RED ROCKS AMPHITHEATRE

City Council – Parks, Arts & Culture Committee

January 6, 2026

DENVER
ARTS & VENUES

AGENDA

- **DAV's Mission and Social Cultural Enterprise Model**
- **Red Rocks Amphitheatre**
  - ✓ Introduction to Red Rocks: VIDEO
  - ✓ 2025 Highlights
  - ✓ Revenue and Operations
  - ✓ Behind the Scenes: VIDEO
  - ✓ Capital Improvement Projects (CIP)

DENVER ARTS & VENUES

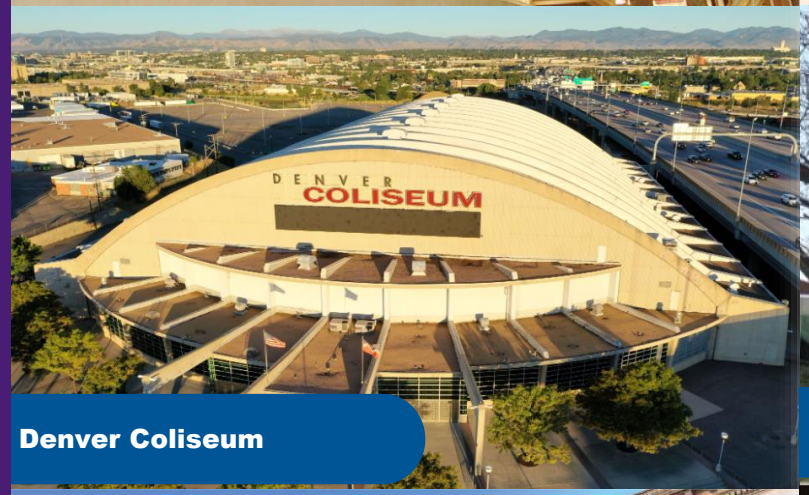
MISSION STATEMENT

Denver Arts & Venues enriches Denver's quality of life and economic vitality through the advancement of arts, culture and entertainment opportunities for all.

We operate several of the area's most renowned facilities for concerts, theater, events, and film.

Denver Performing Arts Complex

Colorado Convention Center



Denver Coliseum

Loretto Heights Theatre

McNichols Building

Red Rocks Amphitheatre

DAV'S STRUCTURE – PAST & PRESENT

2003: Mayor's Office of Art, Culture and Film becomes Denver Office of Cultural Affairs (DOCA)

2011: DOCA (General Fund-supported) merges with the city's Division of Theatres and Arenas (Special Revenue Fund) and becomes Arts & Venues to leverage efficiencies and create cost savings to the General Fund

2025: Office of Special Events merges with Denver Arts & Venues to leverage efficiencies and create cost savings to the General Fund

Denver Arts & Venues
Social-Cultural Enterprise Model

- Net revenue is primarily generated through Red Rocks Amphitheatre, Buell Theatre and venue sponsorships
- This revenue is then used to support general operating costs, venue operations, cultural programming and 1% for Public Art operations
- Remaining capacity is used to maintain DAV's venues* along with FDA revenue (Seat Tax)
- Loretto Heights Theatre will be the first new venue added to DAV portfolio in over 10 years

**Excluding the Colorado Convention Center*

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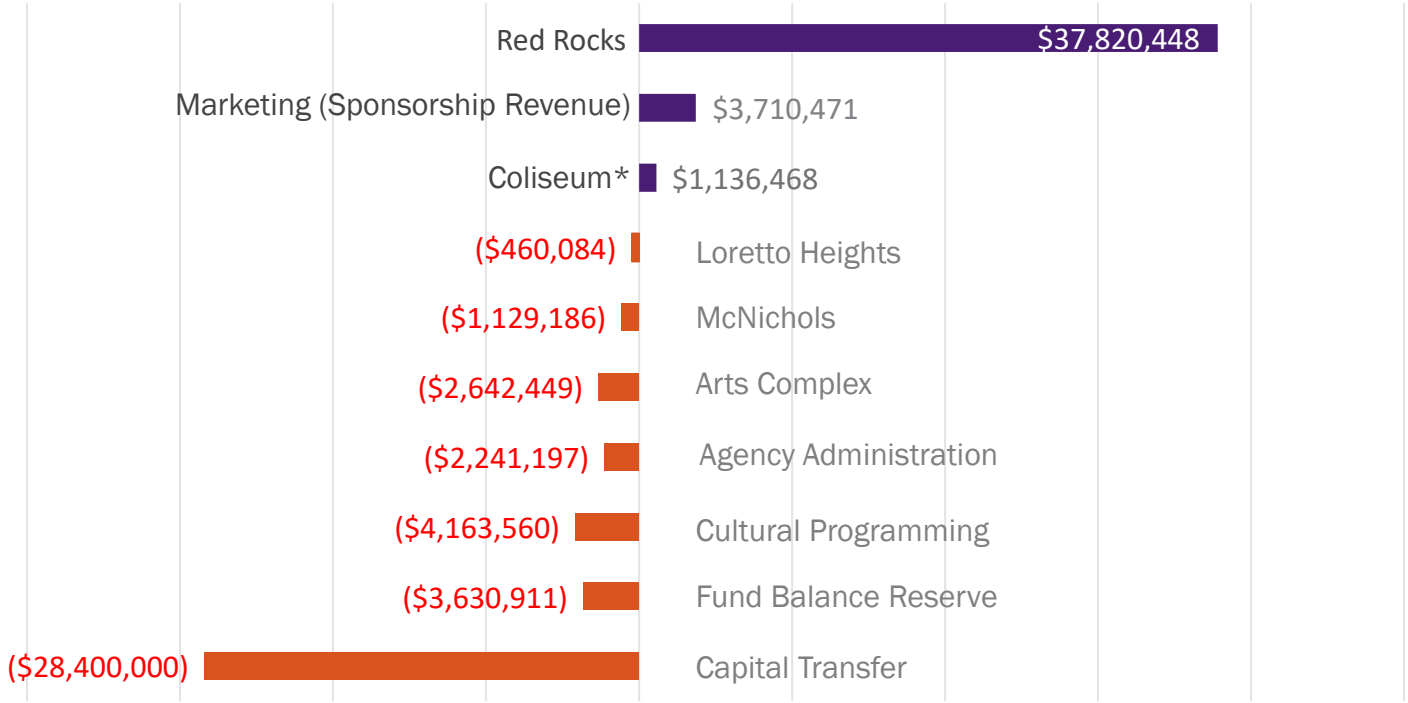
DAV'S SOCIAL-CULTURAL ENTERPRISE MODEL

