



Legislation Details (With Text)

File #: 18-0072 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 1/16/2018 **In control:** Business, Arts, Workforce, & Aeronautical Services Committee

On agenda: 6/11/2018 **Final action:** 6/11/2018

Title: A resolution approving a proposed Sponsorship Agreement between the City and County of Denver and Universal McCann Worldwide, Inc. for sponsorship, advertising and marketing in connection with Red Rocks Amphitheatre.
Approves a three-year revenue contract with Universal McCann Worldwide, Inc. in the amount of \$600,000 for sponsorship, advertising, and marketing support opportunities at Red Rocks Amphitheatre (THTRS-201839473). The last regularly scheduled Council meeting within the 30-day review period is on 6-25-18. The Committee approved filing this item at its meeting on 1-24-18.

Sponsors:

Indexes: Debra Bartleson

Code sections:

Attachments: 1. RR18 0072 DAV Universal McCann, 2. 18-0072 Signed Contract_Universal McCann.201839473-00, 3. 18-0072 Filed Resolution_Universal McCann.201839473-00, 4. 18-0072 Filed Resolution_Universal McCann.201839473-00.pdf, 5. 18-0072 - signed.pdf

Date	Ver.	Action By	Action	Result
6/12/2018	1	Council President	signed	
6/11/2018	1	City Council	adopted	Pass
6/4/2018	1	City Council	postponed to a date certain	
1/24/2018	1	Business, Arts, Workforce, & Aeronautical Services Committee	approved by consent	

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 01-16-18

Requesting Agency: Arts & Venues
Division:

- **Name:** Brian Kitts
- **Phone:** 720-865-4229
- **Email:** brian.kitts@denvergov.org

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 Sponsorship Agreement between the City and County of Denver and Universal McCann Worldwide, Inc. for sponsorship, advertising and marketing in connection with Red Rocks Amphitheatre.

Approves a three-year revenue contract with Universal McCann Worldwide, Inc. in the amount of \$600,000 for sponsorship, advertising, and marketing support opportunities at Red Rocks Amphitheatre (THTRS-201839473). The last regularly scheduled Council meeting within the 30-day review period is on 6-25-18. The Committee approved filing this item at its meeting on 1-24-18.

Affected Council District(s) or citywide?

Contract Control Number: THTRS-201839473

Vendor/Contractor Name (including any "DBA"): Universal McCann Worldwide, Inc

Type and Scope of services to be performed:

This resolution will approve a Sponsorship Agreement Universal McCann Worldwide, Inc. on behalf of its client, FCA US LLC to obtain sponsorship, advertising and marketing support/opportunities in connection with Red Rocks Amphitheatre.

Location (if applicable):

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

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

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

Was this contractor selected by competitive process or sole source?

For New contracts

Term of initial contract: Three years

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: \$600,000

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.)