



Legislation Text

File #: Pres 19-366, **Version:** 1

Aerotropolis Regional Committee Funding and Update

Summary and Background Information:

In 2015, voters in Denver and Adams Counties approved a ballot measure for revenue sharing and increased development opportunities on and surrounding Denver International Airport (DEN). As part of the new Agreement, a regional group was formed for marketing and potentially infrastructure planning. The regional group is made up of four representatives from Denver/DEN and four from Adams County. City Manager Brian McBroom is one of the four representatives from Adams County. Michelle Claymore, Economic Development Director, is the alternate. The other Adams County members represent the County, Aurora, and Brighton.

The group named itself the Aerotropolis Regional Committee (ARC) and is tasked with developing and executing a branding, marketing and public relations strategy. The group hired a national marketing firm, Ogilvy, to help develop a strategy that was broken into three phases.

Phase I work is complete at a cost of \$1 million. This cost was divided between the Adams County Airport Coordinating Committee and City/County of Denver. Commerce City was not required to give any direct funds for Phase I. Commerce City's share of the nearly \$1 million for Phase II work was \$137,500. This was paid in 2018. Another \$175,000 is appropriated in 2019 towards Phase III work. A 2020 budget enhancement funding request of \$175,000 is for an anticipated share of the execution strategy.

Staff Responsible (Department Head): Michelle Claymore, Economic Development Director

Staff Member Presenting: Michelle Claymore-ED Division

Financial Impact: \$175,000

Funding Source: General Fund

Staff Recommendation: No action is needed at this time

Suggested Motion: n/a