



Legislation Details (With Text)

File #: 24-0826 **Version:** 1

Type: Resolution **Status:** Approval Review

File created: 6/16/2024 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 6/26/2024 **Final action:**

Title: Amends a revenue agreement with Mark Anthony Brands, Inc., by adding \$620,000 for a new total of \$1,535,000 and two years for a new ending date of 12-31-2026 for sponsorship rights and benefits, including, but not limited to signage, an on-site presence, branded social media promotion and digital advertising at Red Rocks, and the Colorado Convention Center, Denver Performing Arts Complex, and the Denver Coliseum in Council District 10 (THTRS-20272795-01/THTRS-202161000).

Sponsors:

Indexes: Melissa Mata

Code sections:

Attachments: 1. RR24-0826_A&V_Ordinance Resolution Request Form - Mark Anthony Brands - 6.10.pdf

Date	Ver.	Action By	Action	Result
6/26/2024	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	Pass

Other/Miscellaneous Request Template (Appointments; ROW; Code Changes; Zoning Action, etc.)

Date Submitted: 6-24-2024

Requesting Agency: Arts & Venues
Division:

Subject Matter Expert Name: Andrew Lindley
Email Address: Andrew.lindley@denvergov.org
<<mailto:Andrew.lindley@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.*

Amends a revenue agreement with Mark Anthony Brands, Inc., by adding \$620,000 for a new total of \$1,535,000 and two years for a new ending date of 12-31-2026 for sponsorship rights and benefits, including, but not limited to signage, an on-site presence, branded social media promotion and digital advertising at Red Rocks, and the Colorado Convention Center, Denver

Performing Arts Complex, and the Denver Coliseum in Council District 10 (THTRS-20272795-01/THTRS-202161000).

Affected Council District(s) or citywide?
Council District 10

Executive Summary with Rationale and Impact:

Detailed description of the item and why we are doing it. This can be a separate attachment.

Address/Location (if applicable):

Legal Description (if applicable):

Denver Revised Municipal Code (D.R.M.C.) Citation (if applicable):

Draft Bill Attached?