



ADDENDUM NO. 1

Date: July 15, 2026

From: City of Grand Junction Purchasing Division

To: All Proposers

RE: Integrated Digital Platform and Website Modernization Services, RFP-5955-26-KF

Proposers responding to the above-referenced solicitation are hereby advised that certain requirements have been **clarified, modified, or supplemented** as of the date of this Addendum, as outlined below.

Please take note of the following:

1. Section 1.26 – Minimal Standards for Responsible Proposer(s)

Add the following subsection:

1.26.6. United States-Based Personnel Requirement: To be considered responsive, the Proposer shall be a firm organized and authorized to conduct business in the United States. All Services performed under the resulting Contract, including project management, software configuration, website development, programming, quality assurance, data migration, technical support, hosting administration, and any subcontracted Services, shall be performed by personnel physically located within the United States. The Proposer shall identify the location of the personnel proposed to perform the Services and shall disclose the use of any subcontractors.

2. **Question:** Are international contractors welcome to participate and eligible to submit a proposal for the Website Redesign RFP?

Answer: Refer to revised Section 1.26.6 – United States-Based Personnel Requirement, as added by this Addendum. Proposals will be accepted only from firms that satisfy the requirements of that section.

3. **Question:** Foreign business entity: Is a firm registered outside the United States, without a U.S. business entity, eligible to contract for this project? If so, would an IRS Form W-8BEN-E be accepted in place of the Form W-9 referenced in Sections 1.30 and 7.0?

Answer: Refer to revised **Section 1.26.6 – United States-Based Personnel Requirement**, as added by this Addendum. A firm that is not organized and authorized to conduct business in the United States is not eligible to submit a

Proposal for this Solicitation. Accordingly, submission of IRS Form W-8BEN-E in lieu of IRS Form W-9 is not applicable to this Solicitation.

4. **Question:** Insurance (Section 3.0): For a vendor delivering services remotely with no permanent personnel or vehicles operating in the United States, how would the Workers' Compensation (Colorado statutory) and Automobile Liability requirements apply? Would equivalent home-jurisdiction coverage, together with the required Commercial General Liability, Professional Liability, and Cyber Liability policies from A.M. Best A- rated carriers, satisfy Section 3.0?

Answer: Refer to revised Section 1.26.6 – United States-Based Personnel Requirement, as added by this Addendum. The successful Proposer shall be a firm organized and authorized to conduct business in the United States, and all Services under the resulting Contract shall be performed by personnel physically located within the United States. Accordingly, the scenario described in this question is not applicable to this Solicitation. The successful Proposer shall comply with the insurance requirements set forth in Section 3.0 of the Solicitation.

5. **Question:** On-site presence: Is on-site presence required or preferred for any portion of the engagement (e.g., discovery workshops, training, or go-live)? Our delivery model provides a dedicated Engagement Lead available to travel to Grand Junction for key project milestones, with the remainder of the team working remotely with full overlap coverage of Mountain Time business hours.

Answer: The Solicitation does not require an on-site or fully remote delivery model. Proposers shall propose the approach they believe will best achieve the Project objectives and clearly describe any anticipated on-site and remote activities for discovery, implementation, training, testing, go-live, and post-implementation support. While on-site presence is not required, the Consultant's project team shall be available to communicate and collaborate with DDA during DDA's normal business hours, generally 9:00 a.m. to 5:00 p.m. Mountain Time. DDA will evaluate each proposed approach in accordance with the evaluation criteria set forth in the Solicitation, including the Proposer's understanding of the Project, implementation methodology, and overall value.

6. **Question:** Travel documentation: If on-site attendance is required or preferred, would the City or DDA be able to issue a letter of invitation to support our Engagement Lead's business visa (B-1) application? All travel costs would be borne by our firm and itemized in the Detailed Price Proposal per Section 4.7.5.

Answer: Refer to the response to Questions No. 5 above, as well as revised Section 1.26.6 – United States-Based Personnel Requirement.

