

PROCLAMATION



City and County of Denver

Proclamation No. 12-0720

Honoring J. Erik Dyce on the occasion of his retirement

WHEREAS, Jonathan Erik Dyce began his career with the City on April 18, 1989, as Assistant Facility Manager at Red Rocks Amphitheatre and McNichols Sports Arena, and is retiring on April 6, 2012; and

WHEREAS, Erik's many accomplishments include: the 1997 Summit of the Eight, the 1990 NCAA Men's Basket Final Four, the design and opening of the Visitor Center at Red Rocks, creating the 13-year old Film On The Rocks series including concerts by numerous Colorado bands, and the visit of Pope John Paul for which he received special commendations from the Pope and the United States Secret Service for his service; and

WHEREAS, in 1999, Erik – a true visionary - created the first sponsorship program at Theatres and Arenas venues which brought in millions of dollars to support operations; and

WHEREAS, Erik has been a master at promoting Red Rocks: He produced the first of the popular nationally-distributed CDs "Carved In Stone" series featuring live recordings of major artists' concerts at Red Rocks, created the campaign to put Red Rocks on the back of the Colorado quarter, created and executive produced the pilot television series "Live & On The Rocks – The Coors Light Mountain Jam", created the first privately run state Colorado Welcome Center at Red Rocks, produced the souvenir book "From Dinosaurs to Rock 'N Roll", the coffee table book "Sacred Stones" on the history of Red Rocks, negotiated to have Red Rocks as part of the 2012 Women's NCAA Final Four, and assisted the production of the Red Rocks documentary "The Rocks Are Red", by Denver's own Oscar winner Donna Dewey; and

WHEREAS, Erik created and produced the coffee table book "Showtime" about the Denver Performing Arts Complex, The Colorado Convention Center, and the Denver Theatre District; and created with other business leaders the Denver Theatre District launched in August 2008 which has grossed over \$1.5 million dollars in revenue, benefiting the visual and performing arts communities, and earning him one of Westword's coveted Top Turkey awards for "thinking big flashy signs will turn the Theatre District into Times Square"; and

WHEREAS, Erik's friends call him an "entrepreneur in the bureaucracy" who has met more celebrities than Lady Gaga has costumes, who never met a TV camera he didn't like, and who worked day and night for the City--though most of those nights were exciting, entertaining, and maybe just a tad too much fun!

NOW THEREFORE,

BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:

Section 1. That the Denver City Council hereby recognizes J. Erik Dyce for his outstanding contributions to the civic and cultural life of the City and his passion for up and coming artists who need a break!

Section 2. That the Clerk of the City and County of Denver shall attest and affix the seal of the City and County of Denver to this proclamation and that a copy be transmitted to J. Erik Dyce.

PASSED BY THE COUNCIL April 9, 2012

PRESIDENT