

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: December 8, 2010

Board Item: V-E-10

**AMENDMENT TO AGREEMENT NO. 11351A  
TACITO DESIGN, INC.**

Action by Consent

Action

Information

TaCito Design, Inc. provides ongoing graphic design support for Denver Water's print, electronic and collateral materials.

A contract was originally awarded to TaCito, a certified SBE business, after a competitive selection process in February 2008. Over the past three years, TaCito has transformed Denver Water's graphic identity from inconsistent and fragmented, to contemporary and professional. TaCito's design projects include direct mail brochures, *PipeLine* and *WaterNews* newsletters, and conservation and youth education print collateral. The scope of work includes ongoing design for these pieces, as well as new design needs.

This amendment will extend the contract for two years, bringing the total contract to five years, after which time it will be competitively rebid. During the remainder of the contract period, TaCito will help evolve Denver Water's new look and feel to meet new branding guidelines established after the strategic planning process is complete. Additionally, there is a strong need to ensure consistency and continuity in Denver Water's print communication pieces, which is achieved through TaCito's ongoing design.

Community Relations has a graphic design technician on staff who performs internal administrative design tasks such as forms, business cards and special projects. TaCito provides design work primarily for external projects.

Funds for this project are included in the 2011 Community Relations Budget (MPC 4JA0008).

Recommendation:

It is recommended that the Board approve the Fifth Amendment to Agreement No. 11351A with TaCito Design, Inc., to continue graphic design support in the amount of \$276,000.00 (\$138,000 per year), bringing the total agreement over five years to \$586,400.00.

Approvals:

Maie Bassett  
Director of Public Affairs

Respectfully submitted,

James S. Lochhead  
James S. Lochhead, CEO/Manager

[Signature]  
General Counsel