

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**. Contact the Mayor’s Legislative team with questions

Date of Request: 2/18/2021

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment
- Dedication/Vacation Appropriation/Supplemental DRMC Change
- Other:

2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Amends sponsorship contract THTRS-201738972 with MillerCoors LLC (MillerCoors) to adjust the amount in sponsorship fees paid in 2020, add time to the agreement, and add a 2021 sponsorship payment from MillerCoors to Denver Arts & Venues (DAV).

3. Requesting Agency: Arts & Venues

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Brian Kitts	Name: Brian Kitts
Email: Brian.Kitts@denvergov.org	Email: Brian.Kitts@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

DAV entered into a sponsorship agreement with MillerCoors in 2017 to provide advertising, signage, promotional opportunities and other benefits to Miller Coors in exchange for \$225,000 per year in sponsorship fees for the years 2018, 2019 and 2020. Due to the 2020 COVID-19 pandemic and subsequent cancellation of events at Red Rocks Amphitheatre and the Denver Coliseum, the parties have agreed to reduce sponsorship fees to \$30,000 for 2020, extend the agreement through 2021, and add sponsorship fees of \$225,000 in 2021.

6. City Attorney assigned to this request (if applicable):

Laurie Heydman

7. City Council District:

District 9, Mountain Parks

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):

To be completed by Mayor’s Legislative Team:

Resolution/Bill Number: RR21 0229

Date Entered: _____

Vendor/Contractor Name: MillerCoors LLC

Contract control number: THTRS-201738972

Location: Red Rocks Amphitheatre, Denver Coliseum

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** 1

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):

Contract Amount (indicate existing amount, amended amount and new contract total):

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$675,000	\$30,000	\$705,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/2018 – 2/1/2021	11 months	12/31/2021

Scope of work: Provision of advertising, signage, promotional opportunities and other negotiated benefits to Miller Coors in exchange for annual sponsorship fee payments.

Was this contractor selected by competitive process? Yes, RFP

If not, why not?

Has this contractor provided these services to the City before? Yes No

Source of funds: Revenue agreement

Is this contract subject to: W/MBE DBE SBE XO101 ACDBE N/A

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): N/A

Who are the subcontractors to this contract? N/A

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