



## Legislation Details (With Text)

**File #:** 21-0229      **Version:** 1

**Type:** Resolution      **Status:** Adopted

**File created:** 2/25/2021      **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

**On agenda:** 3/22/2021      **Final action:** 3/22/2021

**Title:** A resolution approving a proposed Amendatory Agreement between the City and County of Denver and Molson Coors Beverage Company USA, LLC formerly known as MillerCoors, LLC to extend the term for exclusive beer sponsorship rights at all Denver Arts and Venues locations. Amends a sponsorship agreement with MillerCoors, LLC by adding \$30,000 for a new total of \$705,000 and 11 months for a new end date of 12-31-21 to adjust the amount in sponsorship fees paid to the City in 2020 and add a 2021 sponsorship payment from MillerCoors, LLC due to the 2020 COVID-19 pandemic and subsequent cancellation of events at Red Rocks Amphitheatre and the Denver Coliseum (THTRS-201738972). The last regularly scheduled Council meeting within the 30-day review period is on 4-12-21. The Committee approved filing this item at its meeting on 3-10-21.

**Sponsors:**

**Indexes:** John Mahoney

**Code sections:**

**Attachments:** 1. RR21 0229 AVD MillerCoors Sponsorship, 2. RR21 0229 AVD MillerCoors Sponsorship Executive Summary, 3. 21-0229 Filed Resolution\_Molson Coors Beverage Company USA LLC fka MillerCoors LLC\_202056038-01, 4. 21-0229 Amendatory Agreement Molson Coors Beverage Company USA LLC fka MillerCoors LLC 202056038-01, 5. 21-0229 Filed Resolution\_Molson Coors Beverage Company USA LLC fka MillerCoors LLC, 6. 21-0229 - signed

Date	Ver.	Action By	Action	Result
3/22/2021	1	Council President	signed	
3/22/2021	1	City Council	adopted	Pass
3/10/2021	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	

### Contract Request Template (Contracts; IGAs; Leases)

**Date Submitted:** 2-25-21

**Requesting Agency:** Arts and Venues  
**Division:**

**Subject Matter Expert Name:**

Name:	Brian Kitts
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 Amendatory Agreement between the City and County of Denver and Molson Coors Beverage Company USA, LLC formerly known as MillerCoors, LLC to extend the term for exclusive beer sponsorship rights at all Denver Arts and Venues locations.**

Amends a sponsorship agreement with MillerCoors, LLC by adding \$30,000 for a new total of \$705,000 and 11 months for a new end date of 12-31-21 to adjust the amount in sponsorship fees paid to the City in 2020 and add a 2021 sponsorship payment from MillerCoors, LLC due to the 2020 COVID-19 pandemic and subsequent cancellation of events at Red Rocks Amphitheatre and the Denver Coliseum (THTRS-201738972). The last regularly scheduled Council meeting within the 30-day review period is on 4-12-21. The Committee approved filing this item at its meeting on 3-10-21.

**Affected Council District(s) or citywide?** Council District 9, Mountain Parks

**Contract Control Number:** THTRS-201738972

**Vendor/Contractor Name (including any "DBA"):** MillerCoors LLC

**Type and Scope of services to be performed:**

DAV entered into a sponsorship agreement with MillerCoors in 2017 to provide advertising, signage, promotional opportunities and other benefits to Miller Coors in exchange for \$225,000 per year in sponsorship fees for the years 2018, 2019 and 2020. Due to the 2020 COVID-19 pandemic and subsequent cancellation of events at Red Rocks Amphitheatre and the Denver Coliseum, the parties have agreed to reduce sponsorship fees to \$30,000 for 2020, extend the agreement through 2021, and add sponsorship fees of \$225,000 in 2021.

**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:**

**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:**

**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?**

1/1/2018 - 2/1/2021

**What is the length of the extension/renewal?**

11 months

**What is the revised total term of the contract?**

1/1/2018 - 12/31/2021

***If cost changing***

**What was the original value of the entire contract prior to this proposed change?**

\$675,000

**What is the value of the proposed change?**

\$30,000

**What is the new/revised total value including change?**

\$705,000

***If terms changing***

**Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)**