



Legislation Details (With Text)

File #: 19-0091 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 1/29/2019 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 2/19/2019 **Final action:** 2/19/2019

Title: A resolution approving a proposed Agreement between the City and County of Denver and OUTFRONT Media, LLC concerning advertising on the welcome sign at Denver International Airport. Approves a revenue contract with OUTFRONT Media, LLC for \$150,000 annually or 67% of gross advertising sales, whichever is greater, and for five years to develop an appropriate sales market and model to maximize revenue generated by advertising on the welcome sign at Denver International Airport (201738496). The last regularly scheduled Council meeting within the 30-day review period is on 3-11-19. The Committee approved filing this item at its meeting on 2-6-19.

Sponsors:

Indexes: Jonathan Griffin

Code sections:

Attachments: 1. RR19 0091 DIA OUTFRONT Media.pdf, 2. OUTFRONT Media 201738496 Council presentation 181231 (002) PD edits, 3. 19-0091 Filed Resolution OUTFRONT Media LLC, 4. 19-0091 Filed Resolution OUTFRONT Media LLC.pdf, 5. 19-0091 - signed.pdf

Date	Ver.	Action By	Action	Result
2/20/2019	1	Council President	signed	
2/19/2019	1	City Council	adopted	Pass
2/6/2019	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved for filing	Pass

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 1-29-19

Requesting Agency: Denver International Airport
Division:

Subject Matter Expert Name:

Name:	Angela Casias
Email:	Angela.Casias@flydenver.com

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 Agreement between the City and County of Denver and OUTFRONT Media, LLC concerning advertising on the welcome sign at Denver International Airport.

Approves a revenue contract with OUTFRONT Media, LLC for \$150,000 annually or 67% of gross advertising sales, whichever is greater, and for five years to develop an appropriate sales market and model to maximize revenue generated by advertising on the welcome sign at Denver International Airport (201738496). The last regularly scheduled Council meeting within the 30-day review period is on 3-11-19. The Committee approved filing this item at its meeting on 2-6-19.

Affected Council District(s) or citywide?

Contract Control Number: 201738496

Vendor/Contractor Name (including any "DBA"): OUTFRONT Media LLC

Type and Scope of services to be performed:

This Standard Concession Agreement with OUTFRONT Media, LLC, is for advertising services involving the Peña Boulevard Welcome Sign. The Minimum Annual Privilege Fee (MAPF) for year one will be \$150,000.00 or 67% of gross advertising sales, whichever is greater.

Location (if applicable):

WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):

ACDBE Goal 2%;

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?

Competitive

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: \$150,000.00 MAPF; or 67% of Gross Rent Annually

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.)