

BILL/ RESOLUTION REQUEST

- 1. Title:** Approves the capital equipment purchase from Daktronics for \$782,200 for exterior signage and marquee at the Denver Coliseum, including 2 new digital LED marquees installed on each end of the building with visibility from both directions of I-70 and the replacement of the “Denver Coliseum” letters to be internally illuminated.

- 2. Requesting Agency:** Arts & Venues Denver

- 3. Contact Person *with actual knowledge of proposed ordinance***
Name:Tad Bowman
Phone:720-865-2488
Email:tad.bowman@denvergov.org

- 4. Contact Person *with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary***
Name:Tad Bowman
Phone:720-865-2488
Email:tad.bowman@denvergov.org

- 5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who’s involved**
 - a. Scope of Work**

The scope of work is for exterior signage upgrades at the Denver Coliseum to include 2 new digital LED marquees installed on each end of the building with visibility from both directions of I-70 and the replacement of the “Denver Coliseum” letters to be internally illuminated. See attached renderings (pages 1.1 and 2.1)
 - b. Duration**

10 years useful life expected
 - c. Location**

Denver Coliseum
 - d. Affected Council District**

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 - e. Benefits**

The new digital LED marquees will better promote and raise awareness of the events being held in the Denver Coliseum and fulfills the city’s contractual obligation to the Denver Cutthroats to provide a digital marquee on the coliseum.
 - f. Costs**

Estimated cost of \$782,200

- 6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.**

No.

Bill Request Number: BR13-0320

Date: 5/14/2013