



Nerahoo Hemraj
Controller

GENESEE COUNTY PURCHASING
A Division of the Genesee County Controller's Office
COUNTY ADMINISTRATION BLDG
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September 21, 2018

ADDENDUM #2

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.Task 1 is to "refresh" the existing county logo, which we assume is the seal on the first page of the RFP document, correct? Would county leadership be open to an entirely new logo design and identity for the county so long as it reflected the spirit and values of the old one?

A1. **Yes and Yes**

Q2. We want to clarify that the county identity is and will remain independent from the Flint & Genesee Chamber & CVB organization. Could you offer any perspective on how the county and this entity work together?

A2. **Yes it is different. Flint & Genesee Chamber is a separate entity. While Genesee County funds the CVB, their identities are not dependent on one another.**

Q3.Task 5 calls for a slogan/tag line for the county. Our process utilizes primary research (surveys, interviews, opinion studies in and outside of the county) to ensure that we arrive at the right message strategy to inform and inspire the creation of a tagline. The research also aids in the creative development of the logo. Would you be open to a scope of work that includes this research?

A3. **Yes**

Q4.Task 5 also mentions incorporating the county mission and vision. Are we correct in assuming that these are the statements found on your website dated May 14, 2018 and do need to be refreshed as part of the assignment?

A4. **There is no intent to change the mission/vision at this point**

Q5.Have your elected officials and commissioners already endorsed this project?

A5. **Yes**

Q6.As part of a rebrand for a Township, they had a very large emphasis on community input and research. There isn't anything that directly speaks to this in your RFP, and I wanted to get a sense if Genesee County was looking for this type of service leading up to the branding/deliverables themselves.

A6. **The county is open to a proposal that would suggest this service. Cost needs to be identified in the cost proposal.**

Q7.What is the amount required? Is the holder requesting to be shown as an Additional Insured under our policy? Is the County requiring to be an Additional Insured on the policy for Marketing Resource Group, Inc.? We will need to provide the insurance company with information on the type of relationship we will have with Genesee County. Would that simply be vendor for branding services?

A7. See the Insurance Checklist included in the RFP for all insurance requirements.

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

ADDENDUM #2 RECEIVED

**ALL PROPOSALS MUST BE RECEIVED AT:
GENESEE COUNTY PURCHASING DEPARTMENT
1101 BEACH STREET, ROOM 361
FLINT, MI 48502**

Cindy Carnes, Purchasing Manager
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