



Legislation Text

File #: 24-0868, Version: 1

**Other/Miscellaneous Request Template (Appointments; ROW; Code Changes; Zoning Action, etc.)**

**Date Submitted: 7-01-2024**

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

**Subject Matter Expert Name: Andrew Lindley**  
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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 Contract between the City and County of Denver and Denver Region Toyota Dealers Advertising Group, Inc. as an exclusive marketing partner entitled to, but not limited to, an on-site presence, in-market promotions, and digital advertising at Red Rocks and Colorado Convention Center, citywide.**

Approves a contract with Denver Region Toyota Dealers Advertising Group, Inc., for \$1,230,000 and through 5-31-2027 as an exclusive marketing partner entitled to, but not limited to, an on-site presence, in-market promotions, and digital advertising at Red Rocks and Colorado Convention Center, citywide (THTRS-202473031). The last regularly scheduled Council meeting within the 30-day review period is on 8-5-2024. The Committee approved filing this item at its meeting on 7-3-2024.

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

**Executive Summary with Rationale and Impact:**

*Detailed description of the item and why we are doing it. This can be a separate attachment.*

**Address/Location (if applicable):**

**Legal Description (if applicable):**

**Denver Revised Municipal Code (D.R.M.C.) Citation (if applicable):**

**Draft Bill Attached?**