



ADDENDUM NO. 3

Date: July 28, 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 4.12 – Tentative Calendar of Events

Revise the Calendar of Events, as previously modified by Addendum No. 2, as follows:

Event	Date Established by Addendum No. 2	Revised Date
Interviews (if required)	August 20, 2026	August 26, 2026
Contract Award and Execution	August 28, 2026	To be determined based on completion of the evaluation and interview process, successful negotiations, new supplier registration, and DDA Board approval.

The interview date is being revised to allow sufficient time to complete the proposal evaluation and shortlisting process, prepare and distribute interview materials, and provide shortlisted Proposers adequate time to prepare for their interview presentations. In addition, the BidNet Direct solicitation has been updated to reflect the proposal submission deadline established by Addendum No. 2 (**August 7, 2026, before 1:00 p.m. MDT**), correcting an administrative posting error.

All other dates remain unchanged unless otherwise modified by this Addendum.

2. Section 4.5.2.1 – Platform Selection and Solution Design

Revise Section 4.5.2.1 as follows:

A. Replace the following sentence:

At a minimum, the Proposal shall address:

With

At a minimum, the proposed solution shall satisfy the following requirements, and the Proposal shall clearly describe how those requirements will be met:

- B. Revise the bullet, "Recommended CRM platform, licensing model, and hosting environment," as follows:
- Hosting services shall be provided from facilities located within the United States.
 - Hosting provider security certifications (e.g., SOC 2 Type II or equivalent).
 - Proposed system availability (uptime) service level commitments.
- C. Insert the following bullet immediately following the bullet stating, "Recommended website platform and Content Management System (CMS), if applicable."
- The Proposal shall describe the long-term maintainability of the recommended Content Management System (CMS), including its update cadence, community and vendor support, and anticipated lifecycle.
- D. Insert the following bullets immediately following the bullet entitled "Required third-party software, applications, integrations, and APIs,":
- Authentication methods utilized by third-party integrations (e.g., OAuth, API Keys, SAML).
 - Middleware, connectors, recurring licensing requirements, and associated ongoing costs.
 - Known API limitations, rate limits, or dependencies that may affect system functionality.
- E. Replace the following bullet:

Multi-factor authentication (MFA), if supported.

With:

Administrative access shall require multi-factor authentication (MFA). Administrative access shall be logged, and audit records shall be retained in accordance with the Consultant's documented retention policy.

- F. Insert the following bullet immediately following the bullet entitled "Role-based security and user permissions":
- Unique user accounts shall be utilized for all administrative access. Shared or generic administrative accounts shall not be used. Upon project

completion, all administrative credentials shall be transferred to DDA in accordance with Section 4.10.

G. Insert the following bullet immediately following the bullet entitled "Audit logs and activity tracking":

- Security event logging and administrative activity monitoring.

H. Insert the following bullet immediately following the bullet entitled "Data backup and recovery capabilities,":

- Backup frequency, retention periods, Recovery Point Objective (RPO), and Recovery Time Objective (RTO).

I. Insert the following bullets immediately following the bullet entitled "Password management and security policies":

- Sensitive data shall be encrypted in transit using Transport Layer Security (TLS) version 1.2 or higher and encrypted at rest using industry-standard encryption methods.
- Security vulnerability management, including patch management procedures and remediation timeframes for critical vulnerabilities, including documented patch management procedures and the Consultant's remediation timeframes or service level commitments (SLAs) for critical vulnerabilities.
- Prior to production deployment (go-live), the Consultant shall perform a security assessment, such as a vulnerability scan or equivalent security review. Any identified critical vulnerabilities shall be remediated prior to production deployment. The Proposal shall describe the Consultant's approach, methodology, and any tools utilized to satisfy this requirement.
- Incident response procedures, including notification to DDA of any actual or suspected security incident affecting DDA information, systems, or services provided under the resulting Contract.
- Any payment processing solution incorporated into the proposed solution shall comply with the applicable Payment Card Industry Data Security Standard (PCI DSS) requirements. The Proposal shall describe how payment information will be securely processed and confirm that payment card data will not be stored, processed, or transmitted through DDA-hosted infrastructure unless expressly required by the approved solution architecture and compliant with applicable PCI DSS requirements.

J. Insert the following bullets immediately following the bullet entitled "Artificial Intelligence (AI) readiness and workflow automation opportunities":

- Identification of any third-party artificial intelligence (AI) services or Large Language Models (LLMs) incorporated into the proposed solution.

- Description of how DDA data will be processed by AI-enabled features and confirmation that DDA data will not be used to train publicly available or third-party AI models without DDA's prior written authorization.
- K. Insert the following bullets immediately following the bullet entitled "Compliance with accessibility requirements, applicable industry standards, and data security best practices":
- Proposed accessibility testing methodology, including automated testing and manual testing using keyboard-only navigation and screen-reader technologies prior to final acceptance.
 - Delivery of an Accessibility Conformance Report (ACR), Voluntary Product Accessibility Template (VPAT), or equivalent documentation demonstrating compliance with the accessibility requirements of the Solicitation prior to final acceptance of the Solution.
3. Section 4.5.2.2 – CRM Configuration and Implementation
- Revise Section 4.5.2.2 as follows:
- A. Insert the following bullets immediately following the bullet entitled "User roles, permissions, and security settings":
- Data retention, archival, and record management capabilities.
 - Audit history and change tracking for constituent and administrative records.
4. Section 4.5.3.1 – Data Migration, Communications, and Reporting
- Revise Section 4.5.3.1 as follows:
- A. Insert the following bullets immediately following the bullet entitled "Rollback and recovery procedures":
- The Consultant shall perform data validation and reconciliation following migration and prior to production deployment. The Consultant shall obtain DDA's written acceptance of the migrated data before final production cutover.
 - All data containing personally identifiable information (PII) or other confidential information shall be transferred using encrypted transmission methods consistent with industry-standard security practices.
 - Upon completion of the migration and DDA's acceptance of the production environment, the Consultant shall securely destroy or return any temporary copies of DDA data retained during the migration process, except where retention is required by law.

5. Section 4.10 – Contract Term and Renewal

Revise Section 4.10 by adding the following paragraph immediately following the paragraph beginning, "Prior to final acceptance of the Project, the Consultant shall provide DDA with all administrative credentials...":

A. Upon final acceptance of the Project and upon expiration or termination of the Contract, the Consultant shall provide DDA with the ability to export all DDA-owned data in industry-standard, non-proprietary formats suitable for migration to another system without unreasonable technical, contractual, or licensing restrictions or additional licensing requirements. The Consultant shall also provide any documentation reasonably necessary for DDA to access, utilize, and migrate such exported data.

- 6. Question:** Would DDA/the City consider a proposal covering only the website design, development, and launch portion of this RFP, without including CRM implementation — or is a single, fully integrated proposal covering CRM implementation required for a proposal to be considered?

Answer: Refer to Sections 1.4, 4.2, 4.4, and 4.5 of the RFP.

- 7. Question:** Is there a prior or current website/CRM vendor for downtowngj.org and gjcreates.org, or has this work been performed entirely in-house by DDA staff to date?

Answer: Growl Agency designed and developed both websites.

- 8. Question:** Is a specific business license or registration required to perform this work in the State of Colorado?

Answer: Proposers are responsible for determining and obtaining all licenses, registrations, permits, and other authorizations required to conduct business and perform the Services in the State of Colorado. The City makes no representation regarding the specific requirements applicable to an individual Proposer.

- 9. Question:** Please confirm whether foreign vendors are eligible to participate in this RFP.

Answer: Refer to revised Section 1.26.6 – United States-Based Personnel Requirement, as added by Addendum No. 1.

- 10. Question:** Please confirm Whether IRS Form W-8BEN/W-8BEN-E would be an acceptable substitute for the W-9 requirement during supplier registration and contract execution.

Answer: No. Refer to the response to Question No. 3 in Addendum No. 1.

- 11. Question:** Whether there are any additional registration requirements (e.g., Colorado Secretary of State foreign entity registration) that apply to vendors based outside the United States.

Answer: Refer to revised Section 1.26.6 – United States-Based Personnel Requirement, as added by Addendum No. 1.

- 12. Question: Current CRM:** Does DDA currently use any CRM or constituent management platform, or is this a net-new implementation? If an existing system is in place, can you identify the platform and describe the data it currently holds?

Answer: DDA currently utilizes the built-in CRM and audience management tools within its Mailchimp account. Proposers may recommend a new CRM solution as part of their proposed integrated digital platform.

- 13. Question: Gift card platform:** What gift card purchasing platform does DDA currently use, and does DDA expect the selected vendor to integrate with the existing platform or recommend and implement a new one?

Answer: Refer to the responses to Questions No. 10, and No. 22 in Addendum No. 1.

- 14. Question: Business directory:** Are the 445 business listings currently stored in WordPress (e.g., a directory plugin or custom post type), in a separate database, or in a third-party platform? And will DDA provide a structured data export, or will the vendor be responsible for extracting the data?

Answer: Business listings are currently maintained in both WordPress and a separate Google document. Applicable files and available data exports will be provided to the selected Consultant, as appropriate.

- 15. Question: October to November go-live:** Is the October to November 2026 target intended to encompass the full scope of services, including CRM implementation and data migration, or is it primarily focused on the public-facing website launch with CRM following in a subsequent phase?

Answer: Refer to the response to Question No. 20 in Addendum No. 1.

- 16. Question: GJCreates.org scope:** Is the Creative District website (gjcreates.org) expected to be fully redesigned and migrated as part of this engagement, or is the primary focus the Downtown GJ main site with GJCreates as a secondary deliverable?

Answer: Refer to the responses to Questions No. 19 and No. 31 in Addendum No. 1.

- 17. Question: Brand guidelines:** Will DDA provide finalized brand and style guidelines for both Downtown GJ and GJ Creates at contract kickoff, or will brand development be part of the engagement scope?

Answer: DDA has established brand and style guidelines. The new websites provide an opportunity to further develop and expand those guidelines.

- 18. Question: Payment gateway:** Does DDA have an existing payment gateway for event registration and other online transactions, or will the vendor recommend and implement the payment solution as part of this project.

Answer: Refer to the responses to Questions No. 10, and No. 22 in Addendum No. 1.

