

ORDINANCE/RESOLUTION REQUEST

All Fields must be completed

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

Date of Request: January 23, 2023

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: Approves the Street Source Marketing & Communications, L.L.C. professional services contract execution for JMF Marketing Professional Services, contract number Plane - 202263724-00.

3. Requesting Agency: Denver International Airport

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Pamela Dechant	Name: Carolina Flores
Email: Pamela.dechant@flydenver.com	Email: Carolina.Flores@flydenver.com

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

The proposed contract is for professional services to develop, implement and manage multiple strategic marketing initiatives at Denver International Airport (DEN). Services will also be used to support the newly developed Excellence in Service concessionaire incentive program.

6. City Attorney assigned to this request (if applicable): Brent Larson

7. City Council 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 > \$5M

Vendor/Contractor Name: Street Source Marketing & Communications, L.L.C.

Contract control number: Plane 202263724-00

Location: 1422 Delgany Street, LL 4, Denver, CO 80202

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): 3 Years + Two 1 Year Extension Options

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

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$5,000,000.00	\$0.00	\$5,000,000.00

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
N/A	0	3 Years From Execution Date With Option to Extend Twice by One Year via Letter

Scope of work:

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. 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.

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: 8016000-73880-6021030-ZCNR/O&M

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): DSBO established a 14% MWBE goal.
Vendor committed to a 30% MWBE goal.

Who are the subcontractors to this contract? Forte Advertising and GlidePathCX

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