



Legislation Details (With Text)

File #: 17-1102 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 10/2/2017 **In control:** Business, Arts, Workforce, & Aeronautical Services Committee

On agenda: 1/16/2018 **Final action:** 1/16/2018

Title: A resolution approving a proposed Sponsorship Agreement between the City and County of Denver and Swire Pacific Holdings, Inc. for beverage services and marketing rights at various events. Approves a five-year contract with Swire Pacific Holdings, Inc., doing business as Coca Cola, for \$1,720,000 in revenue for beverage services and rights to select advertising and promotion at the Colorado Convention Center, Denver Coliseum, Denver Performing Arts Complex, and Red Rocks Amphitheatre (THTRS-201735492). The last regularly scheduled Council meeting within the 30-day review period is on 2-5-18. The Committee approved filing this resolution by consent on 10-18-17.

Sponsors:

Indexes: Debra Bartleson

Code sections:

Attachments: 1. RR17 1102 DAV Swire DBA Coca Cola Request, 2. 17-1102 Signed Contract_Swire.201735492-00, 3. 17-1102 Filed Resolution_SWIRE.201735492-00, 4. 17-1102_Filed Resolution_SWIRE, 5. 17-1102 - signed

Date	Ver.	Action By	Action	Result
1/17/2018	1	Council President	signed	
1/16/2018	1	City Council	adopted	Pass
10/18/2017	1	Business, Arts, Workforce, & Aeronautical Services Committee	approved by consent	

[Contract Request Template \(Contracts; IGAs; Leases\)](#)

Date Submitted: 10-10-17

Requesting Agency: Arts & Venues
Division:

- **Name:** Brian Kitts
- **Phone:** 720-865-4229
- **Email:** brian.kitts@denvergov.org <mailto: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 Swire Pacific Holdings, Inc. for beverage services and marketing rights at various events.

Approves a five-year contract with Swire Pacific Holdings, Inc., doing business as Coca Cola, for \$1,720,000 in revenue for beverage services and rights to select advertising and promotion at the Colorado Convention Center, Denver Coliseum, Denver Performing Arts Complex, and Red Rocks Amphitheatre (THTRS-201735492). The last regularly scheduled Council meeting within the 30-day review period is on 2-5-18. The Committee approved filing this resolution by consent on 10-18-17.

Affected Council District(s) or citywide? Citywide

Contract Control Number: THTRS-201735492

Vendor/Contractor Name (including any "DBA"): Pacific Holdings, Inc., doing business as Coca Cola

Type and Scope of services to be performed:

This will approve a contract for the Denver Arts & Venues corporate partnership program to provide advertising and partnership rights to Swire Pacific Holdings, Inc. The venues in question are in Council District 8 (Denver Performing Arts Complex venues & Colorado Convention Center) and Council District 9 (Denver Coliseum) and Red Rocks Amphitheatre. The contract establishes a revenue agreement between Swire Pacific Holdings, Inc. and Arts & Venues to increase revenue to the City.

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? Competitive RFP

For New contracts

Term of initial contract: 09-01-17 - 06-30-22

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: Revenue generated of \$1,720,000.00 over the life of the contract

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.)