



Legislation Details (With Text)

**File #:** 18-0692      **Version:** 1  
**Type:** Resolution      **Status:** Adopted  
**File created:** 6/18/2018      **In control:** Special Issues Marijuana  
**On agenda:** 7/23/2018      **Final action:** 7/23/2018

**Title:** A resolution approving a proposed Second Amendatory Agreement between the City and County of Denver and Amelie Company for additional work, fees, and extension of the term. Adds \$850,000 and one year to a contract with Amelie Company for a new total of \$2,150,000 through 12-31-19 and increases the scope of work to include additional promotional materials, creative work, engagement tactics, and other services for continued facilitation of the citywide Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, and media planning and placement (EXCIS - 201731482-01). The last regularly scheduled Council meeting within the 30-day review period is on 8-13-18. The Committee approved filing this item at its meeting on 7-11-18.

**Sponsors:**

**Indexes:** Zach Rothmier

**Code sections:**

**Attachments:** 1. RR18 0692 EXL Amelie amendment Supporting, 2. RR18 0692 EXL Amelie amendment, 3. CityOfDenver\_Powerpoint\_CityCouncilPresentation 7.10.18, 4. 18-0692 Second Amendatory Agreement\_Amelie Company 201731482-02, 5. 18-0692 Filed Resolution\_Amelie Company 201731482-02, 6. 18-0692 Filed Resolution\_Amelie Company 201731482-02.pdf, 7. 18-0692 - signed

Date	Ver.	Action By	Action	Result
7/24/2018	1	Council President	signed	
7/23/2018	1	City Council	adopted	Pass
7/11/2018	1	Special Issues Marijuana	approved for filing	Pass

**Contract Request Template (Contracts; IGAs; Leases)**

**Date Submitted:** 6-19-18

**Requesting Agency:** Excise and Licenses  
**Division:** Office of Marijuana Policy

**Subject Matter Experts:**

<b>Name:</b> Molly Duplechian/Eric Escudero
<b>Email:</b> molly.duplechian@denvergov.org Eric.escudero@denvergov.org

**Item Title & Description:**

*(Do not delete the following instructions)  
These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

*Both the title and description must be entered between the red "title" and "body" below. Do **not** at any*

*time delete the red "title" or "body" markers from this template.*

**A resolution approving a proposed Second Amendatory Agreement between the City and County of Denver and Amelie Company for additional work, fees, and extension of the term.**

Adds \$850,000 and one year to a contract with Amelie Company for a new total of \$2,150,000 through 12-31-19 and increases the scope of work to include additional promotional materials, creative work, engagement tactics, and other services for continued facilitation of the citywide Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, and media planning and placement (EXCIS - 201731482-01). The last regularly scheduled Council meeting within the 30-day review period is on 8-13-18. The Committee approved filing this item at its meeting on 7-11-18.

**Affected Council District(s) or citywide?** Citywide

**Contract Control Number:** EXCIS - 201731482-01

**Vendor/Contractor Name (including any "DBA"):** Amelie Company

**Type and Scope of services to be performed:**

An increase in budget that was included in the 2018 budget has led to this amendment to expand the time and amount of contract. The amendment will increase the Scope of Work to include development of a complete logo suite, creation of additional promotional materials, updates to and progressive evolution of the creative work and engagement tactics, additional surveying and measurement of the campaign including media performance tracking, expansion of current activities as well as additional media investments in social media, continued campaign adaption and production of campaign materials and elements in Spanish language, and strategic planning for 2019 including a written media strategy and plan.

**Location (if applicable):**

**WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):**

**Are WBE/MBE/DBE goals met (if applicable)?**

**Is the contract new/a renewal/extension or amendment?**

**Was this contractor selected by competitive process or sole source?**

**For New contracts**

**Term of initial contract:**

**Options for Renewal:**

**How many renewals (i.e. up to 2 renewals)?**

**Term of any renewals (i.e. 1 year each):**

**Cost of initial contract term:**

**Cost of any renewals:**

**Total contract value council is approving if all renewals exercised:**

**For Amendments/Renewals Extensions:**

**Is this a change to cost/pricing; length of term; terms unrelated to time or price (List all that apply)?**

***If length changing***

**What was the length of the term of the original contract?**

Two years

**What is the length of the extension/renewal?**

One year

**What is the revised total term of the contract?**

Three years

***If cost changing***

**What was the original value of the entire contract prior to this proposed change?**

\$1,300,000

**What is the value of the proposed change?**

\$850,000

**What is the new/revised total value including change?**

\$2,150,000

***If terms changing***

**Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)**