- 19. Question: Microsoft 365 and Google Workspace:** Does DDA primarily use Microsoft 365 or Google Workspace for internal operations? And is SSO integration with either or both platforms a requirement at launch?

Answer: Refer to the response to Question No. 23 in Addendum No. 1. Single Sign-On (SSO) is not required. Proposers should describe the available SSO capabilities of their proposed solution. Multi-Factor Authentication (MFA) is required.

- 20. Question: Historical analytics data:** Does DDA have an existing Google Analytics 4 property with historical data it wishes to preserve, or will GA4 be configured from scratch as part of this engagement?

Answer: The approach will be determined during the discovery process. If appropriate, Google Analytics 4 may be configured as part of the implementation.

- 21. Question:** We are a Canadian company that services clients globally. Is there anything preventing us from bidding?

Answer: Proposers must comply with revised Section 1.26.6 – United States-Based Personnel Requirement, as added by Addendum No. 1, and all other requirements of the Solicitation.

- 22. Question:** Could you specify the exact CRM platform(s) that the DDA currently utilizes?

Answer: Refer to the responses to Questions No. 7 and No. 29 in Addendum No. 1.

- 23. Question:** We note that the deadline for inquiries is July 22nd. Are follow up questions to clarify responses in the addenda permitted after this inquiry deadline?

Answer: No. The deadline for inquiries identified in the Solicitation applies to all questions, including follow-up questions regarding Addenda.

- 24. Question:** Is native mobile application needed – Downloadable via ios and googleplay or is cloudbase database web application suitable?

Answer: A native mobile application downloadable through the Apple App Store or Google Play is not required. A cloud-based web application is acceptable, provided the proposed websites are fully responsive, mobile-friendly, and accessible from standard web browsers on mobile devices.

- 25. Question:** Is relevant experience mandatory and do we need to provide details of the customer?

Answer: Refer to Sections 3.3.4 (Qualifications and Experience) and 3.3.5 (References) of the Solicitation.

- 26. Question:** Are you looking for a full-blown service or are you open for our team to only develop the application, but the website and SEO will not be handled by our team?

Answer: No. The City is seeking proposals that address the full scope of services described in the Solicitation. Proposers may utilize subcontractors or teaming arrangements; however, the Proposal must address all required components of the Scope of Services.

- 27. Question:** Are there any extended security certifications needed. Ex. HIPAA, FERPA, FEDRAMP, GovCloud, etc.?

Answer: Refer to Section 4.5.2.1, as revised by Addendum No. 3. No additional security certifications are required beyond those identified in the Solicitation and Addenda.

- 28. Question:** Please confirm the number of internal users who will require access to the proposed CRM, workflow, reporting, and administrative applications, categorized as administrators, standard users, and read-only/report viewers.

Answer: At project launch, DDA anticipates approximately five (5) CMS user accounts: two (2) Administrator accounts and three (3) Editor accounts.

- 29. Question:** Will any external stakeholders (e.g., business owners, property owners, volunteers, vendors, grant applicants, artists, sponsors, or event participants) require authenticated portal access, or will all external interactions occur through public website forms and submissions?

Answer: No. DDA does not currently anticipate requiring authenticated portal access for external users; however, DDA is willing to consider such functionality if compelling benefits are demonstrated.

- 30. Question:** Please provide approximate record counts for the primary datasets to be migrated, including contacts, businesses, property owners, stakeholders, newsletter subscribers, volunteers, event participants, grant applicants, and call-for-art applicants.

Answer: Refer to the responses to Questions No. 7, No. 21, and No. 29 in Addendum No. 1.

- 31. Question:** Please identify the current platforms used for CRM/contact management, email marketing/newsletters, online forms, event registration, gift cards, payment processing, SMS, mapping, analytics, and reporting, and indicate which systems are expected to be retained and integrated versus replaced.

Answer: Refer to the responses to Questions No. 7, No. 9, No. 10, No. 21, No. 22, No. 23, No. 24, No. 28, and No. 29 in Addendum No. 1.

- 32. Question:** Please provide the approximate number of active public forms and the typical monthly or annual submission volume for grant applications, call-for-art submissions, vendor applications, event submissions, volunteer forms, newsletter signups, and other online processes.

Answer: There are approximately 40 active forms across the two websites. Submission volumes vary by form and may range from approximately 1 to 500 submissions.

- 33. Question:** Please confirm the expected number of dashboard/report authors and viewers, and whether any dashboards or reports are expected to be shared with external users, board members, or the public.

Answer: Refer to the response to Question No. 28 above. DDA has not yet determined whether dashboards or reports will be shared with external users, Board members, or the public. Proposers should describe the capabilities of their proposed solution for securely sharing dashboards and reports, including the associated benefits, limitations, and any applicable access controls or permissions.

- 34. Question:** Please identify DDA's current enterprise productivity, identity, email, and collaboration environment, including any existing subscription levels or software agreements that should be considered.

Answer: A comprehensive subscription and technology audit will be completed following Contract award.

- 35. Question:** Please confirm whether the proposed solution should include separate development, testing/UAT, training, and production environments.

Answer: Yes. DDA expects the proposed solution to include separate development, testing/user acceptance testing (UAT), and production environments, or an equivalent approach that ensures the websites are thoroughly tested prior to production deployment.

- 36. Question:** If available, please provide the current database and document/file storage volumes, along with any mandatory data retention requirements that should be considered.

Answer: Refer to the responses to Questions No. 24, No. 29, and No. 40 in Addendum No. 1.

- 37. Question:** Please confirm whether software licenses and subscriptions are expected to be procured by the selected consultant or purchased directly by DDA under existing agreements.

Answer: DDA will purchase the necessary software licenses, subscriptions, plugins, and similar recurring services.

- 38. Question:** Please provide approximate average and peak website traffic and transaction volumes, particularly during holiday promotions, major events, and gift card campaigns.

Answer: Current website traffic averages approximately 450,000 monthly impressions and approximately 4,500 monthly clicks.

- 39. Question:** Please identify any required integrations not specifically listed in the RFP and confirm whether those integrations are expected to operate in real time or through scheduled synchronization.

Answer: DDA has not identified any additional required integrations beyond those identified in the Solicitation and Addenda.

- 40. Question:** CRM platform: The CRM is the heart of this initiative, so it's usually the biggest factor in scoping. Does the Downtown Development Authority (DDA) have a preferred or incumbent CRM in mind, or is the vendor expected to recommend and implement one? And would ongoing CRM licensing be procured in DDA's name, or bundled through the Consultant?

Answer: DDA does not have a preferred CRM platform. Refer to the response to Question No. 37 above.

- 41. Question:** Content and migration: The RFP notes roughly 132 pages, 445 business listings, 134 event listings, and 774 media items across the two sites. Roughly how much of that do you expect to carry over versus retire, and would your current environment allow an export or admin access to make the migration clean? This helps us right-size the effort, including the existing CRM/constituent records.

Answer: DDA anticipates that most identified pages, listings, and media assets will be migrated. A comprehensive content audit will be completed with the selected Consultant during the discovery phase to determine the final migration scope.

- 42. Question:** Integrations: For the services you list - gift card purchasing, payment gateway, and mapping - would embedding or linking be acceptable, or are you looking for deeper data-level integration? This shapes the build more than almost anything else.

Answer: DDA is open to recommendations regarding the most effective approach to integrating and managing these features.

- 43. Question:** Hosting and ongoing support: Would you like us to host on our managed platform, or keep the sites on DDA's own hosting? And for post-launch support, are you picturing security and software upkeep, ongoing content help, or both? This shapes both the build and the support options we propose.

Answer: DDA currently hosts its websites with SiteGround but is open to alternative hosting solutions if they provide greater value and better meet the objectives of the Project. The proposed post-launch support should include hosting (if applicable), security updates, software maintenance, routine technical support, and resolution of issues beyond the capabilities of DDA staff. DDA anticipates performing day-to-day website content updates and routine administration internally.

- 44. Question:** Optional features: For the AI-enabled capabilities and workflow automation the RFP invites, would you like those priced as line-item options in this round, or are they more exploratory for a future phase? We're glad to scope either way - it just helps us calibrate the detail.

Answer: Yes. Proposers are encouraged to identify and price any proposed AI-enabled capabilities and workflow automation features as separate line-item options.

- 45. Question:** Budget: I always hate to ask, but it genuinely helps - I know the RFP doesn't disclose a figure, but even a rough range or not-to-exceed would let us tailor recommendations that fit rather than over- or under-build.

Answer: DDA will not disclose a budget, funding range, estimated contract value, or not-to-exceed amount. Proposers are expected to evaluate the Project requirements, conduct appropriate due diligence, and recommend a solution and implementation approach they believe best meets DDA's objectives and provides the greatest overall value.

- 46. Question:** One note on timeline: we see the approximate October–November substantial-completion target against an August 28 award. If there's openness to a phased go-live - standing up the public websites and core CRM first for the holiday season, with secondary integrations and workflows following - we'd welcome the chance to propose that, as it can protect quality and accessibility compliance. If there's a specific launch date driving the schedule, let us know and we'll build around it.

Answer: Refer to the response to Question No. 20 in Addendum No. 1.

- 47. Question:** The insurance is expected to be in place for the duration of the work contract. Is there an expectation that details of the insurance plan, specifically those usually put in writing once the policy is in place, be provided up front? If so what are these details?

Answer: Refer to Section 3.0 – Insurance Requirements of the Solicitation.

- 48. Question:** Is there an expectation that names and agency names of those who are hired or who work is outsourced to be provided up front?

Answer: Yes. The Proposal should identify any proposed subcontractors, partner firms, or other entities expected to perform portions of the Services using the Subcontractor Disclosure Form. Key personnel should be identified as required by the Solicitation.

- 49. Question:** If it is expected that agency names be provided up front, do those agencies have to offer an employee list. If an agency has a percentage of employees from overseas, is that a violation of the contract? Is there a percentage of employees required to be American citizens?

Answer: An employee list is not required as part of the Proposal. Refer to revised Section 1.26.6 – United States-Based Personnel Requirement. All Services under the resulting Contract must be performed by personnel physically located within the United States. The Solicitation does not require personnel to be United States citizens.

