



Legislation Text

File #: 17-0398, Version: 1

**Contract Request Template (Contracts; IGAs; Leases)**

**Date Submitted:** 04-04-17

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

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**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 Agreement between the City and County of Denver and K&H, LLC concerning strategic marketing at Denver International Airport.**

Approves a five-year contract with K&H, LLC in the amount of \$15,310,800 for all consolidated strategic marketing needs in the areas of advertising, marketing, media services, promotions, creative services, customer experience and research including account management and marketing campaigns at Denver International Airport (201631111). The last regularly scheduled Council meeting within the 30-day review period is on 5-22-17. The Committee approved filing this resolution at its meeting on 4-26-17.

**Affected Council District(s) or citywide?** Council District 11

**Contract Control Number:** 201631111

**Vendor/Contractor Name (including any "DBA"):** K&H, LLC.

**Type and Scope of services to be performed:**

Denver International Airport (DEN) is requesting this contract for the purpose of finding an agency to provide on-call marketing, advertising, media, promotions and creative services in a consolidated, cost-effective and strategic manner. Such services may include, but are not limited

to: developing a strategic brand marketing/advertising activation plan for DEN including measurements and metrics, developing compatible and complimentary marketing plans and campaigns for key airport-related initiatives and programs (Concessions, Parking, etc.) with different goals, evaluating existing and conducting new research to evaluate DEN messaging and customer experience, developing creative assets and messaging strategies with a focus on public relations, marketing, website, digital, advertising (TV, Radio, Print, OOH), social media, promotions and visual assets, ensuring brand alignment with airport's new strategic business plan objectives and strategies and brand guidelines. In addition, Agency will ensure that the strategy developed for DEN is aligned with and complimentary to that of the City and County of Denver, and other partners as needed.

**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:** Five years

**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:** \$15,310,800

**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.)**