

50047

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: December 01, 2015

Re: Authority to enter into an agreement with Immediate Mailing Services, Inc. for the provision of fulfillment solution and bulk distribution services for the Westchester County Office of Tourism & Film for a term commencing on January 1, 2016 and continuing through December 31, 2016 for an amount not to exceed \$20,000, payable at approved rates, with the County reserving an option to renew the agreement for one (1) additional year at the same rates.

Authority is requested for the County of Westchester (the "County"), acting by and through the Westchester County Office of Tourism & Film ("OTF"), to enter into an agreement with Immediate Mailing Services, Inc. ("IMS") pursuant to which IMS will provide fulfillment solution and bulk distribution services with the capacity to provide storage, distribution and mailing services for up to 125,000 travel and tourism collateral materials including Westchester Destination Guide, map and/or niche brochures (the "Agreement"). The term of the Agreement will commence on January 1, 2016 and will continue through December 31, 2016. In consideration for services to be rendered, the County will pay IMS at the rates set forth in Schedule "A", attached hereto, up to an amount not to exceed \$20,000. The County, at its sole option, reserves the right to renew the Agreement for one (1) additional year at the same rates, subject to the further approval of your Honorable Board

The County has complied with the Westchester County Procurement Policy. On October 19, 2015, the OTF issued a Request for Quotes and Qualifications (the "RFQ") seeking the services of a firm to provide fulfillment solution and bulk distribution services. In an effort to solicit as many responses as possible, OTF posted the RFQ online as well as emailed the RFQ to eight (8) firms specializing in such services. OTF received two (2) quotes in response to the RFQ; one from Federal Direct, Inc. ("Federal") and the other from IMS. Following a review of the submissions with reference to the evaluation criteria set forth in the RFQ, IMS was ranked the highest because of pricing, services, capabilities and tourism experience.

This Agreement will serve a public purpose by promoting tourism in Westchester County, thus helping to stimulate the local economy.

The goals and objectives of this agreement will be to distribute the Westchester County Destination Guide, map, and collateral materials throughout the county. The goals and objectives are in the best interests of the County in terms of fiscal responsibility because the Guide and map 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 and leads, and distribution of guide.

Accordingly, I most respectfully recommend approval of the attached resolution.

NC/JPG/nm

APPROVED BOARD OF ACQUISITION & CONTRACT - 03/24/2016 - USA MRISAJ SECRETARY

RESOLUTION

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

RESOLVED, that the County of Westchester (the "County") is hereby authorized to enter into an agreement (the "Agreement") with Immediate Mailing Services, Inc. for the provision of fulfillment solution and bulk distribution services for the Westchester County Office of Tourism & Film for a term commencing on January 1, 2016 and continuing through December 31, 2016 for an amount not to exceed \$20,000, payable at the rates set forth in Schedule "A", attached hereto; and be it further

RESOLVED, that the County, at its sole option, reserves the right to renew the Agreement for one (1) additional year at the same rates, subject to the further approval of the Board of Acquisition & Contract; and be it further

RESOLVED, that this Agreement is subject to County appropriations; and be it further

RESOLVED, that this Agreement is also subject to further financial analysis of the impact of any New York State Budget (the "State Budget") proposed and adopted during the term of this Agreement. The County shall retain the right, upon the occurrence of any release by the Governor of a proposed State Budget and/or the adoption of a State Budget or any amendments thereto, and for a reasonable period of time after such release(s) or adoption(s), to conduct an analysis of the impacts of any such State Budget on County finances. After such analysis, the County shall retain the right to either terminate this Agreement or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Contractor, then the Contractor shall have the right to terminate this Agreement upon reasonable prior written notice; and be it further

RESOLVED, that the County Executive or his authorized designee is hereby authorized to execute all instruments and take all actions reasonably necessary to implement this Resolution.

Account to be Charged/credited	Fund	Agency	Capital Project Or Org	Object/ Sub Object	Trust Account	Activity	Dollars
	101	11	0720	4380			\$20,000

Budget Funding Year(s) 2015 Start Date 1-1-16 End Date 12-31-16
 (must match resolution)

Funding Source Tax Dollars: Hotel Occupancy Tax
 State Aid _____
\$20,000 Federal Aid _____
 (must match resolution) Other _____

SCHEDULE "A"

PRICE QUOTE

Please base all costs on the quantity of 125,000 guides, maps and brochures, at approx. 4.9 ounces, mailed on a staggered per need basis (weekly throughout the year; during spring, summer, fall and winter). Some mailings include multiple pieces at approx. 12.2 ounces. Respondent agrees to honor the rates set forth below for a second one (1) year term should the WCTF elect to exercise its renewal option.

Company Name /Address	Immediate Mailing Services, Inc. 245 Commerce Blvd Liverpool, NY 13088
Program Set-Up fees	N/C
Cost to import addresses from disk into vendor's system (if applicable)	N/C
Cost to assemble, label, sort, address, deliver to post office (based on specs above)	.50 cents each .20 cents per polybag if needed
Is co-mingling with your other clients possible to mail guides quickly at bulk rates? (Y / N)	Yes.
Number of guides required in a bulk mailing to receive bulk postage rates	Varies depending on volume from other customers.

<p>Bulk postage rate, per piece</p> <p>Note: The Travel Guide (in its envelope) weighs 4.9 oz.</p>	<p>\$.70 cents each for a 4.9 oz STD flat rate (subject to postal increases)</p>
<p>Fee to pick up Travel Guides and related materials at the Office of Tourism in White Plains (if applicable)</p>	<p>\$50.00</p>
<p>Fee to store Travel Guides and related materials in your facility, if available</p>	<p>N/C</p>
<p>International Postage</p>	<p>\$2.50 each</p> <p>(Subject to postal increases)</p>

APPROVED BOARD OF ACQUISITION & CONTRACT - 03/24/2016 - LISA MRIJAJ, SECRETARY