



Legislation Text

File #: 17-1102, Version: 1

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

**Date Submitted:** 10-10-17

**Requesting Agency:** Arts & Venues  
**Division:**

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**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.)**