

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**. Contact the Mayor's Legislative team with questions

Date of Request: 1/31/2021

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment
- Dedication/Vacation Appropriation/Supplemental DRMC Change
- Other:

2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Approves revenue agreement THTRS-202161000 between Denver Arts & Venues (DAV) and Mark Anthony Brands Inc. (Sponsor) from 1/1/2022 through 12/31/2024 which entitles the Sponsor to certain rights and benefits at City venues and events operated by DAV including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising. In return the Sponsor pays DAV fees in each of the contract years with the amount totaling \$915,000.

3. Requesting Agency: Arts & Venues

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Andrew Lindley	Name: Andrew Lindley
Email: Andrew.Lindley@denvergov.org	Email: Andrew.Lindley@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

In 2021 DAV issued an RFP for Malt Beverage Partner at specific City Venues (Red Rocks, Denver Performing Arts Complex, Denver Coliseum, Colorado Convention Center). Mark Anthony Brands Inc. has been awarded the bid for hard seltzer sponsorship at certain City venues and events operated or promoted by DAV. The agreement entitles the Sponsor to certain rights and benefits DAV including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising. In return the Sponsor will pay DAV an annual fee in each of the contract years with all payments totaling \$915,000.

6. City Attorney assigned to this request (if applicable):

Brian Martin

7. City Council District:

Citywide

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):

Vendor/Contractor Name: Mark Anthony Brands Inc.

Contract control number: THTRS-202161000

Location: Arts & Venues: Red Rocks Amphitheatre, Denver Coliseum, Denver Performing Arts Complex, Colorado Convention Center

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** _____

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):

1/1/2022 – 12/31/2024

Contract Amount (indicate existing amount, amended amount and new contract total):

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$915,000	N/A	\$915,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/2022 – 12/31/2024	N/A	N/A

Scope of work: Alcoholic beverage sponsorship.

Was this contractor selected by competitive process? Yes

If not, why not? N/A

Has this contractor provided these services to the City before? Yes No

Source of funds: Revenue

Is this contract subject to: W/MBE DBE SBE XO101 ACDBE N/A

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): None

Who are the subcontractors to this contract? None

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____