



# PREMIUM VALUE CONCESSION PROGRAM CONCESSION AGREEMENTS

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# PVC PROGRAM REFRESHER

- Premium Value Concession Program (PVC)
  - Awards “top performers” the opportunity to directly negotiate with DEN
  - Each business is compared against other “like” concepts
    - The top 33% of performers in each concept category are awarded
  - Performance is based on financial performance and customer service
  - Subject to normal ACDBE goals and process
  - Program administered by a third party – Metrix Advisors



# BENEFIT ELIGIBLE RECIPIENTS

- Multiple concessionaires have been awarded benefit eligibility
- DEN and the concessionaires have entered direct negotiations for renewed concepts
- Will discuss one PVC Benefit Eligible concession agreement today
- Thirteen additional PVC Benefit Eligible concession agreements will be coming to Council over the next few months

# GREAT DIVIDE BREWERY & RESTAURANT



- Great Divide Brewery & Restaurant
- Term – 10 years
- Proposed Privilege Fee (greater of)
  - Minimum annual percentage fee (MAPF) - \$1,006,868
  - Percentage fee – 15.79% less than \$7,250,000 and 18.5% greater than \$7,250,001
- First year projected gross receipts - \$7,450,000
- First year projected revenue to DEN - \$1,006,868
- Capital investment - \$1,897,380 (\$600 per sq.ft.)
- ACDBE partner (30% participation)
  - Cicerone, LLC (30%)