



Denver City Council

Public Amenities Committee Summary

Date: Jan. 3, 2006 Time: 11:00 a.m. Location: Council Conference Room

Members Present: Lehmann, Linkhart, Robb
Members Absent: Johnson
Other Council Present: None

1. Theatres & Arenas – Instant Access Media

Committee Action

The Committee approved a contract with Instant Access Media to provide a digital broadcast network for facilities managed by Theaters & Arenas with a minimum revenue guarantee of \$100,000 for Theatres & Arenas from sale of advertising time.

Summary of Discussion

Jack Finlaw, Director of Theaters & Arenas, said this is exciting new technology, and Denver is one of the first cities to pursue it. Theatres & Arenas and Purchasing issued a Request for Proposals (RFP) and received two responses. Instant Access Media (IAM) was selected following oral interviews and careful consideration by the selection committee.

Under the terms of the proposed agreement, IAM will install a minimum of 40 plasma video screens in the facilities managed by Theatres & Arenas: the Convention Center, Denver Performing Arts Center, Red Rocks and the Coliseum. IAM will program the video information, subject to Theatres & Arenas approval, and screen time would be divided in thirds as follows:

- facility and event information from Theatres & Arenas;
- event information from other city venues, such as the Denver Zoo and Botanic Gardens; and
- commercial advertising sold by IAM.

Other points made during the conversation included:

- Only two companies responded to the Request for Proposals.
- A 5-year contract with two 1-year extensions by mutual agreement is proposed.
- IAM would manage the programming and commercial sales.
- Theatres & Arenas will control placement in each of the venues.
- Theatres & Arenas will control content, including the commercial advertising.
- Screens can be programmed individually so that content can vary by location.
- Most of the 42-inch screens will provide video only, although some audio may be used at times in appropriate locations.

--continued--

- This is a way to reduce the clutter of promotional and sponsorship banners and signage.
- The system has potential homeland security application.
- Pricing is very competitive.

Councilman Linkhart suggested that the system has potential for announcing neighborhood events, Mayor's and Council members' "town meetings", and Tier III organization performances. He said he could not judge if this is a good deal for the City, and asked for more specific pricing information. Erik Dyce, Director of Marketing for Theatres & Arenas, admitted that he is not certain that this is the right pricing arrangement, since this is a new technology application, but it appears to be appropriate based on rates for other forms of advertising. IAM guarantees a minimum of \$100,000 per year in revenue and will pay the following percentages of net advertising sales (gross sales less cost of equipment):

- 15% of sales up to \$1.5 million
- 17.5% of sales from \$1.5 to \$2 million
- 20% of sales above \$2 million

2. Parks & Recreation – Marketing and Scholarship Program

Daniel Betts, Deputy Manager for Recreational & Facility Services, introduced Dody Erickson, Director of ten recreation centers in west Denver, the Aquatics Program, and Special Needs Program; Mike Barney, Director of ten recreation centers in east Denver; and Tiffany Moehring, Director of Marketing & Communications. Together, they presented an overview of the new informational and marketing tools and the redesigned scholarship program. The highlights of the discussion included the following.

Marketing Information

- New fees went into effect 1/1/06.
- Parks & Recreation (P&R) is working hard on scheduling so that residents will know that when Denver Public Schools is "out", P&R is "in".
- New brochures outlining the various membership packages have been printed in English and in Spanish.
- New membership information is also available on DenverGov.org.
- A membership is valid at all 29 recreation centers.
- People do not have to be a member in order to register for specific classes.
- The Limited Card was eliminated under the new fee schedule. People who still have "punches" left on their Limited Card are receiving the full \$20 credit toward purchase of a membership.
- A new, simpler registration form is in use.
- New standardized information displays and signage are in all centers.
- Channel 8 worked with P&R on a public service announcement concerning the programs.
- A promotional flyer will be inserted in the newspapers, and direct mail campaigns, including to current members, are planned.
- A comprehensive, system-wide program brochure is being considered (program brochures have historically been prepared by areas of the city).
- The Committee will receive a briefing on the results of the survey completed as part of the recreation study after February.

--continued--

Scholarship Program

- The availability of scholarships is now noted on all marketing and informational materials.
- Scholarships are applicable to any charge or fee over \$10 (very few are less than \$10).
- Scholarship discounts range from 10-100% of full price, depending on the need.
- New, simpler application forms have been designed.
- Center directors talk to applicants about what they can afford to pay and about the various types of memberships now available (3 month, 6 month, etc).
- If a discount of over 50% is requested, the center manager sends the application to the Deputy Director.
- The majority of requests are less than 50%.
- Applications are reviewed and decisions made within two working days.
- Only one application per year is now necessary. Once a scholarship amount has been determined, that is applicable for any classes, activities, etc. all year.
- Participants are encouraged to let the director know if their financial situation changes during the year.
- Each center maintains its own scholarship database, but the Deputy Manager tracks scholarships system-wide.
- In 2005, \$93,000 in scholarships were requested; \$54,000 were granted.
- P&R is seeking additional sponsors, such as Oakwood Homes and Stapleton, which have sponsored a certain number of kids.
- The Committee will receive more information on how the redesigned program is going after February.

Gretchen Williams
01-07-06