



Purchasing Division

ADDENDUM NO. 4

DATE: June 18, 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to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following clarifications:

1. **Q:** Tell us about any tourism public relations and communication alignment Visit Grand Junctions has with your Economic Development Division.
A: Developing the destination brand, which includes PR, enhances Grand Junction's identity and increases awareness of the destination, which benefits all area organizations. Further details will be discussed with the awarded firm.
2. **Q:** Tell us about any tourism public relations and communication alignment Visit Grand Junctions has with the Mesa Together Master Plan initiatives.
A: Developing the destination brand, which includes PR, enhances Grand Junction's identity and increases awareness of the destination, which benefits all area organizations. Further details will be discussed with the awarded firm.
3. **Q:** We recently read about the Grand Junction Regional Airport updates for air service, passenger, and fare data, along with information on the airport's performance and future plans. Can you tell us about your process to work collaboratively with the Grand Junction Regional Airport to further tourism public relations efforts in alignment with air service priorities? What is working well? What are areas of opportunity to improve upon or focus on in 2025 and beyond?
A: Developing the destination brand, which includes PR, enhances Grand Junction's identity and increases awareness of the destination, which benefits all area organizations. Further details will be discussed with the awarded firm.
4. **Q:** Do you have a current 2024 tourism public relations or marketing plan and recent results reports to share? We were unable to find 2024 Visit Grand Junction tourism plans and results reports other than what was reported on in the March 2024 meeting.
A: Reference the Table of Contents in the solicitation where the Visit Grand Junction website and Visitor Guide are provided.

5. **Q:** Approximately how many individual media visits do you host annually?
A: This is not relevant to the intent of the PR RFP. Details will be discussed with the awarded firm.
6. **Q:** Approximately how many group (FAM) media visits do you host annually?
A: This is not relevant to the intent of the PR RFP. Details will be discussed with the awarded firm.
7. **Q:** Are the expenses to host individual media or group FAM media visits included in the budget we need to provide? Please clarify.
A: Reference Section 5.0 H. in the solicitation document.
8. **Q:** Do you feel you have adequate assets for your public relations efforts (such as photography, video, partner information)? If not, what is your current process to curate new assets for public relations needs? Are your assets rights managed?
A: Curating creative assets is an ongoing strategy. Details will be discussed with the awarded firm.
9. **Q:** How are your public relations assets stored/housed internally? Such as in a secure digital asset management portal? Drop Box? Other?
A: Visit Grand Junction uses a secure asset management platform. Details will be discussed with the awarded firm.
10. **Q:** Can you send us a recent monthly Public Relations report?
A: Details will be discussed with the awarded firm.
11. **Q: Previous Partnerships:** Has Visit Grand Junction (VGJ) used an outside public relations partner before? If so, how was the experience?
A: Yes, the VGJ has worked with outside public relations partners before.
12. **Q: KPIs and Metrics:** Does VGJ - or the lodging establishments that fund it - have set KPIs for this 12-month engagement period? What metrics are most important to your team?
A: Metrics follow traditional PR metrics including visibility, brand recognition, media value, growth, relevant publications, etc. Details will be discussed with the awarded firm.
13. **Q: Successful Partnership:** What does VGJ see as a successful partnership? What metrics are most important to your team?
A: We encourage you to respond to the RFP how you see fit, based on your suggested strategy.
14. **Q: New York Times Inclusion:** How did the New York Times inclusion come about and what impact did it have?
A: This is not relevant to the intent of the PR RFP.
15. **Q: Visibility and Media Interest:** What are some roadblocks you've experienced in gaining more visibility and/or driving media interest in exploring Grand Junction?
A: This is not relevant to the intent of the PR RFP. We encourage you to respond to the RFP how you see fit, based on your suggested strategy.

16. **Q: Creative/Web Services:** Specific to 4.3.7, will you be needing creative/web services as part of this development? Should costs be included if so?
A: Service requested includes Creation and maintenance of an updated press kit, available in both print and digital formats on the VisitGrandJunction.com website.
17. **Q:** While the RFP mentions a "not-to-exceed" budget, could you provide a more specific budget range or a ballpark figure that you have in mind for these services? Knowing this will help us tailor our proposal to align with your financial parameters.
A: Currently, the budget is not available for disclosure as it is subject to change annually.
18. **Q:** How do you currently measure the success of your public relations campaigns? What key performance indicators (KPIs) do you track, and what are your target outcomes for these metrics?
A: We encourage you to respond to the RFP how you see fit, based on your suggested strategy.
19. **Q:** What are the biggest challenges or pain points you've encountered in your previous PR efforts?
A: This is not relevant to the intent of the PR RFP. We encourage you to respond to the RFP how you see fit, based on your suggested strategy.
20. **Q:** In envisioning a successful partnership with a new PR agency, what would success look like for you one year from now?
A: We encourage you to respond to the RFP how you see fit, based on your suggested strategy.
21. **Q:** Are you open to entering into paid partnerships with digital influencers? If so, what has been the typical budget range for these partnerships over the past year?
A: We encourage you to respond to the RFP how you see fit, based on your suggested strategy.
22. **Q:** What is the allocated budget for public relations services and hard costs associated with this contract?
A: Currently, the budget is not available for disclosure as it is subject to change annually.
23. **Q:** Who is the incumbent agency, and are they planning to submit a proposal to retain the account?
A: VGJ did not have a formal contract with any agencies before.
24. **Q:** Do the tourism partners participate in hosting media visits, which might include hotel nights, meals, and experiences?
A: Details will be discussed with the awarded firm.
25. **Q:** What has been your biggest success in promoting Grand Junction tourism through public relations efforts?
A: This is not relevant to the intent of the PR RFP. We encourage you to respond to the RFP how you see fit, based on your suggested strategy. Details will be discussed with the awarded firm.
26. **Q:** What are you seeking from a new agency relationship?

A: Details are disclosed within the RFP. We encourage you to respond to the RFP how you see fit, based on your suggested strategy.

27. **Q:** How do you plan to measure success from this program?

A: We encourage you to respond to the RFP how you see fit, based on your suggested strategy.

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

All other conditions of subject remain the same.

Respectfully,

A handwritten signature in black ink, appearing to read "K. Hackett". The signature is written in a cursive style with a small "a.c." or similar mark below the name.

Kassy Hackett, Buyer
City of Grand Junction, Colorado