



Legislation Details (With Text)

File #: 22-1151 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 9/13/2022 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 10/3/2022 **Final action:** 10/3/2022

Title: A resolution approving a proposed Agreement with Denver Metro Convention & Visitors Bureau, Inc., doing business as Visit Denver, for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, citywide.
Approves an expenditure contract with Denver Metro Convention & Visitors Bureau, Inc. doing business as Visit Denver, beginning January 1, 2024, and for ten (10) years, to direct a portion of the City’s lodger’s tax to pay for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, citywide (THTRS-202264279-00). The last regularly scheduled Council meeting within the 30-day review period is on 10-24-2022. The Committee approved filing this item at its meeting on 9-21-2022.

Sponsors:

Indexes: Lucas Palmisano

Code sections:

Attachments: , , , , ,

Date	Ver.	Action By	Action	Result
10/3/2022	1	Council President	signed	
10/3/2022	1	City Council	adopted	Pass
9/21/2022	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved for filing	Pass

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 9-19-2022

Requesting Agency: Arts and Venues
Division:

Subject Matter Expert Name: Ginger White
Email Address: Ginger.White@denvergov.org
Phone Number:

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 with Denver Metro

Convention & Visitors Bureau, Inc., doing business as Visit Denver, for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, citywide.

Approves an expenditure contract with Denver Metro Convention & Visitors Bureau, Inc. doing business as Visit Denver, beginning January 1, 2024, and for ten (10) years, to direct a portion of the City's lodger's tax to pay for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, citywide (THTRS-202264279-00). The last regularly scheduled Council meeting within the 30-day review period is on 10-24-2022. The Committee approved filing this item at its meeting on 9-21-2022.

Affected Council District(s) or citywide? 9, citywide

Contract Control Number: THTRS-202264279-00

Vendor/Contractor Name (including any "DBA"): Denver Metro Convention & Visitors Bureau, Inc. doing business as Visit Denver

Type and Scope of services to be performed:

Provide marketing, promotion and booking services of the Colorado Convention Center and to promote Denver as a tourist destination. See executive summary.

Location (if applicable): District 9 - Downtown Denver, Colorado Convention Center

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

N/A

Are WBE/MBE/DBE goals met (if applicable)?

N/A

Is the contract new/a renewal/extension or amendment?

New

Was this contractor selected by competitive process or sole source?

Sole- DRMC 20-25

For New contracts

Term of initial contract:

1-1-2024 through 12-31-2033

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:

\$0- lodger's tax

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.)