



**To:** Members of Denver City Council

**From:** Superfly, Festival Organizer

**Subject:** Supporting Documents for Resolution 17-0687 - Music Festival lease

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Attached please find supporting documents for Resolution 17-0687 – A resolution approving a proposed Multi-year Festival Lease Agreement between the City and County of Denver and Denver Festivals, LLC for the use of Overland Golf Course for a multi-day, multi-stage musical festival.

**Documents include:**

- **Summaries of key components of the agreement:**
  - Economic Terms
  - Community Works Fund
  - Music Festival Accountability Committee
  - Traffic Control and Parking Plan
  
- **Letters of support:**
  - Denver Post Editorial
  - VISIT DENVER
  - Swallow Hill Music
  - Colorado Business Committee for the Arts
  - The Greenway Foundation
  - Rock the Earth
  - DIME Denver
  - BikeDenver
  - Lyft



## **PROPOSED DENVER MUSIC FESTIVAL SUMMARY OF PRIMARY ECONOMIC TERMS**

### **Rental Agreement – five year lease – five weeks per year**

- \$200,000/year to Denver Golf (replaces lost income)
  - +/- \$5,000 per day if course closed more/less than five weeks
- \$2/1-day ticket and \$6/3-day ticket to Denver Golf (for golf infrastructure improvements)
  - Range of annual value: \$180,000 – \$420,000 depending on attendance per day (30,000 – 70,000)
- 10% seat tax
  - Range of annual value approximately \$1 – \$2 million depending on attendance and ticket price
- \$90,000 annual landscaping payment to Overland Park Golf Course
- \$25,000 annual golfer discount payment to Denver Golf to fund a program for Overland displaced golfers
- \$8,000 rental fee for the Aqua Golf parking lot
- Annual city credit of \$200,000 for city services (related to police, fire and other city services)
- Festival to pay related city staff (maintenance, rangers etc.)

### **Insurance provisions for golf repairs**

- \$50,000 Damage Deposit
- \$3M insurance policy
- \$1.5M payment bond (offset against insurance)

### **Denver Festival Community Works Fund**

- Community Work Fund administered by third party (ex: Denver Foundation) to fund community based improvement projects
- Advisory Board comprised of neighborhood residents and leaders
- Annual funding: \$1/1-day ticket, \$2/3-day ticket and complimentary tickets fees (approximate annual funding \$100,000-200,000)



### **DENVER FESTIVAL COMMUNITY WORKS FUND**

**Introduction:** In connection with the Denver Music Festival, Superfly will establish a charitable fund that will support local neighborhood improvement initiatives. The fund will receive annual contributions from Superfly and will be administered for as long as the festival continues at Overland Park Golf Course.

**Charitable Fund Mission:** The primary mission of the fund will be to implement improvements to the Overland Park, Athmar Park and Ruby Hill neighborhoods. We will look to fund a broad array of program areas including but not limited to music, art, culture and infrastructure.

**Charitable Fund Structure:** The festival charitable fund will be administered by an independent third party (ex: the Denver Foundation). The fund will allocate annual grants informed by a community-based board. The grants will range from matching grants to stand-alone grants and components of larger efforts based on the advice of the Board.

**Charitable Fund Board:** The Board will be comprised of representatives from Overland Park (3), Ruby Hill (1), Athmar Park (1), Platte Park (1) and the District 7 Council Office (1). The Board will review and make grant recommendations for implementation by the Executive Director.

**Charitable Foundation Asset Sources:** Superfly will contribute funds to the foundation on an annual basis. The current funding sources are: (i) \$1/1-day ticket (ii) \$2/3-day ticket sold for the festival and (iii) \$20-50 per complimentary ticket distributed.

**Estimated Annual Distributions:** Superfly estimates that the fund (before administrative expenses) will be able to distribute annually \$90,000 - \$150,000+ to local initiatives. This amount will grow as the festival attendance grows. Currently \$25,000 annually has been allocated from the fund to Levitt Pavilion community activities and \$1,000 has been allocated to the Swallow Hill Band Start program.

