



ADDENDUM NO. 3

Date: October 29, 2024
From: City of Grand Junction Purchasing Division
To: All Offerors
RE: Brand Identity Development Services for the New Community Recreation Center (CRC), 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responding to the above-referenced solicitation are hereby informed that requirements have been clarified, modified, superseded, and supplemented as to this date as hereinafter described.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:** Section 4.3 Scope of Services describes professional services needed to assess the need for a brand identity for the Community Recreation Center and if required develop a brand (name and 3-5 logo options) that will influence the final signage and wayfinding program. Please confirm if the scope for this effort includes the name, logo design, and the design of interior and exterior signage and wayfinding for the Community Recreation Center.

A: The scope includes the following deliverables: Facility name, logo design, and the preparation of brand standards and guidelines for logos, colors, and fonts, including digital files in common publishing formats requested by the City. The scope does not include any design of interior or exterior signage, or wayfinding signage. The name, logo, colors, fonts, and branding guidelines developed by the awarded firm will be used by the City to inform its signage and wayfinding design package through the General Contractor.

2. **Q:** If the scope does include signage and wayfinding, please confirm the sign types that are to be included as well as any specialty graphics, branded murals, banners, etc. are part of the scope.

A: The scope of the project is to deliver a facility name, logo design, and the preparation of brand standards and guidelines for logos, colors, and fonts, including digital files in common publishing formats requested by the City. There is no requirement to produce secondary specialty graphics, branded murals, banners, or similar items.

3. **Q:** Section 4.6 Deliverables specifies two planning meetings (one each before the public meetings). Please confirm the stakeholders to be included in those meetings.

A: The stakeholders for the planning meetings shall include the branding firm staff and City staff including representatives from Parks & Recreation,

Communications, and Purchasing departments. The City will coordinate this with the awarded firm.

4. **Q:** Please confirm the stakeholders for the decision-making process will be the Parks and Rec Advisory Board with final approval by the City Council.

A: The decision-making process will be led by Parks & Recreation Department leadership, with guidance from the Parks and Rec Advisory Board and final approval by the City Council.

5. **Q:** Are there existing distribution channel(s) or electronic platform(s) for public surveys and engagement that can be used for reaching the 20,000 residents, or will this need to be included in the scope of services?

A: The City has a software system to distribute the survey to our 20,000 subscribers. The awarded firm will create the survey questions working with City staff and the City will send the survey for distribution.

6. **Q:** Will engagement or surveys need to be in multiple languages? Will translation services be provided, or should these be included in the proposed fees?

A: The City has the ability to translate the survey into Spanish to distribute the survey in both English and Spanish to our subscribers.

7. **Q:** Regarding public input, are there key group(s) identified for public input, will this be a non-restricted open public solicitation, or will this be up to the Proposer to determine with stakeholders?

A: The public input will be a non-restricted, open solicitation utilizing notification channels commonly used by the City including social media, radio, and/or print at no cost to the Proposer. The City will provide a venue for the public input meetings. In addition to the open Public Community Meeting, the City will create a small stakeholders group to provide more intimate feedback.

8. **Q:** Please confirm the opening date for the center.

A: The opening date for the recreation center is anticipated to be mid-year 2026.

9. **Q:** Are there any existing logos or visual elements from other city programs or facilities that this branding should align with or differentiate from?

A: The City of Grand Junction has established branding standards for its City logo, social media, website, and related material. It is expected that the Community Recreation Center (CRC) branding utilizes a look that can work alongside the City of Grand Junction branding but also is strong enough to stand on its own and represent this new facility, for reference, see the [City of Grand Junction Brand & Style Guide](#).

The facility has many design elements and interior amenities such as climbing walls, color palettes, and artwork influenced by the surrounding natural beauty of the Grand Junction area including but not limited to the Book Cliffs, Colorado National Monument, and Unaweep Canyon. Historical and cultural influences from the city and region may also influence design outcomes.

In addition, the CRC was designed with a few Design Threads throughout the facility. To view these, please see the [PowerPoint presentation](#) (click on “Launch” to open the document in the viewer with the associated application) This presentation, which includes facility artwork will be presented to the City of Grand Junctions Art Commission. These Design Threads can be used as inspiration for the CRC branding logo.

10. **Q:** Who is the primary demographic for the Community Recreation Center (e.g., families, seniors, fitness enthusiasts)? Additionally, are there any secondary audiences or community segments we should consider in the branding process?

