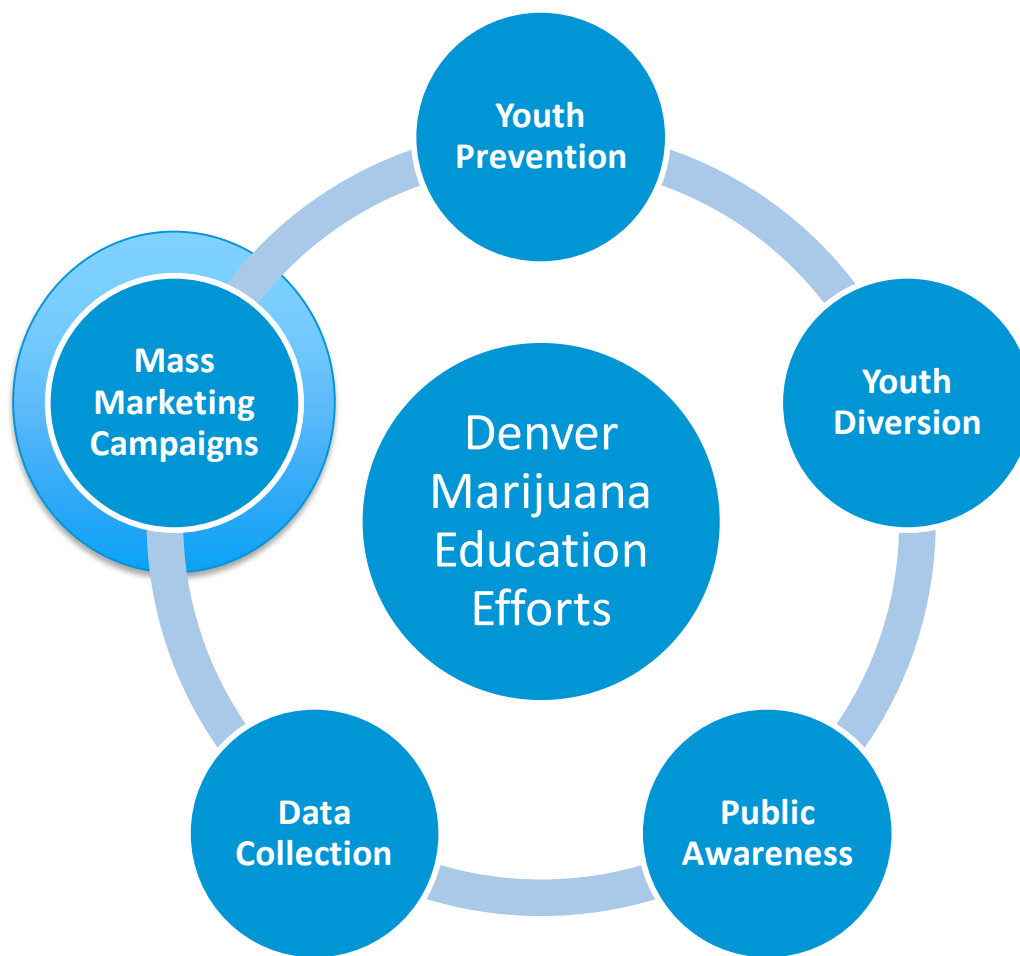




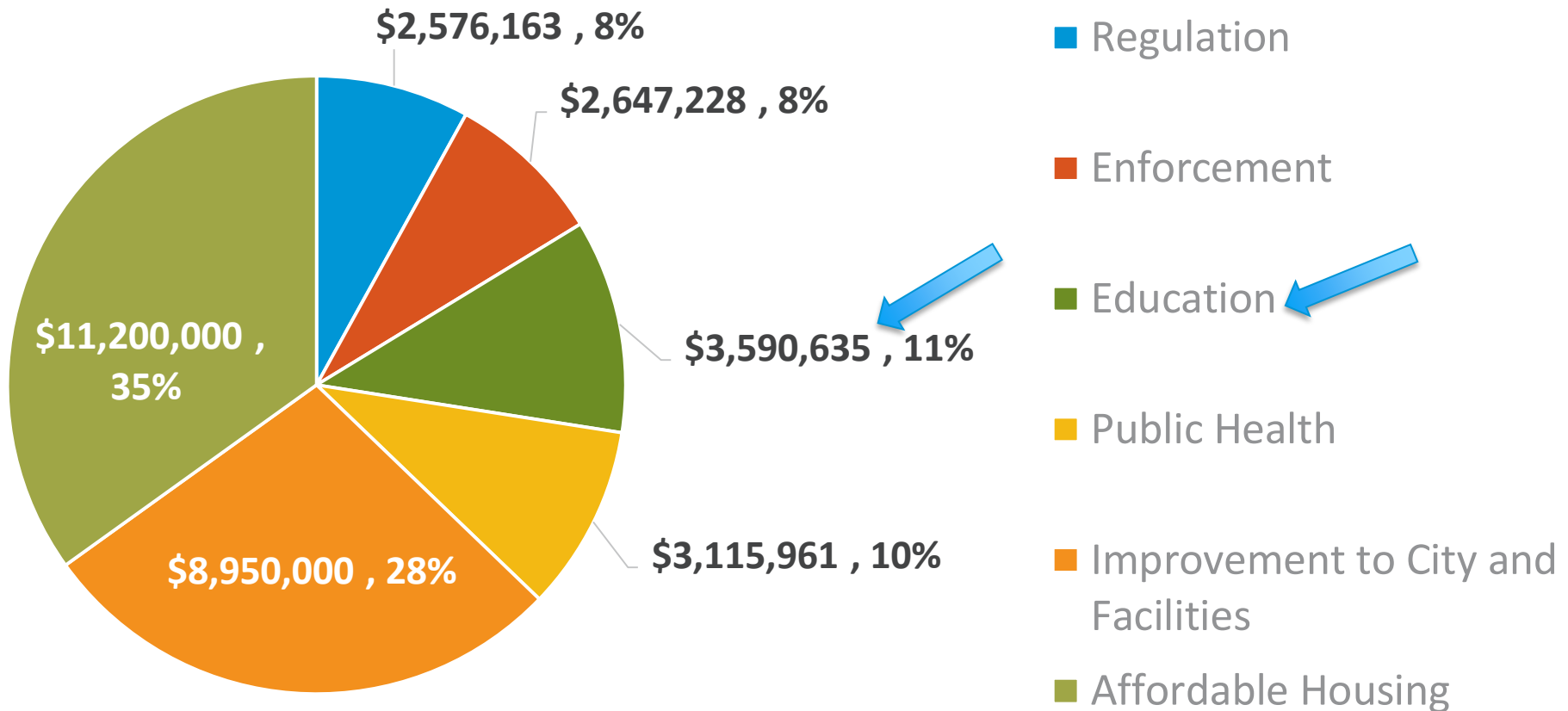
Amélie Company Contract Amendment

March 4, 2019

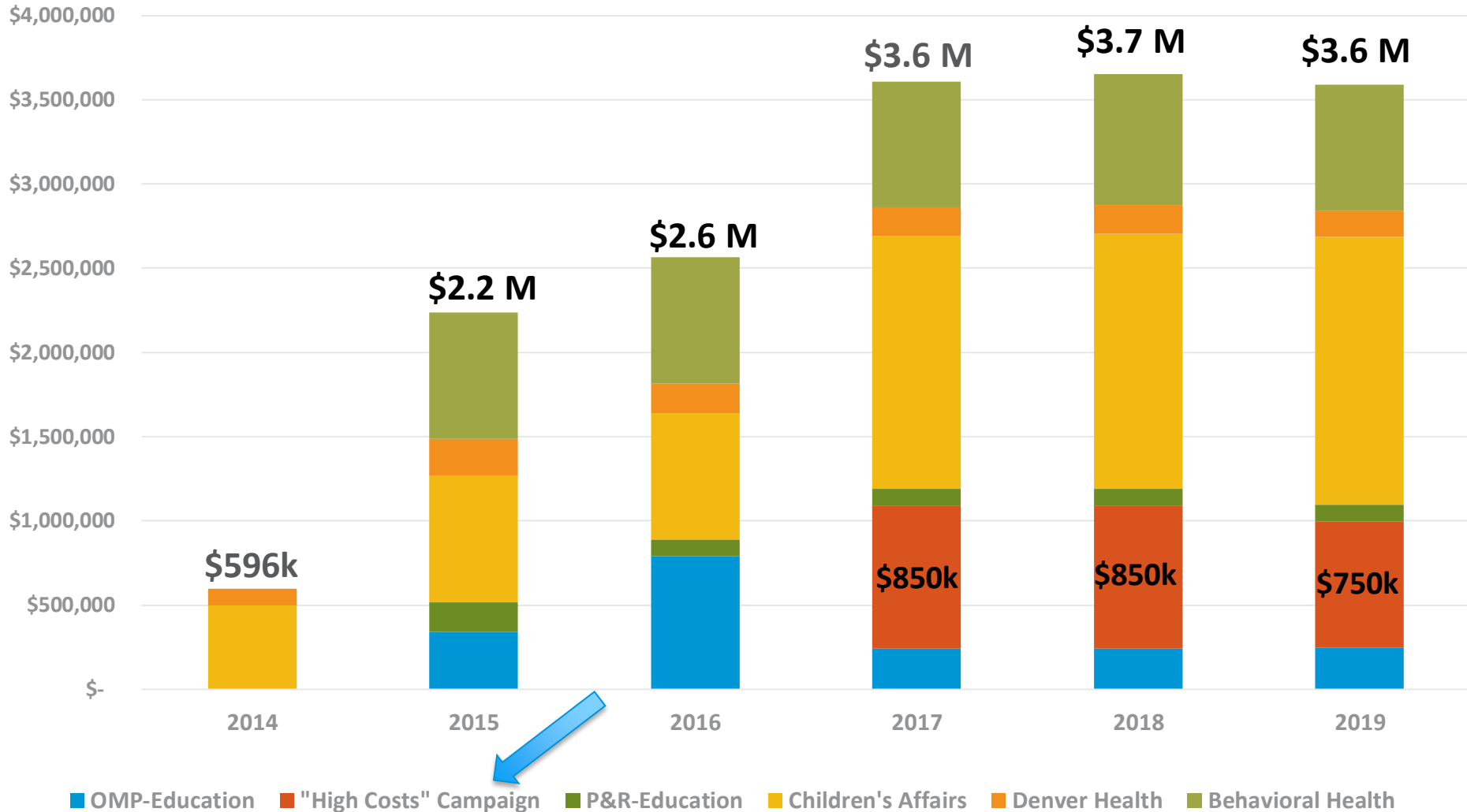
DENVER'S MARIJUANA PREVENTION AND EDUCATION APPROACH



2019 Retail Marijuana and Special Sales Tax Allocation



Denver's Budgeted Marijuana Education and Prevention Funds



Denver Educational Efforts – Marijuana Revenue

Website: Denver Marijuana Information

- denvergov.org/marijuanainfo

DENVER MARIJUANA INFO

The City and County of Denver takes a collaborative approach to the management of marijuana, which includes multiple city agencies working together to address marijuana regulation, enforcement and education. This Denver Marijuana Information center provides links to information about marijuana business licensing, inspections and permits, news, and other important topics.