7. **Question:** (§4.3 / §4.5.1) Beyond the two WordPress sites, can DDA provide a list of the current CRM, databases, and software applications in use today (e.g., email marketing, event registration, business-directory, donor/sponsor, grant, and

volunteer tools), including product names and approximate record counts? This materially affects the data-migration effort.

Answer: In addition to the two WordPress websites, DDA currently utilizes Mailchimp, Sprout Social, Gravity Forms, and Google Spreadsheets to support communications, online forms, mailing lists, and various operational databases. The current constituent and stakeholder data maintained across these systems totals approximately 2,000 or more contacts.

8. **Question:** (§4.3) Is there a current CRM in place, or are constituent/business/property-owner records maintained across spreadsheets and disconnected tools? If a CRM exists, which product and how many contact records?

Answer: Refer to the response to Question No. 29 below.

9. **Question:** (§4.5.2 / §4.5.3.2) Does DDA (or the City) have an existing Microsoft 365 or Google Workspace tenant that the platform should integrate with, and is there a preferred or prohibited CRM/CMS ecosystem (e.g., a City-standard platform we must align to)?

Answer: DDA currently utilizes Google Workspace for its productivity and collaboration environment. Integration with Google Workspace is not a mandatory requirement; however, Proposers are encouraged to identify any available integrations and explain the benefits of incorporating them into the proposed solution. DDA has not identified a preferred or prohibited CRM, CMS, or technology platform. Proposers should recommend the solution it believes best meets the Project objectives and clearly describe the rationale for its recommendation.

10. **Question:** (§4.5.3 / §4.5.3.4) For the gift-card purchasing functionality, is there a current provider or payment processor DDA wishes to retain, and roughly what annual transaction volume should the solution support?

Answer: DDA currently utilizes Stripe as its payment processor for online gift card purchases and desires to retain that capability, if practical. Proposers shall describe how their proposed solution will support or integrate with Stripe or identify any recommended alternatives and the associated benefits. DDA has not established a minimum annual transaction volume requirement for evaluation purposes. Proposers should recommend a solution capable of supporting DDA's current operations and anticipated future growth.

11. **Question:** (§4.5.3.1 / §4.5.3.3) Does DDA currently use Google Analytics (GA4) and Google Search Console, and can administrative access to those and to hosting/DNS be made available to the selected vendor at kickoff for SEO/analytics preservation?

Answer: Yes. Administrative access to Google Analytics (GA4), Google Search Console, and applicable website hosting and DNS administration will be made available to the selected Consultant, as appropriate, following Contract award and during Project implementation.

- 12. Question:** (§1.1 / §2.33.6) Is there an existing accessibility audit, VPAT, or known conformance level for the current sites that proposers should account for in remediation scope? Does DDA require a formal VPAT/conformance report as a deliverable, and will DDA conduct independent accessibility testing before final acceptance?

Answer: No accessibility audit or VPAT has been completed for the existing websites. The selected Consultant shall ensure the new websites comply with current accessibility requirements, including Colorado HB21-1110 and WCAG Level AA, as specified in the Solicitation.

- 13. Question:** (§4.6) The desired substantial-completion window is approximately October–November 2026, with award anticipated August 28, 2026. Given the CRM implementation plus a two-site migration, would DDA consider a phased go-live (e.g., websites live for the holiday season, with CRM/back-office rollout following) if the full integrated platform cannot be completed by November? Is the November target firm or aspirational?

Answer: Refer to the response to Question No. 20 below.

- 14. Question:** For the CRM: what is the current CRM you are using and roughly how many contacts do you manage? Is your team currently running targeted messaging and/or marketing to this contact list directly from the CRM, or through a different platform (and what are those for email, direct connect, and SMS?).

Answer: Refer to the response to Question No. 29 below.

- 15. Question:** It looks like the targeted delivery date is 30-60 days after the contract award announcement? Is this correct?

Answer: Refer to the response to Question No. 20 below.

- 16. Question:** There is a request for contact info for previous client referrals. We do not supply contact info for previous clients out of respect for their time and privacy. But we do list previous clients and have client referral quotes, etc. Is this a determining factor in the awarding of this RFP? If we are not willing to provide this information will our submission be rejected?

