

Robert P. Astorino
County Executive

Natasha Caputo
Director
Tourism & Film

52984

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: October 17, 2016

Re: Resolution authorizing the County of Westchester to enter into an agreement with Harrison Edwards, Inc. for the provision of Film Public Relations services to promote the County as an attractive business-friendly destination for TV and film production for a term commencing on September 1, 2016 and terminating on May 31, 2018, for a total amount not-to exceed Eighty Thousand Dollars (\$80,000.00), payable pursuant to an approved payment schedule.

Transmitted herewith is a resolution which, if approved by your Honorable Board, will authorize the County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), to enter into an agreement with Harrison Edwards, Inc. ("Harrison Edwards"), pursuant to which Harrison Edwards will provide public relations services to promote the County as an attractive business-friendly destination for TV and film production, for a term commencing on September 1, 2016 and terminating on May 31, 2018. In consideration for services to be rendered, the County will pay Harrison Edwards an amount not to exceed Eighty Thousand Dollars (\$80,000.00), payable pursuant to an approved payment schedule and subject to County appropriations (the "Agreement"). The County, at its sole option, reserves the right to extend the term of the Agreement for up to two (2) additional one (1) year periods, on the same terms and conditions, including price proposal, as agreed to by the parties for the initial term.

Pursuant to the terms of the proposed Agreement, Harrison Edwards will build a "Filming in Westchester" local publicity and community outreach plan to promote Westchester County as an attractive and business-friendly destination for film, TV and media production. Work will include, but shall not be limited to: preparing related press and collateral materials, as needed; writing and producing "Think Film in Westchester" content, such as a blog for location scouts, studios, production company outreach as well as distribution at selected film tradeshows; and production of networking events for location scouts, film vendors with municipal film contacts and others involved in filming in the County.

The County has complied with Section 6 of the Westchester County Procurement Policy. On May 20, 2016, WCOTF issued an RFP seeking proposals from qualified and experienced marketing, advertising and public relations professionals to provide a destination marketing/advertising and public relations program aligned with the "Meet Me in Westchester" brand and to strengthen the County's position as the smart choice for business, including film and TV production, within 250-mile radius to the mid-Atlantic and an easy short getaway escape for leisure within 90-mile radius. The RFP was posted on the County's RFP website. In addition, copies of the RFP were sent out to various advertising and marketing professionals. The scope of work solicited through the RFP consisted of four (4) separate components: 1) Creation of a Digital Marketing and Media Plan; 2) Tourism & Travel Public Relations; 3) Creative and Advertising; and 4) Film Public Relations. Respondents were asked to submit itemized proposals and pricing for each of the four (4) components, with WCOTF reserving the right to award some or all of the work to the same or multiple proposers. Thirteen (13) proposals were received in response to the RFP. These proposals were evaluated in accordance with the five (5) evaluation criteria set forth in the RFP, which included: overall quality of proposal; creativity; cost effectiveness; production resources; and experience in destination marketing. Following WCOTF's review of the proposals with reference to the evaluation criteria, Hamilton Edwards was selected to provide public relations services to promote the County as an attractive business-friendly destination for TV and film production. Hamilton Edwards was selected based upon its high ranking by the review committee, its previous experience providing public relations services to other municipal accounts and the overall cost effectiveness of its proposal (A copy of the RFP responses and ranking chart is attached hereto).

The proposed agreement will serve a public purpose by promoting Westchester County as an attractive business-friendly destination for TV and film production, thereby stimulating the local economy by bringing film companies into the County to patronize our local attractions, hotels, and restaurants.

Accordingly, your favorable action on the annexed Resolution is most respectfully urged and recommended.

NC/jpg

RESOLUTION

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

RESOLVED, that the County of Westchester (the “County”) is authorized to enter into an agreement with Harrison Edwards, Inc. (“Harrison Edwards”), pursuant to which Harrison Edwards will provide public relations services to promote the County as an attractive business-friendly destination for TV and film production for a term commencing on September 1, 2016 and terminating on May 31, 2018, for a total amount not to exceed Eighty Thousand Dollars (\$80,000.00), payable pursuant to an approved payment schedule (the “Agreement”); and be it further

RESOLVED, that the County, at its sole option, reserves the right to extend the term of the Agreement for up to two (2) additional one (1) year periods, on the same terms and conditions, including price proposal, as agreed to by the parties for the initial term, subject to the further approval of the Westchester County 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 duly authorized designee be hereby authorized and empowered to execute any and all instruments necessary and proper to accomplish the purposes of this Resolution.

Account to be Charged/credited

Year	Fund	Agency	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
2016	263	11		4380	169R	\$14,222.20
2017	263	11		4380	169S	\$48,000.00
2018	263	11		4380	169T	\$17,777.80

Budget Funding Year(s) 2016-2018 Start Date 9-01-16 End Date 05-31-18

Tax Dollars: -0-
 State Aid: -0-

Federal Aid: _____ -0- _____
Other: _____ \$80,000 Film Revenue _____

APPROVED BOARD OF ACQUISITION & CONTRACT - 11/10/2016 - LISA MRIJAJ, SECRETARY

**Tourism & Film RFP Responses
2016**

Respondents	OVERALL QUALITY OF PROPOSAL	CREATIVITY	COST EFFECTIVENESS	PRODUCTION RESOURCES	EXPERIENCE-destination mktg	TOTAL
Adworkshop	3	3	3	4	4	17
BBG&G Adv/PR	3	2	3	3	3	14
BuzzCreators w/MSM Design Z, Inc.	3	2	3	3	2	13
Co Communications w/American	3	2	3	3	3	14
Essence	2	2	2	2	1	9
Fifteen Degrees	5	5	3	5	5	23
Finn Partners	3	3	2	3	4	15
H & L Partners	3	3	2	2	4	14
Harrison Edwards	4	4	5	3	3	19
imediagroup	3	3	2	2	3	13
Meta Visions Consulting Group w/224 Online	2	2	1	3	1	9
Thompson & Bender	5	5	5	4	5	24

**Evaluation Based on RFP Criteria
Rated 1-5**

- 5 Points - Fully Meets
- 4 Points-meets with minor gaps
- 3 points-meets with moderate gaps/compromises required
- 2 points - significant gaps
- 1 point - does not meet