

BILL/ RESOLUTION REQUEST

- 1. Title:** Approve a contract for a Theatres & Arenas' Promoter Commission Program with AEG Live Inc. , for a two-year term agreement costing up to \$600,000 a year, to induce promoters to host events at DPAC venues, Denver Coliseum and Red Rocks Ampitheatre.
- 2. Requesting Agency:** Theatres and Arenas
- 3. Contact Person *with actual knowledge of proposed ordinance***
Name:Megan Reyes/ Tad Bowman
Phone:720.865.4224; 720.865.4244
Email:Megan.Reyes@denvergov.org/ Tad.bowman@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:Megan Reyes/ Tad Bowman
Phone:720.865.4224; 720.865.4244
Email:Megan.Reyes@denvergov.org/ Tad.bowman@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 two-year term agreement (1/1/11 to 12/31/12) for Theatres & Arenas Promoter Commission Program to induce Promoters 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 promoters will promote and book live concerts and events at the Theatres and Arenas Venues. This commission program is a rental incentive to increase revenues in the form of ticket sales and concessions.
 - b. Duration**

Two-year term (1/1/11 to 12/31/12).
 - c. Location**

Denver Performing Arts Complex theatres, The Denver Coliseum, and Red Rocks Amphitheatre.
 - d. Affected Council District**

8 and 9
 - e. Benefits**

The financial benefit to the City is to increase the amount and variety of shows brought to Theatres and Arenas venues by inducing those with expertise in this field to promote shows at the aforementioned venues.
 - f. Costs**

Up to \$600,000.00/year; \$1,200,000.00 for the term of the agreement. These costs, however, will be offset by ticket and concession sales.

6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.
No.

Bill Request Number: BR10-0982

Date: 11/1/2010