

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team
at MileHighOrdinance@DenverGov.org by NOON on Wednesday.

**All fields must be completed.*
Incomplete request forms will be returned to sender which may cause a delay in processing.*

Date of Request: November 9, 2010

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: On October 4, 2010, at about 11:50 a.m., I submitted this Ordinance Request, which contained an error. Sepecifically, the "cost" originally stated \$4 million, but the correct amount is \$2.5 million (see below correction).

2. Title: *(Include a one sentence description that clearly indicates the type of request – grant acceptance, contract execution, municipal code change, supplemental request, etc.)*

Agreement to provide staffing services for all venues managed and operated by the Division of Theatres and Arenas.

3. Requesting Agency: Division of Theatres & Arenas.

4. Contact Person: *(with actual knowledge of proposed ordinance)*

- **Name:** Tad Bowman
- **Phone:** 720-865-4244
- **Email:** tad.bowman@denvergov.org

5. Contact Person: *(with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary)*

- **Name:** Megan Reyes
- **Phone:** 720-865-4224
- **Email:** megan.reyes@denvergov.org

6. General description of proposed ordinance including contract scope of work if applicable:

This agreement shall provide the Theatres and Arenas Division high quality event staffing services (ushers, ticket takers, parking attendants, event –facility security, administrative, etc.) primarily at Red Rocks Amphitheatre and the Denver Coliseum, but also as-needed to any other Theatres and Arenas facility. Customer service to patrons attending events is of paramount importance.

POSITION DESCRIPTIONS:

Event related staffing, including crowd control, security, and parking personnel shall be defined as, but not limited to the following:

GENERAL MANAGER:

The Contractor shall employ a General Manager and/or alternate who shall have previous experience in this industry and who is acceptable to the City Facility Manager. The General Manager will serve as the Account Manager for the Coliseum and Red Rocks and shall be responsible for all day to day Contractor’s operations / services.

The General Manager shall be responsible for the entire event staffing operation, including parking operations and crowd management operations, and is to have the full authority that the position requires.

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General Manager and/or alternate are to be available at the times and days specified by the City Facility Manager and shall be available twenty-four (24) hours per day via pager, cell phone, or answering service.

The General Manager shall attend any and all meetings as requested by the City or the City Facility Manager and be the main contact for all matters concerning the scheduling and direction of employees under this contract. The General Manager shall assure that all Contractor personnel are properly trained, attired, equipped, and prepared for event(s) / service(s).

It is critical that the General Manager possess the necessary skills to communicate effectively with representatives from the City. It shall be understood by this individual that the City & County of Denver is the Customer. General Manager hours are not directly paid by the City. Therefore, contractor must build into their bids the appropriate amount to cover his/ her cost or any other overhead associated with operating the Contractor's business.

EVENT DIRECTOR (In-House and Parking):

The Event Director shall be fully competent in the direction, operation and management of all events. Likewise, he/she shall exhibit professionalism, and shall be fully responsible for all staff during events and as such should be fully knowledgeable of all industry standards as well as City and facility policies and procedures.

When events are occurring at the Coliseum and Red Rocks Amphitheatre on the same day, each facility shall have its own Event Director. Event Directors shall report to the General Manager and also take direction from the City Facility Manager or his designee. If at any time the City Facility Manager notifies the Contractor, in writing, that an Event Director and/or alternate are unsatisfactory, the Contractor shall within fifteen (15) calendar days replace him/her with an acceptable Event Director and/or alternate. The City may ask for the immediate dismissal in extreme cases. Event Directors shall ensure that the highest level of customer service is achieved during all events.

SUPERVISORS (In-House and Parking):

Supervisors shall be specially trained and qualified to deal with employee issues, public relations, patrons, promoters tenants, sports team owners, City Facility Management and staff. Contractor and City Facility manager will agree on levels of supervision for each event. Supervisors shall oversee a team of employees and be able to provide appropriate direction and leadership. Additionally, the supervisor is to record and provide reports per Section B.15

FACILITY SECURITY (24-hour security):

This position shall be utilized for day-to-day security up to 24 hours per day, 7 days a week. Staffing will be at the request of the City Facility Manager. Position will be responsible for the protection of structure, equipment, and property in and around City facilities. City Facility manager shall give specific work detail instructions. All facility security staff shall conform with the City & County of Denver rules and regulations pertaining to licensed security officers, including obtaining a Merchant Guard license (see www.denvergov.org/LicensesandPermits/MerchantGuardIndividual/tabid/379906/Default.aspx). City facility security may not be related to an event within the facilities such as overnight security for equipment.

PEER SECURITY (Events related):

Peer Security personnel shall be responsible for, but not limited to, providing peer group crowd control, direction and security enforcement of facility rules and regulations and tenant contract requirements. Peer Security Personnel may be called upon to assist with emergency first aid and expected to conduct pre-entrance door inspection of ticket holders as requested by City Facility Management, including but not limited to checking for cans, bottles, fire works, weapons (e.g. guns, knives), cameras, and sound and/or video recording equipment. Peer Security Personnel will secure backstage areas, and any other areas as needed, from unauthorized entry (for stage and artist protection.) They will also monitor and check facility equipment and supplies including event (Artist and Promoter) specific equipment when requested. Security may be required to operate inside or outdoors, including parking lots. All Peer Security Personnel shall conform with the City & County of Denver rules and regulations pertaining to licensed security officers, including obtaining a Merchant Guard license (see link above). An employee shall not be paid as a Peer Security position without holding a valid Merchant Guard License.

