

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at MileHighOrdinance@DenverGov.org by **11 a.m. Monday**. Contact the Mayor's Legislative team with questions

Please mark one: ☐ Bill Request or ☒ Resolution Request Date of Request: 9/21/2022

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 exclusive sponsorship agreement THTRS-202161084 between Denver Arts & Venues (DAV) and Molson Coors Beverage Company USA LLC from 1/1/2022 through 12/31/2024 for rights to advertise, promote and retail beer and malt beverages at DAV locations and other considerations. Sponsor shall pay One Million Five Hundred Thousand Dollars (\$1,500,000) in sponsorship fees over three (3) years.

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: 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:

In January 2022, Molson Coors became the exclusive beer and malt beverages sponsor for the period of January 1st, 2022 through December 31st, 2022. In return for this exclusivity agreement Molson Coors has agreed to distribute \$1,500,000 in Sponsorship fees to Denver Arts and Venues. The agreement is mutually beneficial as it grants DAV funds to further grow and invest in the City's art and cultural affair activities that would further increase the exposure received through this agreement of Molson Coors to the public. The contract was delayed as Molson Coors and DAV worked through make good scenarios for any future interruptions to live events, given the ongoing pandemic.

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

Brian Martin

7. City Council District:

Mountain Parks

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): Revenue Agreement

Vendor/Contractor Name: Molson Coors Beverage Company USA LLC

Contract control number: THTRS-202161084

Location: Red Rock Amphitheatre and other Denver Arts & Venues facilities.

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):

1/1/2022 – 12/31/2024

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

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
<i>(A)</i>	<i>(B)</i>	<i>(A+B)</i>
\$1,500,000	N/A	\$1,500,000

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/2022 – 12/31/2024	N/A	N/A

Scope of work:

Visible sponsorship material and branding though out City of Denver theatres and arenas. Exclusively in the category of beer and malt beverages. Additionally, utilizing marks and branding belonging to the City of Denver in situations defined and agreed upon that would promote both Molson Coors and DAV.

Was this contractor selected by competitive process? Yes **If not, why not?** N/A

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

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

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

Who are the subcontractors to this contract? N/A

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____