The grid contains the following cards:

- Data and Statistics:** Features a pie chart and a pen.
- Know the Law:** Features a red background with white text and icons. A yellow arrow points from this card to the 'Data and Statistics' card with the text 'Click on data and statistics'.
- Social Consumption:** Features a green background with a white box containing the text 'DESIGNATED MARIJUANA CONSUMPTION AREA'.
- 2018 Annual Report:** Features a dark blue background with white text: 'THE DENVER COLLABORATIVE APPROACH' and 'LEADING THE WAY IN MEDICINAL MARIJUANA MANAGEMENT 2018'.
- Marijuana Management Symposium:** Features a white background with logos for 'DENVER THE MILE HIGH CITY' and 'INFOCAST', and the text 'MARIJUANA MANAGEMENT SYMPOSIUM 2018' and 'OCTOBER 25 - NOVEMBER 7 | ANGLARY HOTEL | DENVER, COLORADO'.
- Education:** Features a white background with a graduation cap icon and the text 'Education'.

MARIJUANA DATA & STATISTICS

The grid contains the following icons:

- Revenue:** Dollar sign icon.
- Gross Sales:** Line graph icon.
- Budget & Expenditures:** Piggy bank icon.
- Public Health Reports:** Heart with pulse line icon.
- Past Presentations:** Person at a computer icon.
- Open Data:** Pie chart icon.
- Education:** Graduation cap icon. A yellow arrow points from the 'Education' icon to the 'Education Map' text.

Education Map

Link to the map:

<https://geospatialdenver.maps.arcgis.com/apps/MapJournal/index.html?appid=3050915224f640459d753b1298ce0d2a>

