



Legislation Details (With Text)

File #: 18-0423 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 4/23/2018 **In control:** Business, Arts, Workforce, & Aeronautical Services Committee

On agenda: 6/18/2018 **Final action:** 6/18/2018

Title: 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

Sponsors:

Indexes: Zach Rothmier

Code sections:

Attachments: 1. RR18 0423 DAV New Belgium Brewing, 2. 18-0423 Signed Contract_New Belgium.201733891-00, 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 1st, 2018 and lasting until December 31st, 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.)