

# ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team  
at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by 9 a.m. Friday. Contact the Mayor's Legislative team with questions

Date of Request: February 12, 2026

Please mark one:  Bill Request or  Resolution Request

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 Karsh Hagan for \$6,375,000.00 and for three years with two one-year options to extend for on-call marketing and communications services to support operations at Denver International Airport (DEN), in Council District 11 (PLANE-202579916).

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 and Customer Experience	Name: Kevin Forgett, State and Local Legislative Advisor
Email: <a href="mailto:Stacey.Stegman@flydenver.com">Stacey.Stegman@flydenver.com</a>	Email: <a href="mailto:Kevin.Forgett@flydenver.com">Kevin.Forgett@flydenver.com</a>

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

This contract is with Karsh Hagan for \$6,375,000 over three years with two one-year options to extend. This contract will support Denver International Airport (DEN) in its ongoing marketing and communications efforts, promoting the airport and its services through a range of strategic campaigns.

Aligned with Vision 100, this partnership will help enhance the customer experience, expand our domestic and international routes and increase revenue through programs and offerings at DEN.

6. **City Attorney assigned to this request (if applicable):** Cora Weatherford

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):** Karsh Hagan

**Contract control number (legacy and new):** PLANE-202579916

**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):**  
DOE +3 years, with option to extend for two one-year terms

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

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
<i>(A)</i>	<i>(B)</i>	<i>(A+B)</i>
\$6,375,000	N/A	\$6,375,000

  

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
Three years with two one-year options to extend	N/A	Three years with two one-year options to extend

**Scope of work:**

The City and County of Denver, by and through its Department of Aviation (“City”) has retained a creative on-call marketing, advertising, media, communications and design firm (“Agency” or “Contractor”) for the purposes of selecting firms to provide City with on-call marketing, advertising, media, communications and design services for Denver International Airport (“DEN” or “Client”).

**Proposal Details**

Contractor will provide DEN with cost-effective, thoughtful, strategic marketing plans and executions that are based on sound business reason and measurable with actionable analytics. Such services may include but are not limited to:

- Development of marketing strategies and strategic brand and marketing and media activation plans for DEN including metrics, development of compatible and complementary marketing plans, promotions and campaigns for the airport overall and for specific programs and initiatives (concessions, parking, construction, events etc.) with unique objectives for each program that align to overall airport goals
- Evaluating and maintenance of existing DEN brand and conducting new research as requested to evaluate DEN messaging, customer segmentation and personas
- Developing targeted creative assets and messaging strategies with a focus on public relations, marketing, communications, digital, advertising (TV, radio, print out of home and in airport), social media, promotions, visual assets and viral moments ensuring brand alignment with the airport’s strategic objectives and brand guidelines
- Ensuring that the strategies developed for DEN are aligned and complimentary to that of the City and other partners as needed

DEN has engaged one marketing and advertising agency of record to bring diversity of thought, skillset and unique specialties in order to service projects and initiatives of various size and caliber.

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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)

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): 30%

Who are the subcontractors to this contract? To be determined

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