

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

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

Date of Request: 2/21/2019

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 a contract with Street Source Marketing and Communications by adding \$350,000 for a new total of \$700,000. Additional funds will be used for marketing and creative services. No change to contract duration (TECHS-201738506).

3. Requesting Agency: Technology Services

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Jenny Schiavone	Name: Joe Saporito
Email: jenny.schiavone@denvergov.org	Email: joseph.saporito@denvergov.org

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

Denver Marketing and Media Services (DMMS) conducted an RFP process in 2017 to establish multiple contracts with suppliers that will provide consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for all City Department's programs, projects, events, and Citywide priorities. As this was the first time DMMS facilitated a procurement process of this nature, there was limited information available to establish individual contract maximums. Due to multiple City Agency requests as well as complex, multiyear marketing projects and campaigns, the current contract maximum is insufficient. The additional \$350,000 is estimated to be sufficient to be able to complete any future marketing projects throughout the duration of the contract.

Some examples of completed projects and projects in the queue:

- Provide a review of the existing Denver Brand – What does it mean to be from Denver? How do residents view city government and how has our message saturated or fractured with our audiences across city agencies and departments? Conduct additional research with other cities that have a strong brand and communications plan for their city and what Denver can learn from them.
- Office of Human Resource – Diversity Recruiting Campaign
 - Understand how to attract mid-level African American and Hispanic managers/supervisors to apply and accept jobs at the City and County of Denver.

6. City Attorney assigned to this request (if applicable): Steve Hahn

7. City Council District: N/A - Citywide

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR19 0185

Date Entered: _____

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):

On-Call Expenditure contract exceeding \$500,000

Vendor/Contractor Name: Street Source Marketing and Communications, LLC.

Contract control number: TECHS-201738506

Location: N/A Citywide

Is this a new contract? ☐ Yes ☒ No **Is this an Amendment?** ☒ Yes ☐ No **If yes, how many?** First

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

Current term: 12/1/2017 - 12/1/2020 [Duration: 3 years] There is no change in term with this amendment

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

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
<i>(A)</i>	<i>(B)</i>	<i>(A+B)</i>
\$350,000	\$350,000	\$700,000

Scope of work:

Supplier provides media and marketing Professional Services on an On-Call basis.

Was this contractor selected by competitive process? Yes **If not, why not?**

Has this contractor provided these services to the City before? ☒ Yes (via this contract) ☐ No

Source of funds: Cost Center 3070160 TSCIO Marketing

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?

N/A

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