



## Legislation Details (With Text)

<b>File #:</b>	20-1140	<b>Version:</b>	1
<b>Type:</b>	Resolution	<b>Status:</b>	Adopted
<b>File created:</b>	10/12/2020	<b>In control:</b>	Business, Arts, Workforce, Climate & Aviation Services Committee
<b>On agenda:</b>	11/2/2020	<b>Final action:</b>	11/2/2020
<b>Title:</b>	<p>A resolution approving a proposed Fifth 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 \$50,000 for a new total of \$2,950,000 and one year for a new end date of 12-31-21 to facilitate the Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, media planning and placement, and implementation, citywide (EXCIS-201731482-01). The last regularly scheduled Council meeting within the 30-day review period is on 11-23-20. The Committee approved filing this item at its meeting on 10-21-20.</p>		
<b>Sponsors:</b>			
<b>Indexes:</b>	John Mahoney		
<b>Code sections:</b>			
<b>Attachments:</b>	1. RR20 1140 EXL Amelie, 2. RR20 1140 EXL Amelie Scope of Work, 3. Amelie Contract Amendment 5 Presentation BIZ committee 10.21.20, 4. 20-1140 Filed Resolution_Amelie Company Jaggaer 202056077-05 Alfresco 201731482-05, 5. 20-1140 Fifth Amendatory Agreement Amelie Company 202056077-05, 6. 20-1140 Filed Resolution_Amelie Company, 7. 20-1140 - signed		

Date	Ver.	Action By	Action	Result
11/2/2020	1	Council President	signed	
11/2/2020	1	City Council	adopted	Pass
10/21/2020	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved for filing	

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

**Date Submitted:** 10-12-20

**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 Fifth 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 \$50,000 for a new total of \$2,950,000 and one year for a new end date of 12-31-21 to facilitate the Youth Marijuana Education and Prevention Campaign through strategic planning, creative development, media planning and placement, and implementation, citywide (EXCIS-201731482-01). The last regularly scheduled Council meeting within the 30-day review period is on 11-23-20. The Committee approved filing this item at its meeting on 10-21-20.

**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:**

The amendment will extend the contract until the end of 2021. The Scope of Work will include a full-year account management and strategy, creative development including production coordination and production expenses for social media and website creative maintenance, media planning and tracking including campaign monitoring, optimization and a post-campaign media 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?**

1/1/17-12/31/2020

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

One year

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

1/1/17-12/31/2021

***If cost changing***

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

\$2.90M

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

\$50,000

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

\$2.95M

***If terms changing***

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