USHERS/ATTENDANTS:

Ushers/Attendants; duties include, but are not limited to, assisting patrons by providing directional guidance between building entry points and seating area or other patron facilities and areas, and checking tickets and either directing or escorting patrons to their proper seats. Ushers/Attendants shall work to prevent patrons with lower price tickets out of the higher price/ reserved ticket areas. Check exit doors for unauthorized entry. They shall, when necessary, assist paramedics and firemen in emergency first aid to the

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extent legally possible. They shall set and strike chairs for events (including chalking chairs as necessary). The staffing ratio for Ushers/Attendants should be approximately 1 per 500 patrons.

TICKET TAKERS:

Ticket Taker Personnel shall scan tickets (as required) or collect, verify and tear approximately one thousand (1000) tickets per hour. They are to prevent unauthorized entry into building, obtain accurate ticket counts by hand or using mechanical or electronic counting devices and may be asked to, but not limited to, do a visual check of patrons entering for contraband items and allowing no re-entry on a ticket stub without proper authorization. The staffing ratio for Ticket Takers should be approximately 1 per 1000 patrons.

BASE OPERATOR:

Generally, one (1) Base Operator is required per event, or as requested by the City Facility Manager. Base operator shall facilitate system-wide communications for standard and emergency operations. This individual will follow radio policies and procedures set by the City Facility Manager, will answer City phones, provide event information, be capable of operating in emergency situations, signing in/ out keys, radios and materials and ensure lost and found check in and out. Base Operators will be based in the City Facility Event Office or area as designated by the City Facility Manager. This position requires a proficient person capable of handling many tasks at one time, and must be personable, as they are a prime contact for promoters, tenants, facility personnel, City dignitaries and the general public. As with any employee, the City Facility Manager reserves the right to require dismissal of incompetent/ disruptive employee. Contractor must have a minimum of four (4) people trained and able to operate the base position.

ADMIN ASSISTANT:

The City Facility Manager has the discretion to request an Administrative Assistant. The scheduled days/ hours for this position will be set by the City Facility Manager. This person shall be paid benefits in accordance with the terms stated within this proposal. In order to receive benefits, the Administrative Assistant shall work 40 hours per week and must work for 30 days before receiving benefits. A person filling in for the Administrative Assistant is not eligible for benefits.

CASHIER:

Cashiers shall issue parking tickets, collect all monies, appropriate coupons, and unused parking tickets from Parking Ticket Sellers. The Cashier is responsible for determining, documenting and reporting the amount of cash (personal) each seller has on his/her person upon their arrival at the event site and/or prior to the commencement of the seller's duties. Documentation of the seller's personal cash is to be made on the Sign-In/Sign-Out sheet for each event. The Cashier is also responsible for determining at the time the seller signs-out the amount of cash (personal) he/she has on there person and same shall be documented on the Sign-In/Sign-Out sheet for each event. Cashier in conjunction with Parking Event Director are to reconcile beginning and ending personal dollar amount discrepancies and shall take all necessary and acceptable steps to prevent theft. This will include: pre-event audits of employees personal cash, spot audits, secret shoppers, etc. Depending on the event, the Parking Event Director may also act as the Cashier.

SELLERS:

Sellers shall be competent in the handling of money and audited parking tickets, the placement of same ticket in patron's vehicle, and dealing with patrons in an appropriate manner. It is a specific requirement that each Seller shall agree to disclose to the Cashier and/or the Parking Event Director and/or any authorized Contractor or City official all personal cash they have arrived with at the event site (or at the time of a spot audit) and, further, to disclose to the Cashier and/or Event Director and/or any authorized Contractor or City official all personal cash they have on their person at the time of their sign-out or spot audit. Sellers shall not be "teamed up" with the same person on a continual basis nor shall sellers be consistently assigned to the same lot. Rather, Sellers will be rotated nightly (for multi-day events) or by event (for single day events) both in the lots they are assigned to and the personnel they are "teamed up" with. Sellers must have as part of their uniform identification/ notification that informs patrons to be sure to receive a parking ticket.

PARKING SUPERVISORS:

Supervisors shall be in constant contact with the base station and Parking Event Director. They must be able to render immediate assistance at all times while on duty to patrons and their vehicles. They may also be utilized for facility security at any of the venues, or between two or more facilities. Roving vehicle must be on-site and patrolling until all patron vehicles have left the premises (excluding breakdowns, etc.). The roving vehicle Parking Supervisor is responsible for spot audits of sellers for each event. The City Facility Manager will determine what percentage of Sellers will be audited per even and, in some cases, , 100% of the Sellers may be audited. A spot audit shall consist of replacing the Seller with the Supervisor and physically reconciling the Seller's cash (both personal cash and cash received from the sale of tickets) compared to the tickets sold. Any discrepancy resulting from the spot audit shall be cause to replace the Seller with another. Documentation of spot audits shall be required and may either appear on the Sign-in/Sign-out sheet for Sellers or may constitute a separate document to be presented to the City with the Sign-in/Sign-out Worksheet.

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Parking Supervisors may be assigned given gate, lot or area. He/she shall be in charge of assigned employees in a general area maintaining proper placement of Flaggers, Sellers etc. and will advise the Parking Event Director if a lot is full or if any other changes or adjustments are needed.

FLAGGERS:

Flaggers shall direct traffic and vehicles within the designated areas. Contractor shall issue to each Flagger a 400 Sq. Inch (20" x 20") flag for daytime use and an operable lighted wand for nighttime use.

Please include the following:

- a. **Duration:** December 1, 2010 - November 30, 2013
- b. **Location:** All Theatres and Arenas venues listed above
- c. **Affected Council District:** 8
- d. **Benefits:** Premier customer service at Theatres and Arenas' venues
- e. **Costs:** Approximately \$2.5 million per year.

7. Is there any controversy surrounding this ordinance? (groups or individuals who may have concerns about it?) Please explain.

Not that we know of.

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