



## Legislation Details (With Text)

**File #:** 22-1034 **Version:** 1

**Type:** Resolution **Status:** Adopted

**File created:** 8/22/2022 **In control:** Finance & Governance Committee

**On agenda:** 9/19/2022 **Final action:** 9/19/2022

**Title:** A resolution approving a proposed Second Amendatory Agreement between the City and County of Denver and Groundfloor Media, Inc. to continue providing consulting services related to marketing and branding initiatives for City departments.  
Amends an on-call contract with Groundfloor Media, Inc. by adding \$2,500,000 for a new contract total of \$4,250,000 and 3 years for a new end date of 12-31-2025 to continue providing consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments, citywide (TECHS-201738498-02/ 202263363-02). The last regularly scheduled Council meeting within the 30-day review period is on 10-10-2022. The Committee approved filing this item at its meeting on 9-6-2022.

**Sponsors:**

**Indexes:** Mar'quasa Maes

**Code sections:**

**Attachments:** 1. TS on-call marketing contracts executive summary\_2022, 2. RR22-1034\_TECHS\_GROUNDFLOOR\_Ordinance-Resolution\_Request\_Template, 3. 22-1034 Filed Resolution\_Groundfloor Media, Inc. 202263363-02, 4. 22-1034 Second Amendatory Agreement\_Groundfloor Media, Inc. 202263363-02, 5. 22-1034 Filed Resolution\_Groundfloor Media, Inc. 202263363-02, 6. 22-1034 - signed

Date	Ver.	Action By	Action	Result
9/19/2022	1	Council President	signed	
9/19/2022	1	City Council	adopted	Pass
9/6/2022	1	Finance & Governance Committee	approved by consent	

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

**Date Submitted: 8-29-2022**

**Requesting Agency: Technology Services  
Division:**

**Subject Matter Expert Name:** Jenny Schiavone

**Email Address:** Jenny.Schiavone@denvergov.org

**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 Second Amendatory Agreement between the City and County of Denver and Groundfloor Media, Inc. to continue providing consulting services related to marketing and branding initiatives for City departments.**

Amends an on-call contract with Groundfloor Media, Inc. by adding \$2,500,000 for a new contract total of \$4,250,000 and 3 years for a new end date of 12-31-2025 to continue providing consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments, citywide (TECHS-201738498-02/ 202263363-02). The last regularly scheduled Council meeting within the 30-day review period is on 10-10-2022. The Committee approved filing this item at its meeting on 9-6-2022.

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

**Contract Control Number:** (TECHS-201738498-02/ 202263363-02).

**Vendor/Contractor Name (including any "DBA"):** Groundfloor Media, Inc.

**Type and Scope of services to be performed:** An extension of this on-call professional services contract will allow TS/Marketing Services and other departments to continue in-flight marketing campaigns and marketing support for ongoing and upcoming projects citywide, while allowing adequate time to conduct a new RFP procurement for these types of services at the end of the new term. The City's on-call marketing services contracts support a multitude of large, public-facing campaigns across agencies and departments and to stop work on these campaigns would be detrimental to residents looking for support from the City on housing solutions, tax relief for seniors, OHR recruitment of key positions across the City, the roll out of volume-based waste services, and many more services that are actively being marketed to residents.

**Location (if applicable):** Citywide

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

**Are WBE/MBE/DBE goals met (if applicable)?**

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

**Was this contractor selected by competitive process or sole source?**  
Comp.

**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)?**

Length and cost

***If length changing***

**What was the length of the term of the original contract?**

Current Term: 12/01/2017 - 12/01/2022

Proposed Term: 12/01/2017 - 12/31/2025

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

**37 months**

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

Proposed Term: 12/01/2017 - 12/31/2025

***If cost changing***

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

1,750,000.00

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

2,500,000

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

4,250,000

***If terms changing***

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