

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**.

All fields must be completed.

Incomplete request forms will be returned to sender which may cause a delay in processing.

Date of Request: 6/13/17

Please mark one: Bill Request or Resolution Request

1. Has your agency submitted this request in the last 12 months?

Yes No

If yes, please explain:

2. Title: Amelie Company Contract Amendment: To facilitate the Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement. An increase in budget for 2017 and 2018 has led to this amendment to expand the time and amount of contract. Additionally, the amendment will increase the SOW to include a "youth commission," additional surveying, expand current activities as well as media investment, and adapt and produce Spanish language campaign elements.

3. Requesting Agency: MOORR – Office of Marijuana Policy

4. Contact Person: (With actual knowledge of proposed ordinance/resolution.)

- **Name:** Molly Duplechian / Dan Rowland / Matt Baxter
- **Phone:** (720)865-2739 / (720)865-2686 / (720)913-5250
- **Email:** Molly.Duplechian@denvergov.org / Dan.Rowland@denvergov.org / Matthew.Baxter@denvergov.org

5. Contact Person: (With actual knowledge of proposed ordinance/resolution who will present the item at Mayor-Council and who will be available for first and second reading, if necessary.)

- **Name:** Molly Duplechian / Dan Rowland / Matt Baxter
- **Phone:** (720)865-2739 / (720)865-2686 / (720)913-5250
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6. General description of proposed ordinance including contract scope of work if applicable:

****Please complete the following fields:** (Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field.)

- a. **Contract Control Number:** EXCIS – 201731482-01
- b. **Duration:** New term: 1/3/17 – 12/31/18 (original contract term 1/3/17 – 12/31/17)
- c. **Location:** City and County of Denver
- d. **Affected Council District:** City Wide
- e. **Benefits:** Youth Marijuana Education & Prevention Campaign
- f. **Costs:** New max amount: \$1,300,000 (original amount of \$450,000 plus amendment of \$850,000)

7. Is there any controversy surrounding this ordinance? (Groups or individuals who may have concerns about it?) **Please explain.** N/A

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: RR17 0734

Date Entered: _____

Revised 08/16/10