

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team

at MileHighOrdinance@DenverGov.org by **11 a.m. Monday**. Contact the Mayor’s Legislative team with questions

Date of Request: 03/01/2023

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment
- Dedication/Vacation Appropriation/Supplemental DRMC Change
- Other:

2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Youth Marijuana Education Campaign (Amelie Company) Contract. A contract with Amelie Company (**EXCIS-202265807**) to facilitate the Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement.

3. Requesting Agency: Department of Excise and Licenses, Office of Marijuana Policy

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Erica N. Rogers Eric Escudero	Name: Erica N. Rogers Eric Escudero
Email: Erica.Rogers@denvergov.org Eric.Escudero@denvergov.org	Email: Erica.Rogers@denvergov.org Eric.Escudero@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

This resolution request is to approve a new contract with a vendor to create content for the High Costs youth education campaign. The campaign is part of the city’s broad approach to youth marijuana education and prevention of underage use and abuse. As the vendor selected through a competitive RFP process, Amelie Company will create engaging and targeted educational content for the campaign. The scope of work will include a full-year account management and strategy, creative development including production coordination and production expenses, media planning and tracking including a post-campaign media report, website maintenance, social media content creation, and public relations support.

6. City Attorney assigned to this request (if applicable): Laurie Heydman

7. City Council District: City-wide

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

To be completed by Mayor’s Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):

Professional Services > \$500K

Vendor/Contractor Name: Amelie Company

Contract control number: EXCIS-202265807

Location: City-wide

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** _____

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):

One-year contract with a city option to renew for the next four years. The total cost if all five years are used is \$1.875 million, not to exceed \$375,000 each year.

There are four options to renew administratively in the five-year contract we are asking Council to approve. The contract would not come to City Council for a renewal during the five years.

Contract Amount (indicate existing amount, amended amount and new contract total):

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$1.875 million		\$1.875 million

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1 year + 4 1 year options		2027

Scope of work: See attached

Was this contractor selected by competitive process? Yes **If not, why not?**

Has this contractor provided these services to the City before? Yes No

Source of funds: General Fund/Denver Excise and Licenses-Office of Marijuana Policy (01010-4001400)

Is this contract subject to: W/MBE DBE SBE XO101 ACDBE N/A

WBE/MBE/DBE commitments (construction, design, Airport concession contracts):

Who are the subcontractors to this contract? N/A

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