



DENVER CITY COUNCIL

Business, Arts, Workforce, Climate & Aviation Services Committee

AGENDA

Wednesday, August 7, 2024, 1:30 PM

City & County Building, Council Committee Room, Room 391
1437 Bannock Street

Chair: Shontel M. Lewis, Vice Chair: Kevin Flynn

Members: Flor Alvidrez, Stacie Gilmore, Sarah Parady, Diana Romero Campbell, Amanda P. Sandoval
Staff: Melissa Mata

Attendance

Action Items

[24-0988](#) Approves a contract for \$1,700,000 with the Downtown Denver Partnership, Inc. through 8-31-2026 to address the continued negative economic impacts of the COVID-19 pandemic on Denver's economy with a specific focus on the retail sectors, in District 10 (OEDEV-202474415-00).

*Deborah Cameron, Chief Business Development Officer,
Denver Economic Development & Opportunity*

Consent Items

[24-1002](#) Approves a revenue agreement with Pepsi Beverage Sales, LLC from 3-29-2024 through 12-31-2027 that provides Pepsi with certain rights and benefits at City venues and events including, but not limited to signage, an on-site presence, branded social media promotion and digital advertising. Pepsi pays fees in each of the contract years for an amount totaling \$760,000, citywide (THTRS-202472814).

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[24-1020](#) Approves a grant agreement from the United States Department of Agriculture for \$5,000,000 to plant trees to reduce heat in low canopy neighborhoods, citywide (CASR-202474199).