2024 Net Revenue



- **$45M** = projected annual average cost to maintain level of service at venues *(Source: 2024 Jacobs Infrastructure Analysis)*
- **$2.5-$5M** = projected net annual investment required to operate Loretto Heights Theatre

**Coliseum personnel included in Red Rocks net revenue*

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REVENUE SOURCES

Concession & Merchandise Sales

Venue Rentals

Parking

Ticketing

Sponsorships/ Corporate Partnerships

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GOOD TIMES FOR GOOD

INVESTMENT + IMPACT

Venue/ Operating Costs

Venue Maintenance & Improvement

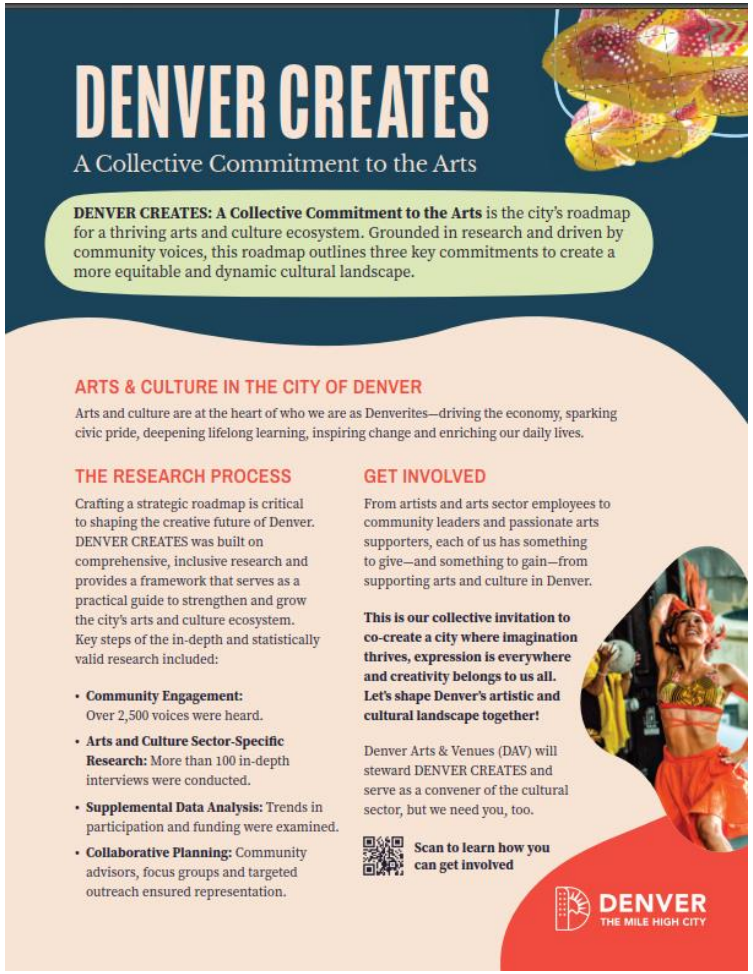
Free & Low-Cost Programming

Grants & Cultural Investments

Sector Training & Education

MAJOR CULTURAL INITIATIVES

Denver Arts & Venues developed, and stewards **DENVER CREATES: A Collective Commitment to the Arts**, the city's roadmap for a thriving arts and culture ecosystem. Grounded in research and driven by community voices, this roadmap outlines three key commitments: broadening access, cultivating the cultural community, and supporting the economic vitality of Denver's creative sector.



DENVER CREATES

A Collective Commitment to the Arts

DENVER CREATES: A Collective Commitment to the Arts is the city's roadmap for a thriving arts and culture ecosystem. Grounded in research and driven by community voices, this roadmap outlines three key commitments to create a more equitable and dynamic cultural landscape.

ARTS & CULTURE IN THE CITY OF DENVER

Arts and culture are at the heart of who we are as Denverites—driving the economy, sparking civic pride, deepening lifelong learning, inspiring change and enriching our daily lives.

THE RESEARCH PROCESS

Crafting a strategic roadmap is critical to shaping the creative future of Denver. DENVER CREATES was built on comprehensive, inclusive research and provides a framework that serves as a practical guide to strengthen and grow the city's arts and culture ecosystem. Key steps of the in-depth and statistically valid research included:

- **Community Engagement:** Over 2,500 voices were heard.
- **Arts and Culture Sector-Specific Research:** More than 100 in-depth interviews were conducted.
- **Supplemental Data Analysis:** Trends in participation and funding were examined.
- **Collaborative Planning:** Community advisors, focus groups and targeted outreach ensured representation.

