



Legislation Details

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	