## **CCD (Proposed) Music Festival Accountability Committee**

### **Goal:**

The Music Festival Accountability Committee will assess community impacts during the lifecycle of the (proposed) music festival at Overland Park Golf Course. This community committee will serve as the eyes and ears of the Mayor before, during, and after the festival. The goal is to provide coordinated and constructive feedback to the Mayor and the city team, recognizing what works and noting what area's may need improvements.

### **Authority:**

The appointed committee members will discuss and document their observations and experiences relative to the festival and will be asked to provide the City with a comprehensive report detailing their collective data. This Committee will not have decision-making authority; however, their feedback will be utilized in the post-event evaluation of the (proposed) music festival and given weighted consideration for possible changes at future festivals.

### **Structure & timeline:**

The committee will be comprised of the following representatives appointed by the Mayor with a committee chairperson. The committee will set up its own timeline.

- City Council 7 member (Jolon Clark)
- OSE Executive Director (Katy Strascina) (Participation TBD)
- One member (3 total) from each impacted Registered Neighborhood Association (RNO): Overland Park, Ruby Hill and Athmar Park
- One member of the Golf Advisory Committee
- One member appointed by the Denver Parks and Recreation Executive Director
- Two members of the Parks and Recreation Advisory Board (PRAB) One member of the Overland Park Golf club One member of the local business or maintenance district
- Two members of the Overland neighborhood bordering the golf course (one in opposition to the festival and one a proponent)

Total of 13 committee members

### **Mechanism for accountability:**

A checklist based on the event elements provided by the City & County of Denver will serve as a basic framework for accountability. The committee will issue a report based on their findings.

### **Staffing structure:**

The Denver Office of Special Events in partnership with Parks and Recreation will staff the committee.



### **TRAFFIC CONTROL AND PARKING PLAN**

Provisions in the contract with the City and County of Denver include a requirement that Superfly develop a Traffic Control and Parking Plan. Superfly will consult with all city departments to develop an approved plan based on best practices in Denver and including successful practices developed at their other non-driving festivals.

Superfly will undertake a robust planning process including but not limited to:

- Hiring a traffic engineer to develop a traffic plan for the site.
- Working with RTD to:
  - explore how to include public transportation with the event ticket
  - evaluate bus routes/add to train capacity
  - partner in providing transit information to attendees
- Creating an ingress/egress plan focused on shared rides, bikes and mass transit.
- Creating a Bike Valet where people can safely park their bikes during the event.
- Creating a specific on-site pick-up point to manage ride-share traffic (Uber, Lyft, Chariot).
- Identifying off-site parking to use as shuttle lots. Evaluating ingress and egress to the lots as well as shuttle routes to and from the lots and potential impacts to the surrounding neighborhoods.
- Developing a shuttle plan to and from public transit stops and the festival site.
- Creating a resident-only parking plan for adjacent neighborhoods, including 24-hour towing service for illegally parked vehicles.
- Developing a specific marketing plan to communicate that the festival is a non-driving event.
- Working with local agencies and non-profits that promote walking, cycling, public and shared transit.

OPINION &gt; EDITORIALS

## Superfly festival sounds like a good time. The Denver City Council should approve it.

By THE DENVER POST EDITORIAL BOARD |

PUBLISHED: July 21, 2017 at 11:56 am | UPDATED: July 24, 2017 at 9:32 am



Gabriel Scarlett, The Denver Post

New York-based marketing and event company Superfly has selected the Overland Park Golf Course in southwest Denver as the venue for its next massive music festival. Superfly also hosts the Bonaroo and Outside Lands festivals.

While there's no dearth of fun things to do in Denver, a proposed music festival in Overland Park hosted by one of the country's hippest promoters sounds like a fun addition to summertime, and another feather in the Mile High City's cap.

We're talking about Superfly, the innovators who host the Outside Lands Music Festival in San Francisco's Golden Gate Park, and Bonnaroo in Tennessee, two of the country's larger music festivals.

