

DEDO ORDINANCE/RESOLUTION REQUEST

Date of Request: 10/12/20

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: Amends a contract between Denver Economic Development & Opportunity (DEDO) and OraLabs, Inc. to add an additional \$750,000 to bring the total to \$2,240,000 in federal coronavirus relief funds to continue to administer Denver's personal protective equipment (PPE) program to support the ongoing recovery and survival of the city's smallest and most vulnerable businesses and nonprofits by helping ensure the safety of their employees, volunteers, and customers.

3. Requesting Agency: Denver Economic Development & Opportunity (DEDO)

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Jazmin Harper	Name: Susan Liehe 720-480-3481 (m)
Email: jazmin.harper@denvergov.org	Email: susan.liehe@denvergov.org

5. General a text description or background of the proposed request, if not included as an executive summary.

See Executive Summary

6. City Attorney assigned to this request (if applicable): Brian Martin

7. City Council District: Citywide

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$600K; IGA/Grant Agreement, Sale or Lease of Real Property):
Professional Services

Vendor/Contractor Name: OraLabs, Inc.

Contract control number: OEDEV 202056372

Location: 18685 E Plaza Dr., Parker, CO 80134

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):
7/20/20 through 12/31/20

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

<i>Current Contract Amount</i> <i>(A)</i>	<i>Additional Funds</i> <i>(B)</i>	<i>Total Contract Amount</i> <i>(A+B)</i>
\$1,490,000	\$750,000	\$2,240,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
8/1/2020 - 12/31/2020		

Scope of work: *See Executive Summary for program elements.*

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

From original resolution request, June 29, 2020 - This is not a typical city procurement or city project. A largely volunteer effort, the city's Economic Relief & Recovery Council (ERRC), has been the impetus for this idea. In the interest of time and efficiency, the volunteers placed great emphasis was placed on finding existing operations and providers to partner with, thus preventing the need to "re-invent the wheel." This contract has been developed by DEDO on an abbreviated timeline due to the unanticipated receipt of federal coronavirus relief funds, the urgency of continuing to need PPE supplies, and the economic effects of the ongoing public health crisis which continues to devastate the operations of local businesses and nonprofits.

OraLabs was selected for two primary reasons: one, they are based in Colorado and can source products within the state or region; and, through their existing partnership with EnergizeColorado on the statewide COVID-related project, we can take advantage of OraLabs' infrastructure set up to provide turn-key procurement, packaging, and shipping services to allow the city to provide PPE in a streamlined and convenient way for the businesses and nonprofits.

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

Source of funds: Federal coronavirus relief funds.

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

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

Who are the subcontractors to this contract? N/A

EXECUTIVE SUMMARY

The devastating economic effects of the COVID-19 pandemic, with the subsequent stay-at-home orders and restrictions, has hit our smallest businesses and nonprofits especially hard. Job losses and revenue loss continue to plague our local small business and nonprofit sectors even though organizations of all sizes are re-opening and trying to normalize operations with a reduced customer base. Larger firms with reserve funds and access to credit are faring somewhat better, although the future of many small businesses and nonprofits in Denver remains very much in doubt.

Unanticipated expenses to support operations--such as providing employees, volunteers, and/or customers with the necessary face coverings, hand sanitizer, and other supplies--continue to mount as customer traffic and revenues remain challenged. This program cannot save these small organizations outright, but hopes to support their still-tenuous operations, and assist them as they struggle to regain competitiveness or deliver services at a time when every dollar counts.

Special consideration is being given to ensure that the limited supplies in this program is going to the organizations most in need. With strong grassroots partners, we have promoted this program in English, Spanish, and Vietnamese so that registrants will be encouraged from underserved, lower-income neighborhoods with a concentration of small businesses and nonprofits. The registration process remains intentionally simple, simply confirming that the entity is located in Denver, was in operation prior to March 1, 2020, and affirms in this second phase to have fewer than 50 employees.

DEDO manages the online registration process which is hosted on denvergov.org and provides OraLabs with a list of registrants. OraLabs procures PPE items and has the kits shipped directly to individual businesses and nonprofits. A carefully designed, standardized kit for each registrant has saved substantial costs on variable inventory planning and fulfillment. For this second phase, and with City Council participation, we are piloting the addition of community-based partners to receive bulk deliveries and help distribute kits to the intended audience.

The first phase included more than 4,000 kits, boxed and shipped. With a strong response of more than 1,000 to a short survey that went to program recipients, we are adjusting the contents of the kits slightly to better reflect demand. For example, we are hearing that the face shields are not generally useful, and that gloves would be desirable (we are exploring sourcing of non-latex gloves that do not have the eight-week shipping requirement).