

# ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by **3:00pm on Monday**. Contact the Mayor's Legislative team with questions

Date of Request: 09/08/2023

Please mark one:  Bill Request or  Resolution Request

## 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 the acceptance of the amendatory sponsorship agreement between the City and County of Denver and Molson Coors Beverage Company USA LLC to amend the Agreement to extend the term, amend Exhibit B -Sponsorship Rights, Fees and Considerations, and update Exhibit C-Bond Counsel Sponsorship approval.

## 3. Requesting Agency: Arts & Venues

## 4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and 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:

See attached Executive Summary

## 6. City Attorney assigned to this request (if applicable): Josh Roberts

## 7. City Council District: District 10

## 8. **\*\*For all contracts, fill out and submit accompanying Key Contract Terms worksheet\*\***

### Key Contract Terms

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

Revenue Sponsorship

Vendor/Contractor Name: Molson Coors Beverage Company USA LLC

Contract control number: THTRS-202368886

*To be completed by Mayor's Legislative Team:*

Resolution/Bill Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_

**Location:** Five Points Jazz Festival, Red Rocks, Arts Complex, McNichols Civic Center Building, Denver Coliseum, and Colorado Convention Center

Is this a new contract?  Yes  No Is this an Amendment?  Yes  No If yes, how many? 1

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

Initial Term: 1/1/2022 – 12/31/2024

Extension 1: 1/1/2022 – 12/31/2026

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

<i>Current Contract Amount (A)</i>	<i>Additional Funds (B)</i>	<i>Total Contract Amount (A+B)</i>
\$1,450,000.00	\$950,000.00	\$2,400,000

  

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/22/2022 - 12/31/2024	01/01/2025 – 12/31/2026	12/31/2026

**Scope of work:** Sponsor of various event assets relating to the Five Points Jazz Festival and the following City facilities (the “Facilities”): Red Rocks Amphitheatre; Denver Coliseum; Denver Performing Arts Complex; and Colorado Convention Center. The Uses include but are not limited to the following: point of sale and menu board signage; on-site exposure through signage and displays; partner designation; and hospitality and event ticket benefits.

**Additional Consideration:**

- Sponsor to invest \$150,000 in buildout of branded bar in Red Rocks Amphitheatre’s Ship Rock Grille.

- Sponsor to brew, can, and distribute Red Rocks co-branded specialty beer.

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

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

**Source of funds:** Revenue Funds

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

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

**Who are the subcontractors to this contract?** N/A

---

*To be completed by Mayor’s Legislative Team:*

Resolution/Bill Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_