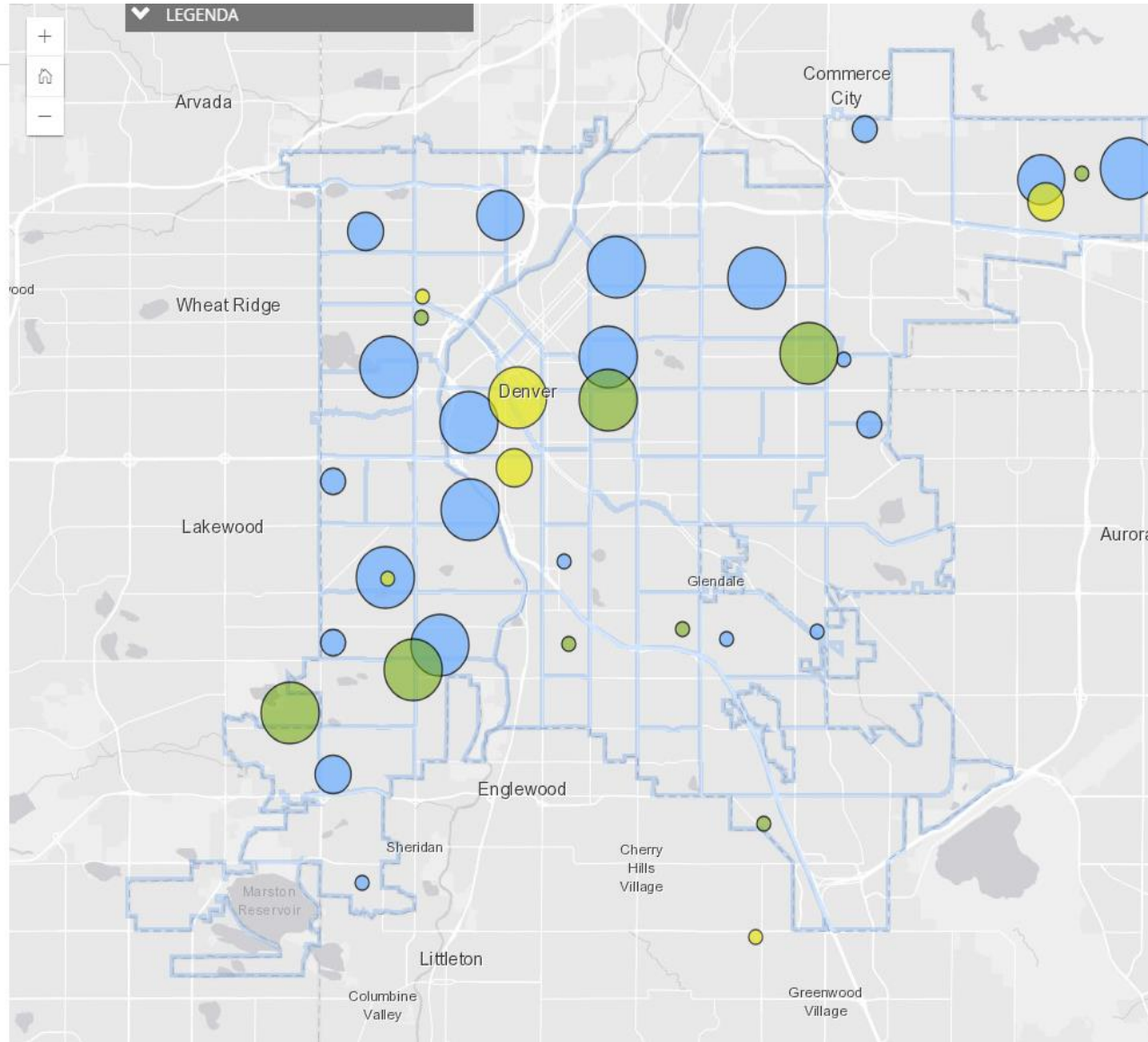
Marijuana Education and Prevention

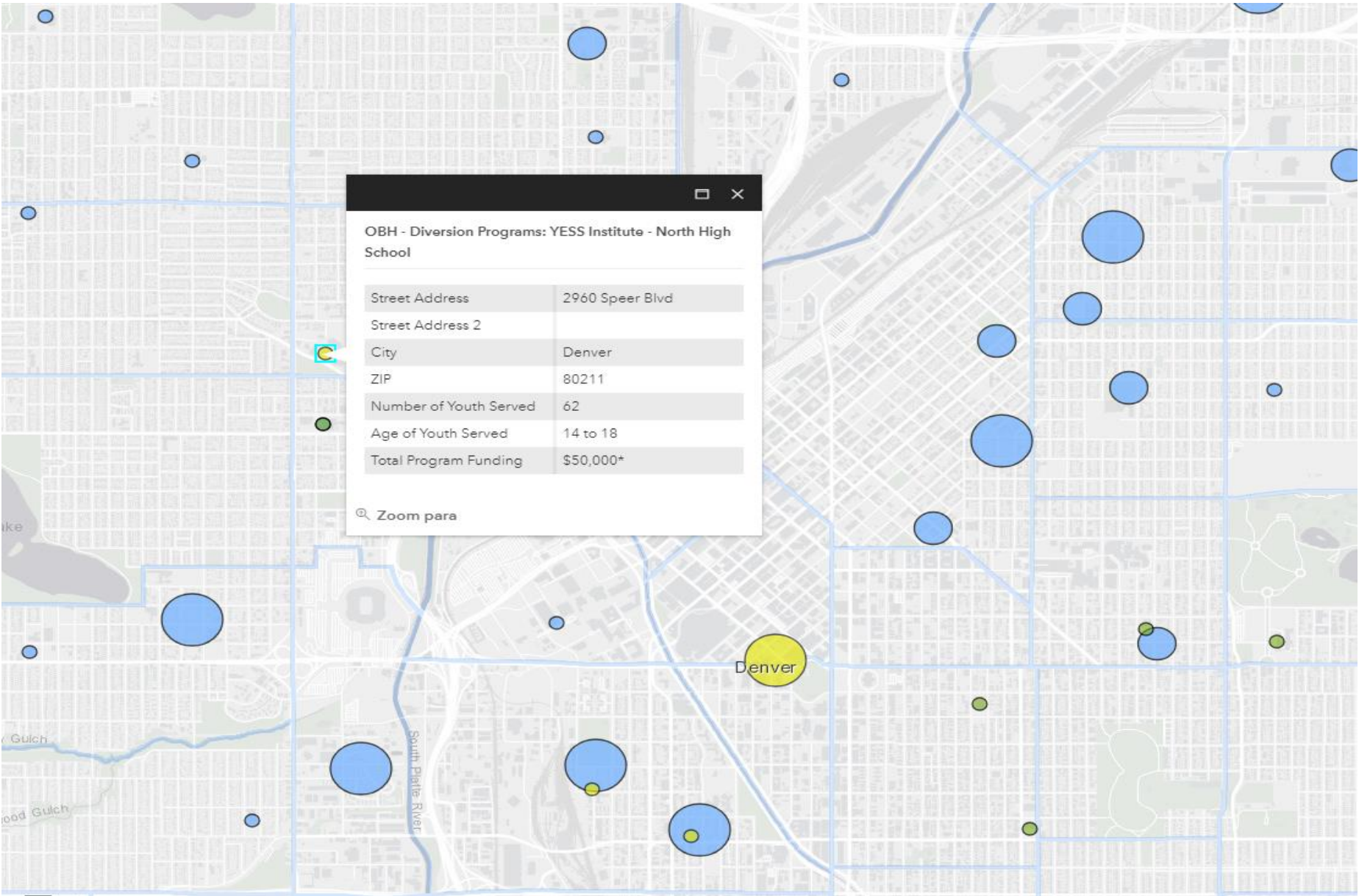
Since the beginning of legalization in Colorado, education has been one of Denver's top priorities. Denver, the first major city in the Country to legalize marijuana, has dedicated over 13 million dollars (2014 to 2018) of funding to prevention and education.

