

## BILL/ RESOLUTION REQUEST

**1. Title:** Approves a contract for a Joint Marketing Fund Administrator with STREET SOURCE Marketing and Communication LLC for \$5,953,845 and 3 years to create and implement a comprehensive marketing plan to promote the concessions at the airport (201208865).

**2. Requesting Agency:** DIA

**3. Contact Person *with actual knowledge of proposed ordinance***

**Name:**John Ackerman

**Phone:**303-342-2568

**Email:**John.Ackerman@flydenver .com

**4. Contact Person *with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary***

**Name:**Amy Raaz

**Phone:**(303) 342-2201

**Email:**Amy.Raaz@flydenver.com

**5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved**

**a. Scope of Work**

**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.

**b. Duration**

3 Years

**c. Location**

DIA

**d. Affected Council District**

11

**e. Benefits**

see above

**f. Costs**

\$5,953,845

\$5,953,845

**Current Contract Term      Added Time      New Ending Date**

June 1, 2013

May 31, 2016

**6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.**  
No.

**Bill Request Number: BR13-0309**

**Date: 5/7/2013**