ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday.** Contact the Mayor's Legislative team with questions

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Date of Request: 08/19/2022

Please mark one: ☐ **Bill Request** **or** ☒ **Resolution Request**

1. Type of Request:

☒ **Contract/Grant Agreement** ☐ **Intergovernmental Agreement (IGA)** ☐ **Rezoning/Text Amendment**

☐ **Dedication/Vacation** ☐ **Appropriation/Supplemental** ☐ **DRMC Change**

☐ **Other:**

2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request**,** etc.)

Amends the contract with AOR Incorporated by extending the term for three years and one month, for a new end date of 12/31/2025, and adding $1,500,000 for continued marketing and media services for the City supporting TS Marketing Services.

3. Requesting Agency: Technology Services

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Jenny Schiavone	Name: Joe Saporito
Email: Jenny.Schiavone@denvergov.org	Email: joseph.saporito@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

An extension of this on-call professional services contract will allow TS/Marketing Services and other departments to continue in-flight marketing campaigns and marketing support for ongoing and upcoming projects citywide, while allowing adequate time to conduct a new RFP procurement for these types of services at the end of the new term. The City's on-call marketing services contracts support a multitude of large, public-facing campaigns across agencies and departments and to stop work on these campaigns would be detrimental to residents looking for support from the City on housing solutions, tax relief for seniors, OHR recruitment of key positions across the City, the roll out of volume-based waste services, and many more services that are actively being marketed to residents.

6. City Attorney assigned to this request (if applicable): Andrew Riester

7. City Council District: N/A - Citywide

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

Key Contract Terms

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____ Date Entered: _____

Type of Contract: (e.g. Professional Services > $500K; IGA/Grant Agreement, Sale or Lease of Real Property):

Professional Services contract exceeding $500,000

Vendor/Contractor Name: AOR Incorporated

Contract control number: TECHS-202263364-03 (TECHS-

201738497-03)

Location: Citywide

Is this a new contract? **Yes** ☒ **No** **Is this an Amendment?** ☒ **Yes** **No** **If yes, how many?** 03

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):

Current Term: 12/01/2017 – 12/01/2022
Proposed Term: 12/01/2017 – 12/31/2025

Contract Amount (indicate existing amount, amended amount and new contract total):

Current Contract Amount (A)	*Additional Funds (B)*	*Total Contract Amount (A+B)*
2,000,000.00	1,500,000.0 0	3,500,000.0 0

Current Contract Term	*Added Time*	*New Ending Date*
12/01/2017 – 12/01/2022	3 years and 1 month	12/31/2025

Scope of work:

Marketing strategy, print and digital graphic design, advertising strategy, media buying, and marketing campaign management.

Was this contractor selected by competitive process? YES - RFP **If not, why not?**

Has this contractor provided these services to the City before? ☒ **Yes** ☐ **No**

Source of funds: Varied

Is this contract subject to: ☐ **W/MBE** ☐ **DBE** ☐ **SBE** ☐ **XO101** ☐ **ACDBE** ☒ **N/A**

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): N/A

Who are the subcontractors to this contract? N/A

To be completed by Mayor's Legislative Team:

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