

ADDENDUM NO. 2

Date: October 23, 2024
From: City of Grand Junction Purchasing Division
To: All Offerors
RE: Brand Identity Development Services for the New Community Recreation Center, RFP-5523-24-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responding to the above-referenced solicitation are hereby informed that requirements have been clarified, modified, superseded, and supplemented as to this date as hereinafter described.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 you accept proposals from out-of-state branding and design studios?

A: Yes.

2. **Q:** Will the branding project include developing a tagline to complement the brand identity for the Community Recreation Center?

A: The need for a tagline can be discerned from initial public feedback, otherwise it is optional.

3. **Q:** Could you clarify whether public meetings and surveys are intended for both the brand assessment and creation phases, or solely for the assessment? Understanding this will help us allocate resources effectively and comply with any legal requirements you might have for public involvement.

A: A public meeting is required for the brand assessment and then another public meeting should be completed with the final logo and brand updates. Only one survey is required during the branding process and the city would like the branding companies to help guide the timeline of the survey during the branding process.

The original solicitation for the project 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,



Kathleen Franklin, Senior Buyer
City of Grand Junction, Colorado