



## Legislation Text

File #: 23-0087, Version: 1

### 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.)**