



Nerahoo Hemraj
Controller

GENESEE COUNTY PURCHASING
A Division of the Genesee County Controller's Office
COUNTY ADMINISTRATION BLDG
1101 BEACH STREET, ROOM 361,
FLINT, MICHIGAN 48502
Phone: (810) 257-3030
www.gc4me.com

September 17, 2018

ADDENDUM #1

REQUEST FOR PROPOSALS (RFP) #18-149 ESTABLISHING A COUNTY WIDE BRAND FOR GENESEE COUNTY

1. Please include the following questions and answers, as part of the above mentioned RFP:
 - Q1. What is the anticipated budget for this project?
A1. The budget is not provided for this offering.
 - Q2. Who are the key decision makers, and what role do they have in the organization?
A2. [Genesee County Board of Commissioners](#)
 - Q3. Are other departments within Genesee County open to identity refinements to integrate with this umbrella identity?
A3. [Yes](#)
 - Q4. Is there a central depository of all County department brand identity materials available for review prior to submitting a bid?
A4. [No – that's to be done as part of this project.](#)
 - Q5. What is the best example you can think of for an identity system that does everything you hope yours will?
A5. [That's to be done as part of this project](#)
 - Q6. We have concern of disclosing sensitive financial information. Would we be able to have our accountant a send a letter, statement, etc. verifying our 40 year old company is in strong financial standing rather than revealing confidential information?
A6. [The letter from your accountant would be adequate for the proposal however the financial documents would be required to be considered for an award. The RFP allows for you to make the request to keep information confidential.](#)
 - Q7. Whether companies from Outside USA can apply for this? (like, from India or Canada)
A7. [Yes](#)
 - Q8. Whether we need to come over there for meetings?
A8. [Yes, in person meetings will be required](#)

- Q9. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
A9. Yes
- Q10. Can we submit the proposals via email?
A10. No
- Q11. Can you provide a few examples of departments who already have established brands that must be maintained throughout the branding process?
A11. [See the website gc4me.com and the Parks Commission.](#)
- Q12. Aside from letterhead, business cards and PowerPoint slides, what other templates do you anticipate needing?
A12. [That is not known at this time.](#)
- Q13. What is the desired format for the "Getting to Know Us" county packet/brochure? (Ex: Number of page, booklet vs. trifold, etc.)
A13. [Open to discussion as we move through the process](#)
- Q14. Who will your selected partner work with at Genesee County (main point of contact) on the development of the new brand?
A14. [Genesee County Board of Commissioners or the assigned representative.](#)
- Q15. Who will have final approval on concepts, etc.?
A15. [Genesee County Board of Commissioners](#)
- Q16. How often would you like to meet with your selected partner?
A16. [As often as necessary to complete the project.](#)
- Q17. What is the desired timeline for this project?
A17. [ASAP as determined by the project. Start date will be November 2018 for about one year.](#)
- Q18. Do you have a marketing/design team to carry this work forward after it's put in place?
A18. [Not at this time.](#)

Indicate on the Signature Page item #6 and on the exterior of the envelope containing your proposal:

ADDENDUM #1 RECEIVED

**ALL PROPOSALS MUST BE RECEIVED AT:
GENESEE COUNTY PURCHASING DEPARTMENT
1101 BEACH STREET, ROOM 343
FLINT, MI 48502**

Cindy Carnes, Purchasing Manager
G:/bid2/2018/18-149add1