NOTICE OF CLARIFICATIONS
DEPARTMENT OF Finance - CITY OF CHICAGO

September 18, 2014

CLARIFICATION NO. 1

FOR

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

<table>
<thead>
<tr>
<th>Asset Category 1:</th>
<th>Physical Property</th>
<th>Asset Category 4:</th>
<th>Mailings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset Category 2:</td>
<td>Vending and Product Licensing</td>
<td>Asset Category 5:</td>
<td>City Website</td>
</tr>
<tr>
<td>Asset Category 3:</td>
<td>Programs</td>
<td>Asset Category 6:</td>
<td>Other</td>
</tr>
</tbody>
</table>

Response No. 093014

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, 9/30/14.

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:**

*If a vendor is qualified for certain assets that were specifically outlined in the submission can the vendor add ideas for marketing other assets in the future?*

**Response:**

Please include any asset category that you may consider in the future in your submission.

**Question:**

*Will there be an RFP as a next step when a project comes up?*
The City reserves the right to issue additional RFP’s, RFQ’s and RFI’s for future initiatives. The Municipal Marketing Committee may also issue a “Municipal Marketing Initiative” directed to the approved “Pre-Qualified” vendor pool for specific projects. Being an approved Municipal Marketing vendor does not guarantee a contract.

**Pre-submission Call Participants:**

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