



Legislation Text

File #: 23-1887, Version: 1

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

**Date Submitted: 12-4-2023**

**Requesting Agency: DEDO**  
**Division:**

**Subject Matter Expert Name: Patrick Walton**  
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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 Agreement between the City and County of Denver and Downtown Denver Partnership, Inc., to design and execute downtown recovery activation to fully leverage the reconstruction and reopening of the 16<sup>th</sup> Street Mall, in Council District 10.**

Approves a contract with the Downtown Denver Partnership, Inc. for \$1,150,000 and a term ending on 12-31-2025 to design and execute downtown recovery activation to fully leverage the reconstruction and reopening of the 16<sup>th</sup> Street Mall, in Council District 10. OEDEV-202370197. The last regularly scheduled Council meeting within the 30-day review period is on 1-8-2024. The Committee approved filing this item at its meeting on 12-6-2023. Council member Lewis called this item out at the 12-18-23 meeting for a postponement to 1-02-24.

**Affected Council District(s) or citywide?**

**Council District 10**

**Contract Control Number:**

**OEDEV-202370197**

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

**Downtown Denver Partnership, Inc.**

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

The Downtown Denver Partnership will design and execute downtown recovery activations to fully leverage the opportunity for the reopening of the 16<sup>th</sup> Street Mall, five categories of support are necessary that will leverage the current investments by the City and County of Denver and the Downtown Denver Partnership for the repositioning and reopening of 16<sup>th</sup> Street:

- A. 16<sup>th</sup> Street **Vision and Ground Floor Activation Strategy (Phase II)**
- B. 16<sup>th</sup> Street **Branding, Positioning and Marketing**
- C. 16<sup>th</sup> Street **Business Recruitment and Retention**
- D. 16<sup>th</sup> Street **Public Realm Activation and Experience**
- E. Administration of Activities (charged at 10%)

**Location (if applicable):**

**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?**

New

**Was this contractor selected by competitive process or sole source?**

Sole source

**For New contracts**

<i>Current Contract Amount (A)</i>
\$1,150,000

<i>Current Contract Term</i>
01/01/24 - 12/31/25