

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**. Contact the Mayor's Legislative team with questions

Date of Request: December 30, 2019

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 a contract with AOR, Inc. by adding \$1,170,000 for a new total of \$2,000,000 and extending the term by two years for a new end date of 12/1/2022 to continue consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments, programs, projects, events, and Citywide priorities; citywide (TECHS-201738497)

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: joseph.saporito@denvergov.org

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

Denver Marketing and Media Services (DMMS) conducted an RFP process in 2017 to establish multiple contracts with suppliers 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. As this was the first time DMMS facilitated a procurement process of this nature, there was limited information available to establish individual contract maximums. Due to multiple City Agency requests as well as complex, multiyear marketing projects and campaigns, the current contract maximum is insufficient. The additional \$1,170,000 is estimated to be sufficient to be able to complete any future marketing projects throughout the duration of the contract.

Some examples of completed projects and/or projects in the queue:

- **Denver Census 2020 Awareness Campaign**
 - AOR has been working with the Denver Complete Count Committee to create creative materials that complement the Federal Census Bureau's 2020 Census marketing materials, built for a Denver audience. They created a media and marketing communications plan to target Denver to drive awareness, educations and the benefits of a complete count of all Denver residents. They will continue this work into the second quarter of 2020.
- **Clerk & Recorder (Denver Elections Division) – Multiple campaign support**
 - Beginning with the 2018 General Election (November 2018), the Primary Election (June 2018), AOR is continuing to provide creative support and direction for how Denver communicates the importance of each major election.
 - In 2019, they created the creative, and the communications and media plans for the 2019 Municipal Election and the most recent School Board Elections this past November. These campaigns increase Denver's voter participation rate and educate residents where to go for election related information, regardless of party affiliation.

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR20 0025

Date Entered: _____

- 6. City Attorney assigned to this request (if applicable): Steve Hahn
- 7. City Council District: N/A - Citywide
- 8. ****For all contracts, fill out and submit accompanying Key Contract Terms worksheet****

Key Contract Terms

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

On-Call contract exceeding \$500,000

Vendor/Contractor Name: AOR, Inc.

Contract control number: TECHS-201738497

Location: Citywide

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

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

Current term: 12/1/2017 - 12/1/2020 Proposed term: 12/1/2017 - 12/1/2022 Duration: 5 years

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>
(A)	(B)	(A+B)
\$830,000	\$1,170,000	\$2,000,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
12/1/2017 - 12/1/2020	Two years	12/1/2022

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?

Has this contractor provided these services to the City before? Yes (via this contract) No

Source of funds: 3041500 - Denver Marketing and Media Services - Marketing

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): N/A

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Who are the subcontractors to this contract? N/A

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