

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**. Contact the Mayor’s Legislative team with questions

Date of Request: 2/14/19

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract//IGA/Grant Agreement Rezoning/Map Amendment Appointment
- Dedication/Vacation OHR Classification Other:

2. Title: (Include a concise, one sentence description – please include name of company or contractor and contract control number - that clearly indicates the type of request: **grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.**)

Youth Marijuana Education Campaign (Amelie Company) Contract Amendment: Amends a contract with Amelie Company (201731482-03) 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: Molly Duplechian/Eric Escudero	Name: Molly Duplechian/Eric Escudero
Email: molly.duplechian@denvergov.org Eric.escudero@denvergov.org	Email: molly.duplechian@denvergov.org Eric.escudero@denvergov.org

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

An increase in budget that was included in the 2019 budget has led to this amendment to expand the amount of the contract. The amendment will increase the Scope of Work to include full-year account management and strategy, extended creative development including an ambient execution to increase campaign awareness and engagement, additional survey and campaign measurement, creation of a Spanish website, addition of interactive website content, expansion of social media content including new influencer recruitment and platform optimization, extended media flights, and a strengthened post-campaign report.

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

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

To be completed by Mayor’s Legislative Team:

Resolution/Bill Number: RR19 0181

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

Contract control number: EXCIS-201731482-03

Location: City-wide

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** 3

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

See below

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

See below

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
<i>(A)</i>	<i>(B)</i>	<i>(A+B)</i>
\$2.15M	\$300,000	\$2.45M*

*New total is a total of the following (this amendment is adding the amounts *bolded* below):

- 2017 original budget: \$450,000
- 2017 additional budget: \$400,000
- 2018 original budget: \$450,000
- *2018 additional budget: \$400,000*
- 2019 original budget: \$450,000
- *2019 additional budget: \$300,000*

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/17-12/31/2019	NA	12/31/2019

Scope of work: See draft 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

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR19 0181

Date Entered: _____

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

Who are the subcontractors to this contract?

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: **RR19 0181**

Date Entered: _____