

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: 10/2/20

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 (**EXCIS-201731482-01**) to facilitate the Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, media planning and placement, and implementation.

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:

A reduced budget to continue this youth prevention campaign is currently included in the proposed 2021 budget. The amendment will extend the contract until the end of 2021. The Scope of Work will include a full-year account management and strategy, creative development including production coordination and production expenses for social media and website creative maintenance, media planning and tracking including campaign monitoring, optimization and a post-campaign media 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**

Key Contract Terms

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR20 1140

Date Entered: _____

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-201731482-01

Location: City-wide

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** 5

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>
\$2.90M	\$50,000	\$2.95M*

*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
- *2020 budget: \$450,000*
- *2021 budget: \$50,000*

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/17-12/31/2020	One year	12/31/2021

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

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

Who are the subcontractors to this contract?

To be completed by Mayor's Legislative Team:

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Date Entered: _____