



The Department of Housing and Discover Puerto Rico Request Proposals for Media Buying and Planning Services

San Juan, Puerto Rico - The Department of Housing (PRDOH) and Discover Puerto Rico (DPR) announced the availability of a Request for Proposal (RFP) to contract planning and media buying services, in order to promote Puerto Rico as a tourist destination.

The deadline for advertising agencies or other qualifying organizations to submit their proposals is September 8, 2020.

The RFP includes two separate services: one for Digital Media Planning and Buying and the other for Traditional Media Planning and Buying, in order to implement a marketing program next year. Proposers may submit proposals for one or both services. The deadline for submitting proposals is Tuesday, September 8 at 5:00 p.m.

Media purchasing and planning services will be supported by funds from the Community Development Block Grant Program for Disaster Recovery (CDBG-DR). These funds were designated to Puerto Rico by the United States Department of Housing and Urban Development (HUD), in response to recovery efforts as a result of the damage caused by Hurricanes Irma and María in the year 2017. PRDOH serves as the entity delegated by the Government of Puerto Rico to administer CDBG-DR funds on the Island.

As part of the economic recovery, HUD granted Puerto Rico a waiver to use CDBG-DR funds to help revitalize the economy through marketing activities that boost tourism and attract investors. To achieve this objective, PRDOH signed an agreement with DPR to develop the segment of the Tourism and Business Marketing Program (TBM) that will serve the tourism component.

The RFP process is designed to encourage fair and open competition while pursuing cost-competitive options. Both the RFP and all the documents that compose it are published on the website of the program www.cdbg-dr.pr.gov, in the section "Auctions and NOFAS".

Proposers who are interested in more details of the Pre-Bid that has already taken place can request its recording by sending an email to cdbg@discoverpuertorico.com.

The Proposal will be accepted only electronically and must be in line with the instructions provided. DPR will be in charge of evaluating proposals in accordance with applicable local and federal laws and regulations, including HUD's requirements, among others.

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