



City of Pawtucket, RI

\*\*\*\*\* Addendum #2 \*\*\*\*\*

## **RFP # 25-033 - City Marketing Services - REBID**

February 20, 2023

The attention of bidders submitting proposals for the above-referenced project is called to the following Addendum to the Request for Proposals indicated above. The items set forth herein, whether of omission, addition, substitution or other change, are all to be included in, and form a part of the proposed Contract Documents for the work.

Inclusion of this Addendum must be acknowledged in the spaces provided in the document entitled "Request for Proposals 25-033 - City Marketing Services - REBID". Failure to acknowledge any and all addenda in the above specified bid form may be cause for rejection of the bids by the Owner on the grounds that it is not responsive.

This addendum consists of two (2) pages plus one (1) attachment.

### **Item 1: Questions and Answers:**

Q1: Could you provide guidance on the following?

- Could we request an extension to the submission deadline?
- Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

A1.: The City cannot accommodate these requests

Q2: Could you let us know the reason of rebidding this RFP?

A2: Please see attachment #1: Notice of Cancellation

Q3: Do you have an incumbent and would they be participating in this RFP?

A3: There are incumbents, and it is unknown to the City if one or both will choose to participate.

Q4: Will the selected vendor have access to existing visitor demographic profiles and related data to inform and enhance the proposed marketing strategies?

A4: Yes. Access to all appropriate data is available.

Q5: Could you provide the date and details of the most recent marketing campaign executed for the City of Pawtucket?

A5: The most recent marketing campaign was "Hasbro belongs in Pawtucket" which was an effort to keep Hasbro's headquarters in the City. The program ran for about three weeks in local outlets/ social media.

Q6: In addition to yourself, could you share the names and roles of other members of the Purchasing Committee involved in the review process?

A6: The composition of the Evaluation Team will be confirmed once bids are received.

Q7: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

A7: All things being equal, preference is given to firms domiciled in the City of Pawtucket. In order to qualify for a contract, firms must be licensed to do business in the State of Rhode Island.



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Peter Wingate

Purchasing Director



City of Pawtucket, RI

\*\*\*\*\* Notice of Cancellation \*\*\*\*\*

## **RFP # 25-024 - City Marketing Services**

January 24, 2025

NOTICE TO ALL CONSULTANTS SUBMITTING PROPOSALS:

You are hereby notified of the following changes, clarifications or modifications to the Request for Proposals. This addendum shall supersede the original Request for Proposals and subsequent addenda. Wherein this Notice contradicts the original Request for Proposal and previous addenda, this Notice shall take precedence. All other conditions shall remain unchanged. This Notice consists of two (2) pages.

### **Item 1:**

## **NOTICE**

The addendum serves as notice of the City of Pawtucket's determination to cancel the invitation for Request for Proposals (RFP) 25-024 - City Marketing Services.

The City has determined that it would be in its best interest to cancel the solicitation and rebid the project. All 25-024 bidders will be notified of the rebid when it is posted and are welcome to participate. In order to be considered for the rebid, participants must resend their bids with the updated RFP number.

This decision is made in accordance with Section 2, item 11 of the RFP: Instructions and Notifications to Bidders, within the proposal documents, in which the City of Pawtucket reserves the right to accept or reject any or all proposals, or portions thereof, at any time, with no penalty. The City apologizes for any inconveniences this may have caused. For more information, please contact Peter Wingate, Purchasing Director, at 401-728-0500 x350 or [pwingate@pawtucketri.gov](mailto:pwingate@pawtucketri.gov)



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Peter Wingate

Purchasing Director