

Robert P. Astorino
County Executive

Natasha Caputo
Director
Tourism & Film

39600

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: April 7, 2014

Re: Resolution authorizing the County of Westchester to exercise its sole option to renew an agreement with Situation Marketing LLC, d/b/a Situation Interactive for an additional one (1) year term commencing January 1, 2014 and terminating December 31, 2014 for a total amount not to exceed One Hundred Thousand Dollars (\$100,000), payable pursuant to an approved budget

On 10/17/2013, your Honorable Board approved a resolution (the "2013 Resolution") that authorized the County of Westchester (the "County") to enter into an agreement (the "Agreement") with Situation Marketing LLC, d/b/a Situation Interactive ("Situation"), for the provision of digital media promotional services, for a term commencing October 1, 2013 and terminating December 31, 2013, for a total amount not-to exceed One Hundred Thousand Dollars (\$100,000.00), with the County having the sole option to renew the agreement for an additional one (1) year term commencing January 1, 2014 and terminating December 31, 2014 for a total amount during the one (1) year option period not to exceed One Hundred Thousand Dollars (\$100,000). The agreement was subsequently executed.

The County, is now desirous of exercising its option to renew the Agreement for an additional one (1) year term commencing January 1, 2014 and terminating December 31, 2014 for a total amount during the one (1) year option period not to exceed One Hundred Thousand Dollars (\$100,000), payable pursuant to an approved budget. Accordingly, authority is hereby requested from your Honorable Board for the County to exercise its option to renew the agreement for an additional one (1) year term.

This proposed agreement will serve a public purpose by promoting tourism in the County, thereby stimulating the local economy by bringing both leisure and business visitors into the County to patronize our local attractions, hotels, and restaurants. The goals and objectives of this proposed agreement will be to promote the County as a tourist and business destination. The goals and

objectives are in the best interests of the County in terms of fiscal responsibility because the advertising campaign will increase tourism in the County and bring more tourist dollars into the local economy. The goals and objectives will be tracked and monitored by the number of inquires to the Office for Tourism (“OFT”), the number of clicks on websites, brochure distribution, and the number of leads generated.

Situation has been very responsive to the County’s needs and has provided the County with excellent service at a good price. Accordingly, I recommend that your Honorable Board approve the attached resolution authorizing the County to exercise its option to renew the Agreement with Situation.

NC/jpi
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/01/2014 - COUNTY CLERK SECRETARY

RESOLUTION

Upon a communication from the Director of Tourism, be it hereby:

RESOLVED, that the County of Westchester (the "County") is authorized to hereby authorized to exercise its sole option to renew the agreement with Situation Marketing LLC, d/b/a Situation Interactive for the provision of digital media promotional services, for an additional one (1) year term commencing January 1, 2014 and terminating December 31, 2014, for a total not to exceed One Hundred Thousand Dollars (\$100,000), payable pursuant to an approved budget; and be it further

RESOLVED, that all remaining material terms and conditions of the Agreement shall remain the same; and it is further

RESOLVED, that the County Executive, or his duly authorized designee, is hereby authorized to execute such documents and take such actions as may be necessary and appropriate to effectuate the purposes hereof.

Account to be Charged/credited	Fund	Agency	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
	263	11	507P	4380	T507	\$100,000

Budget Funding Year(s) 2014 Start Date 1-1-14 End Date 12-31-14

Tax Dollars: N/A
State Aid: N/A
Federal Aid: N/A
Other: \$100,000 Hotel Occupancy Tax