

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at 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: 10/17/16

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 amendment to extend the terms of the contract with The Superlative Group for Denver Arts & Venues Marketing and Sponsorship Program, Contract THTRS-201312921-02.

3. Requesting Agency: Denver Arts & Venues

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

- **Name:** Amy Lindsey
- **Phone:** 720-373-5419
- **Email:** amy.lindsey@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:** Brandon Tosti
- **Phone:** 720-865-4299
- **Email:** brandon.tosti@denvergov.org

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

This ordinance will approve an extension of the terms of the contract amendment for the Denver Arts & Venues Marketing and Sponsorship Program to induce The Superlative Group to assist with finding sponsors for various City venues. The venues in question are in Council District 8 (DPAC venues) and Council District 9 (Denver Coliseum) and Red Rocks. The contract establishes a commission program to incentivize The Superlative Group to assist in marketing and sponsorship efforts for the Denver Arts & Venues facilities. The purpose of this commission program is to increase revenues to the City in the form of sponsorship revenue. This program is essentially the same as the program used in calendar years 2013 through 2016 and will be for the remainder of the 2016 event season.

****Please complete the following fields:** *(Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field – please do not leave blank.)*

- a. Contract Control Number:** THTRS-201312921-02
- b. Duration:** January 2, 2014 to December 31, 2016
- c. Location:** Denver Arts & Venues facilities
- d. Affected Council District:** Council District 8
- e. Benefits:** This commission program provides an incentive for the Superlative Group to maximize its efforts to promote sponsorships at the AVD Venues. Increasing the number of sponsorships will result in increased revenues to the City in the form of marketing revenue.
- f. Costs:** \$7,725,000.00

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date Entered: _____

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

EXECUTIVE SUMMARY

Ordinance request approving an extension to the terms of the contract for the Denver Arts & Venues Denver Marketing and Sponsorship Program with The Superlative Group, Resolution Request for Contract Control THTRS-201312921-02

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date Entered: _____