

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: 11/13/13

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 AEG Live-Rocky Mountains, LLC (the "Promoter") for Denver Arts & Venues Promoter Commission Program, Contract Control THTRS-201313532.

3. Requesting Agency: Denver Arts & Venues

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

- **Name:** Tad Bowman
- **Phone:** 720-865-2488
- **Email:** tad.bowman@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:** Tad Bowman
- **Phone:** 720-865-2488
- **Email:** tad.bowman@denvergov.org

6. General description of proposed ordinance including contract scope of work if applicable:

This ordinance will approve a contract for the Denver Arts & Venues Promoter Commission Program to induce the Promoter to host events in City venues. The venues in question are in Council District 8 (DPAC venues) and Council District 9 (Denver Coliseum) and Red Rocks. The contract establishes a commission program to incentivize Promoter to promote and book live concerts and events at the Denver Arts & Venues facilities. The purpose of this commission program is to increase revenues to the City in the form of ticket sales and concessions. This program is essentially the same as the program used in calendar year 2013 and will be for the 2014 event season.

****Please complete the following fields:** (Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field – please do not leave blank.)

- a. Contract Control Number:** THTRS-201313532
- b. Duration:** January 1, 2014 to December 31, 2014
- c. Location:** Denver Arts & Venues facilities
- d. Affected Council District:** Council District 8
- e. Benefits:** This commission program provides an incentive for the Promoter to maximize its efforts to promote and book live concerts and events at the AVD Venues. Increasing the number of concerts and events and the attendance at the same will result in increased revenues to the City in the form of ticket sales and concessions.
- f. Costs:** \$1,200,000.00

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:

SIRE Tracking Number: _____

Date Entered: _____

EXECUTIVE SUMMARY

Ordinance request approving a contract for the Denver Arts & Venues Denver Promoter Commission Program with AEG Live-Rocky Mountains, LLC, Contract Control THTRS-201313532

The enclosed term sheet describes the 2014 Commission Program in more detail. This contract is for a non-exclusive program that is open and available to any qualifying company interested in taking advantage of the program.

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