

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: August 1, 2024

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 revenue contract with The Superlative Group for five years for sponsorship opportunity identification, marketing and management for key assets and passenger facing activations at Denver International Airport (PLANE-202368409).

3. **Requesting Agency:** Department of Aviation

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, SVP DEN Concessions	Name: Kevin Forgett, Manager of Legislative Affairs
Email: Pamela.Dechant@flydenver.com	Email: Kevin.Forgett@flydenver.com

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

The proposed contract is requested to leverage key assets at Denver International Airport (DEN) monetizing them to further increase non-aeronautical revenue. The contract will also allow for sponsorship of customer experience activations such as the Ice-Skating Rink and Park on the Plaza, which were previously funded by DEN's operation and maintenance budget. The Superlative Group, Inc. will complete an asset inventory and valuation, document and execute a sales strategy and report out to DEN. Upon DEN's approval of the proposed assets, The Superlative Group, Inc. will begin seeking out sponsorships for these assets on behalf of DEN. Further, DEN has no obligation to accept any given Sponsorship Contract and may utilize any criteria in its determinations regarding its approval or disapproval of Sponsorship Contracts.

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

7. **City Council 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: Revenue Contract with expected revenue greater than \$500k

Vendor/Contractor Name (including any dba's): The Superlative Group

Contract control number (legacy and new): PLANE-202368409

Location: Denver International Airport

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): 5 Years

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)
Revenue	N/A	Revenue

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
5 Years from Execution Date	N/A	5 Years from Execution Date

Scope of work:

This request is for a competitive Request for Proposals (RFP). Denver International Airport (DEN) is seeking qualified individuals or entities to secure monetary corporate partnerships and/or sponsorships for spaces around the airport. The successful proposer will be required to complete an asset inventory and valuation, document and execute a sales strategy and report out. This proposal will NOT include any advertising currently handled by DEN's contracted partners. Rather DEN is looking to develop longer-term sponsorship partnerships for key assets and activations. The fee structure will be a percent rent share of sold sponsorships. This revenue procurement is needed to maximize non-aeronautical revenue by leveraging DEN's strong annual passenger traffic and monetizing physical assets. Sponsorships will also be used to finance customer facing activations previously paid for through DEN's operations and maintenance budget.

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

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

The City has contracted previously with The Superlative Group for Red Rock Amphitheater sponsorships.

Source of funds:

N/A

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): M/WBE does not apply to this contract. The ACDBE 1.7% goal will be achieved through the purchase of goods and services.

Who are the subcontractors to this contract? TBD

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