

70125

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director

Date: June 6, 2019

Re: Resolution to exempt from the Westchester County Procurement Policy the procurement of an agreement with HelmsBriscoe Performance Group, Inc. for the provision of marketing services to build awareness of Westchester County to meeting and event planners in order to generate future group business travel into Westchester County, pursuant to Section 3(a)xxi of the Westchester County Procurement Policy and Procedures.

Authority is hereby requested from your Honorable Board to exempt the procurement of an agreement with HelmsBriscoe Performance Group, Inc. ("HelmsBriscoe") from the application of the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)xxi thereof. The proposed agreement is for the provision of various marketing services to build awareness of Westchester County to meeting and event planners in order to generate future group business travel into Westchester County, for a term commencing August 1, 2019 and terminating July 31, 2020, for an amount not-to-exceed \$7,000.00.

Ordinarily, under Section 5 (a) of the Procurement Policy, the County is required to solicit written or oral quotations from no fewer than three (3) persons customarily providing such services and, if deemed appropriate, to inquire as to the qualifications and experience of such persons. However, because HelmsBriscoe is a recognized leader in meeting procurement, leveraging the experiences of more than 1,200 associates spanning more than 55 countries worldwide, HelmsBriscoe is uniquely qualified to assist the County in strengthening the County's marketability to meeting and event planners, through enhanced awareness and visibility, not only because of its outstanding performance under the previous contract but also due to its current leadership position in this area of expertise. In addition to providing destination marketing exposure through its various technology resources, HelmsBriscoe offers added value to the County through participation in the HelmsBriscoe's Annual Business Conference, and various webinars, leadership meetings and destination partnership education sessions, among other benefits. This will lead to economic growth in the County, including, amongst other things, an increase in hotel bookings, restaurant and retail business, thereby stimulating the local economy.

Pursuant to Section 3(a)xxi, the Westchester County Procurement Policy and Procedures are not applicable to any procurement for which this Honorable Board determines, by resolution passed prior to commencing such procurement, that compliance with the policy would not be in the best interests of the County. For the reasons set forth above, it is proposed that the best interests of the County would be served by exempting the procurement of this Agreement from the County Procurement Policy.

Accordingly, a resolution to exempt the procurement of the Agreement with HelmsBriscoe is hereby submitted for your Honorable Board's consideration.

NC/CMC
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 07/11/2019 - LSP-MRIJAS SECRETARY

RESOLUTION

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

RESOLVED, that pursuant to Section 3(a)xxi of the Westchester County Procurement Policy and Procedures, it is hereby determined that application of the procedural requirements contained therein, including the necessity of soliciting written or oral price quotations, is neither cost effective nor expedient, and accordingly, not in the best interests of the County of Westchester ("County") in connection with the procurement of an agreement with HelmsBriscoe Performance Group, Inc., with an address at 20875 N. 90th Place, Scottsdale, Arizona 85255, to assist the County in strengthening the County's marketability to meeting and event planners in order to generate future group business travel into Westchester County and promote economic growth.