

**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: 08/19/2022**

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 the contract with Street Source Marketing Communications LLC by extending the term for three years and one month, for a new end date of 12/31/2025, for continued marketing and media services for the City supporting TS Marketing Services.

**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: Jenny.Schiavone@denvergov.org	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:**

An extension of this on-call professional services contract will allow TS/Marketing Services and other departments to continue in-flight marketing campaigns and marketing support for ongoing and upcoming projects citywide, while allowing adequate time to conduct a new RFP procurement for these types of services at the end of the new term. The City’s on-call marketing services contracts support a multitude of large, public-facing campaigns across agencies and departments and to stop work on these campaigns would be detrimental to residents looking for support from the City on housing solutions, tax relief for seniors, OHR recruitment of key positions across the City, the roll out of volume-based waste services, and many more services that are actively being marketed to residents.

**6. City Attorney assigned to this request (if applicable):** Andrew Riester

**7. City Council District:** N/A - Citywide

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

**Key Contract Terms**

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

Resolution/Bill Number: \_\_\_\_\_

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

**Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):**

Professional Services contract exceeding \$500,000

**Vendor/Contractor Name:** Street Source Marketing

Communications LLC

**Contract control number:** TECHS-202263362-03 (TECHS-201738506-03)

**Location:** Citywide

**Is this a new contract?** Yes  No  **Is this an Amendment?**  Yes  No **If yes, how many?** 03

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

Current Term: 12/01/2017 – 12/01/2022

Proposed Term: 12/01/2017 – 12/31/2025

**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)
1,750,000.00	0.00	1,750,000.00

  

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
12/01/2017 – 12/01/2022	3 years and 1 month	12/31/2025

**Scope of work:**

Marketing strategy, print and digital graphic design, advertising strategy, media buying, and marketing campaign management.

**Was this contractor selected by competitive process?** YES - RFP **If not, why not?**

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

**Source of funds:** Varied

**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?** N/A

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

Resolution/Bill Number: \_\_\_\_\_

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