



Legislation Details (With Text)

**File #:** 24-0868      **Version:** 1

**Type:** Resolution      **Status:** Adopted

**File created:** 6/23/2024      **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

**On agenda:** 7/15/2024      **Final action:** 7/15/2024

**Title:** A resolution approving a proposed Contract between the City and County of Denver and Denver Region Toyota Dealers Advertising Group, Inc. as an exclusive marketing partner entitled to, but not limited to, an on-site presence, in-market promotions, and digital advertising at Red Rocks and Colorado Convention Center, citywide.  
Approves a contract with Denver Region Toyota Dealers Advertising Group, Inc., for \$1,230,000 and through 5-31-2027 as an exclusive marketing partner entitled to, but not limited to, an on-site presence, in-market promotions, and digital advertising at Red Rocks and Colorado Convention Center, citywide (THTRS-202473031). The last regularly scheduled Council meeting within the 30-day review period is on 8-5-2024. The Committee approved filing this item at its meeting on 7-3-2024.

**Sponsors:**

**Indexes:** Melissa Mata

**Code sections:**

**Attachments:** , , , ,

Date	Ver.	Action By	Action	Result
7/15/2024	1	Council President	signed	
7/15/2024	1	City Council	adopted	Pass
7/3/2024	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	

**Other/Miscellaneous Request Template (Appointments; ROW; Code Changes; Zoning Action, etc.)**

**Date Submitted: 7-01-2024**

**Requesting Agency: Arts & Venues**  
**Division:**

**Subject Matter Expert Name: Andrew Lindley**  
**Email Address: [Andrew.lindley@denvergov.org](mailto:Andrew.lindley@denvergov.org) <mailto:Andrew.lindley@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 Contract between the City and County of Denver and Denver Region Toyota Dealers Advertising Group, Inc. as an exclusive marketing partner entitled to, but not limited to, an on-site presence, in-market promotions, and digital advertising at Red Rocks and Colorado Convention Center, citywide.**

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**Affected Council District(s) or citywide?**

**Citywide**

**Executive Summary with Rationale and Impact:**

*Detailed description of the item and why we are doing it. This can be a separate attachment.*

**Address/Location (if applicable):**

**Legal Description (if applicable):**

**Denver Revised Municipal Code (D.R.M.C.) Citation (if applicable):**

**Draft Bill Attached?**