

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: 5/24/2016

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: First Amendment to Agreement for Street Source Marketing and Communications, L.L.C., Contract Control Number PLANE-201208865.

3. Requesting Agency: Department of Aviation

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: Neil Maxfield
- Phone: (303) 342-2574
- Email: Neil.Maxfield@flydenver.com

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

Street Source will continue to develop the concessions strategic marketing plan, manage the joint marketing fund budget as well as the JMF Advisory Committee meetings, communication and correspondence. Street Source shall continue to develop marketing plans and demonstrate progression of efforts; negotiate, contract and place media buys with multiple outlets; contract with various production companies and other necessary vendors to execute marketing plan; ensure all concessions marketing follows designated DEN and Concessions JMF brand guidelines; maintain and manage digital directory software and hardware, while suggesting and making upgrades to drive continuous improvement; determine, design and submit entries for concessions awards; conduct marketing surveys on a quarterly basis, including focus groups; engage in subcontracts as needed to implement the approved JMF budget and strategic media campaign and advertising plan. In addition, Street Source Marketing will complete a multi-phased research plan that will identify provide a deep-dive into the Concessions program that illustrates the need states, motivations and influences that drive in-airport purchase decisions.

a. Contract Control Number: PLANE-201208865

b. Duration: 6 months

c. Location: DEN

d. Affected Council District: 11

e. Benefits:

f. Costs:

<i>Current Contract Amount</i> <i>(A)</i>	<i>Additional Funds</i> <i>(B)</i>	<i>Total Contract Amount</i> <i>(A+B)</i>
\$5,953,845	\$1,600,000	\$7,553,845

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
3 years	6 months	12/31/2016

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date: _____

g. Date Goals Assigned:

h. Goals: N/A

7. Is there any controversy surrounding this ordinance? (*Groups or individuals who may have concerns about it?*) **Please explain.**

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date: _____

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: Street Source Marketing and Communications, L.L.C.

Contract control number: PLANE-201208865

City's contract manager: Pamela Dechant

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: 3 years

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

Renewal terms: N/A

Purpose: Consultant is currently working on strategic marketing initiatives for the City. Amendment will allow Consultant to complete existing work.

Cost/value: \$1,600,000

Source of funds: Joint Marketing Fund

Benefit: To allow completion DEN Concessions research and marketing initiatives.

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?

Location: Denver International Airport

Affected Council District: 11

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date: _____