- 50. Question:** Who has access to post events? Do business and community organizations have login and post access, or is there an internal events manager who posts these events? Would it be reasonable, in terms of quality of content, to post more specific information? For example, on the Market on Main page,

specific details, such as farms offering select produce and providing prices is more enticing to site visitors and relieved a bit of the “generic feel”.

Answer: Businesses and the community can currently submit an event through an online form. Submitted events are then approved by DDA staff. DDA staff can edit event postings as needed.

- 51. Question:** Is there any reason not to create a portal for community organizers with limited access, but enough to provide some additional highlights? For example, the Market on Main might let the farmers market director showcase a few weekly produce options?

Answer: We would consider new features that make the website more interactive.

- 52. Question:** The GJcreates page showcases outdoor sculpture and installation, as well as murals and similar types. I suspect there are galleries, though they aren't shown. The strategic plan for the arts sector is missing. Is this site upgrade to coincide with an unveiling of a new Grand Junction Arts Sector Initiative? Are there many physical galleries in Grand Junction?

Answer: The site should reflect the full downtown creative experience. That includes public art, performance venues, creative businesses and galleries.

- 53. Question:** Does this site collect tourism and industry data? Where does it get the data from, and which APIs does it use? Who does it provide this data to currently? Is it publicly accessible?

Answer: DDA utilizes third-party analytics platforms, such as Placer.ai, that help DDA collect some visitor data. Tourism metrics may be requested from Visit Grand Junction through an [Open Records Request](#) submitted to the City Clerk's Office in accordance with the Colorado Open Records Act (CORA)

- 54. Question:** Are there any processes and workflows that can't be automated for some reason? In terms of user flow, automating data collection from a list of art galleries, for example, could work well. This would restructure the information process from an “opt-in” to an “opt-out” procedure. Pros of this - the current site appears to be out of date and not kept up. Most dates say 2022. Automation could alleviate gaps in information. Cons of this - site employees' jobs would be a bit restructured, focusing on removing unnecessary content, instead of seeking content from area shops and businesses. Do you have current policies that might prohibit this approach?

Answer: DDA is open to proposals that include workflow automation where appropriate. No specific workflows have been identified as prohibited from automation. Proposers should describe their recommended approach, including any assumptions, benefits, risks, and impacts on existing business processes.

- 55. Question:** Budget / not-to-exceed range. To right-size the recommended platform, CRM, and phasing, please confirm whether the DDA has an established budget or not-to-exceed range for the Phase I–II engagement (platform + CRM implementation), and a target annual amount for ongoing support/hosting.

Answer: Refer to the response to Question No. 44 above.

- 56. Question:** CMS direction. The RFP does not mandate a CMS and invites a recommendation. Is the DDA open to migrating DowntownGJ.org and/or GJCreates.org off WordPress to an alternative CMS if recommended, or is remaining on WordPress preferred or required for either site?

Answer: Yes. DDA is open to alternative CMS platforms for DowntownGJ.org and GJCreates.org. Proposers should recommend the CMS they believe best meets the Project objectives and explain the rationale for their recommendation.

- 57. Question:** CRM direction. Given no CRM exists today, does the DDA have any preference, existing licensing, or constraint (e.g., Google Workspace-native tooling, budget ceiling, data residency) that should inform the recommended CRM, or is the recommendation fully open to the vendor?

Answer: DDA has not identified a preferred CRM platform, existing licensing constraint, or technology restriction. While DDA currently utilizes Google Workspace, Proposers should recommend the CRM they believe best meets the Project objectives and explain the rationale for their recommendation.

- 58. Question:** Migration scope and depth. Please confirm which data sources are in scope for migration — Mailchimp, Sprout Social, Gravity Forms submissions, Google Sheets, and both WordPress sites' content and media — and whether full historical records (e.g., past form submissions, social archives) must be migrated, or only current/active contacts and published content.

Answer: The identified systems represent the primary data sources anticipated for migration. The selected Consultant shall perform a comprehensive discovery and data audit to validate the final migration scope prior to implementation.

- 59. Question:** Payments / gift cards. Please confirm whether the existing Stripe-based gift-card functionality must be retained as-is or may be re-implemented on the new platform and clarify the expected division of PCI-DSS responsibility among the City/DDA, Stripe, and the vendor.

Answer: Stripe is the preferred platform as it syncs well with the gift card program.

- 60. Question:** Required integrations. Please confirm which Google Workspace integrations are required (e.g., single sign-on/authentication, calendar, shared

drives), and whether GA4, Search Console, Mailchimp, and Sprout Social are to be retained and integrated with the new platform or replaced by it.

Answer: Current subscriptions will either be integrated into the proposed solution or replaced by a new platform.

- 61. Question:** Accessibility of deliverables. Please confirm the target conformance is WCAG 2.0 AA (with Colorado HB21-1110) and clarify whether a formal accessibility audit and/or a VPAT / Accessibility Conformance Report is a required deliverable of the engagement.

Answer: Refer to Section 4.5.2.1, as revised by Addendum No. 3.

- 62. Question:** References. Section 5 requests three references from the past five years. Please confirm whether municipal, DDA, nonprofit, and comparable private-sector digital-modernization references are all acceptable, and whether references are also required for any proposed subcontractors.

Answer: Municipal, Downtown Development Authority (DDA), nonprofit, and comparable private-sector digital modernization references are acceptable. The Solicitation does not require separate references for proposed subcontractors.

- 63. Question:** U.S.-based personnel and subcontractors (Section 1.26.6). Please confirm that U.S.-based subcontractors are permitted under Section 1.26.6, how they must be disclosed, and whether the 100% U.S.-based-personnel requirement extends to hosting operations, support/help-desk staff, and any third-party SaaS operations personnel involved in delivering the services.

Answer: U.S.-based subcontractors are permitted and should be disclosed in the Proposal using the Subcontractor Disclosure Form. The United States-based personnel requirement extends to all operations performed under the resulting Contract, including hosting, support/help desk, and any third-party SaaS operations personnel involved in delivering the Services.

- 64. Question:** Pricing mechanics (Section 6.0 / Addendum 1). Please confirm precisely which cost elements are included in the scored not-to-exceed (NTE) professional-services figure versus the unscored recurring/TCO costs, so that platform license, hosting, and third-party SaaS fees are represented consistently across proposals.

Answer: Refer to Section 4.7.2 – Budget and the Solicitation Response Forms. The scored not-to-exceed (NTE) professional services amount shall include all implementation and professional services identified in Solicitation Response Form No. 1. The Detailed Price Proposal shall provide a line-item breakdown of those costs, and the total shall exactly match the Not-to-Exceed Contract Price submitted on Solicitation Response Form No. 1. Recurring software licensing,

hosting, subscriptions, maintenance, third-party SaaS fees, and any other recurring costs shall be provided separately in Solicitation Response Form No. 2 and shall also be itemized by line item in the Detailed Price Proposal.

- 65. Question:** Timeline. Please confirm the anticipated contract-execution / Notice-to-Proceed date and whether the substantial-completion target (approximately October–November 2026) is firm, given the August 3 proposal deadline and subsequent evaluation and award.

Answer: Refer to the response to Question No. 20 in Addendum No. 1.

- 66. Question:** May the Proposer satisfy the comparable-project and reference requirements using projects performed by proposed key personnel or disclosed subcontractors, provided those individuals or firms performed substantially similar work, or must all qualifying projects and references relate to contracts held directly by the bidding entity?

Answer: Yes. DDA will consider relevant experience and references from the Proposer, proposed Key Personnel, and disclosed subcontractors, provided the Proposal clearly identifies whose experience is being presented and demonstrates that the individual or subcontractor will have a meaningful role in performing the Services under any resulting Contract. The Proposal should clearly distinguish between projects performed by the proposing entity and those performed by proposed Key Personnel or subcontractors and identify each individual's or firm's role on the referenced project. The City will evaluate the overall qualifications, experience, and organizational capacity of the proposed team in accordance with Section 5.7 and the evaluation criteria.

- 67. Question:** Given that DDA is a component unit of the City and the Scope includes Microsoft 365 integration, does City IT or information security hold review or approval authority for platform selection, hosting, integration, or identity configuration, and do DDA users and data reside within the City Microsoft 365 tenant or a separate DDA environment?

Answer: DDA will coordinate any required City IT or information security reviews, as appropriate. DDA data does not reside within the City's Microsoft 365 tenant. DDA users utilize the City's Microsoft 365 environment.

- 68. Question:** Please identify the CRM or constituent-management application and email-marketing platform currently in use and provide, to the extent available, approximate counts of CRM contact records and newsletter subscribers expected to be migrated.

Answer: Refer to the response to Question No. 7 in Addendum No.1.

- 69. Question:** Please clarify whether the accessibility scope includes remediation of all legacy PDFs, documents, videos, captions, media assets, and historical content, or whether the base requirement applies to the new platform, templates, components, and content selected for migration, with broader legacy-content remediation separately prioritized and scoped.

Answer: DDA staff will assist in reviewing existing content, documents, and media to identify obsolete or unnecessary materials for removal prior to migration. All content and files selected for migration shall meet current accessibility standards. The extent of any additional remediation of legacy content will be determined during the discovery and content audit phases of the Project.

- 70. Question:** Does DDA currently operate a gift-card program with an existing provider and merchant account? Please also clarify whether payment-card data is expected to pass through or be stored within the proposed platform, or whether payment processing will remain fully hosted by a PCI-compliant payment provider.

Answer: DDA currently uses Stripe to process payments. The gift card program is issued by Pathward, N.A., Member FDIC. DDA anticipates that payment processing will remain hosted by a PCI-compliant payment provider and does not expect payment card data to be stored within the proposed platform.

- 71. Question:** Must the two websites remain independently administered platforms, or would DDA accept a shared platform and administrative environment that presents two distinct branded public experiences?

Answer: Refer to the responses to Questions No. 19 and No. 31 in Addendum No. 1.

- 72. Question:** With Contract Award anticipated August 28, 2026, does the October–November 2026 substantial-completion objective represent full production delivery of the complete Scope of Services or a prioritized initial production release supporting the most critical seasonal objectives, with remaining capabilities delivered through subsequent phases? Please also identify any known event, campaign, holiday, or gift-card periods during which production changes or service interruptions should be avoided.

