

# ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at [MileHighOrdinance@DenverGov.org](mailto: MileHighOrdinance@DenverGov.org) by 9 a.m. Friday. Contact the Mayor's Legislative team with questions

Date of Request: 6/21/2024

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.)

Approves contract THTRS-202473031 with Denver Region Toyota Dealers Advertising Group, Inc. for an exclusive sponsorship agreement for the years of 2024 to 2027.

## 3. Requesting Agency:

## 4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert)	Contact person for council members or mayor-council
Name: Andrew Lindley	Name: Andrew Lindley
Email: Andrew.lindley@denvergov.org	Email: Andrew.lindley@denvergov.org

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

See attached executive summary.

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

Josh Roberts

## 7. City Council District:

District 10

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

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_

## Key Contract Terms

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

Vendor/Contractor Name (including any dba's): Denver Region Toyota Dealers Advertising Group, Inc.

Contract control number (legacy and new): THTRS-202473031

Location: Red Rocks Amphitheatre, Denver Coliseum, Denver Performing Arts Complex, and Colorado Convention Center

Is this a new contract?  Yes  No Is this an Amendment?  Yes  No If yes, how many? \_\_\_\_\_

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

6/1/2024-05/31/2027

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)
0	1,230,000	1,230,000

  

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
6/1/2024-5/31/2027	NA	5/31/2027

### Scope of work:

Denver Region Toyota Dealers Advertising Group, Inc. was awarded a three-year contract, from 6/1/2024 – 05/31/2027, as the exclusive marketing partner in the entire automobile category. The Sponsor would be entitled to certain rights and benefits at Red Rocks and Colorado Convention Center including, but not limited to, signage, an on-site presence, in-market promotions, and digital advertising. In return the Sponsor will pay DAV fees in each of the contract years, totaling \$1,230,000.

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):

NA

Who are the subcontractors to this contract? NA

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