

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: November 7, 2024

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:** Amends a contract with Fruition Growth LLC by adding \$1,528,381 for a new total of \$2,528,381 for the hosting, support, and maintenance of flydenver.com at Denver International Airport (DEN) in Council District 11. No change to contract duration (Legacy: PLANE-202262970; Amendment: PLANE-202476558).

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

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: Stacey Stegman, SVP Global Communications, Marketing and Customer Excellence	Name: Kevin Forgett, State and Local Legislative Advisor
Email: Stacey.stegman@flydenver.com	Email: Kevin.Forgett@flydenver.com

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

(who, what, why)

This contract amendment is to increase the total contract amount of the existing contract with Fruition Growth LLC for hosting, support, and ADA compliance of flydenver.com. After the initial contract signing, DEN's hosting provider unexpectedly exited the market. Fruition was able to take on responsibility for hosting services, but the contract needs additional funding to account for this unexpected cost.

6. **City Attorney assigned to this request (if applicable):** Kevin Cain

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

Vendor/Contractor Name (including any dba's): Fruition Growth LLC

Contract control number (legacy and new): Legacy PLANE-202262970 / SC-00007762; Amendment: 202476558

Location: Denver International Airport

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** ____ 1

Contract Term/Duration (for amended contracts, include existing term dates and amended dates): 03/12/2023-03/11/2026

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

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
<i>(A)</i>	<i>(B)</i>	<i>(A+B)</i>
\$1,000,000	\$1,528,381	\$2,528,381

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
03/12/2023-03/11/2026	N/A	03/11/2026

Scope of work:

Denver International Airport (DEN) created a world-class website that showcases the airport, is ADA compliant, better serves travelers’ needs, and improve services and functionality for our business partners. The majority of this effort included redesigning flydenver.com and integrating jobs.flydenver.com and business.flydenver.com into flydenver.com to create a single website. In addition to the site build, the selected vendor provides maintenance and cybersecurity support. The budget for this work and ongoing maintenance and optimization was determined based on estimates before we knew the extent of the ongoing ADA compliance support, the need for hosting services and an advanced site search.

The request includes increased needs for ADA compliance and a higher level of support to ensure that flydenver is compliant and easy to use. A Request for Proposal (RFP) was issued, and Fruition Growth LLC was awarded the contract for the website redesign and maintenance; however, in 2023, DEN discontinued services with our Webhosting contractor, Lumen Technologies (formerly CenturyLink), due to limitations that meant the website would not work on their technology and the hosting and support had to be moved. Lumen was estimated to cost \$222,000 in 2024 based on estimated site traffic. These costs will increase incrementally as the website receives more traffic and hosting and security costs increase. We expect to see hosting reach an annual cost of \$271,960 by 2027.

Fruition had the ability to host the newly built website in-house, which was approved by DEN Legal and provides a higher level of security, which is important because the DEN website frequently sees cyber-attacks. This new contract amendment is to increase the contract budget capacity to support the annual web hosting fees, which were not part of the original budget request.

Other funds being requested are to support the advanced search functionality that was determined to be a requirement during the discovery portion of the website build, based on user behavior on the website. Due to new and evolving ADA compliance requirements, more budget is needed to keep up with the legislation that is going into effect. Keeping the site compliant requires a third-party service that is constantly running compliance scans and developer support from Fruition. The increased budget will allow

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for website growth and changes that are ongoing to support the business needs as they evolve. These budget items were unknown at the time the original contract was completed and executed.

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: Operations and Maintenance (O&M)

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? Crownpeak

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