Answer: Refer to the response to Question No. 20 in Addendum No. 1.

- 73. Question:** Does DDA anticipate any mandatory on-site work or travel? If services are performed fully remotely, please confirm how the automobile and Colorado workers' compensation requirements would apply.

Answer: Refer to the responses to Questions No. 4, No. 5, No. 6, No. 26, and No. 41 in Addendum No. 1.

- 74. Question:** What systems currently serve as the source of record for constituent, business, property owner, volunteer, sponsor, and subscriber data?

Answer: Refer to the responses to Questions No. 7 and No. 29 in Addendum No. 1.

- 75. Question:** Approximately how many records exist within each data domain that is expected to be migrated?

Examples:

- Contacts
- Businesses
- Property owners
- Event participants
- Volunteers
- Newsletter subscribers
- Sponsors

Answer: Refer to the responses to Questions No. 7 and No. 29 in Addendum No. 1.

- 76. Question:** What historical data retention requirements should the proposed solution support?

Answer: Refer to the responses to Questions No. 24 in Addendum No. 1.

- 77. Question:** Are there existing data quality standards, governance policies, or duplicate resolution rules that should be applied during cleansing and deduplication activities?

Answer: Existing data governance and retention practices will be reviewed during discovery. Data required to be retained by law shall be maintained in accordance with applicable record retention requirement.

- 78. Question:** What existing integrations currently create, update, or consume constituent and stakeholder data?

Examples:

- Email marketing systems
- Event registration platforms
- Payment systems
- WordPress plugins
- Microsoft 365 services

Answer: Refer to the responses to Questions No. 7, No. 9, No. 10, No. 22, No. 23, No. 24, No. 28, and No. 29 in Addendum No. 1.

- 79. Question: Past Performance & References:** In the event a vendor lacks formal state or local government organization references for an identical Scope of Work, is it permissible to submit strong key-personnel project experience to fulfill this requirement? *(If permitted, documentation would clearly detail the specific performance and relevant outcomes achieved.)*

Answer: The RFP does not require references exclusively from state or local government organizations. Refer to Section 5.7 – Qualifications & Relevant Experience, Project Team, and References. The City will evaluate proposals in accordance with the requirements and evaluation criteria set forth in the RFP.

- 80. Question:** Do you expect this to be a product offering (COTS), or can it be a solution that we build specifically for the DDA's requirements?

Answer: This can be built specifically for the DDA.

- 81. Question:** Who is the incumbent vendor currently providing similar services?

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

- 82. Question:** Is the incumbent vendor allowed to participate in this RFP?

Answer: Yes.

- 83. Question:** What are the current challenges and pain points?

Answer: Refer to Section 1.4 – Purpose and Section 4.0 – Scope of Services. The current challenges, objectives, and desired outcomes are identified throughout the Project Scope and form the basis of this Solicitation.

- 84. Question:** What are the primary operational challenges with the current WordPress environment that DDA wants to eliminate?

Answer: Refer to Section 1.4 – Purpose and Section 4.0 – Scope of Services. DDA is seeking a modern, scalable, and maintainable digital platform that addresses the operational objectives and improvements identified in the Project Scope. Proposers should identify how their proposed solution addresses those objectives.

- 85. Question:** Who will be responsible for hosting?

Answer: DDA currently uses SiteGround for hosting. DDA is open to proposer recommendations regarding the hosting solution and whether hosting will be

provided by the Proposer or another hosting provider. Proposers should clearly describe their proposed hosting approach.

86. Question: Are there preferred cloud providers?

Answer: No. DDA does not have a preferred cloud provider. Proposers may recommend the cloud hosting environment they believe best meets the objectives of the Project.

87. Question: What is the DDA's current CRM platform in use?

Answer: Refer to the responses to Questions No. 7 and No. 29 in Addendum No. 1.

88. Question: Please provide the DDA's current data technology stack, including which database, data integration, and data visualization technologies are currently utilized.

Answer: Refer to the responses to Questions No. 7, No. 9, No. 24, and No. 29 in Addendum No. 1.

89. Question: Do you have any technology preferences in terms of developing the reports/dashboards (PowerBI or Tableau)?

Answer: DDA has no preference regarding reporting or dashboard technologies. Proposers should recommend the solution they believe best meets the Scope of Services and Project objectives.

90. Question: How many users will be concurrently accessing the system? Also, please specify the total number of users and their respective roles.

Answer: Refer to the response to Question No. 28 above.

91. Question: Can you please specify the number of dashboards that need to be developed?

Answer: DDA has not prescribed the number or structure of dashboards. Proposers should recommend the reporting and dashboard solution they believe best meets the Scope of Services and Project objectives.

92. Question: Are there any legacy databases or systems that must remain operational after implementation?

Answer: DDA has not identified any legacy databases or systems that must remain operational. Proposers should recommend an appropriate migration and transition strategy based on the discovery process and the proposed solution.

- 93. Question:** Does DDA expect both existing websites to remain as separate websites with shared administration, or should they be consolidated into a single platform with multiple sites?

Answer: Refer to the responses to Questions No. 19 in Addendum No. 1.

- 94. Question:** Approximately how many additional pages, media assets, and documents are expected to be migrated beyond those identified in the RFP?

Answer: DDA has not identified a specific number of additional pages, media assets, or documents beyond those described in the Solicitation. The final migration inventory will be confirmed during the discovery phase.

- 95. Question:** Are there any custom WordPress plugins or custom-developed functionality that must be preserved?

Answer: No.

- 96. Question:** Approximately how many CRM users will require access, and what user roles are anticipated?

Answer: Refer to the response to Questions No. 28 above.

- 97. Question:** Approximately how many constituent/contact records will need to be migrated into the new CRM?

Answer: Refer to the responses to Questions No. 7, No. 21, and No. 29 in Addendum No. 1.

- 98. Question:** What level of data cleansing and deduplication does DDA expect prior to migration?

Answer: DDA staff will work with the selected Consultant to review, validate, and cleanse data, as appropriate, prior to migration.

- 99. Question:** Is there an acceptable maintenance window or downtime period for the production migration?

Answer: Acceptable maintenance windows and any production downtime will be coordinated with the selected Consultant during implementation to minimize disruption to DDA operations.

- 100. Question:** What are the highest-priority reports and dashboards required by DDA?

Answer: DDA's highest-priority reports and dashboards include gift card activity, event information, website traffic, and marketing analytics.

- 101. Question:** Does DDA have a preferred implementation timeline for each project phase?

Answer: Refer to the responses to Questions No. 20 in Addendum No. 1.

- 102. Question:** Are there any required security standards or compliance frameworks beyond WCAG and Colorado HB21-1110?

Answer: Refer to Section 4.5.2.1, as revised by Addendum No. 3.

- 103. Question:** Is Single Sign-On (SSO) a mandatory requirement or an optional capability?

Answer: Single Sign-On (SSO) is not required. Proposers should describe the SSO capabilities of their proposed solution. Administrative access shall require Multi-Factor Authentication (MFA). Refer to Section 4.5.2.1, as revised by Addendum No. 3.

- 104. Question:** Does DDA require Multi-Factor Authentication (MFA) for all administrative users?

Answer: Refer to Section 4.5.2.1, as revised by Addendum No. 3.

- 105. Question:** Do you have an estimated project start date and desired go-live date? Please mention in months.

Answer: Refer to the response to Questions No. 19 in Addendum No. 1.

- 106. Question:** What post-go-live support period is expected?

Answer: DDA expects the Proposal to include a post-implementation support plan that addresses ongoing maintenance, technical support, issue resolution, and transition of routine day-to-day website management to DDA staff. Proposers should recommend an appropriate support period.

- 107. Question:** Do you expect the vendor to perform any tasks on-site, or can all work be performed remotely?

Answer: Refer to the response to Questions No. 5 in Addendum No. 1.

- 108. Question:** Do you accept offshore resources?

Answer: No. Refer to revised Section 1.26.6 – United States-Based Personnel Requirement, as added by Addendum No. 1.

109. Question: What is the approved budget or range allocated for this project?

Answer: Refer to the response to Question No. 45 above.

110. Question: Budget / funding range. We understand from Section 4.7.2 that DDA is not disclosing its budget. To help proposers right-size the solution to DDA's resources, would DDA be willing to share a not-to-exceed ceiling or an anticipated funding range for the professional-services (implementation) portion of the Project?

Answer: Refer to the response to Question No. 45 above.

111. Question: Tiered pricing. Independent of the above, would DDA welcome a proposal that presents scalable pricing options (for example, a recommended solution plus a leaner alternative) so DDA can align scope to available funding during negotiation? If so, should the Solicitation Response Form not-to-exceed figure reflect our recommended option?

Answer: Yes. DDA will consider scalable solution options. The Solicitation Response Form should reflect the Proposer's recommended solution. Alternate proposals may also be submitted in accordance with Section 1.16, Multiple Offers, of the Solicitation.

112. Question: Recurring support structure. For the optional one-year renewal terms, does DDA have a preferred structure for ongoing support (for example, a defined block of support hours per year, a tiered service level with response-time commitments, or a monthly managed-services retainer), or should proposers recommend an approach?

Answer: DDA has no preferred structure for ongoing support. Proposers should recommend the support model they believe best meets the Project requirements and DDA's objectives, and clearly describe the services, service levels, response times, and associated costs.

113. Question: Current web vendor / transition. Is there an incumbent vendor or agency currently maintaining DowntownGJ.org and GJCreates.org, and will that party be available to assist with knowledge transfer and access during transition?

Answer: Yes, as needed.

114. Question: Communications tools — retain vs. replace. Addendum 1 identifies Mailchimp and Sprout Social among the current tools. Does DDA intend to retain

and integrate these platforms, or is it open to consolidating email marketing and social management into the new platform's native or integrated capabilities?

Answer: DDA is open to retaining, replacing, or consolidating its current communications platforms. Proposers should recommend the approach they believe best meets the Scope of Services and Project objectives.

- 115. Question: Board approval and start date.** Award is subject to DDA Board approval (target August 28, 2026). Are there Board meeting dates or approval steps between award and contract execution that could affect the project start, given the pre-holiday go-live objective?