The promoter is expanding its reach across the country, and as The Denver Post's Dylan Owens and Jon Murray reported for The Know, the promoters want to make the Overland Park Golf Course in the Ruby Hill neighborhood in southwest Denver home to a three-day festival starting on the second or third weekend in September for the next five years.

ADVERTISING

The yet-to-be-named festival would run from noon to 10 p.m. each day. No more than 80,000 people would be allowed to attend, and likely fewer would in the festival's early years. It's meant to be a creative event attractive to entire families. Local food and drink vendors would add to the spectacle.

City Council members are set to review the contract on Monday. Overall, we hope they like what they see, but we would welcome discussion on the one big piece of the arrangement that concerns us. Superfly says it needs to take over the course for five weeks for setup and take-down. And while the promoters would hand out \$25,000 in golfer discounts at other city courses, the time frame seems excessive.

Superfly officials met recently with members of our editorial board and struck us as good people. In their extensive planning for festivals, they've found ways to address common concerns that a city and residents near their events might have. At least that is their intent, which suggests a willingness to address any concerns they haven't yet considered. Denver parks officials traveled to San Francisco to research the festival there and offer glowing reviews of the promoter's ability to leave a park in good shape.

The proposal calls for a so-called driverless festival. Instead of allowing parking at the site — a tough prospect in the busy area along Santa Fe Drive — the festival would require attendees to leave their vehicles in lots in central Denver, like, perhaps, the Broncos stadium, and shuttle in. Other options include a ride-share kiosk, the light rail station near the park, and the South Platte bicycle trail on the west side of the park, as there will be bicycle valets.

Superfly would pay the city \$200,000 to rent the course, and an extra \$5,000 for every day beyond the five-week period. The Golf Enterprise Fund would get \$90,000 for landscaping. Promoters would pay all the city's labor costs at the park. The city also would get 10 percent of ticket sales and the golf fund would get \$2 from every ticket sold. Another buck would go to the Overland course and surrounding neighborhoods.

An on-site command center and 24-hour hotline would serve to provide security and rapid response to complaints from neighbors. Sound levels would be strictly monitored at the park and in a nearby neighborhood to keep the amplifiers at city sound limits.

Finally, Superfly makes use of specially designed vehicles to protect the grass, and would fence off greens, natural areas and tee boxes. The main stage would be on the driving range, with other stages on the fairways.

Sounds like a good time to us. We hope Superfly has a chance to live up to the hype.

*To send a letter to the editor about this article, submit online or check out our guidelines for how to submit by email or mail.*

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**TAGS: DENVER CITY COUNCIL, DENVER PARKS AND RECREATION, OVERLAND PARK GOLF COURSE, SUPERFLY PRODUCTIONS**

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**VISIT DENVER**  
The Convention & Visitors Bureau

June 19, 2017

Dear Denver City Council,

VISIT DENVER, The Convention and Visitors Bureau, enthusiastically supports efforts to bring a multi-day music festival to Denver beginning in 2018 at Overland Park Golf Course. The mission of VISIT DENVER is to bring conventions and leisure visitors to Denver for the economic benefit of the City, the community and our partners. A music festival of this scale provides significant benefits to all of these audiences, which is why our organization is proud to be a sponsor.

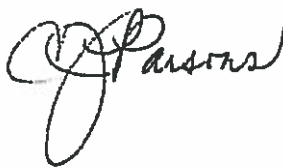
VISIT DENVER is progressing the Denver Tourism Roadmap as a 10-year strategic plan to increase the economic impact created by tourism and to ensure our industry remains vibrant and competitive. Pursuing signature events and festivals that draw overnight visitors is the primary initiative in the Roadmap's Visitor-Driven Events goal area. Music festivals are major economic drivers in today's economy and they help define the tourism brand of a city. Over the course of the 3-day festival an estimated 30,000-60,000 people per day are projected to attend, elevating Denver's brand and music scene at regional and national levels.

