

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at MileHighOrdinance@DenverGov.org by 9 a.m. Friday. Contact the Mayor's Legislative team with questions

Please mark one: ☐ Bill Request or ☒ Resolution Request

Date of Request: November 13, 2025

Please mark one: The request directly impacts developments, projects, contracts, resolutions, or bills that involve property and impact within .5 miles of the South Platte River from Denver's northern to southern boundary? (Check map [HERE](#))

☐ Yes ☒ No

1. Type of Request:

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

☐ Dedication/Vacation ☐ Appropriation/Supplemental ☐ DRMC Change

☐ Other:

2. **Title:** Approves a contract with McorpCX, LLC, for \$1,200,000.00 and for three years for customer experience consultancy work, passenger, journey mapping, and employee training at Denver International Airport, in Council District 11 (PLANE-202579917).

3. **Requesting Agency:** Department of Aviation

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert)	Contact person for council members or mayor-council
Name: Stacey Stegman, SVP Global, Communications & Marketing	Name: Kevin Forgett, State and Local Legislative Advisor
Email: Stacey.Stegman@flydenver.com	Email: Kevin.Forgett@flydenver.com

5. **General description or background of proposed request. Attach executive summary if more space needed:** (who, what, why)
McorpCX, LLC will create a comprehensive experience strategy that focuses on enhancing the customer journey and overall experience at Denver International Airport in a three-year contract valued at \$1.2 million, beginning in December 2025 and concluding in December 2028.

The customer experience strategy will involve creating an all-employee visioning campaign that will support DEN's Vision 100 and match customer experience with the airport's expected growth.

6. **City Attorney assigned to this request (if applicable):** Megan Henderson

7. **City Council District:** Council District 11

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

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

Key Contract Terms

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

Vendor/Contractor Name (including any dba's): McorpCX, LLC

Contract control number (legacy and new): PLANE-202579917

Location: Denver International Airport

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

Contract Term/Duration (for amended contracts, include existing term dates and amended dates): 3 years

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

<i>Current Contract Amount (A)</i>	<i>Additional Funds (B)</i>	<i>Total Contract Amount (A+B)</i>
\$1,200,000	N/A	\$1,200,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
3 years	N/A	3 years

Scope of work:

The Contractor shall create a comprehensive customer experience strategy, focusing on enhancing the customer journey and overall experience at DEN. This includes, among other tasks, performing a detailed analysis of the current state, conducting stakeholder interviews, competitive landscape assessment, segmentation development, and developing strategic imperatives. The Contractor shall assist the City in implementing a unified customer experience strategy that aligns all DEN employees under a single vision with deliverables that include journey map, updated customer segmentation & profiles, strategic imperatives, and an all-employee visioning campaign that focuses on a single customer service philosophy.

Was this contractor selected by competitive process? Yes **If not, why not?**

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

Source of funds: Operations and Maintenance (O&M) 73810

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts):
15%

Who are the subcontractors to this contract? Amy Guttman Creative + Strategy

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