



## Legislation Details (With Text)

<b>File #:</b>	18-0423	<b>Version:</b>	1
<b>Type:</b>	Resolution	<b>Status:</b>	Adopted
<b>File created:</b>	4/23/2018	<b>In control:</b>	Business, Arts, Workforce, & Aeronautical Services Committee
<b>On agenda:</b>	6/18/2018	<b>Final action:</b>	6/18/2018
<b>Title:</b>	A resolution approving a proposed Sponsorship Agreement between the City and County of Denver and New Belgium Brewing Company, Inc. for vendor and sponsorship rights at various city venues. Approves a revenue contract with New Belgium Brewing Company, Inc. for \$600,000 and for five years for the marketing and advertising rights in the craft beer category for all Denver Arts and Venues locations, citywide (THTRS-201738891-00). The last regularly scheduled Council meeting within the 30-day review period is on 7-9-18. The Committee approved filing this item at its meeting 5-2-18		
<b>Sponsors:</b>			
<b>Indexes:</b>	Zach Rothmier		
<b>Code sections:</b>			
<b>Attachments:</b>	1. RR18 0423 DAV New Belgium Brewing, 2. 18-0423 Signed Contract_New Belgium.201738891-00, 3. 18-0423 Filed Resolution_New Belgium.201738891-00, 4. 18-0423 Filed Resolution_New Belgium.201738891-00.pdf, 5. 18-0423 - signed		

Date	Ver.	Action By	Action	Result
6/19/2018	1	Council President	signed	
6/18/2018	1	City Council	adopted	Pass
5/2/2018	1	Business, Arts, Workforce, & Aeronautical Services Committee	approved by consent	

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

**Date Submitted:** 4-24-18

**Requesting Agency:** Arts and Venues

### 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 New Belgium Brewing Company, Inc. for vendor and sponsorship rights at various city venues.**

Approves a revenue contract with New Belgium Brewing Company, Inc. for \$600,000 and for five years for the marketing and advertising rights in the craft beer category for all Denver Arts and Venues locations, citywide (THTRS-

201738891-00). The last regularly scheduled Council meeting within the 30-day review period is on 7-9-18. The Committee approved filing this item at its meeting 5-2-18

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

**Contract Control Number:**

THTRS-201738891-00

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

New Belgium Brewing Company, Inc

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

New Belgium Brewing Company, Inc. was awarded exclusive marketing and advertising rights in the craft beer category at all DAV venues starting January 1<sup>st</sup>, 2018 and lasting until December 31<sup>st</sup>, 2020 for a total contract amount of \$600,000.00.

**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?**

**For New contracts**

**Term of initial contract:** Five years

**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:**

\$600,000

**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.)**