

## 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: 2/21/19**

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 AOR, Incorporated 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-201738497).

**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: <a href="mailto:jenny.schiavone@denvergov.org">jenny.schiavone@denvergov.org</a>	Email: <a href="mailto:joseph.saporito@denvergov.org">joseph.saporito@denvergov.org</a>

**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:

- Denver Human Services – Brand Campaign (#BeHuman)
  - Provide AOR's expertise to bring the visual, creative concept to life for the overarching campaign. Building out of the visual assets to complete a campaign brand guide that can work as a system for other program-specific sub-brands (#BeAGiver/giving campaigns; #BePositive/positive parenting techniques; #BeTheDifference/foster care) and have legs to extend throughout all agency initiatives.
  - Bring creativity and strategy to truly humanize the department both in tone and in look and feel.
- Clerk & Recorder (Denver Elections Division) – Multiple campaign support
  - Starting with the 2018 General Election (November 2018) as well as the Support for Primary Election (June 2018)
    - Created an education campaign called “Don't Flush Your Vote” campaign to educate primary voters how to vote in Denver's, first ever, primaries conducted by the Elections Division instead of party officials where independent could now vote, regardless of party affiliation.
  - Based on the success of the “Don't Flush Your Vote” campaign, this same messaging was used for the 2018 General Election.

---

*To be completed by Mayor's Legislative Team:*

Resolution/Bill Number: RR19 0184

Date Entered: \_\_\_\_\_

- 6. City Attorney assigned to this request (if applicable): Steve Hahn
- 7. City Council District: N/A - Citywide
- 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:** AOR, Incorporated

**Contract control number:** TECHS - 201738497

**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?**

---

*To be completed by Mayor's Legislative Team:*

Resolution/Bill Number: RR19 0184

Date Entered: \_\_\_\_\_

**N/A**

---

*To be completed by Mayor's Legislative Team:*

Resolution/Bill Number: **RR19 0184**

Date Entered: \_\_\_\_\_