

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: 7/30/2026

1. Please mark one: ☐ Bill Request or ☒ Resolution Request
2. Does this request directly impact property within .5 miles of the South Platte River (Check map [HERE](#)) ☐ Yes ☒ No
3. Does this item fall under XO 66 (Prop 123) requiring it to skip Mayor-Council ☐ Yes ☒ No
4. Do you need to request a Waiver Request for this item ☐ Yes ☒ No
5. Type of Request:
- ☒ Contract/Grant Agreement ☐ Intergovernmental Agreement (IGA) ☐ Rezoning/Text Amendment
- ☐ Dedication/Vacation ☐ Appropriation/Supplemental ☐ DRMC Change ☐ Other:
6. **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.)
- Amends a contract with United Airlines, Inc. to add \$1,109,118.00 for a new total of \$2,654,568.00 and to add two years for a new end date of 12-31-2028 to continue an exclusive marketing partnership in the airline category at venues and locations, in Council Districts 9, 10, and Mountain Parks (THTRS-202372030/THTRS-202684414-01).
7. **Requesting Agency:** Denver Arts & Venues
8. **Contact Person:**
- | | |
|--|---|
| Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert) | Contact person for council members or mayor-council |
| Name: Drew Lindley | Name: Drew Lindley |
| Email: Andrew.Lindley@denvergov.org | Email: Andrew.Lindley@denvergov.org |
9. **General description or background. Attach executive summary if more space needed:** (who, what, why)
See attached Executive Summary.
10. **City Attorney assigned to this request (if applicable):** Josh Roberts
11. **City Council District:** 9, 10, and Mountain Parks

****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):
Revenue (Sponsorship)

Vendor/Contractor Name (including dba): United Airlines, Inc.

Contract control number (legacy and new): THTRS-202684414-01/THTRS-202372030-01

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

Is this a new contract? ☐ Yes ☒ No **Is this an Amendment?** ☒ Yes ☐ No **If yes, how many?** 1

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

Existing: 2/1/2024 - 12/31/2026

Amended: 2/1/2024 - 12/31/2028

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

<i>Current Contract Amount (A)</i>	<i>Additional Funds (B)</i>	<i>Total Contract Amount (A+B)</i>
\$1,545,450	\$1,109,118	\$2,654,568

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
2/1/2024-12/31/2026	Two (2) years	12/31/2028

Scope of work:

United Airlines was awarded a three-year contract, from 2/1/2024 – 12/31/2026, as the exclusive marketing partner in the entire airline category. The partnership has been a success and has elevated both partners' engagement with attendees. By extending the agreement, the Sponsor would be entitled to certain rights and benefits at Rocks, Arts Complex, McNichols Civic Center Building, Denver Coliseum, and Colorado Convention Center including, but not limited to, signage, an on-site presence, in-market promotions, and digital advertising. In return the Sponsor will pay DAV fees in each of the contract years, totaling \$2,654,568, and now expiring on 12/31/28.

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: Sponsorship revenue

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): N/A

Who are the subcontractors to this contract? NA

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