Answer: DDA requests client reference contact information to assist in evaluating a Proposer's qualifications, relevant experience, and past performance, as described in Sections 5.7 and 6.5 of the RFP. Reference checks are an important

component of the evaluation process and are typically conducted by the City's Purchasing Division for the highest-ranked Proposer(s), either before or after interviews, as determined appropriate during the evaluation process.

If a Proposer has concerns regarding the privacy of its client contacts, the Proposer may identify the reference contact information as confidential in accordance with Section 1.24 of the RFP. DDA and the City will use the information solely for evaluation purposes and will not disclose it except as required by applicable law.

Failure to provide the requested reference contact information will not automatically result in rejection of a Proposal. However, the Evaluation Committee and Purchasing Division may have a limited ability to verify the Proposer's qualifications, experience, and past performance, which may affect the evaluation of the Proposal under the applicable evaluation criteria.

- 17. Question:** May a Proposer request an individual meeting with DDA or the City to discuss the requirements of RFP-5955-26-KF – Integrated Digital Platform and Website Modernization Services prior to submitting a Proposal.

Answer: DDA and the City are not conducting individual pre-proposal meetings or consultations with prospective Proposers. To ensure a fair, transparent, and equitable procurement process, all Proposers shall follow the instructions contained in the Solicitation Document. Questions regarding the Solicitation or Scope of Services must be submitted in accordance with the inquiry process and deadlines identified in the Solicitation.

- 18. Question:** Section 5.2 excludes the Table of Contents, section dividers, and the completed Solicitation Response Form from the 40-page limit. Are the Detailed Price Proposal and the Subcontractor Disclosure form also excluded from the page limit?

Answer: Yes. The Detailed Price Proposal and the completed Subcontractor Disclosure form are excluded from the 40-page limit.

- 19. Question:** Is GJCreates.org fully within scope for redesign and migration under this project, or is the primary scope DowntownGJ.org? If both sites are in scope, would DDA consider a shared platform architecture with distinct themes and brand treatments for each site?

Answer: Both websites are within the scope of this Project. DowntownGJ.org is the higher priority. DDA would consider a shared platform architecture with distinct branding and functionality for each site if it simplifies administration and meets the Project objectives.

- 20. Question:** Section 4.6 identifies a desired substantial completion of October to November 2026. Would DDA consider a phased approach in which the modernized website launches within that window and CRM implementation reaches completion shortly after the holiday season, or must all components go live together?

Answer: DDA is willing to consider a phased implementation approach. Proposers shall clearly identify any proposed phases, implementation schedule, dependencies, and associated risks. The modernized website, particularly functionality supporting the downtown event calendar and online gift card sales, should be operational before the holiday season. The proposed approach and implementation schedule will be evaluated in accordance with the criteria set forth in the Solicitation.

- 21. Question:** What CRM, database, contact management, or email marketing tools does DDA currently use to manage contacts, newsletter subscribers, volunteers, sponsors, grant applicants, and call-for-art applicants? Approximately how many total contact records exist across these systems?

Answer: Refer to the response to Question No. 7 above.

- 22. Question:** What platform currently supports downtown gift card purchasing, and does DDA intend to retain and integrate that platform or is it open to replacement?

Answer: Refer to the response to Question No. 10 above. DDA currently utilizes Stripe for online gift card purchases, which is integrated through the Gravity Forms Stripe Add-On. Proposers should describe how their proposed solution will support or integrate with this functionality or identify any recommended alternatives and the associated benefits.

- 23. Question:** Does DDA operate on Microsoft 365 or Google Workspace as its primary productivity environment?

Answer: DDA utilizes Google Workspace as its primary productivity and collaboration platform for email, documents, calendars, and related business applications.

- 24. Question:** Where do the business directory listings, event calendar entries, and online form submissions currently reside (for example, specific WordPress plugins or third-party services), and can structured exports be provided to the selected Consultant? For historical form submissions, approximately how far back must migrated records extend?

