



Legislation Text

File #: 24-0826, Version: 1

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

**Date Submitted: 6-24-2024**

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

**Subject Matter Expert Name: Andrew Lindley**  
**Email Address: [Andrew.lindley@denvergov.org](mailto:Andrew.lindley@denvergov.org)**  
**[<mailto:Andrew.lindley@denvergov.org>](mailto: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.*

Amends a revenue agreement with Mark Anthony Brands, Inc., by adding \$620,000 for a new total of \$1,535,000 and two years for a new ending date of 12-31-2026 for sponsorship rights and benefits, including, but not limited to signage, an on-site presence, branded social media promotion and digital advertising at Red Rocks, and the Colorado Convention Center, Denver Performing Arts Complex, and the Denver Coliseum in Council District 10 (THTRS-20272795-01/THTRS-202161000).

**Affected Council District(s) or citywide?**  
**Council District 10**

**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?**