

ORDINANCE/RESOLUTION REQUEST

All Fields must be completed

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

Please mark one: **Bill Request** or **Resolution Request** **Date of Request:** 05/16/2022

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.)

Approves Intergovernmental Agreement with Adams County Government for a marketing contract with Ogilvy & Mather.

3. Requesting Agency:

Denver International Airport (DEN)

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Cristal Torres DeHerrera	Name: Carolina Flores
Email: cristal.deherrera@flydenver.com	Email: Carolina.flores@flydenver.com

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

Intergovernmental agreement with Adams County for a marketing contract for Phase 3 of the Aerotropolis Regional Committee with Ogilvy & Mather. This contract will reimburse Adams County for DEN's portion of the Ogilvy & Mather contract.

The below represents the breakdown of the respective payments to be paid from surrounding jurisdictions for the Ogilvy & Mather contract for the Aerotropolis Regional Committee.

City and County of Denver / Denver International Airport	\$515,500
City of Aurora	\$130,185
Adams County	\$130,185
City of Commerce City	\$139,185
Aerotropolis Regional Committee	\$40,724
Brighton	\$25,775
City of Thornton	\$25,775
Federal Heights	\$5,670
TOTAL:	\$1,031,000

6. City Attorney assigned to this request (if applicable): Tracy Davis

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

7. **City Council District:** District 11

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):
Intergovernmental Agreement

Vendor/Contractor Name:
Adams County Government

Contract control number:
PLANE-202263250
Aerotropolis Regional Committee (ARC) Agreement

Location:
Multiple Jurisdictions & 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 through December 31, 2024

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

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$515,500	0	\$515,500

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
DOE through December 31, 2024	N/A	December 31, 2024

Scope of work:

Through the Phase 3, the Aerotropolis Regional Committee will identify the project’s key objectives, major deliverables, key milestones, and other limiting constraints. Furthermore, DEN representatives will sit on the Aerotropolis Regional Committee and be involved in every meeting to negotiate the scope with the contractor and identify areas of collaboration with surrounding jurisdictions.

Was this contractor selected by competitive process?

If not, why not? No

The Aerotropolis Regional Committee was created in the 2016 Intergovernmental Agreement related to DEN to foster economic development in the City and the other jurisdictions around DEN. Other members are the City of Aurora, Adams County, City of Commerce City, Brighton, City of Thornton, and Federal Heights. Ogilvy & Mather will perform advertising, marketing, and public relations work on behalf of the Committee after providing work in the previous Phase 1 and Phase 2. The contract could not be procured competitively or from another source because Adams County is serving as the fiscal agent for the Ogilvie & Mather contract. Further, Ogilvie & Mather is the preferred source for the Committee’s work because it provides continuity from their previous work and the other governments on the Committee have agreed to use them also.

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

Source of funds: DEN Real Estate – Cost center 6051010

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

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

This project has been reviewed by DSBO and it is determined that the scope of work is excluded under D.R.M.C. Chapter 28 Article V of the Goods and Services Ordinance; therefore, no DSBO program will apply.

Who are the subcontractors to this contract?

N/A

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