



Legislation Text

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Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 12-12-2022

**Requesting Agency: Denver International Airport
Division:**

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Phone Number:

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 On-Call Contract between the City and County of Denver and Catalyst Marketing Agency, LLC, providing comprehensive strategic marketing and creative services for Denver International Airport.

Approves an on-call contract with Catalyst Marketing Agency, LLC for \$4,719,667 and 3 years, plus 2 one-year options to extend, to provide comprehensive strategic marketing and creative services for Denver International Airport in Council District 11 (PLANE-202262971). The last regularly scheduled Council meeting within the 30-day review period is on 1-17-2023. The Committee approved filing this item at its meeting on 12-14-2022.

Affected Council District(s) or citywide? 11

Contract Control Number: PLANE-202262971

Vendor/Contractor Name (including any "DBA"): Catalyst Marketing Agency, LLC

Type and Scope of services to be performed:

Denver International Airport (DEN) is seeking to select an on-call marketing, advertising, media, communications, and design services agency through a competitive RFP process. The work is inclusive of public relations, marketing, communications, digital,

advertising (TV, radio, print, OOH, in-airport), social media, promotions, visual assets, and customer experiences ensuring brand alignment with the airport's strategic objectives and brand guidelines. The current contract for these services has expired and DEN has gone through a new selection process for these services.

Scope of work:

Agencies will provide services related to the Airport's strategic marketing needs in the areas of advertising, marketing, media services, promotions, creative services, and customer research including account management and marketing campaigns. Services may include but are not limited to:

- Development of strategic brand and marketing activation plans for DEN including metrics, development of compatible and complementary marketing plans, promotions, and campaigns for the Airport and for specific divisions and initiatives (concessions, parking, construction, etc.) with unique objectives for each program that aligns with overall Airport goals.
- Evaluating existing DEN branding and conducting new research as requested to evaluate DEN messaging, customer segmentation and traveler personas.
- Developing targeted creative assets and messaging strategies with a focus on public relations, marketing, communications, digital, advertising (TV, radio, print, OOH, in-airport), social media, promotions, visual assets and customer experiences ensuring brand alignment with the Airport's strategic objectives and brand guidelines.
- Developing strategies that are aligned and complimentary to the City and other partners as needed.

Location (if applicable): DEN

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

Are WBE/MBE/DBE goals met (if applicable)? DSBO established MWBE goal of 26%. Catalyst Marketing Agency, LLC has committed to 65% MWBE. Subcontractors to this contract: Shirjoy Creative; Studio Chickadee; Fitzgerald Peterson Communications; DeLong Design; Wellevation HQ/Influencer Marketing; Proofmango; Ashley MacLeod; Shapes&Forms; Bresford Research; Wevo; Gravity Global; and Session Interactive.

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

New

Was this contractor selected by competitive process or sole source?

Competitive

For New contracts

Term of initial contract:

three years, with two 1-yr options to extend

Options for Renewal:

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

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

Cost of initial contract term: \$4,719,667

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.)