



Legislation Details (With Text)

File #: 21-0668 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 6/7/2021 **In control:** Business, Arts, Workforce, & Aviation Services Committee

On agenda: 6/28/2021 **Final action:** 6/28/2021

Title: A resolution approving a proposed Amendatory Agreement between the City and County of Denver and Starcom Worldwide, Inc., to change marketing agency, increase contract amount and extend the term for sponsorship, advertising and marketing in connection with Red Rocks Amphitheatre. Amends a revenue contract with Universal McCann Worldwide, Inc. by adding \$43,155 for a new total of \$643,155, and one year for a new end date of 12-31-21 and changing the vendor name to Starcom Worldwide, Inc. for sponsorship at Red Rocks Amphitheatre (THTRS-201840339). The last regularly scheduled Council meeting within the 30-day review period is on 7-19-21. The Committee approved filing this item at its meeting on 6-16-21.

Sponsors:

Indexes: John Mahoney

Code sections:

Attachments: 1. RR21 0668 AVD Jeep Sponsorship Request, 2. RR21 0668 AVD Jeep Sponsorship Summary, 3. 21-0668 Filed Resolution_Starcom Worldwide, Inc., 202056980-01, 4. 21-0668 Amendatory Agreement Starcom Worldwide, Inc., 202056980-01, 5. 21-0668 Filed Resolution_Starcom Worldwide, Inc., 6. 21-0668 - signed

Date	Ver.	Action By	Action	Result
6/28/2021	1	Council President	signed	
6/28/2021	1	City Council	adopted	Pass
6/16/2021	1	Business, Arts, Workforce, & Aviation Services Committee	approved by consent	

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 6-7-21

Requesting Agency: Arts and Venues
Division:

Subject Matter Expert Name:

Name: Andrew Lindley
Email: Andrew.Lindley@denvergov.org

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.

..title
A resolution approving a proposed Amendatory Agreement between the City and County of Denver and Starcom Worldwide, Inc., to change marketing agency, increase contract amount and extend the term for sponsorship, advertising

and marketing in connection with Red Rocks Amphitheatre.

Amends a revenue contract with Universal McCann Worldwide, Inc. by adding \$43,155 for a new total of \$643,155, and one year for a new end date of 12-31-21 and changing the vendor name to Starcom Worldwide, Inc. for sponsorship at Red Rocks Amphitheatre (THTRS-201840339). The last regularly scheduled Council meeting within the 30-day review period is on 7-19-21. The Committee approved filing this item at its meeting on 6-16-21.

..body

Affected Council District(s) or citywide? Mountain Parks

Contract Control Number: THTRS-201840339

Vendor/Contractor Name (including any "DBA"): Starcom Worldwide, Inc. (Formerly Universal McCann)

Type and Scope of services to be performed:

In 2017 Denver Arts & Venues (DAV) issued an RFP for an automotive sponsor at Red Rocks Amphitheatre (Red Rocks). Universal McCann Worldwide (representing Jeep) was awarded a three-year contract THTRS-201839473, from 1/1/2018 - 12/31/2020. Due to the ongoing COVID-19 pandemic, both DAV and the Contractor seek to adjust the contract to reflect mass gathering limitations that affected Sponsor benefits during 2020. During the course of the contract, Universal McCann was acquired by Starcom and the contract was assigned to Starcom.

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?

Competitive process

For New contracts

Term of initial contract:

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:

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?

1/1/2018 - 12/31/2020

What is the length of the extension/renewal?

1 year

What is the revised total term of the contract?

1/1/2018 - 12/31/2021

If cost changing

What was the original value of the entire contract prior to this proposed change?

\$600,000

What is the value of the proposed change?

\$43,155

What is the new/revised total value including change?

\$643,155

If terms changing

Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)