

**ORDINANCE/RESOLUTION REQUEST**

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

**Date of Request: 1/3/2017**

**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:** Clear Channel Outdoor, Inc. First Amendment between the City and County of Denver and Clear Channel Outdoor, Inc. dba Clear Channel Airports (PLANE201205012)

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

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

- **Name:** Aaron Barraza
- **Phone:** (303) 342-2261
- **Email:** [Aaron.Barraza@flydenver.com](mailto:Aaron.Barraza@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:** Neil Maxfield, Senior Vice President of Concessions
- **Phone:** (303) 342-2574
- **Email:** [Neil.Maxfield@flydenver.com](mailto:Neil.Maxfield@flydenver.com)

**6. General description of proposed ordinance including contract scope of work if applicable:** Updated industry regulations for advertising and rapid changes in technology resulted in this contract modification. This first amendment to the contract updates advertising definitions and interpretations and restates the meaning of PSA (Public Service Announcement) to Section 1.6 in the Guidelines for Signage and Advertising on Airport Property, as amended from time to time, attached as Exhibit Y.

Rapid changes in improved technology and advertising equipment caused an investment need sooner than the original midterm refurbishment date of 2018. This first amendment allows Concessionaire to make necessary capital investments sooner than the original midterm refurbish date of 2018. Licensee’s approved capital investments into the advertising program during years 2016 and 2017 shall count toward satisfying the required Minimum Refurbishment Investment.

- a. **Contract Control Number:** PLANE201205012-01
- b. **Duration:** 06/11/2012 to 02/11/2023
- c. **Location:** DEN
- d. **Affected Council District:** 11
- e. **Benefits:** Consistency in Airport advertising language and compliance. Improved technology will provide an enhanced passenger experience.
- f. **Costs:** N/A

| <i>Current Contract Amount</i><br>(A)   | <i>Additional Funds</i><br>(B) | <i>Total Contract Amount</i><br>(A+B)   |
|---|--------------------------------|---|
| Greater of \$3,087,473 MAG or percentage compensation; 67.5% of Gross Revenue | \$0.00                         | Greater of \$3,087,473 MAG or percentage compensation; 67.5% of Gross Revenue |
| <i>Current Contract Term</i><br>10 years, 8 months                            | <i>Added Time</i><br>None      | <i>New Ending Date</i><br>02/11/2023  |

- g. **Date Goals Assigned:** 03/30/2012
- h. **Goals:** 2.35%

**7. Is there any controversy surrounding this ordinance? Please explain.**

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

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

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

Key Contract Terms

Type of Contract: Clear Channel Outdoor, Inc. First Amendment (Advertising License)

- Professional Services > \$500K     Lease     Design or Construction for airport improvements > \$5M
- Grant     IGA     Sale of Real Property     Sale of Personal Property

Vendor/Contractor Name: Clear Channel Outdoor, Inc. dba Clear Channel Airports

Contract control number: 201205012

City's contract manager: Melody Ortega

Was this contractor selected by competitive process? Initially a competitive process followed by a sole-source contract; currently a non-competitive Amendment.

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

Term/Duration of contract/project: 10 years, 8 months

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

Renewal terms: N/A

Purpose: Amendment will update advertising definitions and interpretations in Section 1.6 in the Guidelines for Signage and Advertising on Airport Property. Amendment allows Licensee to make necessary capital investments sooner than the original midterm refurbish date of 2018. Licensee's approved capital investments into the advertising program during years 2016 and 2017 shall count toward satisfying the required Minimum Refurbishment Investment.

Cost/value: N/A

Source of funds: N/A

Benefit: The restated language in the Guidelines for Signage and Advertising on Airport Guidelines shall allow for greater consistency in Airport advertising language and compliance. Allowing the investments made in 2016 and 2017 for improved equipment and technology to count toward the 2018 midterm refurbishment will provide an enhanced passenger experience.

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): 2.35%

Who are the subcontractors to this contract?

- Airport Hospitality Services, Inc., Denver, CO. – Advertising insertion and maintenance
- RMES Communications, Inc., Denver, CO. – IT service and maintenance
- Final Phase Marketing, Inc., St. Louis, MO – Public relations and strategic marketing

Location: DEN

Affected Council District: 11

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

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

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