

BILL/ RESOLUTION REQUEST

1. Title: Approves a two year professional services agreement to reimburse Icelandair up to \$1,500,000 for certain promotional, marketing, and advertising costs specific to the new regular passenger service between Reykjavik and Denver and and for use of DIA facilities.

2. Requesting Agency: DIA

3. Contact Person *with actual knowledge of proposed ordinance*

Name:Laura Jackson

Phone:303-342-2282

Email:laura.jackson@flydenver.com

4. Contact Person *with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary*

Name:Brian Elms

Phone:303-619-7353

Email:brian.elms@flydenver.com

5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved

a. Scope of Work

A professional services agreement to specifically promote public and industry awareness and use of DIA facilities and Icelandair's new regular passenger services between Reykjavik and Denver. This incentive agreement will reimburse Icelandair for certain promotional, marketing, and advertising costs specific to the new route.

b. Duration

4/1/2012 – 3/31/2014

c. Location

DIA

d. Affected Council District

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e. Benefits

The City wishes to obtain professional services to specifically promote public and industry awareness and use of DIA facilities and Icelandair's new regular passenger service between Reykjavik, Iceland and Denver, Colorado.

f. Costs

\$ Up to \$1,500,000

6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.

No

Bill Request Number: BR12-0130

Date: 2/7/2012