



711 W. Cinnamon Drive • Lemoore, California 93245 • (559) 924-6744

**September 10, 2026
ADDENDUM NO. 1
MUNICIPAL BRANDING SERVICES**

The deadline for submitting questions was the seventh business day following the City's RFP Advertisement date. Advertisement date: Wednesday, August 26, 2026.

Deadline for questions: Friday, September 4, 2026 at 5:00 p.m.

The following shall become part of the RFP proposal packet for Municipal Branding Services.

BUDGET / REIMBURSEABLE EXPENSES

1. Does the City have a target budget or appropriated funding range for this project? Understanding the intended level of investment will allow firms to scope community engagement and research appropriately.
2. The RFP does not state an appropriation or a not-to-exceed amount for this project. Is the City able to share a budget range, or the amount appropriated? I ask because the scope described in Section 3 can be delivered responsibly at more than one level of research and community engagement, and knowing the range would let me propose the version that actually fits rather than guess at it.
3. Has the City established an anticipated budget or not-to-exceed amount for the project?
4. Budget: Has the City established a project budget or anticipated fee range? Should that amount include travel and all reimbursable expenses?
5. Should reimbursable expenses, including travel, printing, meeting materials, and public engagement costs, be included in the proposed fee?

Response:

This project was not included in the current Fiscal Year budget and was directed by City Council after budget adoption. The project will be an unbudgeted expense. There is no targeted budget or appropriated funding range. There is not a not-to-exceed amount for this project. All submittals should include all proposed fees to be charged to the City including travel and reimbursable expenses.

COMMUNITY ENGAGEMENT & MEETINGS

6. How many in-person presentations does the City anticipate to City Management staff and to City Council, and how many focus groups or community meetings does the City expect the Firm to facilitate on site in Lemoore?

"In God We Trust"



711 W. Cinnamon Drive • Lemoore, California 93245 • (559) 924-6744

7. Will the City provide meeting venues, public promotion, and stakeholder contact lists for the engagement effort, and should engagement materials and surveys be provided in Spanish as well as English?
8. The City conducted a public seal design contest in spring 2026. Should the results of that effort be incorporated into, referenced by, or set aside from the Firm's seal concepts?
9. How many staff meetings, focus groups, community meetings, and City Council presentations should firms include?
10. For community engagement, does the City have a preferred number of focus groups or meetings, and should vendors budget for facilitation in both English and Spanish?

Response:

There is not a set number of in-person presentations or meetings required. Proposals should include a fee per in-person meeting and per remote meeting. The City has meeting venues available at no cost and can help promote the meetings planned by the Firm. The City can provide a stakeholder contact list. Engagement materials and surveys should be provided in English and Spanish, though meeting facilitation is not required to also be in Spanish. The City will arrange to have a City staff member present during any on-site community focus groups to verbally translate into Spanish, if needed. The results of the seal design contest in Spring 2026 are not expected to be incorporated into the Firm's seal concepts.

PROJECT SCHEDULE & COMPLETION

11. The RFP asks firms to propose a project timeline. Does the City have a target completion date or interim milestones the schedule should be built around — for example, alignment with the launch of the new City website?
12. Is there a desired project completion date?
13. Completion schedule: Does the City have a desired completion date or launch milestone, particularly in relation to the new City website?
14. Are there scheduled City Council meetings or other key dates the project must align with for presentations, approvals, or public rollout?

Response:

The City is hopeful that our new City website will launch in late September/early October. As far as this project, the City does not have a set timeline, though a desired project completion date would be within Q1 of 2027. City Council meetings are held the first and third Tuesday of each month at 5:30 p.m.



711 W. Cinnamon Drive • Lemoore, California 93245 • (559) 924-6744

RESEARCH & DISCOVERY

15. The scope mentions brand research (qualitative and quantitative). Can you clarify whether the City expects vendors to conduct surveys and data collection directly, or will City staff assist with outreach?
16. What research, studies, community surveys, demographic data, or existing brand and audience insights does the City already have that can be made available to the selected Firm?
17. Are there specific community groups, departments, elected officials, or other stakeholders the City expects to include in the research and engagement process?

Response:

The City does expect the Firm to conduct surveys and collect data. City staff can help with outreach. The City can share the City seal design submissions from a community design contest that began in Spring 2026 as well as community voting results. The City has general City demographic information. The City expects to have at least one on-site community member/focus group open to all members of the public to solicit input. The City also expects at least one on-site or remote meeting with the City Management team and at least one on-site meeting with the Lemoore City Council during a regularly scheduled City Council meeting prior to adoption of any final project during a regularly scheduled City Council meeting.

CITY SEAL DESIGN CONTEST & EXISTING BRAND

18. The City Seal Design Contest archive - I understand the Council voted on August 18 to close the contest and issue this RFP. The contest generated 101 submissions and a public voting process, which together represent a substantial body of community input about how residents see Lemoore. Would the submissions, the voting results, and the finalist rounds be made available to the selected firm? I would want to analyze that material as research rather than ask residents the same questions a second time.
19. Existing logo history - The logo file published on the City's website carries a 2018 date, but the design appears to be considerably older. Does the City have a record of when the current logo was adopted, and by whom it was designed? If the mark has been in service for several decades, that affects how I would recommend introducing a change to residents.
20. Regarding the City seal, are there specific use cases (e.g., official documents, signage, uniforms) that should guide design requirements beyond being embroiderable?