Answer: No.

- 116. Question: Brand and style guidelines.** Section 4.5.3 notes DDA will provide brand and style guidelines to the selected Consultant after award. To strengthen our design approach, could DDA make the current DowntownGJ and GJ Creates guidelines (or existing brand assets) available to proposers now, or point us to public brand references?

Answer: Our existing websites follow the brand and style guidelines.

- 117. Question: Hosting — number of domains.** Our recommended approach includes a managed cloud hosting environment. To size hosting and provide accurate recurring pricing, how many distinct production domains does DDA expect the platform to host beyond DowntownGJ.org and GJCreates.org, if any (for example, additional microsites, campaign domains, or subdomains), and what are those domain URLs?

Answer: None.

- 118. Question: Hosting — annual traffic volume.** Approximately how many total unique pageviews per year do DDA's websites receive across all sites? This helps us right-size the cloud hosting tier and provide accurate recurring cost estimates.

Answer: Monthly impressions are approximately 450,000, with approximately 4,500 clicks.

- 119. Question:** What is the anticipated total value across the base term plus all three optional renewal years?

Answer: Refer to Section 4.7.2 – Budget of the Solicitation.

- 120. Question:** What is the current hosting provider/environment for both WordPress sites (managed WP host, VPS, shared hosting)?

Answer: The sites are currently hosted on SiteGround.

- 121. Question:** Are there existing SSL certificates, CDN, or WAF/security services in place that need to be preserved or migrated?

Answer: Existing SSL certificates, CDN, Web Application Firewall (WAF), and other security services, if any, will be evaluated during the discovery phase.

- 122. Question:** 40-page limit but doesn't specify font size, margins, or line spacing — is there a minimum font size or is formatting at Proposer discretion?

Answer: Formatting is at the Proposer's discretion. Proposals should be clear, organized, and reasonably legible.

- 123. Question:** Beyond "a small number of internal administrative users," is there a hard cap DDA wants supported for CRM named-user licensing (this affects licensing-cost proposals materially)?

Answer: No. DDA has not established a hard cap on the number of CRM named-user licenses. Proposers should recommend an appropriate licensing model based on their proposed solution.

- 124. Question:** Will DDA designate a single decision-maker for content/design approvals, or does approval require Board-level sign-off at certain gates?

Answer: Once a vendor has been approved, the vendor would work directly with DDA staff to complete the project.

- 125. Question:** Will Evaluation Committee members see pricing before or after scoring the qualitative criteria (relevant to how tightly technical narrative and value proposition should be tied together)?

Answer: The Evaluation Committee will receive the complete Proposal package, including the qualitative narrative and pricing information, prior to the evaluation process. Evaluation shall be conducted in accordance with the criteria and scoring methodology set forth in the Solicitation.

- 126. Question:** Can we use our own W-9 form?

Answer: If required, the successful Proposer will submit its current, standard IRS Form W-9.

- 127. Question:** Is a senior independent consultant (single accountable engineer delivering discovery, CRM configuration, website migration and automation end to end, fully remote) acceptable, or does the DDA require a multi-person firm? For context, I build and operate exactly this class of system in production: an

integrated business platform with CRM-style constituent records, role-based access, payment processing, automated workflows and reporting dashboards, plus AI/automation infrastructure (Claude-based agents, n8n pipelines) — which maps directly to your 'AI-ready infrastructure' requirement.

Answer: DDA does not require a multi-person firm. An independent consultant may submit a Proposal, provided the Proposer demonstrates the qualifications, capacity, availability, and resources necessary to successfully perform the full Scope of Services and meet all Project requirements.

- 128. Question:** Are the \$1M general/professional/cyber liability coverages required at proposal submission, or by contract execution?

Answer: The required insurance is not required at Proposal submission. The successful Proposer shall provide the required certificates of insurance after contract execution. No Work may commence until the required insurance has been received and approved by the City.

- 129. Question:** Does the DDA have an incumbent or preferred CRM (e.g., HubSpot, Salesforce, CiviCRM), or is the recommendation fully open? And should Phase III pricing assume both downtowngj.org and gjcreates.org remain separate WordPress properties, or may vendors propose consolidation?

Answer: DDA is open to CRM recommendations. Proposers may also recommend whether the websites should remain separate or be consolidated. The final approach will be determined during the discovery phase based on DDA's objectives and the selected solution.

- 130. Question:** Tax Documentation (Section 1.30 and Section 7.0): The Solicitation Response Form requests a completed IRS Form W-9. As a foreign entity without U.S. tax residency, we would instead file IRS Form W-8BEN-E. Can the City accept a W-8BEN-E in place of a W-9 for a non-U.S. proposer, or is there an alternate process for international vendors?

Answer: Refer to revised **Section 1.26.6 – United States-Based Personnel Requirement**, as added by Addendum No. 1.

- 131. Question:** Insurance Requirements (Section 3.0): The RFP requires Commercial General Liability, Professional E&O, Cyber Liability, Automobile, and Workers' Compensation coverage from carriers authorized to do business in Colorado. We intend to secure this coverage through a U.S.-admitted or surplus-lines carrier prior to contract execution. Please confirm this approach satisfies the requirement and let us know if there's a preferred timeline for providing the ACCORD certificate relative to award (versus proposal submission).

Answer: Refer to revised **Section 1.26.6 – United States-Based Personnel Requirement**, as added by Addendum No. 1.

- 132. Question:** Workers' Compensation Applicability (Section 3.0(e)): Our project team works remotely from outside Colorado/the U.S. Could you clarify whether statutory Colorado Workers' Compensation coverage applies in this case, or whether an equivalent international coverage would suffice?

Answer: This question is not applicable because, pursuant to **revised Section 1.26.6 – United States-Based Personnel Requirement**, as added by **Addendum No. 1**, all Services under the resulting Contract must be performed by personnel physically located within the United States

- 133. Question:** BidNet Direct Registration: Given our location, we want to confirm there are no geographic restrictions on registering as a supplier for the City of Grand Junction / RMEPS purchasing group beyond standard account setup.

Answer: Refer to revised **Section 1.26.6 – United States-Based Personnel Requirement**, as added by Addendum No. 1.

- 134. Question:** Will maintenance be awarded as part of this contract or a separate one?

Answer: Ongoing maintenance and support for the proposed solution should be included in the Proposal and, if awarded, will be included in the resulting Contract, if any.

- 135. Question:** Will that maintenance be held to the same offshore regulations as the rest of this contract?

Answer: Yes. All maintenance and support services performed under the Contract must comply with the requirements of Section 1.26.6, including the requirement that personnel performing the services be physically located within the United States.

- 136. Question:** Can we look at the current platform used to get a better idea for upgrades?

Answer: No. DDA will not provide additional pre-award access to the current platform. Proposers should base their recommendations on the information provided in the Solicitation and Addenda. The selected Consultant will receive appropriate access during the discovery phase.

- 137. Question:** Is this timeline reasonable and firmly set?

Answer: Refer to the response to Question No. 20 in Addendum No. 1.

- 138. Question:** Addendum No. 1 states that the retention of historical form submissions is undefined. What is the desired retention period (e.g., 1 year, 3 years) for historical data?

Answer: It is undefined as it depends on the what the data is and would be part of the discovery process.

- 139. Question:** Are there any known API constraints or licensing limitations with the current VibeMap platform that the implementation team should factor into the website modernization timeline?

Answer: No.

- 140. Question:** While the event calendar and gift card functionalities are prioritized for the October-November 2026 holiday season, are there any specific CRM features (e.g., volunteer management vs. property owner databases) that should be prioritized immediately following the website launch?

Answer: Refer to the response to Question No. 20 in Addendum No. 1. Proposers should include their recommended implementation priorities and schedule in their Proposal. Following vendor selection, DDA and the selected Consultant will refine and finalize the implementation schedule.

- 141. Question:** Since DDA provides and approves final content and no new copy/photography is anticipated, what is the expected turnaround time for DDA staff to review and approve content during the migration phase to ensure the October-November target is met?

Answer: DDA staff will work with the selected Consultant to meet the Project schedule. The selected Consultant will not be responsible for delays resulting from DDA's review or approval of content.

- 142. Question: Multiple CMS Approach vs. Unified Platform:** Given that Downtown Grand Junction manages two distinct public-facing properties (www.downtowngj.org and www.gjcreates.org) with separate visual identities and branding guidelines, does DDA expect both websites to be migrated to a single, unified Content Management System (CMS) with multi-site capabilities, or is DDA open to maintaining separate CMS environments managed under one centralized dashboard?

Answer: Refer to the response to Question No. 19 in Addendum No. 1.

- 143. Question: Current Hosting and Data Environment:** Can DDA provide details on the current hosting providers, database sizes, and average monthly traffic volumes for both downtowngj.org and gjcreates.org to help accurately scope the data migration and server infrastructure requirements?

Answer: The current website is hosted on SiteGround. Average monthly website traffic is approximately 450,000 impressions and 4,500 clicks. Database size information is not available.

- 144. Question: Third-Party Plugin Inventory:** Section 4.3 mentions numerous WordPress plugins and third-party applications supporting forms, event calendars, business directories, and mapping. Will DDA provide a complete, itemized inventory of all active plugins, custom code snippets, and third-party tools currently integrated into the WordPress environment?

Answer: A comprehensive subscription and technology audit will be completed with the selected Consultant during the discovery phase following vendor selection.

- 145. Question: Preferred CRM Ecosystems:** Are there any pre-existing enterprise agreements, preferred vendor relationships, or technical mandates regarding the underlying CRM platform (e.g., Salesforce, Microsoft Dynamics, HubSpot, or specialized public-sector solutions) that the selected consultant should align with?

Answer: DDA has no preferred CRM platform, enterprise agreement, or required vendor ecosystem. Existing subscriptions may be phased out or renewed, as appropriate, based on the selected solution.

- 146. Question: Data Migration Scope & Quality:** Section 4.5.3.1 outlines the migration of CRM data, business directories, event calendars, media libraries, and historical form submissions. Approximately how many historical contact records, business listings (noted as roughly 445), and media assets (noted as roughly 774 items) require cleansing, deduplication, and migration?

