



Legislation Details (With Text)

File #: 19-1275 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 11/8/2019 **In control:** Land Use, Transportation & Infrastructure Committee

On agenda: 12/2/2019 **Final action:** 12/2/2019

Title: A resolution approving a proposed Amendatory Agreement between the City and County of Denver and Groundfloor Media, Inc. by adding compensation for the Parks and Recreation Forestry Division's public education campaign.
Amends a contract with Groundfloor Media, Inc. by adding \$300,000 for a new total of \$1,050,000 for the Parks and Recreation Forestry Division's public education campaign to inform residents about actions they can take against the Emerald Ash Borer, a non-native insect, citywide. No change to contract duration (201523635). The last regularly scheduled Council meeting within the 30-day review period is on 12-23-19. The Committee approved filing this item at its meeting on 11-19-19.

Sponsors:

Indexes: Zach Rothmier

Code sections:

Attachments: 1. RR19 1275 P&R Groundfloor, 2. 19-1275 Filed Resolution_Groundfloor Media, Inc._201523635-01-201951962-01, 3. 19-1275 Agreement_Groundfloor Media, Inc._201523635-01-201951962-01, 4. 19-1275 Filed Resolution_Groundfloor Media, Inc..pdf, 5. 19-1275 - signed

Date	Ver.	Action By	Action	Result
12/3/2019	1	Council President	signed	
12/2/2019	1	City Council	adopted	Pass
11/19/2019	1	Land Use, Transportation & Infrastructure Committee	approved by consent	Pass

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 11-8-19

Requesting Agency: Parks & Recreation
Division:

Subject Matter Expert Name:

Name: Yolanda Quesada
Email: Yolanda.Quesada@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.

A resolution approving a proposed Amendatory Agreement between the City and County of Denver and Groundfloor Media, Inc. by adding compensation for the Parks and Recreation Forestry Division's public education campaign.

Amends a contract with Groundfloor Media, Inc. by adding \$300,000 for a new total of \$1,050,000 for the Parks and Recreation Forestry Division's public education campaign to inform residents about actions they can take against the Emerald Ash Borer, a non-native insect, citywide. No change to contract duration (201523635). The last regularly scheduled Council meeting within the 30-day review period is on 12-23-19. The Committee approved filing this item at its meeting on 11-19-19.

Affected Council District(s) or citywide? Citywide

Contract Control Number: 201523635

Vendor/Contractor Name (including any "DBA"): Groundfloor Media, Inc.

Type and Scope of services to be performed:

This contract will be utilizing media relations, community engagement, social media, advertising (including an integrated online and offline advertising effort/digital strategy) and media and business partnerships to reach targeted audiences and inform residents about actions that can be taken against the Emerald Ash Borer, a non-native insect.

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?

Competitive process

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?

\$750,000

What is the value of the proposed change?

\$300,000

What is the new/revised total value including change?

\$1,050,000

If terms changing

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