GET INVOLVED

From artists and arts sector employees to community leaders and passionate arts supporters, each of us has something to give—and something to gain—from supporting arts and culture in Denver.

This is our collective invitation to co-create a city where imagination thrives, expression is everywhere and creativity belongs to us all. Let's shape Denver's artistic and cultural landscape together!

Denver Arts & Venues (DAV) will steward DENVER CREATES and serve as a convener of the cultural sector, but we need you, too.

Scan to learn how you can get involved

DENVER THE MILE HIGH CITY

LORETTO HEIGHTS THEATRE RENOVATION

A $60M full renovation of the Loretto Heights Theatre is currently underway and will open as a new community hub in Southwest Denver in 2027/2028.

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CULTURAL INVESTMENTS & PROGRAMMING

Community grant opportunities and cultural activations made possible through DAV's Special Revenue Fund:

Five Points Jazz Grants

Five Points Jazz grants provide support for local, year-round programming that honors the history of jazz in Denver's historic Five Points neighborhood

DENVER CREATES Fund

The **DENVER CREATES** Fund focus is to broadening access to arts and culture, cultivate the cultural community, and support the vitality of Denver's cultural sector.

Arts in Society

Arts in Society is a grant-making program administered by Redline supporting the integration of arts and culture into multiple disciplines critical to the health and well-being of Coloradans.

P.S. You Are Here

P.S. You Are Here funds community-led outdoor projects in Denver's public spaces aimed to transform underutilized neighborhood elements to honor heritage and enrich communities.

Arts Complex Creates

Arts Complex Creates aims to expand and diversify the cultural offerings and attract broader audiences at the Denver Performing Arts complex through partnerships with Denver's creative community.

Art Drop Day Denver

Art Drop Day is an annual global event held on the first Tuesday in September, creating bonds between strangers through the act of creating and giving. DAV hosts Denver's celebration through social media, encouraging artists to drop art across the city for others to find.

Public Art Tours

Curated public art tours hosted by docents and DAV staff help guide residents and visitors through Denver's Public Art Collection. With more than 400 pieces in the collection, people can find a diverse assortment of tours that fit their interests – virtual, on foot or bike.

16th Street Performer's Network

The 16th Street Performers Network activates downtown Denver with live music, art, and entertainment. A partnership between DAV and Downtown Denver Partnership, the program connects local performers with businesses, creating an arts-driven experience.

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RED ROCKS AMPHITHEATRE

VIDEO CREDIT: International Entertainment Buyers Association (IEBA) 2024

RED ROCKS 2025 HIGHLIGHTS & ACCOLADES

2025 was a record-setting year for Red Rocks Amphitheatre with 1.75M paid fans attending 236 events

RECENT ACCOLADES

- ✓ **International Entertainment Buyers Association (IEBA):** Hall of Fame Inductee (2025)
- ✓ **Billboard Magazine "Power Players":** Red Rocks Amphitheatre and Tad Bowman (2025)
- ✓ **Pollstar Magazine:** "Best Attended Amphitheatre" (2025)
- ✓ **ACM Academy of Country Music:** "Outdoor Venue of the Year" (2024)
- ✓ **CMA Country Music Association Touring Awards:** Venue of the Year (2023)
- ✓ **EDM "EDMMYS" Venue of the Year** (2023 and 2024)
- ✓ *And many more…*

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RED ROCKS REVENUE & EXPENSES

How a Rental Works

For each show there is a booking agreement requiring the tenant to comply with certain terms. They pay rent and generally cover all the expenses for production and staffing.

Revenue Sources

Rent, FDA tax (Seat tax), Facility Fee (parking), food and beverage sales, show and non-show retail (merchandise), sponsorship, ticketing fees, equipment rentals, labor and other reimbursements (Piece of the Rock, Town of Morrison, etc.).

Non-reimbursed Expenses

Traffic control (covered by facility fee), janitorial (covered in rent unless extraordinary cleanup i.e. confetti), general overhead, food and beverage labor (covered by sales).

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EVENT SETTLEMENT SHEET
RED ROCKS AMPHITHEATRE
AEG Presents Rocky Mountains, LLC