We are committed to working closely with all stakeholders to ensure the festival is a unique, positive and welcoming experience for all attendees and for Denver. Please contact Carrie Atiyeh, director of government and community affairs, at (303) 571-9466 or [catiyeh@visitdenver.com](mailto:catiyeh@visitdenver.com) if you have any questions or would like more information.

Regards,



Rob Cohen  
2017 Board Chair



Cindy Parsons  
Tourism Roadmap Committee Chair



Richard W. Scharf  
President & CEO







June 27, 2017

Dear Denver City Council Representatives,

Swallow Hill, a 38 year old non-profit, serves individuals and families who come together to learn about, listen to and perform music.

- Swallow Hill School, the country's second largest acoustic music school, employs 60 faculty members who collectively provide more than 12,000 private lessons and 1,000 group classes annually.
- Swallow Hill Outreach makes 14,000 music connections annually through Early Childhood Programs, K-12 After-School Lessons and Assembly Programs and through partnerships with other community organizations; and
- Swallow Hill Concerts provide exceptional musical experiences to more than 79,000 patrons each year focusing on the presentation of up-and-coming artists, noteworthy local performers, and seasoned national and international acts all who enrich the arts scene in the Denver metro area.

With more than 165,000 musical connections made annually, Swallow Hill brings a new energy to the Denver metro area with programming that builds a community of music listeners and learners that are connecting to music in fresh and innovative ways.

Swallow Hill supports the proposed Music Festival at Overland presented by Superfly because we believe this endeavor will:

- Shine an important spotlight on Denver's music industry for the rest of the country to see;
- Provide positive economic impact for our city; and
- Provide opportunities for partnerships between Superfly and other organizations that will serve to enhance community connections, cultivation of local musicians and music education opportunities.

Our initial conversations with Superfly have laid a solid foundation for partnership between our organizations and we are eager and excited about the possibility of coming together in order to provide greater music benefits for our entire community.

Sincerely,

Paul Lhevine  
Chief Executive Officer  
Swallow Hill



June 15, 2017

Dear Denver City Council Representatives,

I am writing on behalf of Colorado Business Committee for the Arts (CBCA). CBCA is a 30-year-old 501(c)(3) nonprofit that provides advocacy, research, training, engagement and volunteerism for business support of the arts. CBCA is a membership organization made up of business leaders from 150 companies who support the arts and creative industries. We know that investing in the arts makes smart economic sense and has a direct financial impact.

We recently learned about the proposed Superfly Music Festival at the Overland Park Golf Course in Denver. We understand there are still some potential concerns being carefully considered and vetted in terms of its viability, but we want to express our general support for the music festival. Thus, we are hopeful that the City and Superfly will come up with a workable solution for all, as we support diverse cultural experiences such as this for the benefit of our community today and for future generations. Specifically, as an advocate for the arts, we believe events like these:

- Employs and gives local artists the opportunity for work and exposure.
- Has an important economic impact on Denver and our region.
- Provide opportunities for area residents to engage with arts and cultural experiences that enrich our community.
- Iconic music and cultural festivals, such as Superfly's Bonnaroo and Outside Lands, will elevate Denver's reputation.

Thank you for your consideration.

Respectfully,

A handwritten signature in black ink that reads 'Christin Crampton Day'. The signature is written in a cursive, flowing style.

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Christin Crampton Day  
Executive Director  
Colorado Business Committee for the Arts (CBCA)



Friday, July 21, 2017

Members of Denver City Council:

For over four decades, The Greenway Foundation (TGF) has partnered with the City and County of Denver (Denver) to work toward a shared goal of reclaiming the South Platte River and its tributaries from places of severe pollution and shame into nationally recognized urban waterway amenities. TGF continues to enjoy and expand this partnership on numerous fronts, currently most noticeably involving the River Vision Implementation Projects, in particular the four park, trail and river corridor projects within the Overland neighborhood including Pasquinel's Landing and Grant Frontier Park.

