

**ORDINANCE/RESOLUTION REQUEST**

**Please email requests to the Mayor’s Legislative Team  
at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by NOON on Tuesday.**

*\*All fields must be completed.\*  
Incomplete request forms will be returned to sender which may cause a delay in processing.*

**Date of Request: 11/01/10**

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:** Ordinance request approving an amendment to a contract for a Theatres & Arenas’ Promoter Commission Program with AEG Live Inc. (Contract Control # CE01006)

**3. Requesting Agency:** Theatres and Arenas Division

**4. Contact Person:** (with actual knowledge of proposed ordinance)

- **Name:** Megan Reyes/ Tad Bowman
- **Phone:** 720.865.4224; 720.865.4244
- **Email:** [Megan.Reyes@denvergov.org](mailto:Megan.Reyes@denvergov.org)/ Tad.bowman@denvergov.org

**5. 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:** Megan Reyes/ Tad Bowman
- **Phone:** 720.865.4224; 720.865.4244
- **Email:** [Megan.Reyes@denvergov.org](mailto:Megan.Reyes@denvergov.org)/ Tad.bowman@denvergov.org

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

This ordinance will approve a two-year term agreement (1/1/11 to 12/31/12) for Theatres & Arenas Promoter Commission Program to induce Promoters to host events in City venues. The venues in question are in Council District 8 (DPAC venues) and Council District 9 (Denver Coliseum) and Red Rocks. The promoters will promote and book live concerts and events at the Theatres and Arenas Venues. ***This commission program is a rental incentive to increase revenues in the form of ticket sales and concessions.***

**Please include the following:**

- a. Duration:** Two-year term (1/1/11 to 12/31/12).
- b. Location:** Denver Performing Arts Complex theatres, The Denver Coliseum, and Red Rocks Amphitheatre.
- c. Affected Council District:** 8 and 9
- d. Benefits:** The financial benefit to the City is to increase the amount and variety of shows brought to Theatres and Arenas venues by inducing those with expertise in this field to promote shows at the aforementioned venues.
- e. Costs:** \$600,000.00/year; \$1,200,000.00 for the term of the agreement. These costs, however, will be offset by concession and other sales. **Total contract amount is \$1,700,000.00.**

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

Not that is known.

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

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

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

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

## EXECUTIVE SUMMARY

Theatres & Arenas is requesting approval of a Promoter Commission Program agreement that will induce promoters to host events in T&A facilities (Red Rocks, Denver Coliseum, Boettcher Concert Hall, Buell Theatre and Ellie Caulkins Opera House). This practice has been in place at Red Rocks for several years and, because of past successes in this "rental incentive" that increases concession and other revenues, it is being expanded to all Theatres & Arenas' facilities.

This agreement will share rental revenue with promoters of qualifying events assuming they meet certain minimum ticket sales and minimum event bookings in our venues.

Promoters will receive a percentage rent rebate for qualifying shows (based on paid attendance):

- 40% of rent for one (1) through twenty (20) qualifying shows at RR;
- 50% of rent for twenty-one (21) through thirty (30) qualifying shows at RR;
- 60% of rent for thirty-one (31) and up qualifying shows at RR;
- 25% of rent for a minimum of five qualifying shows at DPAC;
- 35% of rent for any show at the Coliseum

An event shall be considered a "qualifying event" if it meets the minimum required number of paid tickets as follows:

- Red Rocks - 2,000 tickets
- Buell Theatre - 750 tickets
- Ellie Caulkins Opera House - 750 tickets
- Denver Coliseum - 2,000 tickets
- Boettcher Concert Hall - 750 tickets

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