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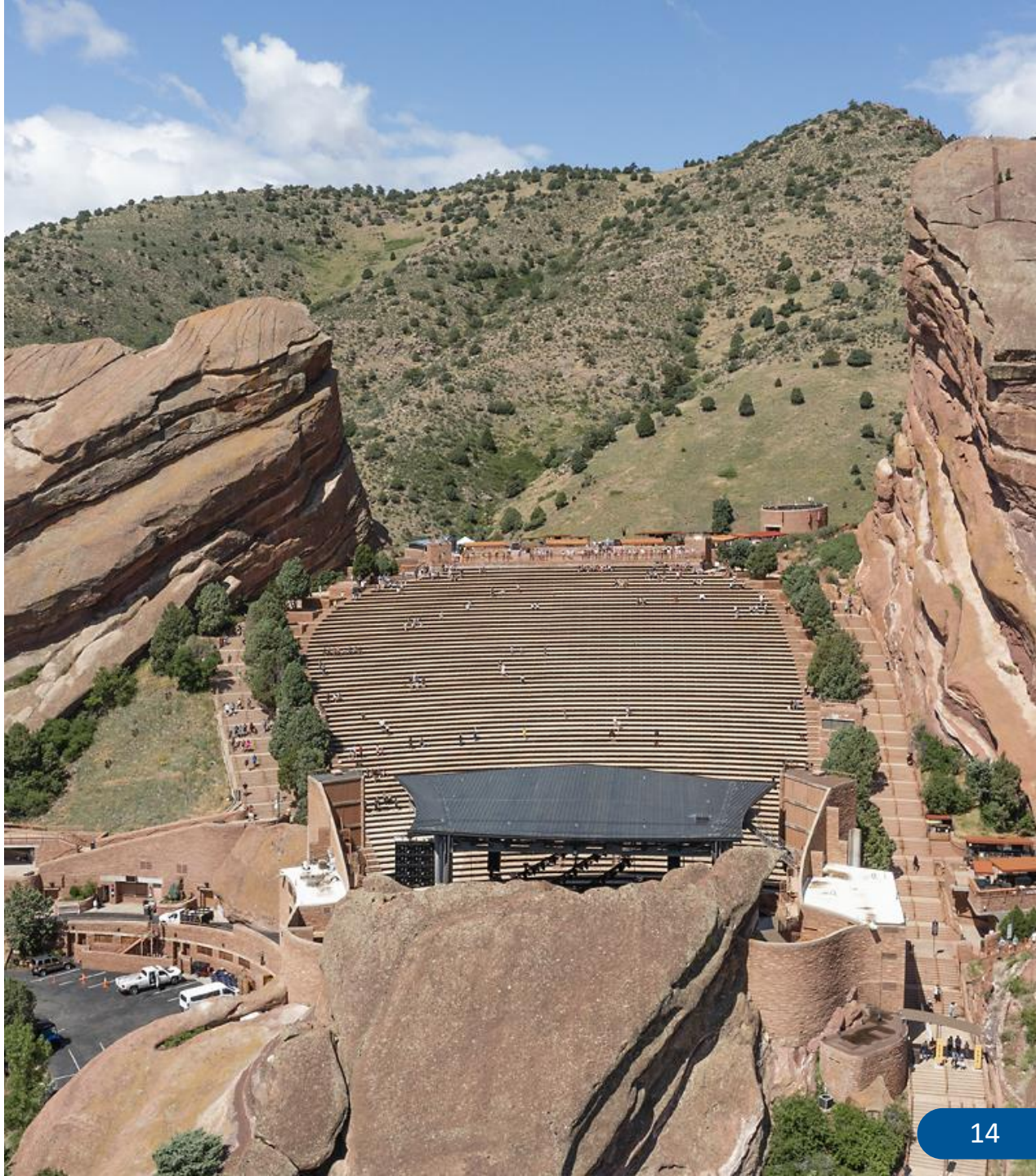
Event: Artist						
Event Date: xxx						
Contract #:	xxx					
Gross Ticket Sales	$650,019.22					
Total Taxable Tickets Sold	7163					
A. STAGEHAND COSTS						
Stagehands Thurs 9/4/25					$	26,973.86
					$	-
				Total	$	26,973.86
B. EVENT STAFF						
Event Staffing					$	26,577.79
Paramedics					$	1,346.00
Fireman					$	735.00
Town of Morrison Services					$	1,500.00
Box Office Personnel					$	546.00
POR					$	1,425.00
				Total	$	32,129.79
C. EQUIPMENT RENTAL						
		COST	QUANTITY(LI/OUT)	# OF DAY(S)	HOUR(S)	
Production Shuttle Trucks(LI)	$	85.00	2	1	4	$ 680.00
Production Shuttle Trucks(LO)	$	85.00	2	1	4	$ 680.00
Electric Hookup	$	975.00	1	1	0	$ 975.00
Spotlight Rental	$	175.00	2	1	0	$ 350.00
Rolling Risers/each	$	50.00	0	0	0	$ -
ISO Solid State Drive	$	150.00	0	0	0	$ -
Forklift	$	800.00	0	0	0	$ -
Show Call Meal Vouchers	$	15.00	11	1	0	$ 165.00
	$	-	0	0	0	$ -
	$	-	0	0	0	$ -
					Total	$ 2,850.00
TOTAL(S) FROM COLUMN A, B, C						$ 61,953.65
D. RENT						
Gross Ticket Sales						$650,019.22
Less Facility Fee on sold tickets of	7,163			$7.75	$	55,513.25
Ticket Sales less Facility Fee					$	594,505.97
FDA Tax on Ticket Sales					$	54,046.00
Net Ticket Sales					$	540,459.97
Rental Percentage						11.00%
Facility Rent					$	59,450.60
Fixed Rental Cost (Move In/Out)					$	-
Total Rental (Facility Rent + Fixed Rent)					$	59,450.60
Less Deposit Already Paid					$	20,000.00
				TOTAL	$	39,450.60
E. FACILITY FEE						
Gross Facility Fee	7,163			$7.75	$	55,513.25
Tax on Facility Fee					$	5,047.00
Facility Fee Collected by AXS and will be Remitted to Denver Arts and Venues				TOTAL	$	50,466.25
F. SUMMARY						
STAGEHAND LABOR					$	26,973.86
EVENT STAFF					$	32,129.79
EQUIPMENT RENTAL					$	2,850.00
RENT DUE(Balance)					$	39,450.60
FACILITY FEE					$	50,466.25
				"TOTAL DUE FROM/OWED TO PROMOTER"	$	151,870.50
				*Payable to City & County of Denver, Arts and Venues	$	101,404.25
FDA Tax Collected and Remitted to City & County of Denver Treasury Division						
				FDA Tax Due on Ticket Sales	$54,046.00	
				FDA Tax Due on Facility Fee	$5,047.00	
				TOTAL FDA TAX	$59,093.00	

