



Legislation Text

File #: 19-1275, Version: 1

**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.)**