My office was recently contacted by the event producer Superfly, regarding their effort to bring a 3-day music festival to Overland Golf Course. A key focus of the subsequent discussions between Superfly and TGF involved assurances that the South Platte River Greenway immediately adjacent to the golf course would be properly and sufficiently protected and remain open to the public during the course of the music festival. I found the commitments from Superfly and the office of District 7 Denver City Councilman Jolon Clark to be sufficient to where on behalf of my Board of Directors at TGF, I am prepared, via this communication, to offer this indication of support for the music festival.

An engaged and ongoing open line of communication between TGF and Superfly has been established and will continue in the coming months to further ensure that the related commitments towards the Greenway's usability and care will continue to be a key priority as the music festival evolves from planning to reality.

Please find me as/if needed to discuss this matter further.

With Regard;

Jeff Shoemaker  
Executive Director

EXECUTIVE DIRECTOR  
Jeff Shoemaker

FOUNDER  
Joe Shoemaker

CHAIRMAN  
Kip Stastny

VICE CHAIRMAN  
Bar Chadwick

SECRETARY  
John Moran

Brent Applebaum  
Jon Bridges  
Sarah Dominick  
Larry Elrod  
Fabby Hillyard  
Katie Navin  
Lesley Roper  
Paula Sandoval  
Pete West  
Jason Winkler

**"A RIVER IS MORE THAN AN AMENITY, IT IS A TREASURE" - JUSTICE OLIVER WENDELL HOLMES**

The Greenway Foundation is supported in part by a gift from the Estate of Robert V. and Billie Mae Behrent.

1855 S. Pearl St, Suite 40, Denver, CO, 80210 - (303) 455-7109 - [www.greenwayfoundation.org](http://www.greenwayfoundation.org)

# Rock the Earth

July 1, 2017

Denver City Council  
City and County Building  
1437 Bannock St., Room 451  
Denver, CO 80202

Dear Ladies and Gentlemen of Denver City Council,

I am writing in support of the proposed 2018 Denver Music Festival, produced by Superfly Presents. As the founder and current advisor of Rock the Earth, I have had extensive experience working in partnership with Superfly. Frankly, I would be hard-pressed to name a better company with whom the City of Denver might partner for such an ambitious cultural event.

Rock the Earth (RTE)\* is a national environmental advocacy program working to protect threatened places and turn environmental values into national, state and local priorities. Based in Denver's Alliance Center from 2005-2016, RTE has worked with some of the biggest names in music, including serving in key programmatic roles at Superfly's Bonnaroo Music Festival, held annually in Manchester, Tennessee. I have personally attended Bonnaroo every year, from 2005-2017, as an active member of the environmental community and participant in the sustainability, environmental education and activation that takes place annually at that event. Through my work at the festival, I have witnessed first-hand the amount of time and the level of importance that Superfly places on sustainability, community engagement and impact, philanthropy, safety, and attendee experience.

I strongly recommend that the City pursue this amazing opportunity. If needed, Rock the Earth is prepared to support and provide feedback to ensure Superfly's plans match the sustainability goals you've set forth for Denver. Superfly knows how to put on a responsible, iconic event that benefits the community, creates a memorable fan experience, while treating workers and patrons with an inordinate amount of respect, and with the least amount of environmental impact as is possible. A sustainably focused city like Denver could not find a better partner.

Should you need additional information or have any questions about my experience with Superfly, please feel free to contact me on my cellular phone at (412) 953-6280.

Thank you very much for your consideration.

Sincerely,



Marc A. Ross  
Founder and Advisor  
Rock the Earth

\*Rock the Earth is now a program of LCV Education Fund. For more information, please go to [www.lcvf.org](http://www.lcvf.org).



Pop-up Shop Address  
Tivoli Student Union, Room 140,  
900 Auraria Pky, Denver, CO, 80204  
[www.dime-denver.com](http://www.dime-denver.com)

July 6<sup>th</sup>, 2017

Denver City Council  
City and County Building  
1437 Bannock Street, Room 451  
Denver, CO 80202

To Whom it may concern,

We are writing in supported of the proposed 2018 Denver Music Festival (Superfly Presents).