CAPITAL IMPROVEMENT PROJECTS (CIP)

Historically, it costs between $11M and $17M per year to maintain Red Rocks Amphitheatre

Source: Actual spending 2022-2025



Capital Improvement Projects at Red Rocks

MAJOR PROJECTS

- Stage Towers – 1959
- Visitor Center
- Merchandise Stand
- South Ramp
- Stage Roof
- Loading Dock
- East Terrace
- The Depot
- Sidewalks and Walkways
- Lot and road lighting
- Box Office
- Water service (including a new water tank)
- Wastewater service
- Power upgrades incl. generators
- ADA compliance improvements – top circle, top plaza, Upper south parking and shelter, row 1, row 70

MAINTENANCE / ENHANCEMENTS

- Plaza 6400 / Spotlight booths
- First aid/Police facility
- Concession locations
- Maintenance and repairs on trading post
- Road paving
- Rock Inspections
- Fiber for high-speed internet/network
- IMAG system
- Front of House – mix area
- Lower south corner seating area
- Trading Post Nature Center
- Stormwater improvements
- WiFi/Cell service
- Roof and Stair maintenance

Visitor Center Refresh & Ship Rock Grille

(currently under construction)

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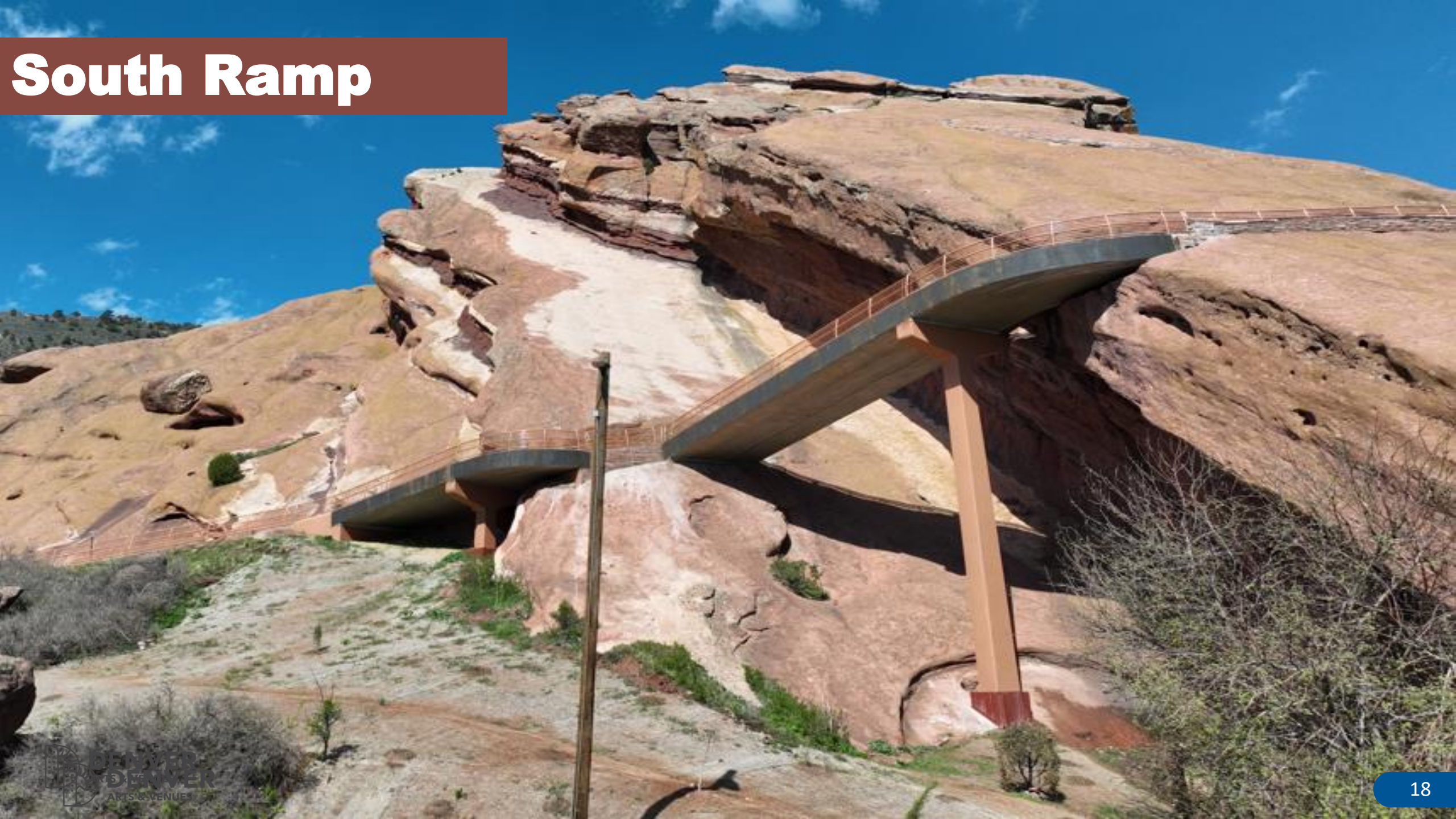
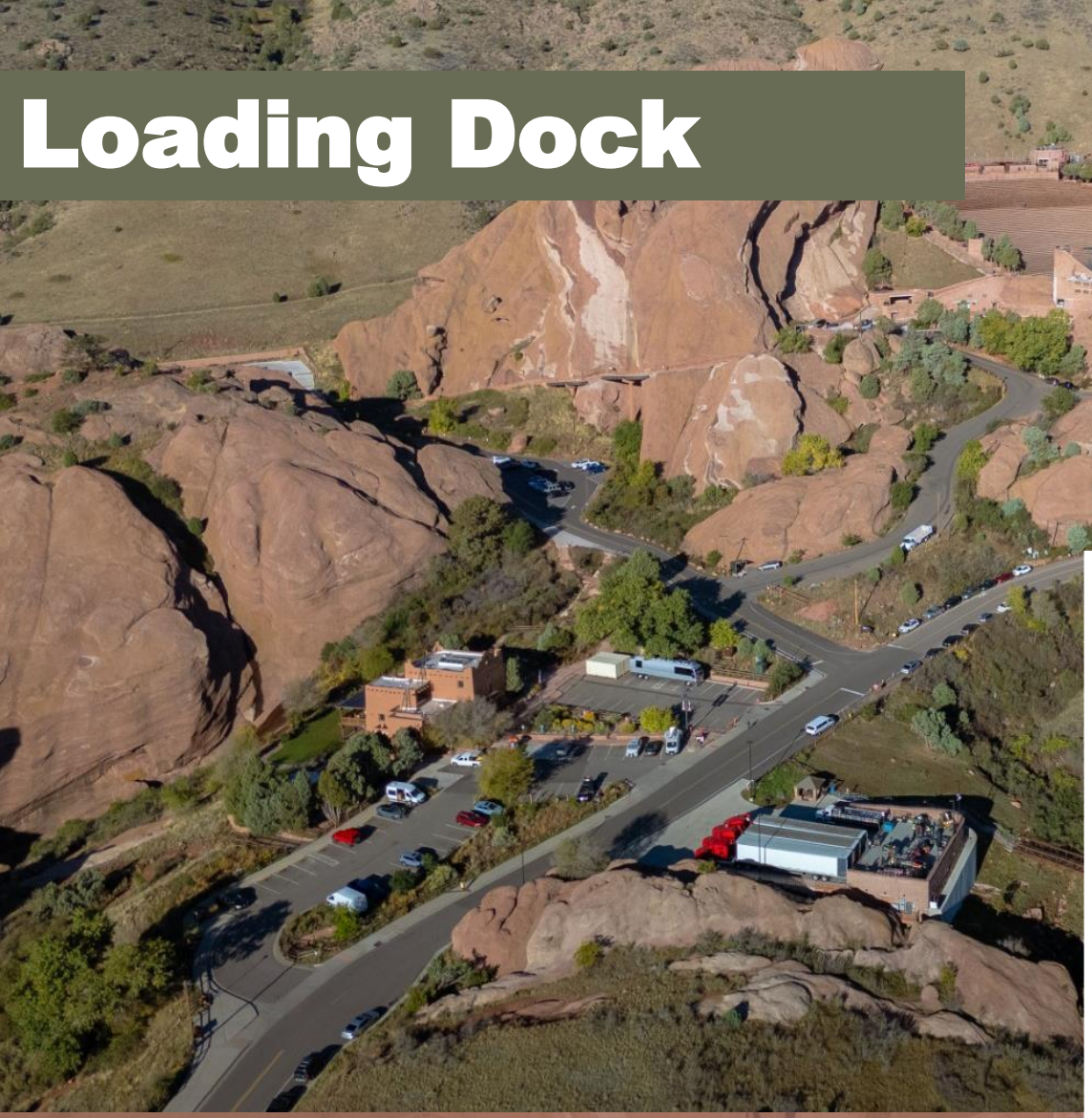
Merchandise Stand

(currently under construction)

South Ramp



Loading Dock



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Stage Roof Replacement

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East Terrace

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Depot and Waste Management Center

