



Legislation Text

File #: 18-0692, Version: 1

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 6-19-18

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

Subject Matter Experts:

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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.)