



Purchasing Division

ADDENDUM NO. 1

DATE: September 25, 2019
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Brand Positioning RFP-4697-19-SH

Offerors responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

1. **Question:** Regarding Section 3.4.1, could you please clarify if you are suggesting proposers are only to review past research versus conduct new research?
Answer: Visit Grand Junction expects the minimum of analyzing the current research data and the local and visitor data collection process outlined in the RFP but is not limited to only these elements. VGJ is hopeful that respondents will provide their unique methodology to this assignment, including additional research they choose to share for the submission and also what they recommend for the future to provide a genuine brand platform recommendation.
2. **Question:** Regarding confidentiality: Can we request certain portions of our RFP be kept confidential? Such as our approach, work samples, etc.?
Answer: Yes, some of your information can be kept confidential. Please see Section 1.8 in the original RFP document. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary.
3. **Question:** What is an example of a confidentiality request that would be denied? What is the justification of a confidentiality request that would be approved?
Answer: Please see Section 1.8 in the original RFP document. This section defines Proprietary and Confidential as "any information that is generally not known to competitors and which provides a competitive advantage". You must also include a justification for your request. You will need to determine for yourself what is the justification.
4. **Question:** How long is the contract expected to be for, or to be completed by?
Answer: Please see Section 3.7 in the original RFP document.
5. **Question:** How many people are expected at each of the community meetings? Is 15 a recommended number or mandatory?

Answer: 15 refers to the number of meetings to be held; there is no maximum or minimum for number of attendees.

6. Question: Will preference be given to bidders who are local to the GJ area?

Answer: The City of Grand Junction does not have a local preference. However, you will be expected to abide by the terms of the RFP; specifically Sections 2.2 and 3.4.5.

7. Question: How many work examples would you expect to see?

Answer: Please attach examples that your firm believes will be beneficial in the decision making process, there is no minimum or maximum number.

8. Question: How do you define “place branding”? How does it differ from “destination branding” or “destination marketing”?

Answer: Feel free to define them as your agency interprets them.

9. Question: When is the updated version of the 2-year Strategic Plan expected to be completed?

Answer: It could possibly be complete in a month, depending on the City Council’s schedule.

10. Question: Will the project move forward even if a partnership cannot be established with the neighboring communities of Palisade and Fruita? My assumption is yes, but it will be focused specifically on Grand Junction only.

Answer: Yes, the project will move forward regardless, but the expectation is that a formal agreement would include targeted stakeholder engagement and specific branding exercises in these partner communities. No formal agreement would not exclude the areas’ experiences to be in the branding effort, there would just not be formal inclusion in the process.

11. Question: What is the budget?

Answer: VGJ’s budget will not be shared at this time. VGJ would like agencies to outline their costs required to fulfill the assignment.

12. Question: Is there an incumbent agency you are already working with on the other marketing efforts that will be part of this review?

Answer: No.

13. Question: In the past, Grand Junction was branded as Colorado’s Wind Country. Was there research completed that led you to move away from the point of differentiation?

Answer: Yes.

14. Question: The instructions say to upload the responses as a single PDF file, but we need to submit two proposals (one for GJ, Fruita & Palisade then one for GJ only) Should they be two separate 20-page PDF files or do both proposals and all information need to be completed within the 20 page limit?

Answer: Please submit two unique files into the system. Version one to include the assumption of a formal partnership with Palisade and Fruita as the full formal proposal (limit is 20 pages). A second file should be submitted that specifically outlines the changes and adjustments the agency would recommend based on no formal partnership between the regional cities. The second file does not need to be a full proposal, but an outline of specified

changes or adjustments from the first version – please do not duplicate information (limit is 20 pages). See question 22 for more detail.

15. Question: Can more information be provided on who makes up the evaluation team?

Answer: No – this information will not be shared.

16. Question: Is there an incumbent agency? Are they participating in the RFP?

Answer: Please see Question 12.

17. Question: In Section 3.4, you mention plan to include the community in the branding discussion. Is that a requirement, legislative or otherwise?

Answer: It is not a requirement legislatively, but an expectation from VGJ.

18. Question: Do you have an approved budget for the project?

Answer: Yes. Please see Question 11.

19. Question: How was the funding secured?

Answer: The funding has been budgeted.

20. Question: Are you open to Front Range agencies? Do you prefer an agency from the Western Slope?

Answer: Please see Question 6.

21. Question: How will you measure the success of this project?

Answer: Feel free to define this how your agency would recommend.

22. Question: In Section 4.1, you reference “the current political environment” – can you provide more detail? Are Palisade and Fruita resistant to a partnership/congruent branding campaign?

Answer: This means that a formal partnership has not been formed at this time. The expectation is that a formal agreement would include targeted stakeholder engagement and specific branding exercises in these partner communities. No formal agreement would not exclude the areas’ *experiences* to be in the branding effort, there would just not be formal inclusion in the process.

23. Question: What are the key industries/employers in Grand Junction?

Answer: The key industries/employers are:

Health and wellness

Food and agriculture

Government

Tourism

Financial Services

Advanced manufacturing

24. Question: In Section 4.1, you ask that agencies disclose clients in Colorado, Utah, Wyoming and Arizona. Is this specific to tourism or all clients headquartered in those states?

Answer: VGJ is requesting disclosure of any and all clients as stated.

25. Question: Can you give background as to why the GJEP branding project a few years back wasn't successful and why you feel now is a better time to undergo this project?

Answer: Section 3.3 provides an explanation. Timing, lack of community involvement and process played into the prior outcome. Eighteen months ago, Visit Grand Junction initiated a new strategy along with a full reorganization of the department, which has resulted in renewed interest and support from the community.

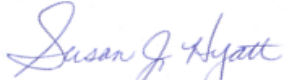
26. Question: How highly do you value community buy-in and do you see a direct path to approval with so many decision makers involved?

Answer: Community buy-in is highly valued, and yes, VGJ sees a direct path to approval.

The original solicitation for the project referenced above is amended as noted.

All other conditions of subject remain the same.

Respectfully,



Susan Hyatt, Senior Buyer
City of Grand Junction, Colorado