

# Red Rocks / Denver Coliseum Promoter Commission Program

Serves agency mission to enhance Denver's Quality of life and economic vitality through premier public venues, arts and entertainment opportunities

Non Exclusive incentive program for Commercial Promoters

Program specifies what a qualifying event is and other additional terms; and requires a contract with City to participate

Commission based on the rental revenue generated for each qualifying event – promoter motivated to be City partner when working with agents

Each event generates additional revenue stream for City: Rent, Food and Beverage, Parking, Service Fees and FDA Tax