



## Legislation Details (With Text)

**File #:** 17-0734 **Version:** 1

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

**File created:** 6/26/2017 **In control:** Special Issues Marijuana

**On agenda:** 7/24/2017 **Final action:** 7/24/2017

**Title:** A resolution approving a proposed Amendatory Agreement between the City and County of Denver and Amelie Company for a one-year extension and additional sums to facilitate the Youth Marijuana Education and Prevention Campaign.  
Adds \$850,000 and one year to a contract with Amelie Company for a new total of \$1.3 million and end date of 12-31-18 to facilitate 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 -14-17. The Committee approved filing this resolution at its meeting on 7-10-17.

### Sponsors:

### Indexes:

### Code sections:

**Attachments:** 1. RR17 0734 EXL Amelie Amendment Request, 2. Council\_07-10-17.pdf, 3. 17-0734 Contract\_Amelie Company.201731482-01, 4. 17-0734 Filed Resolution\_Amelie Company.201731482, 5. CDPHE - Youth Planning Presentation.pdf, 6. Amelie\_Immersion1 Findings.pdf, 7. Amelie\_Media Brief.pdf, 8. Amelie\_Creative Brief.pdf, 9. 17-0734 - signed.pdf

Date	Ver.	Action By	Action	Result
7/25/2017	1	Council President	signed	
7/24/2017	1	City Council	adopted	Pass
7/10/2017	1	Special Issues Marijuana	approved for filing	Pass

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

**Date Submitted:** 06-27-17

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

- Name:** Molly Duplechian / Dan Rowland / Matt Baxter
- Phone:** (720)865-2739 / (720)865-2686 / (720)913-5250
- Email:** [Molly.Duplechian@denvergov.org](mailto:Molly.Duplechian@denvergov.org) <<mailto:Molly.Duplechian@denvergov.org>> / [Dan.Rowland@denvergov.org](mailto:Dan.Rowland@denvergov.org) <<mailto:Dan.Rowland@denvergov.org>> / [Matthew.Baxter@denvergov.org](mailto:Matthew.Baxter@denvergov.org) <<mailto:Matthew.Baxter@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 Amendatory Agreement between the City and County of Denver and Amelie Company for a one-year extension and additional sums to facilitate the Youth Marijuana Education and Prevention Campaign.**

Adds \$850,000 and one year to a contract with Amelie Company for a new total of \$1.3 million and end date of 12-31-18 to facilitate 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 8-14-17. The Committee approved filing this resolution at its meeting on 7-10-17.

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

**Contract Control Number:** 201731482-01

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

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

To facilitate the Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement. An increase in budget for 2017 and 2018 has led to this amendment to expand the time and amount of contract. Additionally, the amendment will increase the SOW to include a "youth commission," additional surveying, expand current activities as well as media investment, and adapt and produce Spanish language campaign elements.

**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?** 01-03-17 - 12-31-17

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

**What is the revised total term of the contract?** 01-03-17 - 12-32-17

***If cost changing***

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

\$450,000

**What is the value of the proposed change?** \$850,000

**What is the new/revised total value including change?** \$1,300,000

***If terms changing***

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