Answer: DDA has not completed a comprehensive inventory of records requiring cleansing, deduplication, or migration. DDA staff will work with the selected Consultant to audit the databases and confirm the migration scope during the discovery phase. Most databases are currently up to date.

- 147. Question: Existing Third-Party Integrations:** Beyond the core website and CRM, what specific third-party software, payment gateways, or external databases (such as parking management software or gift card platforms) must integrate with the new digital platform via API?

Answer: Refer to the responses to Questions No. 7, No. 10, and No. 22 in Addendum No. 1 regarding DDA's existing software applications, payment processor, and gift card functionality. Additional third-party integrations will be identified and validated with the selected Consultant during the discovery phase.

- 148. Question: Budget Range Transparency:** Section 4.7.2 notes that the available budget is not being disclosed. Given that the pricing evaluation accounts for 10%

of the total score and formula-based scoring relies heavily on the lowest proposed cost, can DDA provide an order-of-magnitude budget range or ceiling (e.g., tier brackets) to ensure all submitting firms calibrate their technical scope and licensing proposals appropriately?

Answer: Refer to the response to Question No. 45 above.

- 149. Question: DDA Staff Availability & Roles:** Section 4.7.4 indicates that DDA staff are experienced content editors but not developers. What is the estimated weekly hours commitment DDA anticipates allocating for content review, user acceptance testing (UAT), and governance decisions during the implementation phases?

Answer: DDA has not established a prescribed weekly staff commitment. Proposers shall propose the anticipated DDA staff participation, review periods, and implementation schedule in accordance with Sections 4.6 and 4.7.4 of the Solicitation. DDA will work collaboratively with the selected Consultant to finalize the implementation schedule following Contract award.

- 150. Question: Accessibility Remediation of Historical Assets:** Section 1.1 and Section 2.33.6 mandate strict compliance with Colorado HB21-1110 and WCAG Level AA. Does the requirement to make all digital content accessible apply retroactively to all historical media library assets (documents, PDFs, past blog posts, historical photos) being migrated, or only to newly structured pages and active web content?

Answer: Refer to the response to Question No. 69 above.

- 151. Question: Contract Terms Exceptions:** Section 5.4 permits redlined exceptions to the Contract Terms and Conditions to be submitted immediately following the Solicitation Response Form. Will submitting reasonable, standard commercial exceptions (such as limitation of liability caps or intellectual property clarifications) negatively impact a Proposer's score under the "Responsiveness to RFP Requirements" category (weighted at 5%)?

Answer: No. Proposers may submit requested exceptions to the Contract Terms and Conditions in accordance with Section 5.4 of the Solicitation. However, acceptance of any requested exceptions is at DDA's sole discretion and may be subject to negotiation.

- 152. Question:** Although the available budget is not currently disclosed, can DDA provide a target budget range or maximum funding threshold to help vendors propose an appropriately scaled solution?

Answer: Refer to the response to Question No. 45 above.

- 153. Question:** Does the available funding cover both initial implementation and first-year software, hosting, licensing, and support costs?

Answer: Yes. The available funding is intended to support implementation and associated software, hosting, licensing, and support costs.

- 154. Question:** Should vendors prioritize meeting the October–November 2026 target within a fixed budget, or provide phased options at different price points?

Answer: Refer to the response to Question No. 20 in Addendum No. 1. DDA is open to phased implementation approaches and scalable solution options where they provide value and support the Project objectives.

- 155. Question:** Is there a preferred payment structure, such as milestone-based payments, monthly invoicing, or payment upon phase acceptance?

Answer: Refer to Section 2.5 – Payment & Completion of the Solicitation.

- 156. Question:** Should optional services be excluded from the professional-services Not-to-Exceed amount entered on the response form?

Answer: Refer to the response to Question No. 64 above.

- 157. Question:** Will software subscriptions and third-party licenses be purchased directly by DDA, or should they be procured and invoiced through the selected vendor?

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

- 158. Question:** Is there a maximum acceptable annual recurring cost for software, hosting, maintenance, and support after implementation?

Answer: No. DDA has not established a maximum acceptable annual recurring cost. Proposers should recommend an appropriate recurring cost for software, hosting, maintenance, and support based on the proposed solution, the Scope of Services, and DDA's operational needs.

- 159. Question:** Will DDA consider a multi-year software or managed-services commitment where it reduces total cost of ownership?

Answer: Yes. DDA will consider multi-year software licensing or managed services arrangements, subject to the terms and conditions of the Solicitation and any resulting Contract.

- 160. Question:** Is there any preference or evaluation consideration for vendors located in Grand Junction, Colorado, or the United States?

Answer: No. The Solicitation does not provide a preference for local vendors. All Proposals will be evaluated in accordance with the evaluation criteria identified in the Solicitation.

- 161. Question:** Are offshore or nearshore resources permitted for development, configuration, testing, migration, or support activities?

Answer: No. Offshore and nearshore resources are not permitted. Refer to revised Section 1.26.6 – United States-Based Personnel Requirement, as added by Addendum No. 1.

- 162. Question:** Are there restrictions on accessing, storing, or processing DDA data outside the United States?

Answer: Yes. DDA data must be accessed, stored, and processed within the United States.

- 163. Question:** Are there minimum requirements regarding the number of years the proposing firm must have been in business?

Answer: No. DDA has not established a minimum number of years a Proposer must have been in business. The Evaluation Committee will consider each Proposer's qualifications, relevant experience, references, and demonstrated ability to successfully perform the Scope of Services in accordance with the evaluation criteria.

- 164. Question:** Are joint ventures, reseller-led proposals, or prime contractor–subcontractor delivery models acceptable?

Answer: Yes. Joint ventures, reseller-led proposals, and prime contractor–subcontractor delivery models are acceptable. Refer to the response to Question No. 48 above regarding subcontractor disclosure.

- 165. Question:** Must the proposer hold direct implementation certifications or partnership status with the recommended CRM, CMS, or hosting provider?

Answer: No. DDA has not established a requirement for Proposers to hold direct implementation certifications or partnership status with the recommended CRM, CMS, or hosting provider. Proposers should demonstrate their qualifications and experience in implementing the proposed solution as part of their Proposal.

- 166. Question:** Beyond the stated insurance requirements, are any background checks, security clearances, business licenses, or vendor registrations required for project personnel?

Answer: None beyond those identified in the Solicitation and addenda.

- 167. Question:** Is prior municipal or Colorado public-sector experience preferred, or will comparable nonprofit, downtown-development, tourism, or membership-organization experience receive equal consideration?

Answer: DDA has not established a preference for prior municipal or Colorado public-sector experience. Proposers should demonstrate relevant experience through projects similar in scope, complexity, and size to the Services described in this Solicitation. Refer to Section 5.7 – References.

- 168. Question:** Does DDA anticipate requiring any on-site workshops, training, deployment support, or meetings, and should related travel costs be included in the base proposal?

Answer: Refer to Section 4.7.5 – Price Proposal and Section 5.5 – Detailed Price Proposal. Proposers should include all costs necessary to perform the Scope of Services in their Proposal.

- 169. Question:** Is there currently an incumbent website, CRM, hosting, or digital-support vendor involved with the two websites or related systems?

Answer: Yes.

- 170. Question:** Will the incumbent vendor be available to support knowledge transfer, credential transfer, technical documentation, and transition activities?

Answer: Refer to the response to Question No. 113 above.

- 171. Question:** Does DDA own and have administrative access to all current source code, themes, plugins, domains, DNS records, hosting accounts, analytics accounts, databases, and third-party integrations?

Answer: DDA has administrative access to both websites.

- 172. Question:** Are there any existing vendor contracts, license commitments, renewal dates, or termination periods that may affect implementation sequencing?

Answer: Some subscriptions are annual. Those can be phased out or renewed based on the direction of the proposed solution.

- 173. Question:** Are there known restrictions on exporting data, configurations, content, or files from any current system?

Answer: No.

- 174. Question:** Should the selected vendor assume responsibility for terminating or transitioning existing hosting, software, and support services?

Answer: The selected vendor will work with DDA staff to transition the sites.

- 175. Question:** Can DDA provide approximate annual visits, monthly users, page views, peak concurrent traffic, and seasonal traffic patterns for each website?

Answer: Refer to the response to Question No. 118 above.

- 176. Question:** What traffic or transaction increases typically occur during holiday promotions, major events, and gift card campaigns?

Answer: Refer to the response to Question No. 118 above. Those numbers increase during peak seasons.

- 177. Question:** Approximately how many internal users will require access to the CMS at launch, categorized by administrator, editor, contributor, or reviewer role?

Answer: Refer to the response to Questions No. 28 above.

- 178. Question:** How frequently are pages, business listings, events, news articles, media, and other website content updated?

Answer: Pages are generally static. Business listings are updated monthly. Events, blogs, and other content is updated as needed.

- 179. Question:** Approximately how many new business listings, event listings, forms, applications, and news posts are created annually?

Answer: Listings are constantly being evaluated, we probably add 0 - 50 new listings/events/posts per month.

- 180. Question:** Beyond the stated 132 pages, 134 events, 445 business listings, and 774 media items, are there archived, draft, custom-post-type, or database records that must also be migrated?

Answer: DDA staff will help audit databases before migration.

- 181. Question:** Approximately how many downloadable documents, PDFs, videos, external embeds, and form attachments must be reviewed or migrated?

Answer: DDA staff will help audit databases before migration.

- 182. Question:** Is the vendor expected to rewrite, create, edit, or remediate website content, or will DDA provide final migration-ready content?

Answer: DDA will provide content.

- 183. Question:** Is professional photography, videography, graphic design, or illustration expected within the base scope?

Answer: No.

- 184. Question:** Are there specific languages other than English that must be supported at launch, and is human translation or automated translation expected?

Answer: No.

- 185. Question:** Are there particular browsers, mobile operating systems, devices, or minimum supported versions that must be included in compatibility testing?

Answer: The site should perform well on all browsers and mobile devices.

- 186. Question:** Does DDA have a preference to retain WordPress, adopt another CMS, or evaluate platform recommendations without a predetermined preference?

Answer: Proposers should recommend the solution they believe best meets the Project objectives.

- 187. Question:** Does DDA prefer a commercially supported SaaS platform, an open-source solution, or is either model acceptable based on total cost and maintainability?

