

# ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team  
at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by **11 a.m. Friday**. Contact the Mayor's Legislative team with questions

Date of Request: **October 12, 2023**

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     Denver Revised Municipal Code Change  
 Other:

2. **Title:** Approves Concession Planning International Australia PTY Ltd. (CPI) contract execution for consulting services at Denver International Airport's (DEN) for the concessions master plan for 3 years.

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: Pamela Dechant, SVP Concessions	Name: Rita Aguilar, Rachel Gruber & Barry Burch
Email: <a href="mailto:Pamela.Dechant@flydenver.com">Pamela.Dechant@flydenver.com</a>	Email: <a href="mailto:Rita.Aguilar@flydenver.com">Rita.Aguilar@flydenver.com</a> , <a href="mailto:Rachel.Gruber@flydenver.com">Rachel.Gruber@flydenver.com</a> , <a href="mailto:Barry.Burch@flydenver.com">Barry.Burch@flydenver.com</a>

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

This new contract continues the consulting services that Concession Planning International Australia PTY Ltd. (CPI) provided for the Concessions master planning as a sub-contractor under DEN Design, Engineering and Construction (formally Airport Infrastructure and Maintenance and DEN Design and Planning) contracts. This proposed new agreement is for a term of three years with a maximum contract value of \$979,000. CPI will complete the tasks, milestones, and deliverables as defined in the scope to finalize, implement, monitor, and optimize DEN's concession master plan over the next three years.

Given the need, DEN formally launched the master planning process in partnership with CPI pre-Covid. As a result, the program is delivering substantial positive impacts to both the customer experience and revenue to the airport. Through this contract, DEN will continue to implement the CPI program progressively across the entire DEN campus.

Additionally, as DEN explores to improve aging infrastructure built for 50 million annual passengers, CPI will continue consulting on the revenue generation feasibility to support potential studies as DEN prepares for 100 million annual passengers. CPI will create a fact-based, data-led, forward-looking model for solutions DEN may consider in the future, centered on delivering the right amount of space in the right place with the right mix of food, beverage, and retail.

6. **City Attorney assigned to this request (if applicable):** Vianes Rodriguez

7. **City Council 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:** Professional Services > \$500K

**Vendor/Contractor Name (including any dba's):** Concession Planning International PTY Ltd.

**Contract control number (legacy and new):** PLANE-202368744

**Location:** Denver International Airport

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

**Contract Term/Duration (for amended contracts, include existing term dates and amended dates):**  
3 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>
<i>(A)</i>	<i>(B)</i>	<i>(A+B)</i>
N/A	N/A	\$979,000

  

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
N/A	N/A	3 years

**Scope of work:**

The scope of work for the Concessions Planning International contract include but is not limited to:

- Develop commercial category mix (food and beverage, retail and services) for each concourse based on quality and quantity of available space in the context of the broader DEN concessions masterplan
- Create an evaluation of updated plans to include a cost benefit analysis
- Produce and present a report summarizing a comprehensive analysis with recommendations
- Work with DEN teams to develop advertising / digital plan across entire airport campus
- Ongoing assessment of best-in-class retail, Food and Beverage and experiential brands, products and services applicable to the DEN business - business development pipeline
- Continually review opportunities for local brands and operators, as well as supporting a program that enables DEN to achieve its Airport Concession Disadvantaged Business Enterprise goals
- Update leasehold space models based on square footage required in line with new passenger forecasts, including category (food & beverage, retail, passenger services) rebalancing as required

**Was this contractor selected by competitive process?** No **If not, why not?**

Their specialized expertise and continuity of services is necessary to properly and consistently plan for passenger needs, maximize non-airline concession revenue and implement a commercial master plan in support of DEN's strategic plan, Vision 100. under Memorandum 8B(3) Special Circumstances, which is attached and a part of XO 8, provides for special circumstances that would allow the City not to competitively bid a contract. One of the special circumstances would include: "situations where standardization of equipment or continuity of service is required." CPI was engaged as a sub-contractor to support DEN Concessions in the development of a commercial planning strategy to support expected passenger and airport growth starting in September of 2018.

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

CPI provided these services previously as a sub-contractor under two different on-call contracts that were originally approved by Council and went through a competitive process. The contracts were previously managed by DEN Airport Infrastructure and Maintenance, now Design, Engineering and Construction.

**Source of funds:** DEN Operations and Maintenance (O&M) Budget

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**Is this contract subject to:**  W/MBE  DBE  SBE  XO101  ACDBE  N/A  
Per DSBO, since this is a professional preference procurement, it is exempt from DSBO ordinance.

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

**Who are the subcontractors to this contract?** N/A - The Contractor will be providing the professional services, therefore no subcontractor will be needed.

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