



## Legislation Details (With Text)

**File #:** 19-0181      **Version:** 1

**Type:** Resolution      **Status:** Adopted

**File created:** 2/26/2019      **In control:** Special Issues Marijuana

**On agenda:** 3/26/2019      **Final action:** 3/26/2019

**Title:** A resolution approving a proposed Third Amendatory Agreement between the City and County of Denver and Amelie Company to add additional work and add compensation to facilitate the Youth Marijuana Education Prevention Campaign through strategic planning. Amends a contract with Amelie by adding \$300,000 for a new total of \$2,450,000 and expanding the scope of work to include full-year account management and strategy, extended creative development execution to increase campaign awareness and engagement, additional survey and campaign measurement, creation of a Spanish website, and other services, for continued facilitation of the citywide Youth Marijuana Education and Prevention Campaign (201731482-03). The last regularly scheduled Council meeting within the 30-day review period is on 4-15-19. The Committee approved filing this item at its meeting on 3-4-19.

**Sponsors:**

**Indexes:** Emily Lapel

**Code sections:**

**Attachments:** 1. RR19 0181 EXL Amelie Amendment Scope of Work.pdf, 2. RR19 0181 EXL Amelie Amendment.pdf, 3. CityOfDenver\_Powerpoint\_CityCouncilPresentation, 4. 19-0181 Filed Resolution\_Amelie Company 201731482-03, 5. 19-0181 Third Amendatory Agreement\_Amelie Company 201731482-03, 6. 19-0181 Filed Resolution\_Amelie Company 201731482-03.pdf, 7. 19-0181 - signed

Date	Ver.	Action By	Action	Result
3/27/2019	1	Council President	signed	
3/26/2019	1	City Council	adopted	Pass
3/4/2019	1	Special Issues Marijuana	approved for filing	Pass

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

**Date Submitted:** 2-26-19

**Requesting Agency:** Excise & Licenses  
**Division:**

**Subject Matter Expert Name:**

Name: Molly Duplechian/Eric Escudero
Email: 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 Third Amendatory Agreement between the City and County of Denver and Amelie Company to add additional work and add compensation to facilitate the Youth Marijuana Education Prevention Campaign through strategic planning.**

Amends a contract with Amelie by adding \$300,000 for a new total of \$2,450,000 and expanding the scope of work to include full-year account management and strategy, extended creative development execution to increase campaign awareness and engagement, additional survey and campaign measurement, creation of a Spanish website, and other services, for continued facilitation of the citywide Youth Marijuana Education and Prevention Campaign (201731482-03). The last regularly scheduled Council meeting within the 30-day review period is on 4-15-19. The Committee approved filing this item at its meeting on 3-4-19.

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

**Contract Control Number:** EXCIS-201731482-03

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

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

**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?**

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

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

***If cost changing***

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

\$2.15M

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

\$300,000

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

\$2.45M

***If terms changing***

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