



Purchasing Division

ADDENDUM NO. 1

DATE: November 1, 2019
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Travel & Tourism Economic Impact Study RFP-4684-19-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to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.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:** RFP 4683 addresses a portion of the data collection to support the work in the RFP 4684. Is it possible to provide a single proposal that addresses both in an integrated fashion or are two separate proposals required?
Answer: Both studies will remain separate.
2. **Question:** For RFP 4684, is it the intent of the City to utilize the same modeling system (RIMS II) that was used in the last economic impact study of tourism as completed in 2017?
Answer: Please propose your recommended modeling system.
3. **Question:** What is the timeline/deadline for completion of both studies?
Answer: This will be determined with the awarded firm.
4. **Question:** Is there a budget range for each study, or for the combined studies?
Answer: Yes, there is a budget, but it will not be provided at this time.
5. **Question:** Is it possible to elaborate more as to what the RFP seeks concerning impacts on resident quality of life?
Answer: The City of Grand Junction and Visit Grand Junction would like to learn about how residents are affected by tourism.
6. **Question:** Is it possible to postpone the response due date to the week of November 11, 2019 given the inquiry date due date is October 30?
Answer: Postponement should not be necessary as we are providing a full week from Addendum posting to Proposal due date.

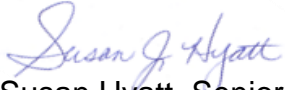
- 7. Question:** Is Summit Economics the incumbent? We noticed that this firm conducted a similar analysis for the City in 2016. Was the City satisfied with Summit's performance?
Answer: Summit Economics conducted the last economic impact study.
- 8. Question:** 3.1 General first paragraph states the study is to determine how marketing the Grand Junction, CO area as a destination for travel impacts the local economy. Is the local region referring to the Mesa County? If not, can you please clarify the region of interest?
Answer: The local area is Mesa County. Grand Junction is the primary city in Mesa County.
- 9. Question:** 3.1 General second paragraph states that a cost benefit analysis should be included. Is this cost referring to marketing costs for the City's traveling/tourism industry?
Answer: The statement includes not only marketing costs, but direct and indirect costs associated with tourism and its impact on services and quality of life.
- 10. Question:** Related to the previous question, what is the timespan/period of this cost? Is it the realized marketing costs in the most recent year? Or is the City considering future costs/investments to market the City's traveling industry?
Answer: All these details will be discussed with the awarded firm.
- 11. Question:** Related to the previous question, is a qualitative cost and benefit analysis sufficient? Or are you looking to have a quantitative and benefit analysis?
Answer: The request is for a cost benefit analysis, one that includes not only costs and benefits that can be quantified, but also an analysis and discussion of qualitative costs and benefits.
- 12. Question:** 3.1 General second paragraph asks for an analysis of the impact on services and quality of residential life. Is a qualitative analysis sufficient?
Answer: No. We expect not only impacts that can be quantified but also an analysis and discussion of qualitative costs and benefits.
- 13. Question:** 3.1 General second paragraph: "The information should be able to be tracked over time and updated on a periodic basis": Do you expect the vendor to update the model assumptions, data, and/or the model post-delivery?
Answer: No, Visit Grand Junction expects the awarded vendor to share a detailed model so Visit Grand Junction can plug in new data in the future. This project is a one-time study.
- 14. Question:** In the proposal response, do you expect a methodology write up for the impact model?
Answer: Yes. It is critical for City Council and Visit Grand Junction to understand how the conclusions were derived.
- 15. Question:** Who at the City or what department will be the point of contact for the consultant?
Answer: This information will be shared with the awarded firm.
- 16. Question:** We understand that the City is also planning to hire a consultant firm to conduct a Visitor Profile Study – will information gathered as a part of the Visitor Profile Study be available for use as part of the Economic Impact Study?
Answer: Not necessarily, as the two studies could be happening simultaneously.

- 17. Question:** Is data readily available regarding the City's expenditure for tourism and marketing?
Answer: Yes.
- 18. Question:** Does the City want to know the impacts of marketing tourism on the local economy, or the impacts of tourism on the local economy, or both?
Answer: Both.
- 19. Question:** The RFP includes the term "Grand Junction area". What is the specific geographic area to be considered in this Study?
Answer: Please see Question 8.
- 20. Question:** The Scope of Work includes presentation of the data and conclusions to local travel and tourism stakeholders. For budgeting purposes, should we assume one presentation of the Study?
Answer: This information will be shared with the awarded firm.
- 21. Question:** What type of deliverable(s) is the City anticipating?
Answer: A written analytical research report, as described in Section 3.0 of the RFP document.

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