ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at MileHighOrdinance@DenverGov.org by **9 a.m. Friday.** Contact the Mayor's Legislative team with questions

Date of Request: _3/13/2025

Please mark one: ☐ **Bill Request** **or** ☒ **Resolution Request**

Please mark one: The request directly impacts developments, projects, contracts, resolutions, or bills that involve property and impact within .5 miles of the South Platte River from Denver's northern to southern boundary? (Check map HERE)

☐ **Yes** ☒ **No**

1. Type of Request:

☒ **Contract/Grant Agreement** ☐ **Intergovernmental Agreement (IGA)** ☐ **Rezoning/Text Amendment**

☐ **Dedication/Vacation** ☐ **Appropriation/Supplemental** ☐ **DRMC Change**

☐ **Other:**

2. Title:

Approves a contract with HCA HEALTHONE LLC for $2,009,085.00 with an end date of 12-31-2027 as an exclusive marketing partner in the entire healthcare category entitled to, but not limited to, signage, an on-site presence, in-market promotions, and digital advertising at Red Rocks, Arts Complex, Denver Coliseum, and Colorado Convention Center, citywide (THTRS-202477566).

3. Requesting Agency: Denver Arts and Venues

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:
(who, what, why)
See attached executive summary.

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

7. City Council District: Citywide

8. **<u>For all contracts,</u> 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):
Sponsorship Agreement

Vendor/Contractor Name (including any dba's):
HCA HEALTHONE LLC; HCA Healthcare, Inc;

Contract control number (legacy and new):
THTRS-202477566

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): 1/1/2025-12/31/2027

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

Current Contract Amount (A)	*Additional Funds (B)*	*Total Contract Amount (A+B)*
2,009,085.00	0	2,009,085.00

Current Contract Term	*Added Time*	*New Ending Date*
1/1/2025-12/31/2027	0	12/31/2027

Scope of work:
HCA Healthone LLC was awarded a three-year contract, from 1/1/2025 – 12/31/2027, as the exclusive marketing partner in the entire healthcare category. The Sponsor would be entitled to certain rights and benefits at Red Rocks, Arts Complex, Denver Coliseum, 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 $2,009,085.00.

Was this contractor selected by competitive process? Yes **If not, why not?**
Marketing - Sponsorship agreement; informal bid completed

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

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____ Date Entered: _____