



Legislation Details (With Text)

File #:	23-0270	Version:	1
Type:	Resolution	Status:	Adopted
File created:	3/6/2023	In control:	Business, Arts, Workforce, Climate & Aviation Services Committee
On agenda:	3/15/2023	Final action:	3/28/2023
Title:	<p>A resolution approving a proposed Agreement between the City and County of Denver and Amelie Company to provide strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement for the City's Youth Marijuana Education and Prevention Campaign, citywide.</p> <p>Approves a contract with Amelie Company for \$1,875,000 and 1 year, with 4 1-year options to extend, to provide strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement for the City's Youth Marijuana Education and Prevention Campaign, citywide (EXCIS-202265807). The last regularly scheduled Council meeting within the 30-day review period is on 4-17-2023. The Committee approved filing this item at its meeting on 3-15-2023.</p>		
Sponsors:			
Indexes:	Anne Wallace		
Code sections:			
Attachments:	1. RR23_0270_EXL_Amelie Contract Scope of Work, 2. RR23_0270_Amelie Contract 2023, 3. Committee Presentation - 2023 Amelie Contract, 4. 23-0270 Filed Resolution_Amelie Company_202265807-00_LJH_03172023, 5. 23-0270 Filed Agreement_AmelieCompany_202265807-00_03202023_LJH, 6. 23-0270 Filed Resolution_Amelie Company, 7. 23-0270 - signed		

Date	Ver.	Action By	Action	Result
3/28/2023	1	Council President	signed	
3/28/2023	1	City Council	adopted	Pass
3/15/2023	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved for filing	Pass

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 3/6/23

**Requesting Agency: Excise & License
Division:**

Subject Matter Expert Name: Erica Rogers

Email Address: erica.rogers@denvergov.org <<mailto:erica.rogers@denvergov.org>>

Phone Number:

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 Agreement between the City and County of Denver and Amelie Company to provide strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement for the City's Youth Marijuana Education and Prevention Campaign, citywide.

Approves a contract with Amelie Company for \$1,875,000 and 1 year, with 4 1-year options to extend, to provide strategic planning, creative development, media planning and placement, implementation, and performance tracking and measurement for the City's Youth Marijuana Education and Prevention Campaign, citywide (EXCIS-202265807). The last regularly scheduled Council meeting within the 30-day review period is on 4-17-2023. The Committee approved filing this item at its meeting on 3-15-2023.

Affected Council District(s) or citywide? Citywide

Contract Control Number: EXCIS-202265807

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

Type and Scope of services to be performed: This resolution request is to approve a new contract with a vendor to create content for the High Costs youth education campaign. The campaign is part of the city's broad approach to youth marijuana education and prevention of underage use and abuse. As the vendor selected through a competitive RFP process, Amelie Company will create engaging and targeted educational content for the campaign. 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): N/A

Are WBE/MBE/DBE goals met (if applicable)?

Is the contract new/a renewal/extension or amendment? New

Was this contractor selected by competitive process or sole source? Competitive

For New contracts

Term of initial contract: 1 year, with 4 1 year options to extend

Options for Renewal:

How many renewals (i.e. up to 2 renewals)? 4

Term of any renewals (i.e. 1 year each): 1 year

Cost of initial contract term: \$375,000

Cost of any renewals: \$375,000

Total contract value council is approving if all renewals exercised: \$1,875,000

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?

What is the value of the proposed change?

What is the new/revised total value including change?

If terms changing

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