

ORDINANCE/RESOLUTION REQUEST

All Fields must be completed

Incomplete request forms will be returned to sender which may cause a delay in processing.

Please mark one: ☐ Bill Request or ☒ Resolution Request Date of Request: 12/5/2022

1. Type of Request:

- ☒ Contract/Grant Agreement ☐ Intergovernmental Agreement (IGA) ☐ Rezoning/Text Amendment
☐ Dedication/Vacation ☐ Appropriation/Supplemental ☐ DRMC Change
☐ Other:

2. Title: Approves a contract with Catalyst Marketing Agency, LLC for On-Call Marketing, Advertising, Media, and Creative Services.

3. Requesting Agency: Department of Aviation

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Stacey Stegman	Name: Carolina Flores
Email: Stacey.stegman@flydenver.com	Email: carolina.flores@flydenver.com

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

Denver International Airport (DEN) is seeking to select an on-call marketing, advertising, media, communications, and design services agency through a competitive RFP process. The work is inclusive of public relations, marketing, communications, digital, advertising (TV, radio, print, OOH, in-airport), social media, promotions, visual assets, and customer experiences ensuring brand alignment with the airport's strategic objectives and brand guidelines. The current contract for these services has expired and DEN has gone through a new selection process for these services.

6. City Attorney assigned to this request (if applicable): Ema Medic.

7. City Council District: District 11

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

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

Key Contract Terms

Type of Contract: Professional Services >\$500K.

Vendor/Contractor Name: Catalyst Marketing Agency, LLC

Contract control number: PLANE-202262971

Location: Denver International Airport

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

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

Date of Execution (DOE) plus three years, with two 1-yr options to extend.

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

<i>Current Contract Amount (A)</i>	<i>Additional Funds (B)</i>	<i>Total Contract Amount (A+B)</i>
n/a	n/a	\$4,719,667.00

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
n/a	n/a	DOE plus three years plus two 1-yr options to extend

Scope of work:

Agencies will provide services related to the Airport's strategic marketing needs in the areas of advertising, marketing, media services, promotions, creative services, and customer research including account management and marketing campaigns. Services may include but are not limited to:

- Development of strategic brand and marketing activation plans for DEN including metrics, development of compatible and complementary marketing plans, promotions, and campaigns for the Airport and for specific divisions and initiatives (concessions, parking, construction, etc.) with unique objectives for each program that aligns with overall Airport goals.
- Evaluating existing DEN branding and conducting new research as requested to evaluate DEN messaging, customer segmentation and traveler personas.
- Developing targeted creative assets and messaging strategies with a focus on public relations, marketing, communications, digital, advertising (TV, radio, print, OOH, in-airport), social media, promotions, visual assets and customer experiences ensuring brand alignment with the Airport's strategic objectives and brand guidelines.
- Developing strategies that are aligned and complimentary to the City and other partners as needed.

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

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

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

Source of funds: O&M

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): DSBO established MWBE goal of 26%. Catalyst Marketing Agency, LLC has committed to 65% MWBE

Who are the subcontractors to this contract? Shirjoy Creative; Studio Chickadee; Fitzgerald Peterson Communications; DeLong Design; Wellevation HQ/Influencer Marketing; Proofmango; Ashley MacLeod; Shapes&Forms; Bresford Research; Wevo; Gravity Global; and Session Interactive.

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____