



DEPARTMENT OF AVIATION
CITY COUNCIL ORDINANCE REQUEST SUMMARY
Joint Fund Marketing (JMF) Marketing Professional Services

Purpose and Use of Agreement(s)

This request is related to a competitive Request for Proposal (RFP) process that resulted in the selection of a vendor to provide professional services to develop, implement and manage multiple strategic marketing initiatives at Denver International Airport (DEN). The budget, funded by the concessionaires' joint marketing fund contributions, was developed based on research by DEN Concessions staff for similar services. The need for this procurement is driven by the unique business model that is an airport concession. Further, DEN has developed an in-house incentive program for DEN concessionaires. Outside consultants are needed to support the data collection required to implement the program. The selected contractor will also provide much-needed marketing support.

Contract(s) Description

One contract for JMF Marketing Professional Services with a Three (3) year term with an option to extend twice by one year via letter and \$5,000,000 maximum per contract.

Vendor(s)

Street Source Marketing & Communications, L.L.C. – Plane Number 202263724-00

DSBO Goals

The approved goal for this contract is MWBE 14%. The vendor is committed to achieving 30% MWBE goal.