



Legislation Details (With Text)

File #: 23-0087 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 1/23/2023 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 2/13/2023 **Final action:** 2/13/2023

Title: A resolution approving a proposed Contract between the City and County of Denver and Street Source Marketing & Communications, L.L.C., concerning joint marketing fund professional services at Denver International Airport.
Approves a contract with Street Source Marketing & Communications, L.L.C. for \$5,000,000 and 3 years, plus two 1- year options to extend, to provide joint marketing fund professional services, including the Excellence in Service concessionaire incentive program, located at Denver International Airport in Council District 11 (Plane-202263724-00). The last regularly scheduled Council meeting within the 30-day review period is on 3-6-2023. The Committee approved filing this item at its meeting on 2-1-2023.

Sponsors:

Indexes: Anne Wallace

Code sections:

Attachments: 1. RR23-0087_DEN City Council Summary Memo - JMF Marketing Professional Services, 2. RR23-0087_DEN Resolution - JMF Marketing Professional Services, 3. 23-0087 Contract_Street Source Marketing, 4. 23-0087 Filed Resolution_Street Source Marketing, 5. 23-0087 Filed Resolution_Street Source Marketing, 6. 23-0087 - signed

Date	Ver.	Action By	Action	Result
2/13/2023	1	Council President	signed	
2/13/2023	1	City Council	adopted	Pass
2/1/2023	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	Pass

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 1-30-2023

Requesting Agency: Denver International Airport
Division:

Subject Matter Expert Name: Pamela Dechant
Email Address: Pamela.Dechant@flydenver.com
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 Contract between the City and County of Denver and Street Source Marketing & Communications, L.L.C., concerning joint marketing fund professional services at Denver International Airport.

Approves a contract with Street Source Marketing & Communications, L.L.C. for \$5,000,000 and 3 years, plus two 1- year options to extend, to provide joint marketing fund professional services, including the Excellence in Service concessionaire incentive program, located at Denver International Airport in Council District 11 (Plane-202263724-00). The last regularly scheduled Council meeting within the 30-day review period is on 3-6-2023. The Committee approved filing this item at its meeting on 2-1-2023.

Affected Council District(s) or citywide? 11

Contract Control Number: Plane - 202263724-00

Vendor/Contractor Name (including any "DBA"): Street Source Marketing & Communications, L.L.C.

Type and Scope of services to be performed:

The proposed contract is for professional services to develop, implement and manage multiple strategic marketing initiatives at Denver International Airport (DEN). Services will also be used to support the newly developed Excellence in Service concessionaire incentive program.

This request is related to a competitive Request for Proposal (RFP) process that resulted in the selection of a vendor to provide professional services to develop, implement and manage multiple strategic marketing initiatives at Denver International Airport (DEN). The budget, funded by the concessionaires' joint marketing fund contributions, was developed based on research by DEN Concessions staff for similar services. The need for this procurement is driven by the unique business model that is an airport concession. DEN has developed an in-house incentive program for DEN concessionaires. Outside consultants are needed to support the data collection required to implement the program. The selected contractor will also provide much-needed marketing support.

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)? 14% goal, 30% commitment

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:

3 years

Options for Renewal:

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

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

Cost of initial contract term:

\$5M

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.)