

BILL/ RESOLUTION REQUEST

1. Title: Approves a contract with touchPoint Partners to sell certain advertising inventory and procure third-party sponsors and advertisers for a marketing campaign with Arts & Venues Denver (THTRS-201205232).

2. Requesting Agency: Arts & Venues DENVER

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

Name:Amy Lindsey

Phone:720.865.4226

Email:amy.lindsey@denvergov.org

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:Amy Lindsey

Phone:720.865.4226

Email:amy.lindsey@denvergov.org

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

a. Scope of Work

This ordinance will approve a contract with touchPoint Partners, THTRS-201205232 to sell certain advertising inventory and procure third-party sponsors and advertisers.

This agreement between the Parties creates a unique marketing campaign to create awareness about responsible business in Colorado that is focused on the “Triple Bottom Line” methodology of “People, Planet, and Profit.” The contractor will create an innovative impact marketing campaign and products focused on building a sustainable economy with high profile brand partners. Each party would complement each other and benefit from the Campaign to market the importance of TBL business in Colorado and how Arts & Venues Denver is affecting the Colorado market to ensure the potential of true social impact and the development of a new economy in Colorado.

b. Duration

04/01/12 to 07/28/13

c. Location

1245 Champa Street, Denver, CO 80204

d. Affected Council District

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e. Benefits

f. Costs

TPP shall pay to AVD an amount equal to 50% of the current fair market value (i.e. 50% of market rate, not 50% Rate Sheet) of all Inventory sold by or on behalf of TPP in accordance with this Agreement (“Inventory Fee”). AVD will make its best efforts to make available up to \$150,000 of market rate Inventory to TPP to sell.

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

No.

Bill Request Number: BR12-0293

Date: 4/9/2012