



Legislation Details

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	