

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at MileHighOrdinance@DenverGov.org by **9 a.m. Friday**. Contact the Mayor's Legislative team with questions

Date of Request: May 21, 2026

Please mark one: Bill Request or Resolution Request

Please mark one: The request directly impacts developments, projects, contracts, resolutions, or bills that involve property and impact within .5 miles of the South Platte River from Denver's northern to southern boundary? (Check map [HERE](#))

Yes No

1. Type of Request:

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

2. **Title:** Approves a concession agreement with JCDecaux Airport, Inc. for 10 years at Denver International Airport, in Council District 11 (PLANE-202578444).

3. **Requesting Agency:** Denver International Airport

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert)	Contact person for council members or mayor-council
Name: Pamela Dechant	Name: Rita Aguilar, Jordan Wells, Barry Burch
Email: Pamela.Dechant@flydenver.com	Email: Rita.Aguilar@flydenver.com ; Jordan.Wells@flydenver.com ; Barry.Burch@flydenver.com

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

Denver International Airport (DEN) conducted a competitive Request for Proposal (RFP) selection process for an operator to design, build, and manage an Airport Wide Advertising including the Pena Welcome Sign. The term for this opportunity is ten (10) years, to allow the concessionaire to amortize their capital investment to upgrade existing and install new advertising assets across the terminal complex and Pena Welcome Sign. No funding or capital investment is required by DEN, as the space will be turned over as is. DEN Conducted outreach events on March 13, 2025, totaling 411 attendees for all events. Additionally, DEN conducted three private outreach events for each of the major airport media companies, which were held the week of February 10, 2025. After submittal and evaluation of responsive proposals, the Independent Evaluation panel recommended that JCDecaux Airport, Inc. be selected for direct negotiations.

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

7. **City Council District:** District 11

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): Concession Agreement

Vendor/Contractor Name (including any dba's): JCDecaux Airport, Inc.

Contract control number (legacy and new): Contract No. PLANE-202578444

Location: Denver International Airport

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

Contract Term/Duration (for amended contracts, include existing term dates and amended dates): 10 years

Contract Amount (indicate existing amount, amended amount and new contract total): Year 1: \$15,000,000 Minimal Annual Guarantee (MAG) Year 2: \$16,000,000 Minimal Annual Guarantee (MAG) Year 3 – 10: MAG increases 4% per year or Contract Year 1 through end of Term: 72.5% up to \$30,000,000; 62.5% over \$30,000,001

<i>Current Contract Amount(A)</i>	<i>Additional Funds(B)</i>	<i>Total Contract Amount(A+B)</i>
Year 1: \$15,000,000 Minimal Annual Guarantee (MAG) Year 2: \$16,000,000 Minimal Annual Guarantee (MAG) Year 3 – 10: MAG increases 4% per year or Contract Year 1 through end of Term: 72.5% up to \$30,000,000; 62.5% over \$30,000,001	N/A	Year 1: \$15,000,000 Minimal Annual Guarantee (MAG) Year 2: \$16,000,000 Minimal Annual Guarantee (MAG) Year 3 – 10: MAG increases 4% per year or Contract Year 1 through end of Term: 72.5% up to \$30,000,000; 62.5% over \$30,000,001

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
10 Years	N/A	10 years

Scope of work:

JCDecaux Airport, Inc., will design, build and an Airport Wide Advertising including the Pena Welcome Sign. JCDecaux Airport, Inc. has committed to investing a minimum of \$16,387,075 to design, build and install advertising assets across the terminal complex and Pena Welcome Sign. To amortize JCDecaux Airport, Inc. capital investment, they will receive a contract term of 10 years. Denver International Airport (DEN) will receive the greater of either a guaranteed rent/Minimum Annual guarantee (MAG) of \$15,000,000 or percentage rent of gross sales; 72.5% up to \$30,000,000; 62.5% over \$30,000,001. The terms outlined above are what were submitted by JCDecaux Airport, Inc. as part of their proposal to the Request for Proposal (RFP) and were awarded on that information.

Minimum Annual Guarantee (MAG), is the initial calculation based on the projected gross sales by the JCDecaux Airport, Inc. for the proposed assets multiplied by the proposed percentage fee listed above. After year 2, MAG will increase each year by 4% annually.

Was this contractor selected by competitive process? Yes **If not, why not?**

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):

No Current goal; with the possibility of a not-to-exceed goal of 2% Airport Concessions Disadvantaged Business Enterprise (ACDBE) / TBD% M/WBE

Who are the subcontractors to this contract? ACBDE is expected to be J. Perez Associates, Inc. (if that firm is recertified as an ACDBE firm), and M/WBE firms will be selected by the concessionaire's selected General Contractor, after the execution of the concession agreement and the construction contract. The M/WBE firms are reviewed and approved by DSBO prior to DEN's issuance of Notice to Proceed with construction for the concession location. A Notice to Proceed is provided by DEN to the concessionaire after all applicable documents, such as Bonds, Insurance, Permits, and DSBO approval, have been provided by the concessionaire, and their selected general contractor to begin construction of the concession location.

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