

65230

Date: September 25, 2018

To: Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Re: Authority to enter into an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications (“Today Media”) pursuant to which Today Media will design and construct, custom print and digital versions of the Westchester County 2019/2020 Destination Guide as well as pack and ship hardcopy print versions thereof, for a term commencing on September 4, 2018 and continuing through December 31, 2018, in consideration for which Today Media will retain a share of advertising sales revenue and will be paid a lump sum fee of \$24,200 for printing services.

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 Today Media, pursuant to which Today Media will design and construct, custom print and digital versions of the Westchester County 2019/2020 Destination Guide (the “Guide”), as well as pack and ship hardcopy print versions of the Guide, for a term commencing on September 4, 2018 and continuing through December 31, 2018 (the “Agreement”). In consideration for services to be rendered, Today Media shall be authorized to sell advertisements within the print and digital versions of the Guide and to retain the first \$80,000 of collected advertising sales revenue and then remit to the County 25% of all ad revenues collected in excess of \$80,000. In addition, the County will pay Today Media a lump sum fee of \$ 24,200 to print up to 125,000 copies of the Guide.

The County has complied with the Westchester County Procurement Policy. On May 22, 2018, OTF issued a Request for Quotations (the “RFQ”) seeking the services of custom publishing companies to design and construct, custom print and digital versions of the Guide, as well as pack and ship, via the U.S. Postal Service, hardcopy print versions of thereof. In an effort to solicit as many responses as possible, OTF emailed the RFQ to Thirteen (13) firms specializing in such services. It also posted the RFQ on the County’s website. OTF received three (3) proposals in response to the RFQ; one from Today Media, one from Luminary Publishing (“Luminary”) and a third one from Lure Creative Design (“Lure”). Following consideration of the quotations offered and an evaluation of each offeror’s qualifications and experience, OTF determined that Today Media submitted the most advantageous offer.

In addition to providing competitive cost for printing and total package, Today Media has extensive experience as the County's previous custom partner as well as being the publisher of "Westchester" and "Hudson Valley" magazines and other tourism custom guides in the Northeast. Moreover, they offer a unique combination of expertise and creative editorial and added-valued benefits, not to mention having "boots on the ground" to sell ads and uncover new partners for the Guide.

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 design and construct custom print and digital versions of the Guide, as well as pack and ship hardcopy print versions thereof. The goals and objectives are in the best interests of the County in terms of fiscal responsibility because the Guide 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 the Guide.

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

NC/JPG/nm

APPROVED BOARD OF ACQUISITION & CONTRACTS 10/22/18 - LIS: MARIJAS 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 Martinelli Holdings, LLC d/b/a Today Media Custom Communications ("Today Media"), pursuant to which Today Media will design and construct, custom print and digital versions of the Westchester County 2019/2020 Destination Guide (the "Guide"), as well as pack and ship hardcopy print versions thereof, for a term commencing on September 4, 2018 and continuing through December 31, 2018; and be it further

RESOLVED, that in consideration for services to be rendered, Today Media shall be authorized to sell advertisements within the print and digital versions of the Guide and to retain the first \$80,000 of collected advertising sales revenue and then remit to the County 25% of all ad revenues collected in excess of \$80,000. In addition, the County will pay Today Media a lump sum fee of \$24,200 to print up to 125,000 Guides; 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
	263	11		4380	507T		\$24,200

Budget Funding Year(s) _____ Start Date _____ End Date _____
 (must match resolution)

Funding Source Tax Dollars: Hotel Occupancy Tax
 State Aid _____ 0 _____
 Federal Aid _____ 0 _____

(must match resolution) Other \$24,200 HotelTax _____

APPROVED BOARD OF ACQUISITION & CONTRACTS - 10/25/2018 - LISA MRINAJ, SECRETARY