



Legislation Details (With Text)

File #: 22-1240 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 9/25/2022 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 10/17/2022 **Final action:** 10/17/2022

Title: A resolution approving a proposed Second Amendatory Agreement between the City and County of Denver and Swire Pacific Holdings, Inc. to modify the sponsorship fee schedule to allow sponsorship activities during Five Points Jazz Festival and additional promotions at Red Rocks, as well as update the sponsorship benefits and policies.
Amends a sponsorship contract with Swire Pacific Holdings, Inc. for non-alcoholic beverage sponsorship at city venues by adding \$75,000 for a new total of \$1,850,000 to modify the sponsorship fee schedule to allow sponsorship activities during Five Points Jazz Festival and additional promotions at Red Rocks, as well as update the sponsorship benefits and policies. No change to contract duration (THTRS-201735492/ THTRS-202262579). The last regularly scheduled Council meeting within the 30-day review period is on 11-7-2022. The Committee approved filing this item at its meeting on 10-5-2022.

Sponsors:

Indexes: Lucas Palmisano

Code sections:

Attachments: 1. RR22-1240_AV_Ordinance Resolution Request Form - 9.22.pdf, 2. RR22-1240_AV_Exec Summary - Swire (Coca-Cola) revised 09232022, 3. 22-1240 Filed Resolution_Swire Pacific Holdings, Inc._202262579-02_LJH_10072022, 4. 22-1240 Filed Second Amendatory Agreement_SwirePacificHoldingsInc._202262579-02_LJH_10112022, 5. 22-1240 Filed Resolution_Swire Pacific Holdings, Inc._202262579-02_LJH_10072022, 6. 22-1240 - signed

Date	Ver.	Action By	Action	Result
10/17/2022	1	Council President	signed	
10/17/2022	1	City Council	adopted	Pass
10/5/2022	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 10-3-2022

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

**Subject Matter Expert Name: Andrew Lindley
Email Address: 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.

A resolution approving a proposed Second Amendatory Agreement between the City and County of Denver and Swire Pacific Holdings, Inc. to modify the sponsorship fee schedule to allow sponsorship activities during Five Points Jazz Festival and additional promotions at Red Rocks, as well as update the sponsorship benefits and policies.

Amends a sponsorship contract with Swire Pacific Holdings, Inc. for non-alcoholic beverage sponsorship at city venues by adding \$75,000 for a new total of \$1,850,000 to modify the sponsorship fee schedule to allow sponsorship activities during Five Points Jazz Festival and additional promotions at Red Rocks, as well as update the sponsorship benefits and policies. No change to contract duration (THTRS-201735492/ THTRS-202262579). The last regularly scheduled Council meeting within the 30-day review period is on 11-7-2022. The Committee approved filing this item at its meeting on 10-5-2022.

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

Contract Control Number: THTRS-201735492/ THTRS-202262579

Vendor/Contractor Name (including any "DBA"): Swire Pacific Holdings, Inc.

Type and Scope of services to be performed:

In 2017, Denver Arts & Venues (DAV) issued an RFP for a non-alcoholic beverage sponsor at City Venues (Red Rocks, Denver Performing Arts Complex, Denver Coliseum, Colorado Convention Center, McNichols Civic Center). Swire Pacific Holdings was awarded a five-year contract THTRS-201735492 and then amended once extending Agreement, 7/1/2017 - 6/30/2023. Both DAV and the Contractor seek to modify the 2022-2023 payment amount and allow sponsorship activities during Five Points Jazz Festival and additional promotions at Red Rocks. Additionally, the Scope of Sponsorship Benefits (Exh. A) and there is an addition of update Sponsorship Policy (Exh. F).

Scope of work: Provision of advertising, signage, promotional opportunities and other negotiated benefits to Swire in exchange for annual sponsorship fee payments.

Location (if applicable): Red Rocks, Denver Performing Arts Complex, Denver Coliseum, Colorado Convention Center, McNichols Civic Center

WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts): N/A

Are WBE/MBE/DBE goals met (if applicable)? N/A

Is the contract new/a renewal/extension or amendment?

Amendment

Was this contractor selected by competitive process or sole source?

Competitive

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)?

Sponsorship terms and price

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?

1,775,000

What is the value of the proposed change?

75,000

What is the new/revised total value including change?

1,850,000

If terms changing

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