

78524

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo, Director
Office of Tourism & Film

Date: August 7, 2020

Re: Resolution to exempt from the Westchester County Procurement Policy pursuant to Section 3(a) xxi thereof, the procurement of an agreement with Miles Partnership for the delivery of a Google- Destination Marketing Organization (“DMO”) program for local hotels and tourism-related businesses for the reopening and remarketing of the county as a tourism and business destination.

Authority is hereby requested from your Honorable Board to exempt the procurement of an agreement with Miles Partnership from the Westchester County Procurement Policy and Procedures (“Procurement Policy”) pursuant to Section 3(a) xxi thereof.

Pursuant to the terms of the proposed agreement, Miles Partnership will partner with the County of Westchester, acting by and through its Office of Tourism & Film (the “County”) on a foundational initiative aimed at improving the quality and visibility of destination-related content within Google’s search and travel planning products. This will be achieved by organically influencing the quality and accuracy of destinations and constituent businesses using a set of tools released by Google for official destination marketing organizations to use in order to improve content quality and accuracy.

The term of the proposed agreement will commence on 08/15/2020 and continue through 12/31/2020. In consideration for services rendered, the County will pay Miles Partnership an amount not-to-exceed \$25,000.

Ordinarily, under Section 5(b) of the Procurement Policy, the County is required to solicit written quotations from no fewer than three persons customarily providing such services, and, if deemed appropriate, to inquire as to the qualifications and experience of such persons. However, Miles Partnership is uniquely positioned as the sole provider capable of delivering the Google-DMO Partnership Program support services on behalf of the County. To date, Miles has worked with more than 170 destination marketing organizations around the world to help them better understand the tools available to DMOs through the program and to support their successful implementation. In addition, they are a BrandUSA/Visit USA agency of record and a strategic partner of Simpleview - visitwestchesterny.com. This specific service is not offered by another agency in the United States to our knowledge.

Pursuant to Section 3 (a) (xxi) of the Procurement Policy, where this Honorable Board determines by resolution passed prior to the commencement of procurement that compliance with the Procurement Policy would not be in the best interests of the County, the requirements of the Procurement Policy may be waived. 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.

Your Honorable Board's approval of the annexed resolution is respectfully requested.

NC/jpg
Attachment

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RESOLUTION

Upon a communication from the Director, 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 determined that application of the procedural requirements contained therein, including the necessity of soliciting written 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 Miles Partnership for the development of a Google Destination Marketing Organization (“DMO”) program for local hotels and tourism-related businesses for the reopening and remarketing of the county as a tourism and business destination..

APPROVED BOARD OF ACQUISITION & CONTRACT - 08/20/2020 LISA MARIJAJ, SECRETARY