

**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: Jan. 30, 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: Icelandair Advertising and Promotional Services Incentive Agreement

3. Requesting Agency: Department of Aviation

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

- Name: Laura Jackson
- Phone: 303-342-2282
- Email: laura.jackson@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

6. General description of proposed ordinance including contract scope of work if applicable: A professional services agreement to specifically promote public and industry awareness and use of DIA facilities and Icelandair's new regular passenger services between Reykjavik and Denver. This incentive agreement will reimburse Icelandair for certain promotional, marketing, and advertising costs specific to the new route.

*\*\*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: 201103737
- b. Duration: 4/1/2012 – 3/31/2014
- c. Location: DIA
- d. Affected Council District: 11
- e. Benefits: The City wishes to obtain professional services to specifically promote public and industry awareness and use of DIA facilities and Icelandair’s new regular passenger service between Reykjavik, Iceland and Denver, Colorado.
- f. Costs:

<i>Current Contract Amount (A)</i>	<i>Additional Funds (B)</i>	<i>Total Contract Amount (A+B)</i>
\$1,500,000		\$1,500,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>

- g. Date Goals Assigned: None
- h. Goals: N/A

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

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

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

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

None

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

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

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