NOTICE OF CLARIFICATIONS
DEPARTMENT OF Finance - CITY OF CHICAGO

March 23, 2015

CLARIFICATION NO. 1

FOR

REQUEST FOR QUALIFICATIONS (“RFQ”) PRE-QUALIFICATION FOR
MUNICIPAL MARKETING BROKER SERVICES

| Asset Category 1: Physical Property | Asset Category 4: Mailings |
| Asset Category 2: Vending and Product Licensing | Asset Category 5: City Website |
| Asset Category 3: Programs | Asset Category 6: Other |

Response No. 033115

For which Qualifications are due in City Hall, Department of Finance, Room 700, 121 N. LaSalle Street, Chicago, Illinois 60602, at 4:00 p.m., Central Standard Time, on Tuesday, 3/31/15.

NOTICE OF CLARIFICATIONS

The clarifications/answers to prospective Respondents questions for the above referenced RFQ Documents are being issued to all prospective Respondents. The questions and clarifications/answers by the City are for informational purposes only and do not amend the RFQ Documents.

The following questions and requests for clarification were submitted in accordance with the instructions provided in Section 5.1.A (Communications between the City of Chicago and Respondents) of the RFQ. The City’s response (in italic) follows each question or request for clarification in the table below:

QUESTIONS & RESPONSES

Question:

*Can one company apply for multiple asset categories?*

Response:

Yes.

Question:

*Can two separate companies qualify together for an asset category?*
Response:

Yes. It is up to you and your partner to determine the best strategy as it relates to pre-qualifying for the Municipal Marketing vendor pool. You can apply together or separately.

Question:

If you qualify for an asset category, but ideas that can work with the “other” category, should we include ideas in the submission?

Response:

Yes. This purpose of this RFQ is to pre-qualify organizations to become an approved vendor in the Municipal Marketing Program. The City welcomes you to share your ideas as it relates to any of the asset categories but is not a requirement. If you respond to category 6, “Other”, you should identify the asset.

Question:

If we miss the deadline for submission, will our submission move to the next submission deadline?

Response:

Yes. The due date for this RFQ is 3/31/15 at 4pm CST. If you miss this deadline, there is another submission date on 6/30/15 at 4pm CST. This RFQ is open on a quarterly basis.

Pre-submission Call Participants:

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