



Legislation Details (With Text)

File #: 24-0868 **Version:** 1

Type: Resolution **Status:** Committee Consent

File created: 6/23/2024 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 7/3/2024 **Final action:**

Title: Approves a contract with Denver Region Toyota Dealers Advertising Group, Inc., for \$1,230,000 and through 5-31-2027 as an exclusive marketing partner entitled to, but not limited to, an on-site presence, in-market promotions, and digital advertising at Red Rocks and Colorado Convention Center, citywide (THTRS-202473031).

Sponsors:

Indexes: Melissa Mata

Code sections:

Attachments: 1. RR24-0868_A&V_Ordinance Resolution Request Form - Toyota - 6.21.pdf

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

Date Submitted: 7-01-2024

**Requesting Agency: Arts & Venues
Division:**

Subject Matter Expert Name: Andrew Lindley
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[<mailto: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.*

Approves a contract with Denver Region Toyota Dealers Advertising Group, Inc., for \$1,230,000 and through 5-31-2027 as an exclusive marketing partner entitled to, but not limited to, an on-site presence, in-market promotions, and digital advertising at Red Rocks and Colorado Convention Center, citywide (THTRS-202473031).

Affected Council District(s) or citywide?
Citywide

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?