

REQUEST FOR PROPOSAL (RFP)
Marketing Campaign
FOR THE CITY OF STOCKTON, CALIFORNIA
(PUR 22-010)

ADDENDUM No. 1

DATE: 04/21/22

To All Potential Proponents:

A. This Addendum shall be considered part of the proposal documents for the above-mentioned project as though it had been issued at the same time and shall be incorporated integrally therewith. Where provisions of the following supplementary data differ from those of the original proposal documents, this Addendum shall govern and take precedence. PROPONENTS MUST SIGN THE ADDENDUM AND SUBMIT IT WITH THEIR PROPOSALS.

B. Proponents are hereby notified that they shall make any necessary adjustments in their estimates as a result of this Addendum. It will be construed that each Proponent's Proposal is submitted with full knowledge of all modifications and supplemental data specified herein.

PLEASE NOTE THE FOLLOWING QUESTIONS/ANSWERS/CHANGES TO (PUR 22-010). THE CITY'S RESPONSES TO QUESTIONS SUBMITTED ARE IN BLUE

Questions & Answers

1. ADD Section 10 Proposal Exhibits - Exhibit B – Supplemental Information

EXHIBIT B - Supplemental Information

City sources of information:

- City of Stockton website – www.stocktonca.gov · Stockton Open Data Portal - <https://data.stocktonca.gov/>
- City of Stockton Logo Use, Policy and Standards Manual – www.stocktonca.gov/files/COS_LogoUsePolicyStandardsManual.pdf
- City of Stockton Economic Development Department Strategic Action Plan - www.stocktonca.gov/files/COS_EDSAP_January_2022.pdf
- Envision Stockton 2040 General Plan – www.stocktonca.gov/files/Adopted_Plan.pdf
- City of Stockton Community Services Department Branding Guide – www.stocktonca.gov/files/COS_CSD_BrandingGuide_June2021.pdf
- City's economic development portal – www.advantagestockton.com
- Stockton Community Profile - <http://www.stocktongov.com/files/CommProfileRev.pdf>
- Stockton Assets and Location Video - <https://youtu.be/mSNCrxGYLbs>
- Stockton Pride and Place - <https://youtu.be/kLe-2foV7XM>
- Downtown Stockton Assets - <https://youtu.be/Vty9WCTV40o>

Additional community sources of information:

- Visit Stockton website - <https://www.visitstockton.org/>
- Port of Stockton website - <https://www.portofstockton.com/>
- San Joaquin Partnership - <https://sanjoaquinpartnership.com/>
- Miracle Mile Improvement District - <https://stocktonmiraclemile.com/>
- Downtown Stockton Alliance - <https://www.downtownstockton.org/>

This is a “work for hire” project. All work products, including designs, documents and files, will become the property of the City of Stockton to be used at its sole discretion and authority.

PROPONENT MUST ACKNOWLEDGE THIS ADDENDUM BY SIGNING BELOW AND ATTACHING THE SIGNED ADDENDUM TO THE PROPOSAL:

Company Name _____

Contact Person _____

Signature _____

Date _____

Proposals Due – Promptly by 2:00 P.M., Thursday, May 19, 2022, at the City Clerk’s Office.

-----City of Stockton Use Only below this line-----

Addendum acknowledged and signed? _____ (Procurement Specialist’s initials)