

BILL/ RESOLUTION REQUEST

1. Title: Approve contract extension with SH&E E-Marketing to provide a common platform to pre-market DIA's concessions and products, provide customer service and add revenue through digital marketing.

2. Requesting Agency: DIA

3. Contact Person *with actual knowledge of proposed ordinance*

Name:Sally Covington

Phone:303-342-2262

Email:sally.covington@flydenver.com

4. Contact Person *with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary*

Name:Brian Elms

Phone:303-342-2278

Email:brian.elms@flydenver.com

5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved

a. Scope of Work

This is an extension to an existing contract with SH&E and has two components. This contract provides extension of term and funds to assist DIA with air service development, aviation industry research, and economic impact studies. Additionally, as a revenue component of the contract SH&E will provide services through web and mobile technology to pre-market and market DIA's concessions and services, provide enhanced customer service and wayfinding ability, and add revenue opportunities on DIA's website and a mobile application.

b. Duration

5 years

c. Location

DIA

d. Affected Council District

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e. Benefits

Expanding customer service, revenue generation and increased awareness of DIA's concessions and services.

f. Costs

\$2,915,000

6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.

No.

Bill Request Number: BR10-0629

Date: 7/14/2010