal grant?
Funding coming from the Bank's operating budget, not through state or federal grants. RIIB budgeted approximately $60,000-$80,000 for the 2023 and 2024 fiscal year.

Will we be coordinating with other agencies or third-party vendors that are currently working with RIIB on related efforts?
Yes, occasionally the firm will be working with our partner agencies as well as outside vendors.

Who will serve as the agency's primary point of contact?
Executive Director William Fazioli.

Does RIIB currently have brand guidelines and content templates or do you require this to be created/recreated?
RIIB will provide graphics standards and content templates.

Is there a page limit on the RFP response?
There is no page limit.

Do you currently work with a public relations agency or marketing firm?
Yes.

Will this current PR agency/firm bid on this RFP?
Unknown at this time.

Will there be preference given to local or in-state firms?
Yes, preference will be given to firms located within the State of Rhode Island with demonstrated experience working with the Rhode Island media community.

Will you require regular in-person meetings or will most work be able to be completed virtually?
Preference will be given to weekly or bi-weekly in-person meetings at RIIB's offices

Is there an assigned budget for the scopes of work? If not, what did you spend last year on the same or similar scopes of work?
RIIB budgeted approximately $60,000-$80,000 for the 2023 and 2024 fiscal year.

Do you have a required or preferred allocation of budget by paid media versus public relations (earned/shared) media efforts?
No.

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Do you have an assigned budget by each deliverable in the RFP?
No.

A retainer is mentioned in the RFP. Can you share what last year's retainer was and what it covered?
The current retainer paid is $5,000 per month and it covers article/PR writing, website updates, site photos and design work.

a. **Or can you share what scope of services and support you envision being in this retainer?**
   See above.
b. **Can you be specific with the number of hours you will require (or estimate) on a monthly basis by service (i.e., public relations, graphic design, content development support, website management, etc.).**
   Unknown at this time.

Please confirm the following will meet your expectations for a cost estimate:

a. **Line item list of each deliverable and associated estimated cost.**
   Yes.
b. **Public Relations monthly retainer with consistent support to meet the expectations as noted.**
   Yes.
c. **Advertising Spend Recommendations – this is challenging to provide an estimate on given more information is needed. How would you like to see recommendations for costs on this item?**
   The Bank will work with the selected vendor on allocation and ad spend.
d. **Misc. support services (graphic design, website support) ongoing – can this be estimated as a bulk of hours monthly, or do you prefer otherwise?**
   Monthly billable hours.

Can you share attendance of your past events to help determine the scope of support needed?
Weekly communications/marketing meetings, annual report designing and execution, press release drafting and publishing in major regional newspapers (more than two per month).

Would our agency need to be present for media events and tours? Or do you have staff to manage onsite?
Yes, firms should dedicate a staff person to accompany Bank personnel on offsite tours and media events.

What do you currently use to monitor media coverage and campaign performance?
No metrics are currently measured.

What are your expectations for reporting?
Performance reporting on social media and PR campaigns.

How will you evaluate success of our efforts? What are the key performance indicators?
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What does public relations success look like?

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The Bank measures successful outreach based on maintaining brand awareness as a public agency.

Are you seeking only regional and statewide media coverage, or will national and industry public relations be part of the support needed?
The Bank would like to see an increased national media presence for large bond transactions.

Who are your primary and secondary audiences? Are there any specific demographic or community engagement challenges that need special focus? What is your target geography?
Municipal borrowers are the Bank's primary audience. Specific targeted audiences include municipal and public finance directors, DPW personnel, public planners, and mayors/city managers.

For social media, paid advertising and public relations, you note providing a distribution plan. Should our cost estimate also include management and implementation, inclusive of monthly reporting, response management on social, and complete execution of the plan.
Yes, please include cost estimates that incorporate management and implementation.

For the review are you looking for a communications audit as part of the assessment?
Undetermined at this time. Will work with selected firm on this issue.

For research, can you clarify the scope of research? For example, are you seeking a market survey, stakeholder interviews, focus groups, or other?
The Bank is open to discussing the value of market research on outreach.

What internal resources (e.g., staff, software, data) are available to support the proposed strategy? How can we best integrate our efforts with your existing team?
Three Business Development analysts from the Bank are provided to assist firms in crafting press releases and assisting in development of annual report and other marketing materials.

Can you please share more specifications on the website?
The Bank's website utilizes Wordpress' Beaver Builder plugin for updates and posts.

Should our proposal for your website be based on the current scope of the website exactly?
Yes but will seek recommendations for any proposed improvements/additions to the existing site.

Should the new site be in WordPress again?
The existing website will be utilized and maintained in Wordpress.

Any special data bases, membership logins, features that are necessary to the site?
Not at this time.

Will you require hosting?
Yes.

Do you require any special systems for the website (member logins sections, gated content, payment portals, applications forms, etc.)
Not at this time but the bank is open to discussing API integration if need be.

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Will our team write all content?
Your firm will work with the Business Development team to draft all content to be posted upon approval of the executive director.

Will you require basic or robust SEO?
Basic SEO optimization suffices.

Will you require translation on the site?
Yes.

Can you share the page count estimation, or should we base it off of the current site?
Please base off the current site count.

Any ADA integrations beyond standard ADA design?
No.

Do you have a budget for the website?
No.