

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

Date of Request: October 02, 2024

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:** Amends a contract with Street Source Marketing & Communications, LLC by adding \$9,700,000 for a new total of \$14,700,000 to provide joint marketing fund professional services, including the Excellence in Service concessionaire incentive program at Denver International Airport in Council District 11. No change to contract duration (Legacy: PLANE: 202263724-00; Amendment: PLANE-202474577-01).

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: Pamela Dechant	Name: Kevin Forgett, Manager of Legislative Affairs
Email: Pamela.Dechant@flydenver.com	Email: Kevin.Forgett@flydenver.com

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

This first amendment will increase capacity by adding \$9,700,000 for a new total of \$14,700,000 to cover all pass-through costs and media required to serve current campaigns as well as continue to ramp up DENPerks membership and support additional concession marketing incentives through the remaining available term of the agreement. The original budget was limited to the balance available in DEN's Joint Marketing Fund (JMF) 73880 at the time the original Request for Proposal (RFP) was developed in 2022. However, The JMF is non-lapsing and exists to receive 1% of concession gross revenue which is remitted by concessionaires monthly and roughly amounts to \$5M annually. The additional increase in contract capacity of \$9.7M represents the available cash balance of the Joint Marketing Fund as of July 2024. The goal for the Concession marketing campaigns is to drive incremental growth in concession revenue as well as enhance the customer experience which both supports DEN's strategic plan, Vision 100. Increased non-aeronautical revenue maintains DEN's status as an attractive hub and funds infrastructure projects necessary to support growing annual passenger counts. Additionally, the Joint Marketing Fund supports concessionaire recruitment and retention campaigns which directly align with Vision 100 – Empowering our People. Recruitment ads are carefully crafted with translation and trans-creation to ensure understanding across different languages in the community.

6. **City Attorney assigned to this request (if applicable):** Vianes Rodriguez

7. **City Council District:** 11

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

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): Professional Services >\$500K

Vendor/Contractor Name (including any dba's): Street Source Marketing and Communications, L.L.C.

Contract control number (legacy and new): Contract No. 202474577-01 / Legacy Contract No. 202263724-00

Location: Denver International Airport

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** 1

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

Existing: Effective Date & Expiration Date: 02/17/2023 – 02/16/2026*

*Term is 3 years with two 1-year extension options and the amendment does not change the term.

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>
\$5,000,000	\$9,700,000	\$14,700,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
3 Years with two one-year options to extend	N/A	3 years with two one-year options to extend

Scope of work:

Street Source Marketing and Communications, L.L.C. will continue to develop, implement and manage multiple strategic marketing initiatives at Denver International Airport (DEN) funded by concessionaire joint marketing fund contributions. The fund supports media expenditures and all other pass-through costs to promote DEN concessions and initiatives like concession employee recruitment campaigns and the Excellence In Service program (EIS). Additionally, since the execution of the original agreement, through Street Source Marketing & Communications, DEN has launched DENPerks, a marketing campaign that rewards members for purchases made at DEN concession locations. The reward program incentivizes enrolled customers to spend more while passing through DEN, further growing non-aeronautical revenue. It should also be noted that the valuable membership data obtained from the campaign will inform concession masterplan development on an ongoing basis, which is critical as DEN continues to serve record numbers of passengers.

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

Has this contractor provided these services to the City before? Yes

Source of funds: O&M Joint Marketing Fund (73880)

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts):
14% M/WBE

Who are the subcontractors to this contract? GlidePathCX

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