

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**. Contact the Mayor’s Legislative team with questions

Date of Request: 6/1/2021

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment
- Dedication/Vacation Appropriation/Supplemental DRMC Change
- Other:

2. 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 revenue contract THTRS-201839473 with Universal McCann Worldwide, Inc. to change the external contract holder to Starcom Worldwide, Inc.; Increase the total contract amount by \$43,155 to \$643,155; Extend the contract by 12 months to end on December 31, 2021.

3. Requesting Agency: Arts & Venues

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Andrew Lindley	Name: Andrew Lindley
Email: Andrew.Lindley@denvergov.org	Email: Andrew.Lindley@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

In 2017 Denver Arts & Venues (DAV) issued an RFP for an automotive sponsor at Red Rocks Amphitheatre (Red Rocks). Universal McCann Worldwide (representing Jeep) was awarded a three-year contract THTRS-201839473, from 1/1/2018 – 12/31/2020. Due to the ongoing COVID-19 pandemic, both DAV and the Contractor seek to adjust the contract to reflect mass gathering limitations that affected Sponsor benefits during 2020. During the course of the contract, Universal McCann was acquired by Starcom and the contract was assigned to Starcom.

6. City Attorney assigned to this request (if applicable):

Laurie Heydman

7. City Council District:

District 9

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):

To be completed by Mayor’s Legislative Team:

Resolution/Bill Number: RR21 0668

Date Entered: _____

Vendor/Contractor Name: Starcom Worldwide, Inc. (Formerly Universal McCann)

Contract control number: THTRS-201840339

Location: Red Rocks Amphitheatre, Denver Coliseum, Denver Performing Arts Complex, McNichols Civic Center Building

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):

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>
\$600,000	\$43,155	\$643,155

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/2018 – 12/31/2020	1 year	12/31/2021

Scope of work:

Was this contractor selected by competitive process? Yes, RFP

If not, why not?

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

Source of funds: Revenue agreement

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? N/A

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