711 W. Cinnamon Drive • Lemoore, California 93245 • (559) 924-6744

21. The RFP states that the City seal must be embroiderable. Are there specific applications, size requirements, production limitations, or vendor specifications the Firm should design against?

Response:

The City seal design submissions and voting results can be shared with the selected Firm. The City does not have record of when the current logo was adopted or who designed it. Aside from being embroiderable, the seal may be used to stamp or emboss City ordinances, contracts, deeds and bonds, planed on letterhead, official publications, employee uniforms and municipal buildings and featured on podiums and flags. The size requirements and any specifications should be in line with the applicable uses.

LEGAL / CITY BACKGROUND

22. Legal status of the City - The City's posted charter document refers to home rule, while other sources describe Lemoore as a general law city. For accuracy in the proposal and in any resulting agreement, could you confirm which is correct?

Lemoore is a charter city.

BRAND STRATEGY & CREATIVE DEVELOPMENT

23. The RFP requests three options each for seal, logo, mission, vision, and slogan/tagline. Can you confirm whether these should be fully developed design directions or initial concept sketches?
24. Should the new mission statement, vision statement, and slogan/tagline be developed from scratch, or should the Firm refine the City's existing statements and slogan?
25. Should the City seal and City logo be developed as separate but related identities, or should they function as a unified identity system?
26. Are there existing symbols, landmarks, historical references, civic elements, or cultural characteristics of Lemoore that the City would like incorporated, or specifically wants to avoid, in the new identity?
27. The RFP references alignment with the new City website colors (deep red, dark blue, tan, white). Should vendors propose additional accent colors, or is the palette limited strictly to these four?
28. Are the established deep red, dark blue, tan, and white colors fixed requirements, or may the Firm explore variations, secondary colors, or refinements based on research and creative recommendations?



711 W. Cinnamon Drive • Lemoore, California 93245 • (559) 924-6744

Response:

The three designs could be initial concept sketches. The new mission statement, vision statement, and slogan/tagline should be developed from scratch. Based on the seal contest design submissions and voting results, there seems to be a strong interest from the community in incorporating the Tachi-Yokut tribe and Lemoore Naval Air Station. The color palette should include the four referenced colors as the primary color sources, but additional secondary/accent colors are fine.

STAKEHOLDER REVIEW & APPROVALS

- 29. Who will be responsible for providing day-to-day feedback and approvals, and who will have final decision-making authority?
- 30. What level of involvement should City Management and City Council have in the creative development process? For example, will the Council review initial concepts, participate in workshops, or only approve the final recommendation?
- 31. Review and revisions: May proposers define a fixed number of consolidated revision rounds covering City Management and City Council feedback? How does the City anticipate coordinating feedback and selecting the preferred concepts?

Response:

The City Manager will be responsible for providing day-to-day feedback and approvals. The City Manager will be recommending the final project design to City Council. City Council will approve final project design and adopt publicly at a regularly scheduled City Council meeting. City Management staff and the City Council should review initial concepts and provide feedback. Proposers may define a fixed number of consolidated revision rounds.

FINAL DELIVERABLES & BRAND GUIDELINES

- 32. For deliverables, does the City expect a comprehensive style manual covering typography, usage rules, and brand governance, or only basic logo guidelines?
- 33. Beyond the selected seal, logo, color palette, fonts, and basic usage guidelines, what level of detail does the City expect in the final style manual?
- 34. Does the scope include branded applications or templates beyond the final seal, logo, color palette, and style manual?



711 W. Cinnamon Drive • Lemoore, California 93245 • (559) 924-6744

35. Beyond the selected seal, logo, verbal identity, color palette, typography, and style manual, does the City expect production-ready application templates or implementation services?
36. Does the City expect production-ready files in specific formats, such as AI, EPS, SVG, PDF, and PNG, including versions optimized for print, digital, embroidery, and other applications?
37. For the embroiderable seal, is suitable vector artwork sufficient, or are vendor-ready stitch files and a physical sample required?

Response:

The final manual should be comprehensive and include typography, usage rules, and brand governance. Production-ready templates should be provided. Implementation services are not needed. Vector artwork is sufficient for embroidery.

INSURANCE & PROPOSAL SUBMISSION

38. The insurance requirements list liability coverage amounts. Will the City require proof of insurance with the proposal submission, or only upon award?
39. The submission requires three printed copies and one electronic version. Can you confirm whether the electronic version must be on a flash drive only, or if a secure FTP upload is acceptable?

Response:

Proof of insurance would be required at the time of award. Per City IT, an FTP upload is not an option so the electronic version must be on a flash drive.

NOTICE: The Proposer shall **SIGN** and attach this addendum to their proposal. No RFP shall be considered unless this addendum is signed and attached thereto.

PROPOSER'S SIGNATURE

DATE