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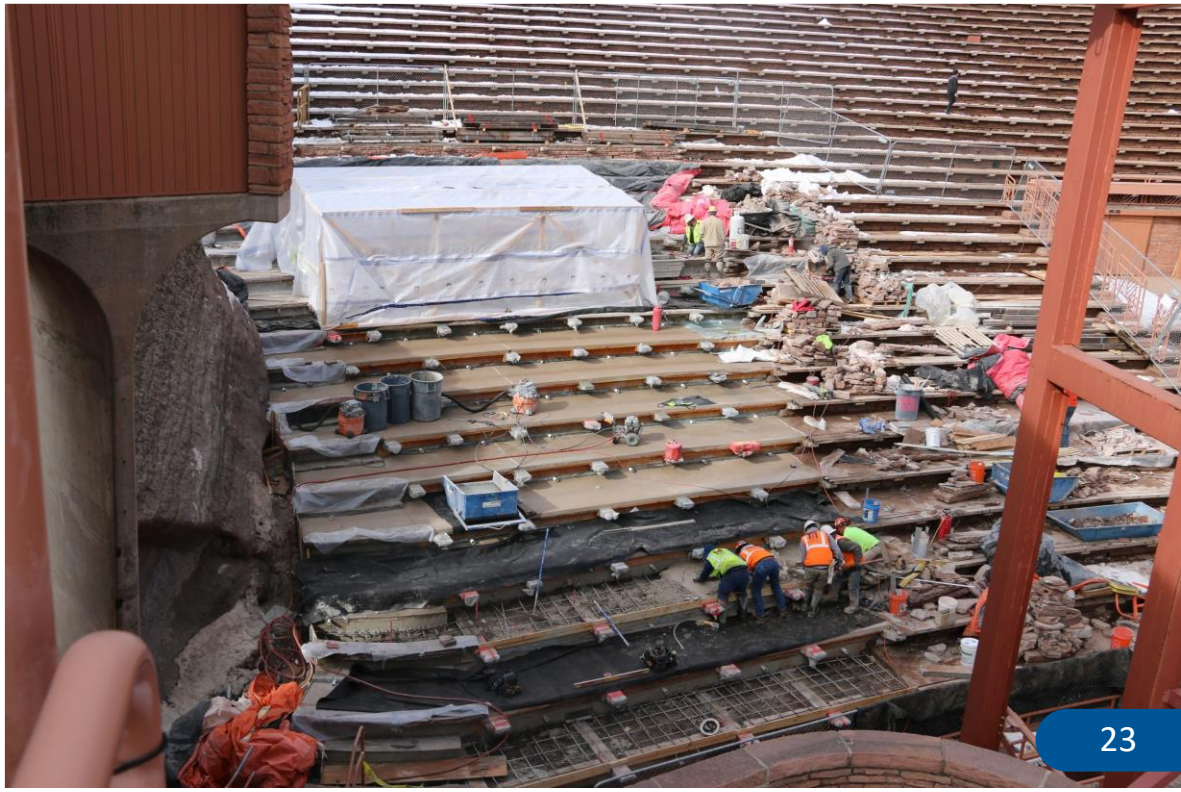
Will Call Trail and Bridge



