

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at MileHighOrdinance@DenverGov.org by 9 a.m. Friday. Contact the Mayor's Legislative team with questions

Date of Request: **10/16/2025**

Please mark one: ☐ Bill Request or ☒ Resolution Request

Please mark one: The request directly impacts developments, projects, contracts, resolutions, or bills that involve property and impact within .5 miles of the South Platte River from Denver's northern to southern boundary? (Check map [HERE](#))

☐ Yes ☒ No

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 an on-call contract with Groundfloor Media, Inc. by adding one year for a new end date of 12-31-2026 to continue providing consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments. No change to contract capacity, citywide (TECHS-201738498/TECHS-202581470-03).

3. **Requesting Agency:** Technology Services

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert)	Contact person for council members or mayor-council
Name: Jenny Schiavone	Name: Jenny Schiavone
Email: jenny.schiavone@denvergov.org	Email: jenny.schiavone@denvergov.org

5. **General description or background of proposed request. Attach executive summary if more space needed:** (who, what, why)

Digital Experience (DX) a division of Technology Services conducted an RFP process in 2017 to establish multiple contracts with suppliers including Groundfloor Media, Inc. that will provide consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for all City Department's programs, projects, events, and Citywide priorities. The City intends to put out a new solicitation for these services in FY26 and the term of this agreement is being extended by one year to facilitate a new RFP process.

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

7. **City Council District:** Citywide

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

On-Call Expenditure contract exceeding \$500,000

Vendor/Contractor Name (including any dba's): Groundfloor Media, Inc.

Contract control number (legacy and new): TECHS-201738498/TECHS-202581470-03

Location: N/A - Citywide

Is this a new contract? ☐ Yes ☒ No **Is this an Amendment?** ☒ Yes ☐ No **If yes, how many?** 3

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

Current term: 12/1/2017 - 12/31/2025 Proposed term: 12/1/2017 - 12/31/2026 Duration: 9 years, 1 month

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>
\$4,250,000.00	\$0.00	\$4,250,000.00

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
12/1/2017 – 12/31/2025	One year	12/31/2026

Scope of work:

Supplier provides media and marketing Professional Services on an On-Call basis.

Was this contractor selected by competitive process? Yes **If not, why not?** N/A

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

Source of funds: Various City Agency Operating Funds

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

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