Answer: DDA currently uses the DP Pro Event Calendar plugin for the event calendar and Advanced Classifieds and Directory Pro Premium for the business directory listings. Structured exports of the business listings can be made

available to the selected Consultant. Historical form submission retention requirements have not been established and should be addressed by the Proposer as part of its proposed data migration strategy.

- 25. Question:** Are there existing hosting, licensing, or subscription agreements with renewal dates that the project schedule must account for?

Answer: DDA maintains annual subscriptions for a variety of website plugins and related services. As part of this Project, DDA expects to conduct a comprehensive review of existing subscriptions and phase out or replace subscriptions, as appropriate, based on the selected solution.

- 26. Question:** Are discovery workshops, training sessions, and go-live support expected to be conducted on-site in Grand Junction, or is remote delivery acceptable for some or all of these activities? This affects the travel expenses to be included in the Detailed Price Proposal.

Answer: Refer to the response to Question No. 5 above. Trainings may be conducted virtually.

- 27. Question:** Will interviews on August 18, if conducted, be held in person or virtually?

Answer: Interviews, if conducted, will be held either entirely in person or entirely virtually, as determined by DDA. Selected Proposers will be notified of the interview format and schedule following completion of the proposal evaluation process.

- 28. Question:** What CRM, email marketing, event management, gift card, payment processing, GIS, form, and database platforms are currently used by Downtown Grand Junction and the Creative District?

Answer: Refer to the response to Question No. 7 above.

- 29. Question:** What are the approximate record counts, available file formats, duplication levels, and known data-quality issues for the datasets expected to be migrated?

Answer: DDA currently maintains over 2,000 records, primarily in Google Sheets. Structured exports will be made available to the selected Consultant, as appropriate. DDA expects the Consultant to perform a data audit as part of the implementation process to identify and address duplicate, outdated, incomplete, or otherwise problematic data prior to migration.

- 30. Question:** Which capabilities must be operational for the desired October–November 2026 launch, and which capabilities may be delivered during a subsequent phase?

Answer: Refer to the response to Question No. 20 above.

- 31. Question:** Does DDA expect two independent websites, a WordPress multisite or equivalent configuration, or two branded experiences managed through a shared CMS?

Answer: DDA is open to independent websites, a shared CMS, a multisite configuration, or other comparable solutions. Proposers should recommend the approach they believe best meets the Project objectives while providing the greatest operational efficiency, ease of administration, scalability, and overall value.

- 32. Question:** Should the proposal assume migration of all approximately 132 pages, 445 business listings, 134 event listings, and 774 media-library items, or only the content approved for migration during the discovery phase?

Answer: Proposers should assume that only content approved by DDA for migration following the discovery phase will be migrated. The selected Consultant shall work with DDA to identify and validate the content to be retained, archived, or excluded from migration.

- 33. Question:** Does the required scope include content rewriting, new copy development, photography, video production, translation, brand development, or remediation of existing PDF and electronic documents?

Answer: DDA does not currently anticipate requiring these services. However, needs identified during the discovery phase may be considered as part of the Project, if mutually agreed upon.

- 34. Question:** Which existing third-party platforms provide supported APIs or other integration methods, and will DDA provide access to available technical documentation during implementation?

Answer: DDA currently utilizes WordPress and a variety of third-party plugins and services that provide API and integration capabilities. The selected Consultant will be provided access to available technical documentation, system information, and administrative access, as appropriate, during implementation.

- 35. Question:** What evidence will DDA require to demonstrate accessibility compliance, for example, automated testing reports, manual keyboard and screen-reader testing, a third-party accessibility audit, or a formal conformance report?

Answer: DDA has not completed an accessibility audit of its existing websites and is open to the Consultant's recommendations regarding appropriate testing and documentation to demonstrate compliance. The selected Consultant shall ensure the new websites comply with the accessibility requirements set forth in the Solicitation.

- 36. Question:** Must each subcontractor independently maintain every insurance coverage and limit identified in Section 3.0, including cyber liability, professional liability, automobile liability, and the five-year professional-liability reporting period?

