

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**.

Date of Request: 5/7/2013

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:** Denver International Airport is requesting a contract execution for a Joint Marketing Fund Administrator, contract # 201208865 *STREET SOURCE Marketing and Communication LLC* to create and implement a comprehensive marketing plan to promote the concessions at the airport.

3. **Requesting Agency:** Department of Aviation

4. **Contact Person:** (With actual knowledge of proposed ordinance/resolution.)

- Amy Raaz
- **Phone:** (303) 342-2201
- **Email:** Amy.Raaz@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:** John Ackerman
- **Phone:** 303-342-2568
- **Email:** John.Ackerman@flydenver .com

****Please complete the following fields:** (Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field.)

- a. **Contract Control Number:** 201208865
- b. **Duration:** 3 Years
- c. **Location:** DIA
- d. **Affected Council District:** 11
- e. **Benefits:** The Administrator will develop, and implement a comprehensive marketing plan to promote the concessions program at Denver International Airport. Upon implementation, the plan will improve customer knowledge & service, product offerings and improve sales resulting in additional non-airline revenue to the airport with improved customer satisfaction.
- f. **Costs:** All cost will be funded from the Joint Marketing Fund the cost will be borne by the contribution of 1% of sales by participating concessions. .Concessionaires pay 1% of gross revenues into the Joint Marketing Fund per their agreement with the City all Joint Marketing Funds are held in a fund (Fund # 73880) separate from the O&M Fund. The Joint Marketing Fund is used solely to promote the concessions program. The cost of the contract includes pass-through cost for marketing assets and services.

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

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
June 1, 2013		May 31, 2016

To be completed by Mayor’s Legislative Team:

SIRE Tracking Number: _____

Date: _____

g. Date Goals Assigned: N/A

h. Goals: DSBO did not assign goal for this opportunity the contract Scope of Services does not fall under the Definition of Division of Small Business Opportunity CEI (Construction Empowerment Initiative) Ordinance. Professional Services for design, construction or reconstruction are subject to the goals ordinance. Anything outside of these services, including professional services not related to construction are reviewed on a case-by-case basis. Professional Services not related to construction usually do not have assigned goals.

7. Is there any controversy surrounding this ordinance? No (*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

Vendor/Contractor Name: STREET SOURCE Marketing and Communications LLC

Contract control number: 201208865

City's contract manager: Vance Wolverton

Was this contractor selected by competitive process? Yes Was it the low bid? No

Term/Duration of contract/project: 3 Years

Renewal terms:

Purpose: To develop and implement a cohesive marketing plan for Airport concession.

Scope of services to be provided with performance bench marks:

Cost/value: \$5,953,845/ Increased sales, improved customer service,

Source of funds: Joint Marketing Fund, 1% of sales contribution by participating concessionaires

Benefit: Improved customer service,

Termination provision for City and for contractor:

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

Who are the subcontractors to this contract?

Location: DIA

Affected Council District: 11

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date: _____