Answer: Proposers should recommend the solution they believe best meets the Project objectives.

- 188. Question:** Are there preferred or prohibited cloud providers, hosting regions, CMS products, CRM products, programming languages, databases, or integration platforms?

Answer: Proposers should recommend the solution they believe best meets the Project objectives.

- 189. Question:** Should the two websites remain separate public experiences, share one CMS and administrative environment, or may vendors recommend consolidation?

Answer: Refer to the response to Question No. 19 in Addendum No. 1.

- 190. Question:** Does DDA require separate development, testing, staging, training, and production environments?

Answer: Proposers should include appropriate development, testing, and production environments necessary to successfully implement the proposed solution.

- 191. Question:** Should hosting be fully managed by the vendor, directly owned by DDA, or provided through a third-party cloud or SaaS provider under DDA's account?

Answer: We currently use SiteGround for hosting. DDA is the account holder.

- 192. Question:** What service availability or uptime commitment is expected for the public websites, CRM, integrations, and other critical platform components?

Answer: Refer to Section 4.5.2.1, as revised by Addendum No. 3.

- 193. Question:** Are there required recovery-time objectives, recovery-point objectives, backup retention periods, geographic redundancy, or disaster-recovery testing requirements?

Answer: Refer to Section 4.5.2.1, as revised by Addendum No. 3.

- 194. Question:** Are there specific requirements for security monitoring, vulnerability scanning, penetration testing, audit logging, incident response, or security reporting after launch?

Answer: Refer to Section 4.5.2.1, as revised by Addendum No. 3.

- 195. Question:** What CRM, contact databases, email-marketing platforms, spreadsheets, membership systems, event tools, donor systems, or other stakeholder databases are currently in use?

Answer: Refer to the responses to Questions No. 7, No. 9, No. 21, No. 22, No. 23, No. 24, No. 28, and No. 29 in Addendum No. 1.

- 196. Question:** Approximately how many organizations, contacts, businesses, property owners, volunteers, sponsors, donors, artists, subscribers, and historical activity records may require migration?

Answer: Refer to the responses to Questions No. 7, No. 21, and No. 29 in Addendum No. 1

- 197. Question:** How many internal users will require CRM access, and what major user roles or permission levels are anticipated?

Answer: Refer to the response to Questions No. 28 above.

- 198. Question:** Which CRM capabilities are required for the initial launch versus a future phase—for example contact management, segmentation, email campaigns, case management, sponsorships, donations, volunteer management, memberships, grants, or event participation?

Answer: Capabilities that require event registration, credit card processing, and event participation should be prioritized. We will work with the selected vendor to establish key deadlines and deliverables.

- 199. Question:** Is the CRM expected to serve as the authoritative system of record for stakeholder and business information, or will another City or DDA system remain authoritative?

Answer: The selected CRM is anticipated to serve as the primary system of record for the information managed through the resulting solution.

- 200. Question:** Which existing integrations are mandatory for the initial launch, including gift cards, payment processing, email marketing, event calendars, maps, forms, analytics, accounting, social media, or City systems?

Answer: Capabilities that require event registration, credit card processing, and event participation should be prioritized. We will work with the selected vendor to establish key deadlines and deliverables.

- 201. Question:** Can DDA provide approximate annual volumes for online forms, event submissions, grant applications, calls for art, vendor applications, gift card transactions, newsletter subscriptions, and other workflows that the proposed platform must support?

Answer: Refer to the response to Question No. 118 above regarding website traffic. Refer to the responses to Questions No. 7, No. 21, and No. 29 in Addendum No. 1 regarding forms, newsletter subscribers, and records.

- 202. Question:** What are the top three business objectives DDA expects this project to achieve within the first 12 months after implementation?

Answer: DDA's primary business objectives include supporting gift card sales, promoting events, maintaining accurate business listings, strengthening downtown storytelling, and enhancing community engagement.

- 203. Question:** Beyond contact management, which CRM capabilities are considered mandatory for Phase 1 (e.g., sponsorship management, volunteer management, grant tracking, workflow automation, and reporting)?

Answer: We will work with the selected vendor to establish key deadlines and deliverables.

- 204. Question:** Can DDA provide an estimated number of internal users by role (Administrators, Content Editors, Marketing Staff, Executive Users, Read-only Users) to support licensing and access planning?

Answer: Refer to the response to Questions No. 28 above.

- 205. Question:** Does DDA require Single Sign-On (SSO) and Multi-Factor Authentication (MFA) through Google Workspace or another identity provider?

Answer: Refer to the response to Question No. 103 above.

- 206. Question:** Is a formal content review and approval workflow required before website content is published?

Answer: Yes. DDA anticipates an approval workflow for website content prior to publication. The selected Consultant should recommend an appropriate workflow based on the proposed solution.

- 207. Question:** Besides the systems already identified, are there any planned future integrations (ERP, GIS, finance, permitting, or economic development systems) that should be considered during solution design?

Answer: We are open to recommendations for future improvements that are currently not part of the site.

- 208. Question:** What executive dashboards and operational reports are considered essential for the new digital platform?

Answer: Gift card information and event information needs to be included.

- 209. Question:** Which AI use cases does DDA consider the highest priority for future implementation (e.g., chatbot, content generation, intelligent search, analytics, or workflow automation)?

Answer: We do not have a current preference.

- 210. Question:** Should the Consultant perform data cleansing, deduplication, and standardization before migration, or will DDA provide cleansed datasets?

Answer: DDA staff can help audit data before migration.

- 211. Question:** Will DDA assign dedicated business users for User Acceptance Testing (UAT), and what acceptance criteria will be used for final project sign-off?

Answer: DDA staff will review the site with select downtown businesses. Separate logins are not required.

212. Question: What are the expected Service Level Agreement (SLA) response and resolution times for Critical, High, Medium, and Low priority support requests after go-live?

Answer: DDA does not have mandatory service level requirements. However, DDA generally anticipates response time objectives similar to the following:

- Critical: 2–4 hours
- High: 4–8 hours
- Medium: Next Business Day
- Low: 2–5 Business Days

Proposers should describe their proposed service levels, response times, and resolution procedures as part of their ongoing support plan.

213. Question: Who will serve as the primary project sponsor and decision-maker for business, technical, and design approvals throughout the implementation?

Answer: DDA staff will be your main point of contact.

214. Question: What is the expected process for managing change requests, scope modifications, and priority adjustments during the project lifecycle?

Answer: DDA staff will submit a request to the vendor, and the two will mutually come to an agreement on how to handle the request.

215. Question: Is there an estimated implementation budget or preferred budget range available to assist proposers in recommending the most appropriate solution architecture?

Answer: Refer to the response to Question No. 45 above.

216. Question: Does DDA anticipate expanding the platform in the future (e.g., additional departments, citizen portals, mobile applications, or advanced analytics) that should be considered when designing the proposed solution?

Answer: There could be future additions and edits to the site. The site should be built so that it is easily adaptable.

217. Question: Can you please confirm whether the following are the current active production websites that are in scope for this project? Additionally, are there any staging, development, or replacement websites that should also be considered during discovery and migration?

- <https://www.downtowngj.org>
- <https://www.gjcreates.org>

Answer: Yes. The websites identified above are the current production websites included in the scope of this Project. The selected Consultant shall identify and evaluate any staging, development, or other applicable environments during the discovery phase.

218. Question: Is there a preference for local vendors?

Answer: Refer to the response to Question No. 160 above.

219. Question: What is the annual budget allocated for this RFP?

Answer: Refer to the response to Question No. 45 above.

220. Question: Work will be onsite or remote?

Answer: Refer to the response to Question No. 5 in Addendum No 1.

221. Question: Can vendor provide entire services from offshore location (outside US geography)?

Answer: No.

222. Question: Who are previous incumbents on this project?

Answer: Growl Agency.

223. Question: We kindly request a 1-2 week extension of the proposal submission deadline to ensure a thorough and high-quality response.

Answer: No. DDA does not intend to further extend the Proposal submission deadline.

224. Question: What is the total budget for this contract?

Answer: Refer to the response to Question No. 45 above.

225. Question: Is this a single-vendor or multi-vendor award?

Answer: We plan to hire a single vendor.

226. Question: Addendum 1 Q56 (p. 10–11); RFP 4.5.3, 4.5.3.4 (p. 27–30): For the GJCreates public art functionality currently provided by VibeMap, does DDA want VibeMap retained, re-integrated on the new platform, or replaced? If replaced, must the artist information, images, links, and geolocation data be migrated to the new solution?

Answer: We are open to suggestions that offer comparable features.

- 227. Question:** RFP 4.5.3.2 (p. 29): Is an SMS/text messaging platform currently in use, and is SMS communication required in the base scope or is it an optional/future capability?

Answer: DDA does not currently use an SMS/text messaging platform. SMS capabilities are not required as part of the base scope but may be proposed as an optional capability if the Proposer believes they would provide value.

- 228. Question:** RFP 4.5.2.2 (p. 26); 4.5.3.4 (p. 30): Is there an existing event registration or ticketing tool beyond the DP Pro Event Calendar and Gravity Forms, and is paid event registration/ticketing in scope for the new website?

Answer: DDA does not currently use an event registration or ticketing platform beyond its existing tools. Paid event registration and ticketing are not required as part of the base scope.

- 229. Question:** Addendum Q29 (p. 7); RFP 4.5.2.2 (p. 26–27): Can DDA provide approximate record counts by category (e.g., general contacts, business listings, sponsors, grant applicants, call-for-art applicants, volunteers) to support CRM sizing?

Answer: Refer to the responses to Questions No. 7, No. 21, and No. 29 in Addendum No. 1.

- 230. Question:** Addendum 1 Q29 (p. 7); RFP 4.5.2.2 (p. 26–27): Is the preference for a custom built CRM or it needs to be a commercial product?

Answer: DDA has no preference whether the proposed CRM is a custom-built solution or a commercial off-the-shelf product, provided it meets the functional requirements and objectives of the Project.

- 231. Question:** RFP 4.5.3.1 (p. 28); Addendum 1 Q24 (p. 6–7): Approximately how many active online forms (e.g., Gravity Forms) exist today, and what is the approximate submission volume?