DIME Denver is a music institute, that is working in partnership with Metropolitan State University of Denver, to provide Bachelor of Arts degrees to the next generation of musicians in Denver, Colorado State, and the USA. The programs include Commercial Performance, Commercial Songwriting and Music Industry Studies.

To hold a cultural music event in Denver, will continue the city's enhancement of music with the view to Denver becoming a renowned Music City in America. It will also give musicians a platform to promote themselves and entrepreneurs the real-life experience needed to further their careers. Residents of Denver will be able to experience and enjoy the diverse music and cultural scene the city offers.

DIME Denver will be available to support the proposed festival where possible.

Regards,

Two handwritten signatures in black ink. The first signature on the left is cursive and appears to be "Sarah Clayman". The second signature on the right is also cursive and appears to be "Kevin Nixon".

Sarah Clayman and Kevin Nixon

**From:** James Waddell <[james@bikedenver.org](mailto:james@bikedenver.org)>  
**Date:** Friday, July 21, 2017 at 5:20 PM  
**To:** dencc - City Council <[dencc@denvergov.org](mailto:dencc@denvergov.org)>  
**Cc:** Brittany Morris Saunders <[brittany@sewaldhanfling.com](mailto:brittany@sewaldhanfling.com)>  
**Subject:** BikeDenver support for Denver music festival

Dear Denver City Council Members,

I am writing on behalf of BikeDenver, Denver's local bicycle advocacy organization. We represent people across all eleven council districts who bike and would like to bike more. We also speak for organizations with bicycling-related activities in Denver.

We have met with Superfly to discuss the proposed music festival at Overland Golf Course and ask City Council to approve the contract. From my conversations with them, and my own research, Superfly looks to have a track record of valuing alternative transportation and they see that biking is an important component of this proposed festival.

We have discussed their plans for bike parking and bike valet to accommodate the high number of cyclists expected to use this form of transportation to get to and from the festival. As with many of the events we partner with to provide bike parking and technical advice, this is important to help alleviate parking and traffic concerns for nearby neighborhoods.

With the City showing its recent support for increased mobility options I would encourage the City to approve the festival contract and look forward to working with the City and Superfly to create a bike-friendly environment for this festival.

Feel free to contact me with any questions.

Sincerely,

James

--

**James Waddell**

Executive Director - BikeDenver - [720.530.5894](tel:720.530.5894)

[james@bikedenver.org](mailto:james@bikedenver.org)



July 23, 2017

Members of the Denver City Council:

Lyft strongly supports the proposed multi-day music festival in Overland Park and stands ready to assist with transportation options for the Denver area. As a company who works closely with the music and festival industry in Colorado and across the country, we know that this is a great economic opportunity for the City of Denver.

Should you approve the festival we believe that Lyft will be a huge asset to getting attendees home safely, especially after many of them have been drinking alcoholic beverages. 88% of Lyft passengers say they are less likely to drive while impaired because of Lyft. In fact, drunken driving deaths are down over the last year in Virginia, and the head of the Department of Motor Vehicles has said transportation network companies like Lyft have played a big role. Moreover, when Lyft is able to directly coordinate with the organizers of large events we can help transport participants efficiently so that multimodal transportation flows smoothly.

Additionally, we understand that the proposal in front of you calls for a "driverless festival." Lyft has extensive operational experience working with large events and festivals to create transportation plans that, along with biking and transit, help to remove the need for driving.

We look forward to supporting the important goals of providing a safe, convenient and "driverless festival." We are available to answer any questions you have regarding transportation plans and hope you will move forward with bringing this exciting event to Denver.

Sincerely,

A handwritten signature in black ink, appearing to read "Rena A. Davis".

Rena A. Davis  
Public Policy Manager  
[rdavis@lyft.com](mailto:rdavis@lyft.com)

A handwritten signature in black ink, appearing to read "Gabe Cohen".

Gabe Cohen  
General Manager, Denver  
[gcohen@lyft.com](mailto:gcohen@lyft.com)