

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: 11/1/19

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 (**EXCIS-201731482-01**) 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:

Budget to continue this youth prevention campaign was included in the 2020 budget. The amendment will extend the contract until the end of 2020. 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. **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: RR19 1238

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?** 4

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>
\$2.45M	\$450,000	\$2.90M*

*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**

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/17-12/31/2019	NA	12/31/2020

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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