

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

Date of Request: December 30, 2019

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 a contract with Street Source Marketing Communications by adding \$1,050,000 for a new total of \$1,750,000 and extending the term by two years for a new end date of 12/1/2022 to continue consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments, programs, projects, events, and Citywide priorities; citywide (TECHS-201738506)

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:

Denver Marketing and Media Services (DMMS) conducted an RFP process in 2017 to establish multiple contracts with suppliers that will provide consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for all City Department's programs, projects, events, and Citywide priorities. As this was the first time DMMS facilitated a procurement process of this nature, there was limited information available to establish individual contract maximums. Due to multiple City Agency requests as well as complex, multiyear marketing projects and campaigns, the current contract maximum is insufficient. The additional \$1,050,000 is estimated to be sufficient to be able to complete any future marketing projects throughout the duration of the contract.

Some examples of completed projects and/or projects in the queue:

- **Human Rights & Community Partnerships** – I Am Denver Campaign
Street Source is working on a strategic communication rebrand for the existing I Am Denver Program. They are working to create messaging to inspire interest in the project, boost outreach efforts by defining program position and brand so there is clarity and inspiration.
- **Denver Police Department** – Diversity Recruiting Campaign
Understand how to attract African American and Hispanic officers by creating campaign materials to attract new recruits to become a Denver Police Officer. Bring creativity and strategy to truly humanize the department both in tone and in look and feel.

6. City Attorney assigned to this request (if applicable): Steve Hahn

7. City Council District: N/A - Citywide

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR20 0028

Date Entered: _____

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

Key Contract Terms

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

On-Call contract exceeding \$500,000

Vendor/Contractor Name: Street Source Marketing Communications

Contract control number: TECHS-201738506

Location: Citywide

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

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

Current term: 12/1/2017 - 12/1/2020 Proposed term: 12/1/2017 - 12/1/2022 Duration: 5 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>
\$700,000	\$1,050,000	\$1,750,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
12/1/2017 - 12/1/2020	Two years	12/1/2022

Scope of work:

Supplier provides media and marketing Professional Services on an On-Call basis.

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

Has this contractor provided these services to the City before? Yes (via this contract) No

Source of funds: 3041500 - Denver Marketing and Media Services - Marketing

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

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