The Office of Marijuana Policy and its partners take a collaborative approach model that helps to reach kids and teenagers across the city. It strives to focus on supporting quality after-school and summer programs as well as diversion strategies with special attention to low-income neighborhoods.

The funds leverage existing best practices and processes to enhance quality programs and promote pro-social activities to youth living in an environment with legalized marijuana.

Click on the map to explore program and funding information.





Amelie Company Contract Background

2016

- Released RFP for development of a youth marijuana education and prevention campaign
- Selected Amelie Company after a competitive bid process
- August-Initiated contract:
 - 1/1/2017-12/31/17
 - \$450,000 (2017 base budget)
- November-City Council approved 2017 budget for \$850,000

2017

- January-Contract started
 - Began campaign research and development
- July-amended contract
 - 1/1/2017-12/31/2018
 - \$1.3 million (fully utilize 2017 budget and base 2018 budget)
- November-City Council approved 2018 budget for \$850,000
- December-released campaign into market

2018

- Continuation of campaign
- July-amended contract
 - 1/1/2017-12/31/2019
 - \$2.15 million (fully utilize 2018 and 2019 base budget)
- November-City Council approved 2019 budget for \$750,000

2019

- Continuation of campaign
- **March-Requesting to amend contract**
 - 1/1/2017-12/31/2019
 - \$2.45 million (+\$300,000 to fully utilize 2018 and 2019 budget)

2018 Campaign Performance



Over **108 million** paid media impressions through video, movie theater, social media, and out-of-home school bus and billboard placements. This includes over **43 million added-value**, or free, impressions for an over delivery of 66%.

An average Facebook engagement rate of 62% - **20 times higher** than the industry-standard.

Over **30 million** earned media impressions through 62 news story placements, generating a publicity value of over \$3.8 million.

Produced **200 classroom-in-a-box** sets to distribute to community stakeholders, schools and youth organizations for continued education.

