

EXECUTIVE SUMMARY

Background:

Beginning in 2000, Denver Arts & Venues (DAV) and the Denver Film Society (DFS) have contracted to produce a series of film screenings at Red Rocks Amphitheatre during spring and summer months. This series, now known as Film on the Rocks, promotes film as an art and connects the community with the arts and entertainment sector while offering the Denver community an affordable Red Rocks experience. Tickets for 2022 retailed for approximately \$20 dollars.

In the original contract, the DFS was paid a per ticket fee, e.g., \$2 per ticket, which was remitted to them by the city's ticketing partner from total ticket sales. This agreement was amended at times to incrementally increase the per ticket fee that DFS retained until 2020 when a percentage basis of 20% was agreed upon.

Current Request:

DAV is seeking City Council approval of contract THTRS-202265571 with the DFS to produce Film on the Rocks in 2023 and 2024.

Section 3.2.6(E) - Leases and contracts of the Denver Revised Municipal Code requires that contracts, "in which a provider of services to the City will receive a percentage of generated revenues, shall require the approval of the City Council acting by ordinance or resolution, prior to their execution by City officials."

The \$250,000 contract value is a "not to exceed" amount. Under this agreement, DAV will pay DFS a flat programming fee of \$200 per show, and 15% of ticket sales.

The ability to provide equitable access to Red Rocks events at an affordable price is a special circumstance that would be impeded without the collaboration of DFS. DFS is a well-established Denver non-profit dedicated to the promotion and preservation of film as an art form whose curatorial expertise provides intangible but significant value. By partnering with DFS, DAV will be able to continue a beloved tradition and continue to provide equitable access to events at an iconic venue for a nominal cost to the public.

The contract value is an estimate of what DFS will be paid based on historical calculations. DAV expects payments to equal approximately \$100,000 per year in 2023 and 2024 out of ticketing.

An extra \$50,000 is included in the unlikely event that expenses such as equipment rental and licensing exceed revenues, and DAV issues payment DFS to cover the difference in cost.