

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**.

****All fields must be completed.****

Incomplete request forms will be returned to sender which may cause a delay in processing.

Date of Request: 4/9/12

Please mark one: Bill Request or Resolution Request

1. Has your agency submitted this request in the last 12 months?

Yes No

If yes, please explain:

2. Title: Ordinance request approving a contract with touchPoint Partners, THTRS-201205232

3. Requesting Agency: Arts & Venues Denver

4. Contact Person: (With actual knowledge of proposed ordinance/resolution.)

- Name: Amy Lindsey/Brian Kitts
- Phone: 720.865.4226 / 720.865.4229
- Email: amy.lindsey@denvergov.org / brian.kitts@denvergov.org

5. Contact Person: (With actual knowledge of proposed ordinance/resolution who will present the item at Mayor-Council and who will be available for first and second reading, if necessary.)

- Name: Amy Lindsey/Brian Kitts
- Phone: 720.865.4226 / 720.865.4229
- Email: amy.lindsey@denvergov.org / brian.kitts@denvergov.org

6. General description of proposed ordinance including contract scope of work if applicable: This ordinance will approve a contract with touchPoint Partners, THTRS-201205232 to sell certain advertising inventory and procure third-party sponsors and advertisers.

*****Please complete the following fields:***

- a. Contract Control Number: THTRS-201205232
- b. Duration: 04/01/12 to 07/28/13
- c. Location: 1245 Champa Street, Denver, CO 80204
- d. Affected Council District: Council District 8

e. Benefits: 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.

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.

7. Is there any controversy surrounding this ordinance? (Groups or individuals who may have concerns about it?) Please explain. None that is known.

To be completed by Mayor's Legislative Team:

EXECUTIVE SUMMARY

Ordinance request approving a contract with touchPoint Partners, THTRS-201205232

This agreement between the Parties creates a unique marketing campaign to create awareness about responsible business in Colorado that are 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.

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