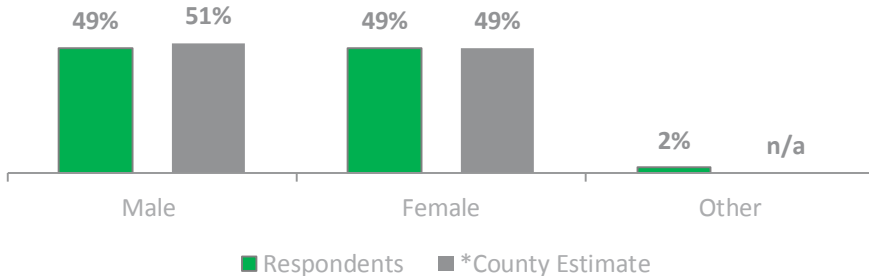


2018 Post-Campaign Survey

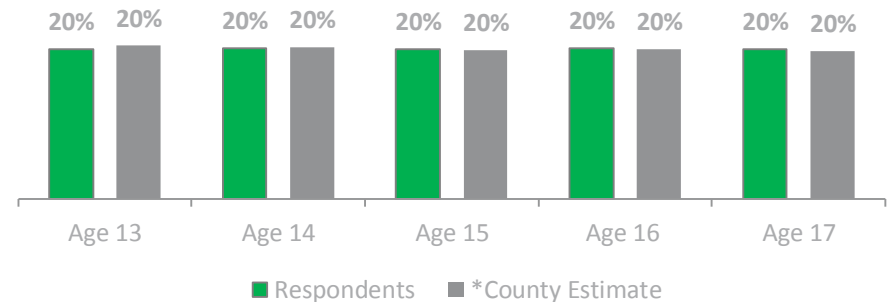


Conducted an online survey among 502 Denver teens to evaluate campaign effectiveness including awareness, ad recall and likability. The respondent pool was representative of the City and County of Denver:

Gender



Age Distribution**



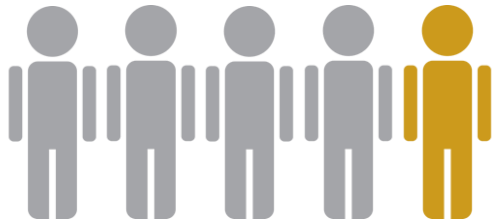
The online survey was administered by a local research company, and was performed at a 95% confidence level.

*County Estimates: Source Colorado Dept. of Local Affairs for 2017 **Data weighted by age to reflect county age distribution

2018 Post-Campaign Survey



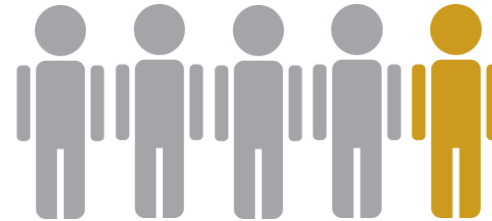
Healthy Kids Colorado Survey 2017



4 out of 5

79% of Denver youth
DO NOT use marijuana.

High Costs Post-Campaign Survey 2018



4 out of 5

80% of Denver youth
DO NOT use marijuana.

2018 Post-Campaign Survey



Among teens aware of the campaign, **75%** indicated that the 'High Costs' campaign discouraged them from using marijuana.

72% of teens who saw the online posts engaged with them by liking, sharing or talking about them with friends.

68% of teens were familiar with the Weeded Out game show, with 46% of them watching the entire show.

The majority of teens agree that the High Costs campaign **has a clear message, is educational, trustworthy and likeable.**

‘High Costs’ Campaign Evolution







Poster



You need more time.

In other words, your brain isn't ripe until age 25. Using marijuana before then can affect brain development.

Learn more facts at TheHighCosts.com



Campaign Continuation



- Bolstered campaign support through account planning and strategy, project management, social media management, and creative development.
- Incremental paid media buy to strengthen the 2019 campaign presence.
- Development of a Spanish-language webpage and an interactive website quiz on TheHighCosts.com.
- Conduct a post-campaign survey to evaluate campaign effectiveness including awareness, ad recall and likability.

Campaign Continuation



- Coordination of a public relations event to increase campaign awareness.
- Production of an 'ambient' display or installation to increase campaign awareness and engagement. Examples of ambient displays below:



Thank You