



## Legislation Details (With Text)

**File #:** 22-1151      **Version:** 1

**Type:** Resolution      **Status:** Adopted

**File created:** 9/13/2022      **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

**On agenda:** 10/3/2022      **Final action:** 10/3/2022

**Title:** A resolution approving a proposed Agreement with Denver Metro Convention & Visitors Bureau, Inc., doing business as Visit Denver, for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, citywide.  
Approves an expenditure contract with Denver Metro Convention & Visitors Bureau, Inc. doing business as Visit Denver, beginning January 1, 2024, and for ten (10) years, to direct a portion of the City's lodger's tax to pay for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, citywide (THTRS-202264279-00). The last regularly scheduled Council meeting within the 30-day review period is on 10-24-2022. The Committee approved filing this item at its meeting on 9-21-2022.

**Sponsors:**

**Indexes:** Lucas Palmisano

**Code sections:**

**Attachments:** 1. RR22-1151\_Arts&Venues- Resolution Request Form - DENVER METRO CONVENTION & VISTORS BUREAU (Visit Denver), revised, 2. RR22-1151\_Arts&Venues-Exec Summary - Denver Metro Convention & Visitor's Bureau (Visit Denver), 3. Presentation to BIZ Committee\_COUNCIL BRIEFINGS (updated Sept 19), 4. 22-1151 Filed Resolution\_DenverMetroConvention&VisitorBureau,Inc.\_202264279-00\_Final\_09262022\_BLM, 5. 22-1151 Filed Agreement\_DenverMetroConvention&VisitorsBureauInc.\_202264279-00\_BLM\_09282022, 6. 22-1151 Filed Resolution\_DenverMetroConvention&VisitorBureau,Inc.\_202264279-00\_Final\_09262022\_BLM, 7. 22-1151 - signed

Date	Ver.	Action By	Action	Result
10/3/2022	1	Council President	signed	
10/3/2022	1	City Council	adopted	Pass
9/21/2022	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved for filing	Pass

### Contract Request Template (Contracts; IGAs; Leases)

**Date Submitted: 9-19-2022**

**Requesting Agency: Arts and Venues  
Division:**

**Subject Matter Expert Name: Ginger White  
Email Address: Ginger.White@denvergov.org  
Phone Number:**

**Item Title & Description:**

*(Do not delete the following instructions)  
These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence*

*description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

*Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.*

**A resolution approving a proposed Agreement with Denver Metro Convention & Visitors Bureau, Inc., doing business as Visit Denver, for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, citywide.**

Approves an expenditure contract with Denver Metro Convention & Visitors Bureau, Inc. doing business as Visit Denver, beginning January 1, 2024, and for ten (10) years, to direct a portion of the City's lodger's tax to pay for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, citywide (THTRS-202264279-00). The last regularly scheduled Council meeting within the 30-day review period is on 10-24-2022. The Committee approved filing this item at its meeting on 9-21-2022.

**Affected Council District(s) or citywide? 9, citywide**

**Contract Control Number:** THTRS-202264279-00

**Vendor/Contractor Name (including any "DBA"):** Denver Metro Convention & Visitors Bureau, Inc. doing business as Visit Denver

**Type and Scope of services to be performed:**

Provide marketing, promotion and booking services of the Colorado Convention Center and to promote Denver as a tourist destination. See executive summary.

**Location (if applicable):** District 9 - Downtown Denver, Colorado Convention Center

**WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):**

N/A

**Are WBE/MBE/DBE goals met (if applicable)?**

N/A

**Is the contract new/a renewal/extension or amendment?**

New

**Was this contractor selected by competitive process or sole source?**

**Sole-** DRMC 20-25

**For New contracts**

**Term of initial contract:**

**1-1-2024 through 12-31-2033**

**Options for Renewal:**

**How many renewals (i.e. up to 2 renewals)?**

**Term of any renewals (i.e. 1 year each):**

**Cost of initial contract term:**

**\$0- lodger's tax**

**Cost of any renewals:**

**Total contract value council is approving if all renewals exercised:**

**For Amendments/Renewals Extensions:**

**Is this a change to cost/pricing; length of term; terms unrelated to time or price (List all that apply)?**

***If length changing***

**What was the length of the term of the original contract?**

**What is the length of the extension/renewal?**

**What is the revised total term of the contract?**

***If cost changing***

**What was the original value of the entire contract prior to this proposed change?**

**What is the value of the proposed change?**

**What is the new/revised total value including change?**

***If terms changing***

**Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)**