

## 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: 05/09/11

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:** Ordinance request approving a contract for a Theatres & Arenas' Promoter Commission Program with Dan Steinberg Presents, LLC (Square Peg) Contract Control #THTRS-201100096-00

3. **Requesting Agency:** Theatres and Arenas Division

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

- **Name:** Tad Bowman
- **Phone:** 720.865.4244
- **Email:** tad.bowman@denvergov.org

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:** Tad Bowman
- **Phone:** 720.865.4244
- **Email:** tad.bowman@denvergov.org

6. **General description of proposed ordinance including contract scope of work if applicable:** This ordinance will approve a two-year term agreement (1/1/11 to 12/31/12) for Theatres & Arenas Promoter Commission Program to induce Promoters to host events in City venues. The venues in question are in Council District 8 (DPAC venues) and Council District 9 (Denver Coliseum) and Red Rocks. The promoters will promote and book live concerts and events at the Theatres and Arenas Venues. ***This commission program is a rental incentive to increase revenues in the form of ticket sales and concessions.***

**\*\*Please complete the following fields:**

- a. **Contract Control Number:** THTRS-201100096-00
- b. **Duration:** January 1, 2011 to December 31, 2012
- c. **Location:** Denver Performing Arts Complex theatres, Denver Coliseum, and Red Rocks Amphitheatre
- d. **Affected Council District:** Council District 8 and 9
- e. **Benefits:** The financial benefit to the City is to increase the amount and variety of shows brought to Theatres and Arenas venues by inducing those with expertise in this field to promote shows at the aforementioned venues.
- f. **Costs:** \$100,000.00/year; \$200,000.00 for the term of the agreement. These costs, however, will be offset by concession and other sales.

7. **Is there any controversy surrounding this ordinance?** (Groups or individuals who may have concerns about it?) **Please explain.** None that is known.

To be completed by Mayor's Legislative Team:

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

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

## EXECUTIVE SUMMARY

**Theatres & Arenas is requesting approval of a Promoter Commission Program agreement that will induce promoters to host events in T&A facilities (Red Rocks, Denver Coliseum, Boettcher Concert Hall, Buell Theatre and Ellie Caulkins Opera House). This practice has been in place at Red Rocks for several years and, because of past successes in this “rental incentive” that increases concession and other revenues, it is being expanded to all Theatres & Arenas’ facilities.**

**This agreement will share rental revenue with promoters of qualifying events assuming they meet certain minimum ticket sales and minimum event bookings in our venues.**

**This contract is consistent with similar agreements with AEG and Live Nation. The anticipated amount is less because they are a new promoter and they have not yet been as active in our facilities as the other two promoters.**

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

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