Answer: Refer to Section 3.0 – Insurance Requirements, specifically the first three (3) paragraphs.

- 37. Question:** Does DDA intend to contract directly with software vendors for CRM, CMS, hosting, domains, payment services, and other subscriptions, or should the Consultant procure and invoice those services on DDA's behalf?

Answer: DDA's preferred approach is for the selected Consultant to procure, manage, and invoice software subscriptions and related services on DDA's behalf, where practical. Proposers shall clearly identify any exceptions to this approach.

- 38. Question:** What review and approval periods should proposers assume for deliverables, designs, data validation, user acceptance testing, and other decisions requiring DDA participation?

Answer: Refer to Sections 4.6 – Project Schedule, 4.7.4 – DDA Staff Coordination and Deliverable Review, and 5.8 – Digital Modernization, Technical Approach and Implementation Plan. Proposers are expected to develop and propose an implementation strategy that identifies the anticipated review and approval periods, DDA staff participation, project dependencies, user acceptance testing, decision points, and other activities necessary to successfully complete the Project and achieve the desired implementation schedule. DDA has not established prescribed review or approval durations, and Proposers should identify any assumptions incorporated into their proposed schedule.

- 39. Question:** In the event of termination for convenience, will the Consultant be compensated for completed work, work in progress, committed resources, and approved non-cancelable third-party costs incurred before the termination date?

Answer: Refer to Sections 2.5 – Payment & Completion and 2.17 – Contract Termination.

- 40. Question:** Are there mandatory data residency, data retention, privacy, cybersecurity, or regulatory requirements beyond those expressly identified in the RFP?

Answer: No. DDA has not identified any additional requirements beyond those set forth in the Solicitation. The selected Consultant shall comply with all applicable federal, state, and local laws, the requirements of the Solicitation, and generally accepted industry standards and best practices.

- 41. Question:** Is onsite participation expected for discovery, implementation, training, or go-live activities, or may the services be performed primarily remotely?

Answer: Refer to the response to Question No. 5 above.

- 42. Question:** Will DowntownGJ.org and GJCreates.org remain as two separate websites with a shared backend, or are alternative approaches acceptable?

Answer: Refer to the response to Question No. 19 above.

- 43. Question:** Is there a preferred CRM platform, or should the Consultant recommend one?

Answer: Refer to the response to Question No. 9 above.

- 44. Question:** Can you share a list of the current third-party software, plugins, APIs, and integrations?

Answer: Refer to the response to Question No. 7, No. 9, and No. 24 above.

- 45. Question:** Approximately how many contacts, records, forms, and documents need to be migrated?

Answer: Refer to the response to Question No. 7, No. 24, and No. 29 above.

- 46. Question:** Should historical data (events, forms, newsletters, etc.) also be migrated, or only active data?

Answer: Refer to the response to Question No. 32 above. DDA anticipates migrating only the content and data approved for migration following the discovery phase.

- 47. Question:** Will DDA provide the final website content, or is content review/editing expected from the Consultant?

Answer: DDA will provide existing website content and will be responsible for reviewing and approving final website content. The selected Consultant shall work collaboratively with DDA during the discovery and implementation phases to identify content for migration, recommend improvements to content organization and presentation, and assist with content formatting and migration. As stated in the response to Question No. 33, DDA does not currently anticipate requiring

content rewriting, new copy development, photography, video production, translation, or brand development; however, needs identified during the discovery phase may be considered if mutually agreed upon.

- 48. Question:** Will DDA provide the hosting, or should the Consultant include hosting services?

Answer: Refer to the response to Question No. 37 above.

- 49. Question:** Is there an existing payment gateway and gift card platform that must be retained?

Answer: Refer to the response to Question No. 10 above.

- 50. Question:** Approximately how many internal users will access the new platform, and are different user roles required?

Answer: DDA anticipates a small number of internal administrative users. Proposers should assume the solution will support multiple user roles and permission levels (e.g., administrators and content editors) and describe the role-based access controls included in its proposed solution.

