

ORDINANCE/RESOLUTION REQUEST

****All fields must be completed.****

Incomplete request forms will be returned to sender which may cause a delay in processing.

Date of Request: 4/4/2017

Please mark one: ☐ Bill Request or ☒ Resolution Request

1. Has your agency submitted this request in the last 12 months?

☐ Yes ☒ No

If yes, please explain:

2. **Title:** Contract execution of 201631111 On-Call Marketing, Advertising, Media and Creative Services to be awarded to K&H, LLC

3. **Requesting Agency:** Denver International Airport (DEN)

4. **Contact Person:** (With actual knowledge of proposed ordinance/resolution.)

- **Name:** Aaron Barraza
- **Phone:** (303) 342-2261
- **Email:** Aaron.Barraza@flydenver.com

5. **Contact Person:** (With actual knowledge of proposed ordinance/resolution who will present the item at Mayor Council and who will be available for first and second reading, if necessary.)

- **Name:** Kelly Case-Bonacci
- **Phone:** (303) 342-2502
- **Email:** kelly.case-bonacci@flydenver.com

6. **General description of proposed ordinance including contract scope of work if applicable:**

Denver International Airport (DEN) is requesting this contract for the purpose of finding an agency to provide on-call marketing, advertising, media, promotions and creative services in a consolidated, cost-effective and strategic manner. Such services may include, but are not limited to: developing a strategic brand marketing/advertising activation plan for DEN including measurements and metrics, developing compatible and complimentary marketing plans and campaigns for key airport-related initiatives and programs (Concessions, Parking, etc.) with different goals, evaluating existing and conducting new research to evaluate DEN messaging and customer experience, developing creative assets and messaging strategies with a focus on public relations, marketing, website, digital, advertising (TV, Radio, Print, OOH), social media, promotions and visual assets, ensuring brand alignment with airport's new strategic business plan objectives and strategies and brand guidelines. In addition, Agency will ensure that the strategy developed for DEN is aligned with and complimentary to that of the City and County of Denver, and other partners as needed.

*****Please complete the following fields:*** (Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field.)

- a. **Contract Control Number:** 201631111
- b. **Duration:** Five (5) years from date of execution
- c. **Location:** DEN
- d. **Affected Council District:** 11
- e. **Benefits:**
- f. **Costs:**

Current Contract Amount (A)	Additional Funds (B)	Total Contract Amount (A+B)
\$15,310,800	0	\$15,310,800

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date: _____

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
5 years	0	

g. **Date Goals Assigned:** N/A

h. **Goals:** Not applicable

7. **Is there any controversy surrounding this ordinance? None** (Groups or individuals who may have concerns about it?) **Please explain.** N/A

Key Contract Terms

Type of Contract:

☒ Professional Services > \$500K ☐ Lease ☐ Design or Construction for airport improvements > \$5M
☐ Grant ☐ IGA ☐ Sale of Real Property ☐ Sale of Personal Property

Vendor/Contractor Name: K&H, LLC

Contract control number: 201631111

City's contract manager: Kelly Case-Bonacci

Was this contractor selected by competitive process? Yes

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

Term/Duration of contract/project: 5 years

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

Renewal terms: N/A

Purpose: This vendor/contractor will provide professional services related to DEN Airport's consolidated strategic marketing needs in the areas of advertising, marketing, media services, promotions, creative services, customer experience and research. This includes account management and marketing campaigns.

Cost/value: \$15,310,800.00

Source of funds: City and County of Denver Airport System Funds

Benefit: Having one agency of record for DEN, instead of multiple agencies working in silos, will allow all internal and external program messages to be managed, coordinated and aligned under the DEN Brand umbrella. This can be managed as a coordinated effort and any media can be purchased together in bulk which gives us more buying power and greater efficiencies. This agency and the DEN Brand team will manage messaging and campaigns for Parking, Air Service, Concessions, Brand, Customer Experience and any others that arise. This will allow us to strengthen the DEN Brand through any and all of these messages, increasing awareness for DEN's features and amenities and for the good things that are happening at DEN. This is part of DEN's customer-focused growth strategy and is intended to drive increased satisfaction among our customers/passengers and increased spend with our priority targets.

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

This project was reviewed by the Division of Small Business Opportunity (DSBO). On April 7, 2016, DSBO determined this opportunity was not subject to M/WBE goal.

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

Who are the subcontractors to this contract? N/A

Location: DEN

Affected Council District: 11

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date: _____