

ORDINANCE/RESOLUTION REQUEST

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

**All fields must be completed.*
Incomplete request forms will be returned to sender which may cause a delay in processing.*

Date of Request:3/18/2014

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 contract execution for PROPHET Brand Strategies contract number 201414903 as a Task Based contract for development of customer segmentation information, brand positioning, and other predictive analytics.

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

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

- **Name:** 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

6. **General description of proposed ordinance including contract scope of work if applicable:** This contract is a task order based contract to assist the Airport in optimizing the customer experience. Specific scope elements include: providing the Airport with predictive analytics which help DEN assess the habits, attitudes, and needs of our flying customers.

***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:** 201414903
- b. **Duration:** 1 year
- c. **Location:** DIA
- d. **Affected Council District:** 11
- e. **Benefits:** The Prophet/BrandJuice team will help DEN design a winning customer experience; enhancements to our brand position; and, provide recommendations to establish DEN as an unrivaled destination for travelers around the world and home base for local residents.
- f. **Costs:** \$1,792,500

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$1,800,000		\$1,800,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/2014		12/31/2014

To be completed by Mayor’s Legislative Team:

SIRE Tracking Number: _____

Date: _____

g. Date Goals Assigned: N/A

h. Goals: We have contacted the Division of Small Business Opportunity and they have determined that this contract's Scope of Services does not fall under the definition of DSBO's CEI (Construction Empowerment Initiative) Ordinance. Professional Services not related to construction usually do not have assigned goals.

7. Is there any controversy surrounding this ordinance? (*Groups or individuals who may have concerns about it?*) **Please explain.** No

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date: _____

Key Contract Terms

Vendor/Contractor Name: Prophet Brand Strategy and BrandJuice

Contract control number: 201414903

City's contract manager: Anthony Lincoln, Director of Commercial Strategy

Was this contractor selected by competitive process? Yes

Was it the low bid? No. It was best value. Multiple contractors were selected, the bid rates were comparable.

Term/Duration of contract/project: 1 year

Renewal terms: N/A

Purpose: This contract is a task order based contract to assist the Airport in optimizing the customer experience. Specific scope elements include: providing the Airport with predictive analytics which help DEN assess the habits, attitudes, and needs of our flying customers. The Prophet/BrandJuice team will also help DEN design a winning customer experience; enhancements to our brand position; and, provide recommendations to establish DEN as an unrivaled destination for travelers around the world and home base for local residents.

Contract will be performed on a task order basis. For each task, Consultant will provide briefings, advice or written reports as designated by the Airport.

Scope of services to be provided with performance bench marks:

Cost/value: \$1,800,000

Source of funds: OM

Benefit: Brand positioning, improve customer satisfaction, and improve non-airline revenue generation

Termination provision for City and for contractor: 30-day Notice

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

Who are the subcontractors to this contract? BrandJuice is a Denver-based branding and marketing firm.

Location: Denver International Airport

Affected Council District: 11

To be completed by Mayor's Legislative Team:

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