

## ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team  
at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by **3:00pm on Monday**.

**\*All fields must be completed.\***

*Incomplete request forms will be returned to sender which may cause a delay in processing.*

---

Date of Request: 4/3/2012

Please mark one:  Bill Request      or       Resolution Request

**1. Has your agency submitted this request in the last 12 months?**

Yes       No

If yes, please explain:

**2. Title:** (Include a concise, one sentence description – please include name of company or contractor and contract control number - that clearly indicates the type of request: grant acceptance, contract execution, amendment, municipal code change, supplemental request, etc.)

Request for Ordinance to approve a new revenue Concession Agreement Tugals, LLC d/b/a Bella (201204948-00) to operate a Beauty and Personal Care product store on Concourse A Center Core at Denver International Airport.

**3. Requesting Agency:** Department of Aviation

**4. Contact Person:** (With actual knowledge of proposed ordinance/resolution.)

- Name: Susan H. Moore
- Phone: 303-342-2510
- Email: [susan.h.moore@flydenver.com](mailto:susan.h.moore@flydenver.com)

**5. Contact Person:** (With actual knowledge of proposed ordinance/resolution who will present the item at Mayor Council and who will be available for first and second reading, if necessary.)

- Name: Brian Elms
- Phone: 303-619-7353
- Email: [brian.elms@flydenver.com](mailto:brian.elms@flydenver.com)

**6. General description of proposed ordinance including contract scope of work if applicable:**

Tugals, LLC dba Bella is the successful proposer for a Beauty and Personal Care concept for Concourse A Center Core issued via a Request for Proposals, dated August 15, 2011. Proposals were submitted December 15, 2011, and were reviewed internally. Qualified proposers were interviewed by an independent committee of local business leaders and airline representative who then made a recommendation to the Manager of Aviation via the Concessions Business Development office.

**\*\*Please complete the following fields:** (Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field.)

- a. **Contract Control Number:** PLANE – 201204948-00
- b. **Duration:** 5 year term: DOE – 12/31/2017
- c. **Location:** DIA – Concourse A Center Core
- d. **Affected Council District:** 11

e. **Benefits:** Tugals, LLC dba Bella will bring a beauty and personal care concession concept to Concourse A for the first time. The Bella store will offer to the traveling public a wide range of product brands for skin care, makeup, fragrances and related gifts, including exclusive arrangements with Tugals, LLC for the following brands: L’Oreal Group, Estee Lauder Group, Smashbox, Lollia, Bliss, Nars, Philosophy, Art of Shaving, Jack Black and Ren.

f. **Costs:** Estimated gross sales of \$1,200,00 in year one increasing to \$1,355,484 in year five of the agreement, resulting in an initial MAG of \$122,400 annually. Percentage Compensation is 10% for the first million, 12% \$1M - \$2M, and 14% over \$2M. The proposed Minimum Investment is \$433,310 (\$422 psf x 1,026.7 s.f.)

---

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: \_\_\_\_\_

Date: \_\_\_\_\_

<i>Current Contract Amount (A)</i>	<i>Additional Funds (B)</i>	<i>Total Contract Amount (A+B)</i>
\$122,400 Annually	N/A	\$122,400 Annually

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
DOE	N/A	12/31/2017

g. **Date Goals Assigned:** 1/4/2012  
 h. **Goals:** 15%;      Participation: 100%

7. **Is there any controversy surrounding this ordinance? (Groups or individuals who may have concerns about it?) Please explain.**

No.

*To be completed by Mayor's Legislative Team:*

SIRE Tracking Number: \_\_\_\_\_ Date: \_\_\_\_\_