



### **ADDENDUM NO. 1**

**Date:** May 29, 2024  
**From:** City of Grand Junction Purchasing Division  
**To:** All Offerors  
**RE:** Strategic Public Relations Services to Elevate Tourism for Visit Grand Junction, RFP-5373-24-KF

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responding to the above-referenced solicitation are hereby informed that requirements have been clarified, modified, superseded, and supplemented as to this date as hereinafter described.

Please make note of the following clarifications:

1. **Q:** Will firms located outside of Colorado be considered for this RFP?  
**A:** Yes.
2. **Q:** What's the budget?  
**A:** Currently, the budget is not available for disclosure as it is subject to change annually.
3. **Q:** In terms of the scope, will the Firm be responsible for any of the creative collateral or anything that will be made from the PR campaigns?  
**A:** No, creative advertising is separate, so this contract will be purely and specifically PR.
4. **Q:** In terms of scope, feeder markets, and expectations from the geography of that earned media. Are there any expectations in terms of what should be pushed forward in terms of how far we are going to reach for that earned media?  
**A:** Open to how each Offeror would propose in response to this question. Once a Firm is selected to work with, there is a significant amount of data that helps us align with all of our partners, not just PR.
5. **Q:** Is there a budget already in place or a budget range that VGJ is working in for this portion?  
**A:** Not disclosing budget at this time, the allocation will change each fiscal year.
6. **Q:** Brand vision - can you share a little bit about that because we want to be sure that this campaign matches what the community wants?  
**A:** You can glean a lot of this information from the VGJ social channels and the VGJ website. Both offer a level of detail about the brand. It is important to note

that our brand evolution has in large part come from our partnership with the community where we asked them how they wanted their home to be represented.

7. **Q:** Regarding geography, I know this is a PR-focused campaign specifically, but in terms of existing research and analysis that has gone into some of the information that you can't share at this time. Adding some of that data and analytics regarding visitation as part of the proposal and the analytics side of that, would that be considered a service inside of what you are looking for, or is it more about just looking for the core ideation aspect of it? Is that a big part of what is being looked for or is it considered ancillary that is just justifying the PR campaign itself?

**A:** If that is something your agency feels is a value-add and information that you think adds to the talent you have within your agency, we certainly encourage you to include it. And even if we already have it, then we know you do too, and that is helpful.

The original solicitation for the project services noted above is amended as indicated. Please acknowledge receipt of this addendum on the Solicitation Response Form signature page of the proposal documents.

All other conditions of the subject remain unchanged.

Respectfully,

A handwritten signature in blue ink, appearing to read 'K. Franklin', is positioned above the typed name.

Kathleen Franklin, Senior Buyer  
City of Grand Junction, Colorado