



Purchasing Division

ADDENDUM NO. 1

DATE: October 13, 2022
FROM: City of Grand Junction Purchasing Division
TO: All Interested Parties
RE: Advertising and Media Measurement Services RFP-5102-22-SH

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to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.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

Question 1. I am confused as to when the submission is due the RFP states 10/20/22 as both the date for question deadline and for submissions due, can you clarify?

Answer: Please see Section 4.4 of the RFP document and the Rocky Mountain E-Purchasing System. Questions are due October 11, 2022, and Proposal responses are due October 20, 2022 prior to 2:30 P.M.

Question 2. Can you direct me to where to find the budget for advertising and marketing?

Answer: The actual budget will not be shared at this time.

Question 3. Based on our capabilities, the “total cost to provide services as described” is difficult to assess. We can provide a list of fees based on appropriate reporting tools and ancillary elements but since we work in a CPM structure, there is not one total cost to provide. It is all dependent on the specific campaign developed. How should we address that in our proposal?

Answer: A list of fees is acceptable.

Question 4. Please confirm that the virtual opening for Advertising and Media Measurement Services call on 10/20 between 2:30 – 3:00PM is simply to confirm we have submitted our proposal.

Answer: Yes, only the names of firms who submit proposals will be read at the virtual opening.

Question 5. Is there an opportunity to present our proposals to the Visit Grand Junction team after we’ve submitted all materials?

Answer: Yes, if chosen to move forward in the evaluation process. Short listed firms will be invited to interview.

Question 6. Who is the incumbent or current AOR for this business?

Answer: Visit Grand Junction does not have an AOR.

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