



Legislation Details (With Text)

File #: 19-0184 **Version:** 1

Type: Resolution **Status:** Approval Review

File created: 2/26/2019 **In control:** Finance & Governance Committee

On agenda: 3/5/2019 **Final action:**

Title: Amends an on-call contract with AOR, Incorporated by adding \$350,000 for a new total of \$700,000 and expanding the scope of work to include additional marketing and creative services for planning, managing, facilitating, and implementing marketing and branding initiatives for all city programs, projects, events, and priorities, citywide. No change to contract duration (TECHS-201738497).

Sponsors:

Indexes: Jonathan Griffin

Code sections:

Attachments: 1. RR19 0184 TS AOR.pdf

Date	Ver.	Action By	Action	Result
3/5/2019	1	Finance & Governance Committee	approved by consent	Pass

[Contract Request Template \(Contracts; IGAs; Leases\)](#)

Date Submitted: 2-26-19

Requesting Agency: Technology Services
Division:

Subject Matter Expert Name:

Name: Joe Saporito
Email: joseph.saporito@denvergov.org

Item Title & Description:

(Do not delete the following instructions)
*These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title 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.*

Amends an on-call contract with AOR, Incorporated by adding \$350,000 for a new total of \$700,000 and expanding the scope of work to include additional marketing and creative services for planning, managing, facilitating, and implementing marketing and branding initiatives for all city programs, projects, events, and priorities, citywide. No change to contract duration (TECHS-201738497).

Affected Council District(s) or citywide? citywide

Contract Control Number: TECHS-201738497

Vendor/Contractor Name (including any "DBA"): AOR, Incorporated

Type and Scope of services to be performed:

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 \$350,000 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 projects in the queue:

- Denver Human Services - Brand Campaign (#BeHuman)
 - Provide AOR's expertise to bring the visual, creative concept to life for the overarching campaign. Building out of the visual assets to complete a campaign brand guide that can work as a system for other program-specific sub-brands (#BeAGiver/giving campaigns; #BePositive/positive parenting techniques; #BeTheDifference/foster care) and have legs to extend throughout all agency initiatives.
 - Bring creativity and strategy to truly humanize the department both in tone and in look and feel.
- Clerk & Recorder (Denver Elections Division) - Multiple campaign support
 - Starting with the 2018 General Election (November 2018) as well as the Support for Primary Election (June 2018)
 - Created an education campaign called "Don't Flush Your Vote" campaign to educate primary voters how to vote in Denver's, first ever, primaries conducted by the Elections Division instead of party officials where independent could now vote, regardless of party affiliation.

Based on the success of the "Don't Flush Your Vote" campaign, this same messaging was used for the 2018 General Election.

Location (if applicable):

WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):

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

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

Was this contractor selected by competitive process or sole source?

For New contracts

Term of initial contract:

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:

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?

\$350,000

What is the value of the proposed change?

\$350,000

What is the new/revised total value including change?

\$700,000

If terms changing

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