



Legislation Text

File #: 23-0270, Version: 1

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

**Date Submitted: 3/6/23**

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

**Subject Matter Expert Name: Erica Rogers**

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**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.)**