



AEROTROPOLIS REGIONAL COMMITTEE CONTRACT

OVERVIEW

Denver International Airport, Denver Office of Economic Development, the City of Aurora, Adams County, City of Commerce City, Brighton, City of Thornton, and Federal Heights are supporting a contract to support Phase 3 of the Aerotropolis Regional Committee contract with Ogilvy. The entire contract amount is \$1,031,000 and \$515,500 and will be split between the Denver Office of Economic Development and Denver International Airport.

CREATION OF THE AEROTROPOLIS REGIONAL COMMITTEE

The Aerotropolis Regional Committee was created for a joint vision and strategy for the region to drive coordinated efforts to promote the vision of the Aerotropolis as part of the 2016 IGA Amendment that allowed DEN to commercially develop 16,000 acres of its land. Objectives include joint vision, responsible and thoughtful growth, and attraction of primary employers and jobs. The Aerotropolis Regional Committee is comprised of executive leadership from Aurora, the Aurora Economic Development Council, Adams County, Brighton, Commerce City, the City and County of Denver, and Denver International Airport.

While DEN is at the center of the aerotropolis development, the concept draws on the idea that certain industries and businesses require unique and direct access to the airport and can benefit from close proximity to the airport. The Aerotropolis Regional Committee seeks to ensure harmony between the vast array of opportunities in each jurisdiction for developing in the proximity to Denver International Airport.

PHASING OF OGILVY & MATHER'S WORK

In 2018, The Aerotropolis Regional Committee partnered with advertising, marketing, and public relations agency Ogilvy & Mather to create a unique brand for the Aerotropolis and develop a roadmap that guides future marketing, PR, advertising, and other promotional efforts. The Aerotropolis Regional Committee executes extensive market and stakeholder research to formulate a roadmap for the Aerotropolis and region and works together to coordinate land use, infrastructure planning, and marketing efforts related to the Aerotropolis.

Phase 1 of the contract entailed a competitive analysis, target audience, and market research. Phase 2 involved creative development, branding, and target refinement. Phase 3, the completion phase, will consist of the go-to-market plan, execution, and optimization.

Through the Phase 3 contract, DEN will be part of the project management team in the new scope. DEN leadership is committed to being involved in the process and ensuring that DEN's interests are protected as regional development surrounds the airport. This is an opportunity for DEN to identify the project's key objectives, major deliverables, key milestones, and other limiting constraints. Furthermore, DEN representatives will sit on the Aerotropolis Regional Committee and be involved in every meeting to negotiate the scope with the contractor and identify areas of collaboration with surrounding jurisdictions.



CONTRACT BREAKDOWN

The below represents the breakdown of the respective payments to be paid from surrounding jurisdictions for the Ogilvy & Mather contract for the Aerotropolis Regional Committee. Denver International Airport and Denver Economic Development and Opportunity accounted for the Aerotropolis Regional Committee expense in their respective budget presentations at the 2022 budget briefings in September 2021.

JURISDICTION	AMOUNT
City and County of Denver / Denver International Airport	\$515,500
City of Aurora	\$130,185
Adams County	\$130,185
City of Commerce City	\$139,185
Aerotropolis Regional Committee	\$40,724
Brighton	\$25,775
City of Thornton	\$25,775
Federal Heights	\$5,670
TOTAL:	\$1,031,000