Answer: The number of active forms and submission volumes change over time as DDA programs and events evolve. The selected Consultant will validate the active forms and associated submission volumes during the discovery phase.

- 232. Question:** RFP 4.5.3.2, 4.5.3.4 (p. 29–30): Is the interactive business map driven solely by the current directory plugin, or does DDA expect integration with an existing GIS layer or City GIS system?

Answer: The current interactive business map is driven by the existing directory plugin. DDA does not currently anticipate integration with an existing GIS layer or City GIS system as part of this Project.

- 233. Question:** RFP 4.5.3 (p. 28): Should the parking information be presented as static content, or should it integrate with a live parking/availability data source?

Answer: DDA does not currently have a live parking data source. Therefore, Proposers should assume parking information will be presented as static content.

- 234. Question:** RFP 4.5.2 (p. 25–26); Addendum 1 Q19, Q31 (p. 5, 8): Should DowntownGJ.org and GJCreates.org share a single CRM instance with segmentation, or maintain separate CRM instances? (Prior guidance addressed website architecture, not the CRM.)

Answer: DDA has not prescribed whether the two websites should utilize a shared CRM instance or separate CRM instances. Proposers should recommend the approach they believe best meets the Project objectives, including considerations for administration, data management, reporting, scalability, and long-term operational efficiency, and explain the rationale for their recommendation.

- 235. Question:** RFP 4.5.3 (p. 28); Addendum 1 Q10 (p. 3): Does the GJCreates (Creative District) site also require gift-card or e-commerce functionality, or is that limited to DowntownGJ.org?

Answer: No. Gift card sales and related e-commerce functionality are currently limited to DowntownGJ.org.

- 236. Question:** RFP 4.4 (p. 24); §4.5.5 (p. 31): Regarding "future AI-enabled capabilities," does DDA have specific use cases in mind (e.g., chatbot, content assistance, reporting insights), or is the approach left entirely to the Proposer?

Answer: Chatbots and content assistance are current areas of interest; however, DDA is open to other AI-enabled capabilities that support the Project objectives.

- 237. Question:** RFP 4.7.2 (p. 32): While DDA has elected not to disclose the budget, would DDA provide an order-of-magnitude ceiling or not-to-exceed range to help right-size the CRM and licensing recommendation?

Answer: Refer to the response to Question No. 45 above.

- 238. Question:** RFP Page 36/Section 4.10: For various costs other than personnel costs, like infrastructure cost, software license cost, domain cost, SSL certificate cost, infrastructure cost for different environments DEV, SIT, UAT, PROD, DR,

usage based costs for SMS, Email for all environments, Security testing costs (VAPT), Accessibility Certification Costs, any subscription costs

1) Will all these costs be taken care by client or bidder has to account for it in the commercials?

2) If client is taking care of it, will it be invoiced to and paid directly by client, or does bidder need to pay first and get it reimbursed?

Answer: Refer to the response to Question No. 64 above. Proposers may also identify alternative implementation or procurement approaches if they believe doing so would provide additional value or flexibility to DDA.

239. Question: RFP 4.4 (p. 24); §4.5.5 (p. 31): If bidder covers AI use cases as part of the proposal, should the commercials account for only the implementation cost and will AI Usage costs be paid by client?

Answer: Refer to the responses to Questions No. 64 and No. 111 above. Proposers may, at their option, separately identify estimated implementation costs and anticipated recurring AI usage costs associated with any proposed AI-enabled capabilities.

240. Question: Will Source Code Repository like GitHub and Project Management tools like Jira be provided by client or bidder needs to provide?

Answer: Proposers should assume they will provide their own source code repository and project management tools necessary to perform the Services.

241. Question: Can you please provide a list of systems that will continue to remain as external systems and scope only requires integration from the new platform?

Answer: Refer to the responses to Questions No. 31, No. 39, and No. 60 above. The final integration approach will be determined during the discovery process.

242. Question: When were the two websites last redesigned or significantly updated?

Answer: Both websites were last significantly redesigned in 2018–2019.

243. Question: What are the main pain points with the current websites that DDA wants this solve in the website modernization requirement?

Answer: DDA seeks to modernize the websites by improving the user experience, enhancing back-end content management and functionality, strengthening system integrations, and providing a scalable, maintainable platform for future growth.

244. Question: What software, plugins, and third-party tools are currently connected to the websites?

Answer: Refer to the responses to Questions No. 9, No. 10, No. 21, No. 22, No. 23, No. 24, No. 28, and No. 29 in Addendum No. 1.

245. Question: What is the current hosting for the two websites?

Answer: Refer to the response to Question No. 192 above.

246. Question: Does DDA prefer two separate websites or two websites managed through one shared CMS or multisite setup?

Answer: Refer to the response to Questions No. 19 in Addendum No. 1.

247. Question: What content should be shared between DowntownGJ.org and GJCreates.org?

Answer: We are open to the merging of the websites. This is part of the discovery process.

248. Question: Should events, businesses, public art, news, locations, and media be managed centrally and published to one or both websites as needed?

Answer: It depends on whether a single website is utilized or multiple ones. Again, part of the discovery process.

249. Question: Will businesses, property owners, volunteers, sponsors, artists, applicants, vendors, or event participants need a secure portal to view or update their information?

Answer: DDA has not prescribed specific secure portal requirements for external users. Proposers should recommend any portal or self-service capabilities they believe would enhance the proposed solution and support the Project objectives.

250. Question: Does DDA have a preferred CMS, CRM, hosting provider, or technology platform?

Answer: No. Refer to the responses to Questions No. 40, No. 56, and No. 57 above.

251. Question: Does DDA have a preferred hosting provider or hosting model?

Answer: We have no set opinion and would be open to discussion of pros and cons of both hosting options.

- 252. Question:** Are there any website workflows required beyond those listed in the RFP?

Answer: DDA has not identified any additional website workflows beyond those described in the Solicitation and Addenda. However, the selected Consultant should evaluate DDA's existing business processes during the discovery phase and recommend any additional workflows that would improve operational efficiency and support the Project objectives.

- 253. Question:** What documents should proposers provide as proof that they meet the mandatory requirements?

Answer: Refer to Section 5.0 – Proposal Submission Requirements. Proposers shall submit all information and documentation required by the Solicitation and any applicable Addenda.

- 254. Question:** How should existing PDFs or electronic documents that do not meet accessibility requirements be handled?

Answer: Existing PDFs and electronic documents that will remain publicly available as part of the resulting solution shall comply with applicable accessibility requirements. The selected Consultant should identify documents requiring remediation during the discovery phase and recommend an appropriate approach to achieve compliance.

- 255. Question:** Should the consultant remediate them, convert them to accessible web pages, exclude them from migration, or return them to DDA for remediation?

Answer: The selected Consultant should assess existing documents during the discovery phase and recommend the most appropriate approach. Where appropriate, DDA prefers content be converted to accessible web pages rather than migrated as PDF documents. Documents that remain publicly available shall comply with applicable accessibility requirements.

- 256. Question:** Does DDA currently use a CRM? If yes, which CRM is being used?

Answer: Refer to the responses to Questions No. 7, and No. 29 in Addendum No. 1.

- 257. Question:** Will DDA accept a commercial cloud-based CRM where the software vendor owns the platform, while DDA retains ownership and control of its data, records, configurations, workflows, reports, and exports?

Answer: Refer to the response to Question No. 9 in Addendum No. 1. DDA is open to commercial cloud-based CRM solutions. The selected solution shall

provide DDA with ownership and control of its data and appropriate administrative access, reporting, and export capabilities.

258. Question: How many staff members will need CRM licenses at launch?

Answer: DDA anticipates requiring approximately two (2) CRM user licenses at project launch.

259. Question: How many CRM users does DDA expect over the next three to five years?

Answer: The number of CRM users required over the next three to five years will be determined during the discovery phase based on the selected solution and DDA's operational needs.

260. Question: How many users will need administrator, standard, read-only, or occasional access?

Answer: Refer to the response to Question No. 28 above. The number of standard, read-only, and occasional users will be determined during the discovery phase based on the selected solution and DDA's operational needs.

261. Question: Will businesses, property owners, volunteers, sponsors, artists, applicants, vendors, or event participants need a secure portal to view or update their information?

Answer: Potentially, but we are open to different options as long as it serves our organizational needs.

262. Question: Should businesses, properties, property owners, sponsors, volunteers, artists, applicants, and event participants be maintained as separate but connected records in the CRM, or may the consultant recommend the CRM data structure during discovery?

Answer: DDA has not prescribed a specific CRM data model. The selected Consultant should evaluate DDA's business requirements during the discovery phase and recommend the CRM data structure that best supports the Project objectives, reporting needs, workflows, and long-term scalability.

263. Question: Please describe the current and desired steps, approvals, notifications, assignments, and reporting needs for: Grant applications, Call-for-art applications, Volunteer management, Vendor applications, Sponsorship management, Property-owner engagement, Business recruitment and retention, Event participation.

Answer: All these programs are approved at either the staff level or the staff and board level. We would need some verification ability to notify applicants that grants and applications have been received and approved or denied. This all needs to be explored during the discovery process as the current processes are not necessarily relevant to a future platform.

- 264. Question:** Since the final amount of content, forms, records, workflows, and integrations will be confirmed during discovery, may proposers include baseline quantities and unit rates in the price proposal.

Answer: Yes. Refer to Section 5.6 – Assumptions. Proposers may identify reasonable assumptions, baseline quantities, and associated unit rates in the Detailed Price Proposal, provided the assumptions are clearly identified and consistent with the proposed Scope of Services.

- 265. Question:** Does DDA have minimum response and resolution expectations for critical, high, medium, and low-priority issues during the 90-day warranty period and optional ongoing support terms?

Answer: Refer to the response to Question No. 212 above.

- 266. Question:** Could DDA identify the highest-priority reports, dashboards, and KPIs expected at launch for executive leadership, operations, marketing, events, business engagement, gift card sales, grants, volunteers, and the Creative District?

Answer: Gift cards sales, events and marketing activities account for the most traffic on our website and would be the current highest priority with a new website.

Notice: The deadline for submitting questions has passed. **No further questions will be accepted.**

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,



Kathleen Franklin
Senior Buyer/Purchasing Agent
City of Grand Junction