- 51. Question:** Would DDA accept a proposal that names the reference organizations and describes each engagement at submission, with individual contact details furnished promptly on request or upon short-listing? Or are full contact details required at submission for a proposal to be considered responsive?

Answer: Refer to the response to Question No. 16 above.

- 52. Question:** SOLICITATION RESPONSE FORM — NOT-TO-EXCEED PRICE Section 4.7.5 requires that the Total Not-to-Exceed Contract Price on the Solicitation Response Form (Section 7.0) exactly match the Detailed Price Proposal. Could you confirm whether the Not-to-Exceed figure should represent implementation only, or implementation plus any optional recurring items (hosting, support, subscriptions) that the Proposer offers? We want the two figures to reconcile exactly, as required.

Answer: The Proposed Not-to-Exceed Cost for Professional Services on the Solicitation Response Form shall include only the costs for Professional Consulting, configuration, data migration, website migration, training, testing, implementation, project management, and other implementation-related Services. This amount shall exactly match the Total Not-to-Exceed Contract Price presented in the Detailed Price Proposal. Recurring costs, including hosting, software subscriptions, maintenance, support, licensing, and other ongoing services, shall be identified separately under the Recurring Costs section of the Solicitation Response Form and shall correlate to the Detailed Price Proposal.

- 53. Question:** Section 5.2 sets a forty (40) page limit, excluding the Table of Contents, section dividers, and the completed Solicitation Response Form. Could you confirm that a cover page and any back cover also fall outside the counted limit, or whether they should be counted?

Answer: A cover page and back cover that serve only as a title page or section divider do not count toward the 40-page limit. However, if either contains substantive proposal content beyond that purpose, the page(s) will count toward the 40-page limit.

- 54. Question: Page Limit** – Section 5.2 states that the Table of Contents, section dividers, and the completed Solicitation Response Form (Section 7.0) do not count toward the 40-page limit. Does that exclusion also apply to the Detailed Price Proposal referenced in Section 5.5, or should the Detailed Price Proposal be included within the 40-page narrative?

Answer: Refer to the response to Question No. 18 above.

- 55. Question: Price Proposal Format** – Is there a preferred format or template for the Detailed Price Proposal, or may proposers submit it in their own format provided it addresses the requirements outlined in Section 4.7.5?

Answer: No. DDA has not prescribed a specific format or template for the Detailed Price Proposal. Proposers may use their own format, provided it clearly addresses all pricing requirements set forth in the Solicitation.

- 56. Question: GJ Creates Website Metrics** – The Current Environment Summary provides content metrics for DowntownGJ.org but not for GJCreates.org. Could you provide approximate page counts, media library size, and any other relevant content metrics for the GJ Creates website?

Answer: GJ Creates currently includes approximately:

- 32 webpages;
- 190 media files.

The website is also built on WordPress and utilizes many of the same plugins as DowntownGJ.org. One notable difference is the use of the third-party VibeMap platform to display public art installations, including photographs, artist information, artist links, and geolocation data. Proposers should account for this functionality in their proposed migration and implementation approach.

- 57. Question: On-Site Expectations** – Does DDA anticipate any portion of the project (discovery, training, or go-live support) being conducted on-site in Grand Junction, or is a fully remote approach acceptable?

Answer: Refer to the response to Question No. 5 above.

- 58. Question: Comparable Reference Projects** – Section 5.7 requests references for projects similar in scope, complexity, and size. Could you provide any additional guidance on what DDA considers comparable (for example, organizational size, project value, or population served)?

Answer: DDA considers comparable projects to include website modernization and digital platform implementation projects completed for municipalities, downtown development organizations, business improvement districts, or other governmental or quasi-governmental organizations of similar size, complexity, and operational needs.

This addendum amends the original solicitation for the referenced project as outlined above. All other terms and conditions of the solicitation remain unchanged.

Proposers must acknowledge receipt of this addendum by completing the acknowledgment section on the **Solicitation Response Form** (Section 7.0).

Thank you for your attention to this matter.

Respectfully,

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

Kathleen Franklin
Senior Buyer/Purchasing Agent
City of Grand Junction