A: The primary demographic for the CRC will consist of families, youths, individuals, and seniors. Dedicated fitness enthusiasts (i.e. bodybuilders, competitive swimmers, athletes) will be a minor group of overall membership as there are other sports-specific facilities in the area including but not limited to Mesa Fitness (a private club) and Colorado Mesa University fitness center and natatorium. Secondary audiences may consist of specialized recreationists such as indoor rock climbers. The CRC will also have a large community event wing with an outdoor lawn/event stage, catering kitchen, and banquet seating for 160-200 people. Events may include weddings, corporate meetings and trainings, holiday parties, celebrations of life, birthday parties, galas, craft shows, and more. Logo design and name may consider this type of secondary community utilization to appeal to a broad cross-section of the community.

11. **Q:** What level of influence will public input have on the final branding decision? Is the public engagement process primarily for feedback, or are there set elements that the city has already established?

A: The primary goal of the public input process is to solicit feedback from the public and give them a sense of ownership in the CRC. The City expects that public feedback will be consolidated into common themes that will be used by the awarded firm to influence the design outcome, but not dictate it. The City has not established any set elements that will influence the design and expects the Proposer to lead them through the process to collect feedback from the public and City stakeholders, and then use that feedback to inform the design process. The Proposer should be able to demonstrate how public feedback influenced the final design, such as pointing out a common theme or buzzword.

12. **Q:** You mentioned that the project budget should not exceed \$50,000. Are there specific areas where a larger portion of the budget should be focused, such as public engagement versus design execution?

A: No, there is not a specific area where a larger portion of the budget should be focused.

13. **Q:** Beyond the 3-5 logo options, what additional deliverables are expected? For example, are brand guidelines, marketing materials, or signage mockups anticipated as part of the scope?

A: The scope includes the following deliverables: Facility name, logo design, and the preparation of brand standards and guidelines for logos, colors, and fonts, including digital files in common publishing formats requested by the City. The scope does not include any marketing materials, mockups, design of interior or exterior signage, or wayfinding signage. However, for presentation purposes, the Proposer may show illustrations of how the name and logo may be applied following the brand standards and guidelines provided in the deliverables. The electronic file formats to be delivered will be determined during planning meetings between the City and the awarded firm.

14. **Q:** From my reading of the RFP, it appears the \$50K budget is not just for creative services, but it also includes the cost of travel, the survey, and any other out-of-pocket costs. In other words, the city is capping the total amount it will pay for this project at \$50K. Can you confirm?

A: The City has a maximum budget for the branding efforts of the CRC facility of \$50K. This budget would need to include professional services to create the logo and branding materials, create the survey questions, and the cost of travel for public engagements. All other City staff meetings can be done virtually.

15. **Q:** Is there a minimum threshold for attendance you are aiming for at the public engagement meetings?

A: We do not have a minimum attendance threshold for the public engagement meeting. Depending on the topic, the City normally sees between 40 and 100 participants at open engagement meetings.

16. **Q:** Do you have contact lists for audience segments developed during the previous public engagement efforts that can be used in the survey outreach?

A: The City has a software system to distribute the survey to our 20,000 subscribers. The consultant will create the survey questions working with City staff and the city will send the survey for distribution.

17. **Q:** Are there specific expectations for the number of and/or quality of survey responses for the public survey?

A: The City completed two park redesign surveys this year, one in April which received over 900 survey responses, and one in September which received over 500 completed surveys. We would expect a similar number of survey responses for the CRC Branding survey.

18. **Q:** Who from the City of Grand Junction will be making the final decision on brand direction and logo options? Will it be the Parks & Recreation Advisory Board, the City Council, a combination, or another entity?

A: City staff will work with the consultant to narrow down the design direction and then we will present the final concept or concepts to the Parks and Recreation Advisory Board. The Parks and Recreation Advisory Board will recommend a final decision to the City Council. The City Council is the final decision maker of the branding and logos.

19. **Q:** Would the winning offeror have access to research conducted and feedback collected during previous public engagement efforts made during the concepting, design, and development phases of the community rec center?

A: Absolutely, the City will work with the awarded firm to provide all the engagement feedback that has been received from CRC design meetings to help inform the branding effort.

20. **Q:** Has the City of Grand Junction worked with an external branding partner previously for brand design and development?

A: Yes, the City of Grand Junction has worked with branding companies to create the Visit Grand Junction branding effort and the most recent Whitman Park design efforts.

21. **Q:** With regards to the database of 20,000 residents that the City of Grand Junction has, does the database include emails? If so do all individuals have email addresses, or are we limited to physical addresses?

A: The City has a software system to distribute the survey to our 20,000 subscribers. The Proposer will create the survey questions working with City staff and the city will send the survey out for distribution.

No Further questions will be accepted.

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