



## Legislation Details (With Text)

|                       |   |                      |  |
|-----------------------|---|----------------------|--|
| <b>File #:</b>        | 19-1238   | <b>Version:</b>      | 1  |
| <b>Type:</b>          | Resolution  | <b>Status:</b>       | Adopted  |
| <b>File created:</b>  | 11/4/2019   | <b>In control:</b>   | Business, Arts, Workforce, Climate & Aviation Services Committee |
| <b>On agenda:</b>     | 12/2/2019   | <b>Final action:</b> | 12/2/2019  |
| <b>Title:</b>         | <p>A resolution approving a proposed Fourth Amendatory Agreement between the City and County of Denver and Amelie Company to add additional work, extend the term and add compensation to facilitate the Youth Marijuana Education and Prevention Campaign.</p> <p>Amends a contract with Amelie Company by adding \$450,000 for a new total of \$2,900,000 and one year for a new end date of 12-31-20 to facilitate the Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement, citywide (EXCIS-201731482-01). The last regularly scheduled Council meeting within the 30-day review period is on 12-23-19. The Committee approved filing this item at its meeting on 11-20-19.</p> |                      |  |
| <b>Sponsors:</b>      |   |                      |  |
| <b>Indexes:</b>       | Jonathan Griffin  |                      |  |
| <b>Code sections:</b> |   |                      |  |
| <b>Attachments:</b>   | 1. RR19 1238 EXL Amelie Co, 2. RR19 1238 EXL Amelie Co Scope, 3. Amelie Contract Amendment 4 at BIZ committee-11.20.19_FINAL, 4. 19-1238 Filed Resolution_Amelie Company Alfresco 201731482-04 Jaggaer 201952011-04, 5. 19-1238 Fourth Amendatory Agreement_Amelie Company 201952011-04 Alfresco 201731482-02, 6. 19-1238 Filed Resolution_Amelie Company.pdf, 7. 19-1238 - signed  |                      |  |

| Date       | Ver. | Action By  | Action              | Result |
|------------|------|--|---------------------|--------|
| 12/3/2019  | 1    | Council President  | signed              |        |
| 12/2/2019  | 1    | City Council   | adopted             | Pass   |
| 11/20/2019 | 1    | Business, Arts, Workforce, Climate & Aviation Services Committee | approved for filing | Pass   |

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

**Date Submitted:** 11-4-19

**Requesting Agency:** Excise and 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 Fourth Amendatory Agreement between the City and County of Denver and Amelie Company to add additional work, extend the term and add compensation to facilitate the Youth Marijuana Education and Prevention Campaign.**

Amends a contract with Amelie Company by adding \$450,000 for a new total of \$2,900,000 and one year for a new end date of 12-31-20 to facilitate the Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement, citywide (EXCIS-201731482-01). The last regularly scheduled Council meeting within the 30-day review period is on 12-23-19. The Committee approved filing this item at its meeting on 11-20-19.

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

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

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

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

Scope attached:

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.

**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?**

Competitive process

**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?**

3 years

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

1 year

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

4 years

***If cost changing***

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

\$2.45M

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

\$450,000

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

\$2.90M

***If terms changing***

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