



Legislation Text

File #: 19-0185, Version: 1

**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.*

**A resolution approving a proposed Amendment to On Call Technology Services Agreement between the City and County of Denver and Street Source Marketing and Communications, L.L.C., to increase the compensation to provide marketing services.**

Amends an on-call contract with Street Source Marketing and Communications 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-201738506). The last regularly scheduled Council meeting within the 30-day review period is on 4-29-19. The Committee approved filing this item at its meeting on 3-5-19.

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

**Contract Control Number:** TECHS-201738506

**Vendor/Contractor Name (including any "DBA"):** Street Source Marketing and

## Communications

### **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:

- Provide a review of the existing Denver Brand - What does it mean to be from Denver? How do residents view city government and how has our message saturated or fractured with our audiences across city agencies and departments? Conduct additional research with other cities that have a strong brand and communications plan for their city and what Denver can learn from them.
- Office of Human Resource - Diversity Recruiting Campaign
  - Understand how to attract mid-level African American and Hispanic managers/supervisors to apply and accept jobs at the City and County of Denver.

### **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?**

\$750,000

***If terms changing***

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