



Legislation Details (With Text)

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

Type: Resolution **Status:** Adopted

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

On agenda: 7/15/2024 **Final action:** 7/15/2024

Title: A resolution approving a proposed Contract between the City and County of Denver and Denver Region Toyota Dealers Advertising Group, Inc. 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.
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). The last regularly scheduled Council meeting within the 30-day review period is on 8-5-2024. The Committee approved filing this item at its meeting on 7-3-2024.

Sponsors:

Indexes: Melissa Mata

Code sections:

Attachments: 1. RR24-0868_A&V_Ordinance Resolution Request Form - Toyota - 6.21.pdf, 2. 24-0868 Filed Resolution_Denver Region Toyota Dealers Advertising Group, Inc. 202473031-00, 3. 24-0868 Contract_Denver Region Toyota Dealers Advertising Group Inc. 202473031-00, 4. 24-0868 Filed Resolution_Denver Region Toyota Dealers Advertising Group, Inc., 5. 24-0868_signed.pdf

Date	Ver.	Action By	Action	Result
7/15/2024	1	Council President	signed	
7/15/2024	1	City Council	adopted	Pass
7/3/2024	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	

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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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 Contract between the City and County of Denver and Denver Region Toyota Dealers Advertising Group, Inc. 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.

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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?