



Legislation Text

File #: 20-0028, Version: 1

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

**Date Submitted:** 12-30-19

**Requesting Agency:** Technology Services  
**Division:**

**Subject Matter Expert Name:**

Name: Joe Saporito
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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 Second Amendment to On Call Technology Services Agreement between the City and County of Denver and Street Source Marketing and Communications, LLC to extend the term and increase the maximum contract liability to provide marketing services.**

Amends a contract with Street Source Marketing Communications by adding \$1,050,000 for a new total of \$1,750,000 and two years for a new end date of 12-1-22 for on-call consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments, citywide (TECHS-201738506). The last regularly scheduled Council meeting within the 30-day review period is on 2-10-20. The Committee approved filing this item at its meeting on 1-7-20.

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

**Contract Control Number:** TECHS-201738506

**Vendor/Contractor Name (including any "DBA"):** Street Source Marketing 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 \$1,050,000 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/or projects in the queue:

- Human Rights & Community Partnerships - I Am Denver Campaign  
Street Source is working on a strategic communication rebrand for the existing I Am Denver Program. They are working to create messaging to inspire interest in the project, boost outreach efforts by defining program position and brand so there is clarity and inspiration.
- Denver Police Department - Diversity Recruiting Campaign  
Understand how to attract African American and Hispanic officers by creating campaign materials to attract new recruits to become a Denver Police Officer. Bring creativity and strategy to truly humanize the department both in tone and in look and feel.

**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?**

Three years

**What is the length of the extension/renewal?**

Two years

**What is the revised total term of the contract?**

Five years

***If cost changing***

**What was the original value of the entire contract prior to this proposed change?**

\$700,000

**What is the value of the proposed change?**

\$1,050,000

**What is the new/revised total value including change?**

\$1,750,000

***If terms changing***

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