



should be in **bold** font).

Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.

**A bill for ordinance approving a proposed intergovernmental Agreement between the City and County of Denver and Adams County concerning marketing contract with Ogilvy & Mather for Phase 3 of the Aerotropolis Regional Committee at Denver International Airport.**

Approves an intergovernmental agreement with Adams County for \$515,500 and through 12-31-2024 to reimburse Adams County for the City's portion of a \$1,031,000 marketing contract with Ogilvy & Mather for Phase 3 of the Aerotropolis Regional Committee (PLANE-202263250). The last regularly scheduled Council meeting within the 30-day review period is on 10-10-2022. The Committee approved filing this item at its meeting on 5-25-2022.

**Affected Council District(s) or citywide?**

**Contract Control Number:** PLANE-202263250

**Vendor/Contractor Name (including any "DBA"):** Adams County Government

**Type and Scope of services to be performed:**

Intergovernmental agreement with Adams County for a marketing contract for Phase 3 of the Aerotropolis Regional Committee with Ogilvy & Mather. This contract will reimburse Adams County for DEN's portion of the Ogilvy & Mather contract.

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.

City and County of Denver / Denver International Airport	<b>\$515,500</b>
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
<b>TOTAL:</b>	<b>\$1,031,000</b>

Through the Phase 3, the Aerotropolis Regional Committee will 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.

**Location (if applicable):**

**WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):** This project has been reviewed by DSBO and it is determined that the scope of work is excluded under D.R.M.C.

Chapter 28 Article V of the Goods and Services Ordinance; therefore, no DSBO program will apply.

**Are WBE/MBE/DBE goals met (if applicable)?**

**Is the contract new/a renewal/extension or amendment? New**

**Was this contractor selected by competitive process or sole source?**

The Aerotropolis Regional Committee was created in the 2016 Intergovernmental Agreement related to DEN to foster economic development in the City and the other jurisdictions around DEN. Other members are the City of Aurora, Adams County, City of Commerce City, Brighton, City of Thornton, and Federal Heights. Ogilvy & Mather will perform advertising, marketing, and public relations work on behalf of the Committee after providing work in the previous Phase 1 and Phase 2. The contract could not be procured competitively or from another source because Adams County is serving as the fiscal agent for the Ogilvie & Mather contract. Further, Ogilvie & Mather is the preferred source for the Committee's work because it provides continuity from their previous work and the other governments on the Committee have agreed to use them also.

**For New contracts**

**Term of initial contract:** DOE through December 31, 2024

**Options for Renewal:**

**How many renewals (i.e. up to 2 renewals)?**

**Term of any renewals (i.e. 1 year each):**

**Cost of initial contract term:** \$515,500

**Cost of any renewals:**

**Total contract value council is approving if all renewals exercised:**

**For Amendments/Renewals Extensions:**

**Is this a change to cost/pricing; length of term; terms unrelated to time or price (List all that apply)?**

***If length changing***

**What was the length of the term of the original contract?**

**What is the length of the extension/renewal?**

**What is the revised total term of the contract?**

***If cost changing***

**What was the original value of the entire contract prior to this proposed change?**

**What is the value of the proposed change?**

**What is the new/revised total value including change?**

***If terms changing***

**Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)**