

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at [MileHighOrdinance@DenverGov.org](mailto: MileHighOrdinance@DenverGov.org) by **3:00pm on Monday**. Contact the Mayor's Legislative team with questions

Date of Request: 11/7/2019

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:** (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.)
Amends Groundfloor Media, Inc. contract 201523635 for the Emerald Ash Borer Marketing Campaign.

3. **Requesting Agency:** Parks & Recreation

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Michael Swanson	Name: Yolanda Quesada
Email: Michael.Swanson@denvergov.org	Email: Yolanda.Quesada@denvergov.org

5. **General description or background of proposed request. Attach executive summary if more space needed:**
Contract amendment to increase contract maximum capacity for Denver Parks and Recreation Forestry Division's public education campaign to inform residents about actions they can take against the Emerald Ash Borer, a non-native insect.

6. **City Attorney assigned to this request (if applicable):** Jason Moore

7. **City Council District:** Citywide

8. ****For all contracts, fill out and submit accompanying Key Contract Terms worksheet****

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR19 1275

Date Entered: _____

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):
Expenditure contract.

Vendor/Contractor Name: Groundfloor Media, Inc.

Contract control number: 201523635

Location: Citywide

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

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

Existing Term: 10/7/2015 – 10/7/2020; No changes to term on amendment

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

Existing Contract Maximum: \$750,000

Amended Amount: \$300,000

New Contract Total: \$1,050,000

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$750,000	\$300,000	\$1,050,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
10/7/2015-10/7/2020	N/A	Same

Scope of work:

This contract will be utilizing media relations, community engagement, social media, advertising (including an integrated online and offline advertising effort/digital strategy) and media and business partnerships to reach targeted audiences and inform residents about actions that can be taken against the Emerald Ash Borer, a non-native insect.

Was this contractor selected by competitive process? Yes, RFP issued by CCD Purchasing **If not, why not?**

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

Source of funds:

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

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

Who are the subcontractors to this contract? N/A

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