



Corporate Intelligence RFP Q & A

1. The RFP notes that "*separately, the proposal should also include the potential for conducting initial outreach to these identified companies.*" We wanted to confirm whether this outreach is intended to be included within the \$200K budget or considered a separate, optional component. If outreach is separate from the core scope, should it be addressed within the 15-slide limit?

Response: Respondents may submit the initial outreach component as a separate attachment. Proposals that incorporate outreach activities within the \$200,000 budget are preferred. However, if outreach cannot be accommodated within this budget, respondents should provide a clearly defined and detailed outreach scope and associated budget as an add-on exceeding the \$200,000 base budget.

2. Related to that, we'd appreciate any guidance on whether DRP envisions a dedicated internal team leading outreach, or if the selected vendor is expected to play a more direct role.

Response: The Detroit Regional Partnership does have a dedicated internal team responsible for lead outreach and engagement. However, DRP is exploring the opportunity for the selected vendor to conduct initial outreach activities as part of this engagement. Upon securing interest or scheduling a meeting, the vendor would be expected to work collaboratively with DRP's internal lead generation team to support a coordinated handoff and ongoing engagement strategy.

3. Please confirm whether the budget is expected to be included within the 15-slide limit, or if it can be provided as a separate attachment.

Response: The budget may be submitted as a separate attachment and is not required to be included within the 15-slide proposal limit.