Lower South Seating Repair

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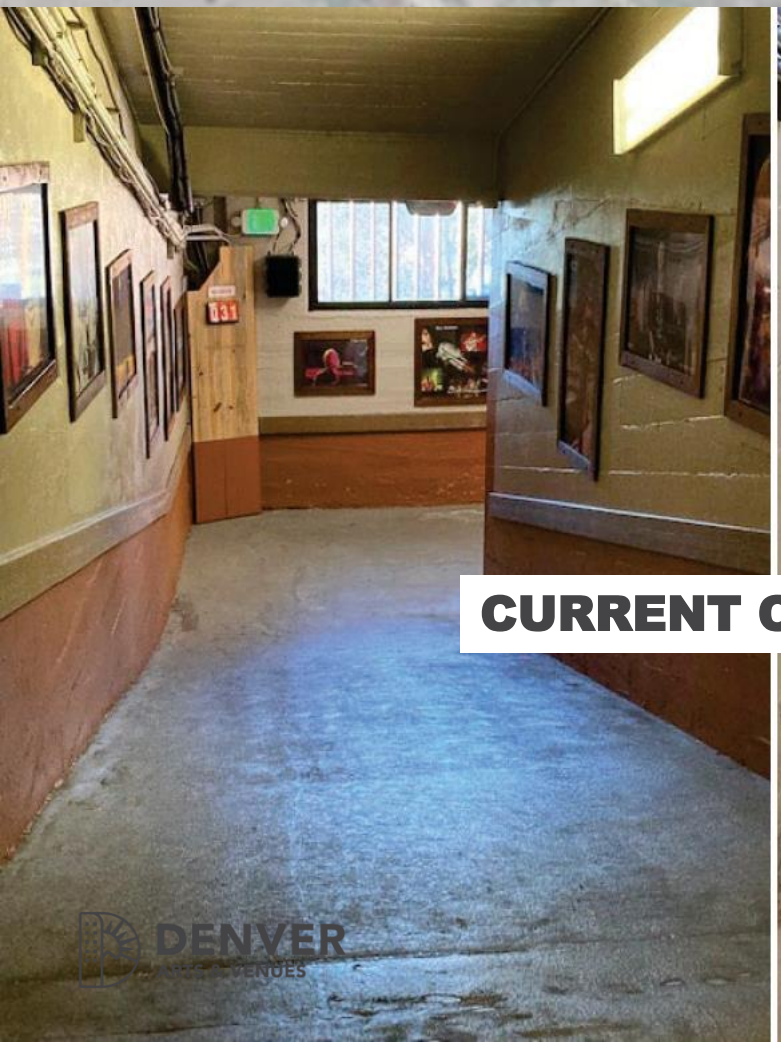
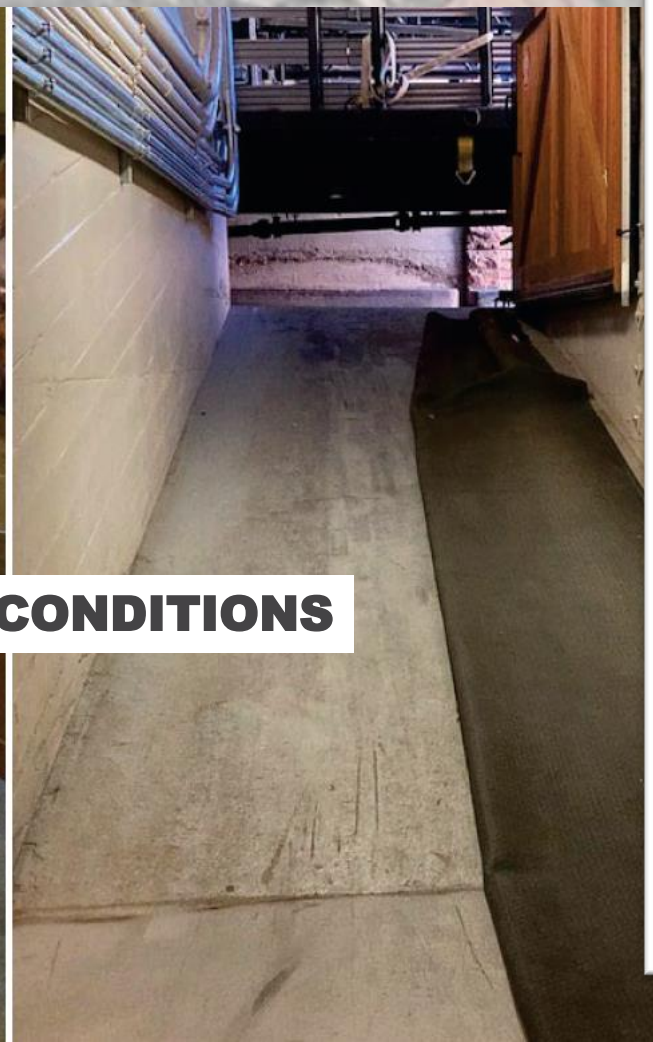
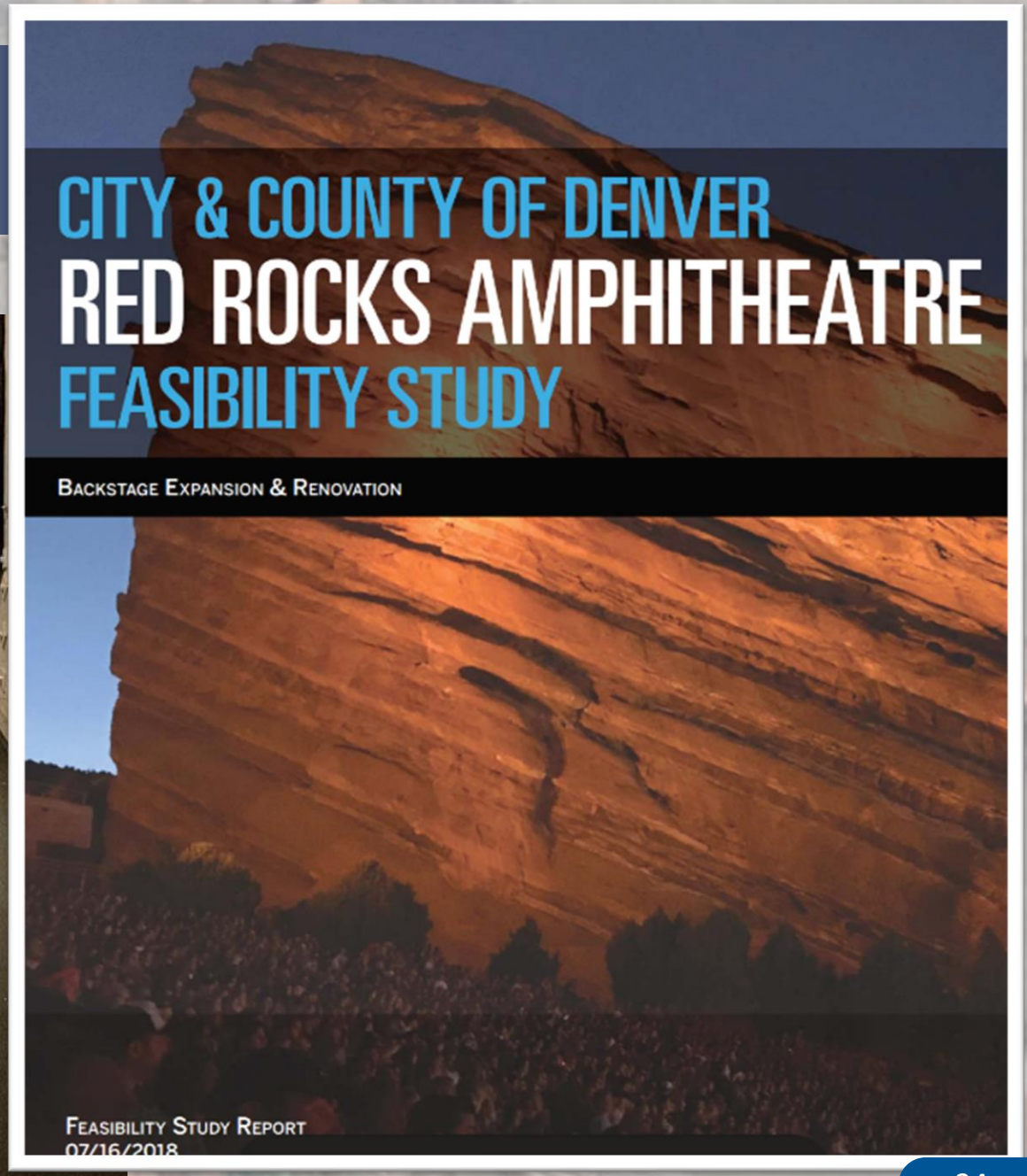
Vibrant Denver Bond Project:
Back Stage Expansion





CURRENT CONDITIONS



BEHIND THE SCENES LOOK:

[VIDEO]

VIDEO CREDIT: Denver Arts & Venues

THANK YOU & QUESTIONS

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