



Public Amenities Committee
Meeting Summary

Date: Aug. 22, 2007

Time: 11:00 a.m.

Location: Room 391

Members Present: Lehmann, Johnson, Madison, Robb

Members Absent: None

Other Council Present: Hancock

- Denver Performing Arts Complex signage lease agreement
 - Bonfils Theatre Complex appropriation
 - Golf rescissions and appropriation
 - Naming the Joan Birkland Pavilion at Gates Tennis Center
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1. Denver Performing Arts Complex Signage Lease Agreement

Committee Action

The Committee approved filing the lease agreement with Young Electronic Sign Company.

Summary of Discussion

Jack Finlaw, Director, and Colin Lewis, Director of Finance, Theatres & Arenas, requested approval of a lease agreement with Young Electronic Sign Company. YESCO will fabricate, install, maintain and repair and provide programming support for 5 new, full-color, LED programmable marquee signs, replacing the existing, outdated bulb signs. Main points made during the discussion included:

- The lease agreement is for 5 years with an option to extend for 2 more years.
- The decision was made to lease signage rather than purchase due to the rapid changes in technology.
- New signs should be installed by the end of the year.
- The new signs will be installed within the refurbished frames of the existing signs once the fiber optic cable is installed.
- Marquees are located at:
 - Two @ Speer & Arapahoe (1 oriented in each direction)
 - Two @ 14th St. & Arapahoe (on the parking structure)
 - One @ 14th St & Curtis
- Theatres & Arenas will pay YESCO \$262,671 the first year and \$212,671 in years 2 through 7.
- Due to a savings of \$45,000 annually in electric costs, the net annually increase is \$100,000.
- A Request for Proposals was June 4; 8 vendors responded with proposals.
- These signs will have the look and feel of the planned signage for 14th Street and the rest of the Downtown Theatre District.

- Sponsorship for sign messages will be sold; announcement of shows and events is part of the theatre rental fee.
- Theatres & Arenas hopes to install identifying signage for the Colorado Convention Center on the Speer side in the near future so that Wells Fargo Theatre signage will not be alone.

2. Bonfils Theater Complex appropriation

Committee Action

The Committee approved filing a bill appropriating \$317,000 from the Entertainment & Cultural Capital Projects Fund (seat tax fund) for internal repairs at the Helen Bonfils Theatre Complex at the Denver Performing Arts Complex.

Summary of Discussion

Jack Finlaw, Director, and Colin Lewis, Director of Finance, Theatres & Arenas, requested appropriation of \$317,000 from the seat tax fund for capital maintenance and repairs to the interior of the Helen Bonfils Theatre Complex.

- The Denver Center for the Performing Arts (DCPA) built the Helen Bonfils Theatre Complex in the late 1970s and donated the building to the City.
- DCPA operates and maintains the theatres under a long-term lease with the City.
- The City's 10% seat tax is collected at the Bonfils theatres, about \$450,000 annually.
- DCPA has not received any financial support for maintenance and support for the interior of the theatres, and this is its first request for funds from the seat tax fund.
- Theatres & Arenas supports the DCPA's request as fair and reasonable.

Mr. Finlaw noted that the policy has always been to maintain a \$1 Million balance in the fund, but with the loss of the \$2.7 Million Broncos' payment, that will not be possible. In addition to funding capital projects, the fund makes the debt payments on The Ellie Caulkins Opera House and on the Temple Buell Theater. The sustainability of this fund is an issue the City must address.

3. Golf rescissions & appropriation for golf course irrigation projects

Committee Action

The Committee approved filing a bill rescinding \$252,029 from 7 completed golf projects and re-appropriating that amount to irrigation projects at Overland, Kennedy and Willis Case golf courses.

Summary of Discussion

Scott Rethlake, Director of Golf, and Kelly Marlin, Office of the Parks & Recreation Manager, requested rescinding and re-appropriating the funds.

- The 7 projects are completely finished, and the project budgets still have funds.
- This request is to close out those 7 project budgets and reassign the funds to the irrigation projects at Overland, Kennedy and Willis Case golf courses.
- Irrigation installation projects will cover:
 - 27 holes at Kennedy (the 9 newest holes have an irrigation system);
 - 9 holes at Overland; and
 - 9 holes at Willis Case.

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4. Naming the Joan Birkland Pavilion at Gates Tennis Center

Committee Action

The Committee supported the proposal put forward by The Park People and the Gates Family Foundation to name the new pavilion for local athlete Joan Birkland under Parks & Recreation major gift policy. Due to miscommunications, the Committee was under the impression that the Manager of Parks & Recreation rather than Council had the authority to name a structure within a Parks & Recreation facility. The Committee supported a Council proclamation in honor of the naming.

Subsequently, it was determined that under the Department's policy, a Council ordinance is required.

Summary of Discussion

Tom Kaesemeyer, Gates Family Foundation, and Kelly Marlin, Office of the Parks & Recreation Manager, discussed naming the new pavilion at the Gates Tennis Center for Joan Birkland.

The Gates Family Foundation constructed the tennis center at Steele and Bayaud in 1974. The facility is managed by The Park People. While it is a City facility, the only City financial support is maintenance of the parking lot and provision of water. Gates Tennis Center has provided affordable tennis facilities and instruction for over 6,000 players annually; provides free and low-cost instruction to Denver's youth; hosts the high school 5A championships and the Colorado Open, as well as most of U.S. Tennis Association league play.

A public-private partnership undertook a 3-year, recently-completed \$4.7 million renovation of the Center. The project included reconstruction of four courts, renovation of others, and construction of a new, ADA-compliant clubhouse. The Colorado Tennis Association will lease the second floor for office space, providing \$80,000 annually to the Center.

The committee formed to raise \$3.7 million in private funds has proposed that the clubhouse, or pavilion, be named in honor of Joan Birkland, a Denver resident who grew up playing all sports at City Park and at East High School and now heads the organization "Sportswomen of Colorado". With the goal of raising the \$250,000 required to name the building, the group has been successful. Gifts from \$500 to \$50,000 have been given. Neighbors on Ms. Birkland's block in Hilltop raised over \$1,000.

The request was presented to the Parks & Recreation Advisory Board, which supports the proposed name, Joan Birkland Pavilion.

The fundraising committee consisted of:

- Mayor John Hickenlooper (ex officio);
- Patrick Hayes, Executive Director, The Park People;
- Fritz Garger, Colorado Tennis Association;
- The Park People Members Cappy Shopneck, John Hereford, Maggie Morrissey, Mardi Cannon, and Suzanne White;
- Tom Kaesemeyer, Gates Family Foundation
- Sam Hitman, concessionaire with The Gats Tennis Center;
- Pete Douglas, principal with Stanley Energy.