

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at MileHighOrdinance@DenverGov.org by 9 a.m. Friday. Contact the Mayor's Legislative team with questions

Date of Request: 7/25/2024

Please mark one: Bill Request or Resolution Request

Please mark one: The request directly impacts developments, projects, contracts, resolutions, or bills that involve property and impact within .5 miles of the South Platte River from Denver's northern to southern boundary? (Check map [HERE](#))

Yes No

1. Type of Request:

Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment

Dedication/Vacation Appropriation/Supplemental DRMC Change

Other:

2. **Title:** (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Approves revenue agreement THTRS-202472814 between Denver Arts & Venues (DAV) and Pepsi Beverage Sales, LLC (Sponsor) from 3/29/2024 through 12/31/2027 which entitles the Sponsor to certain rights and benefits at City venues and events operated by DAV including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising. In return the Sponsor pays DAV fees in each of the contract years with the amount totaling \$760,000.

3. **Requesting Agency:** DAV

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert)	Contact person for council members or mayor-council
Name: Andrew Lindley	Name: Andrew Lindley
Email: Andrew.lindley@denvergov.org	Email: Andrew.lindley@denvergov.org

5. **General description or background of proposed request. Attach executive summary if more space needed:**
(who, what, why)

In October 2023, Denver Arts & Venues (DAV) issued an RFP for an exclusive canned/bottled water partner for Red Rocks Amphitheatre. PepsiCo was awarded a four-year contract, from 3/29/2024 – 12/31/2027. The Sponsor would be entitled to certain rights and benefits at Red Rocks including, but not limited to pouring rights, signage, an on-site presence, branded social media promotions and digital advertising. In return the Sponsor will pay DAV fees in each of the contract years totaling \$760,000.

6. **City Attorney assigned to this request (if applicable):**
Grant Chayet

7. **City Council District:**
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8. ****For all contracts, fill out and submit accompanying Key Contract Terms worksheet****

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):

Vendor/Contractor Name (including any dba's): Pepsi Beverage Sales, LLC

Contract control number (legacy and new): THTRS-202472814

Location: Arts & Venues: Red Rocks Amphitheatre, Denver Coliseum, Denver Performing Arts Complex, Colorado Convention Center

Is this a new contract? Yes No Is this an Amendment? Yes No If yes, how many? _____

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):

3/29/2024-12/31/2027

Contract Amount (indicate existing amount, amended amount and new contract total):

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
760000.00	0	760000.00

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
3/29/2024-12/31/2027	NA	12/31/2027

Scope of work:

Canned/bottled water sponsorship

Was this contractor selected by competitive process? yes If not, why not? NA

Has this contractor provided these services to the City before? Yes No

Source of funds: Revenue

Is this contract subject to: W/MBE DBE SBE XO101 ACDBE N/A

WBE/MBE/DBE commitments (construction, design, Airport concession contracts):

Who are the subcontractors to this contract? NA

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