

27179

Date: May 30, 2012

To: Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism

RE: Authority to amend an agreement with Thompson & Bender LLC, pursuant to which Thompson & Bender LLC provides advertising services for Westchester County Tourism and Film, in order to, 1) add additional services; 2) increase the amount not-to-exceed authorized under the agreement in order to pay for the additional services; and 3) authorize a subcontractor for the performance of the additional services

By resolution approved on October 8, 2009, your Honorable Board authorized the County of Westchester (the "County") to enter into an agreement with Thompson & Bender LLC ("Thompson & Bender"), pursuant to which Thompson & Bender was to provide advertising services for Westchester County Tourism and Film ("Tourism and Film"), for a term commencing January 1, 2010 and continuing through December 31, 2012, for an amount not-to-exceed \$200,000.00 in any one year of the contract and a total aggregate amount not-to-exceed \$600,000.00, pursuant to an approved budget (the "Agreement"). The Agreement was subsequently executed.

Under the Agreement, Thompson & Bender was to, among other things, design advertisements for Tourism and Film and place those advertisements in print, broadcast, and internet media outlets. However, the County recently determined that additional advertising services are necessary in order to sufficiently promote County tourism through digital media outlets. The County and Thompson & Bender determined that Situation Marketing, LLC ("Situation Marketing") is the best vendor to provide the additional digital media advertising services, with Thompson & Bender coordinating its own services with those of Situation Marketing, and ultimately being responsible, as the County's contractor, for Situation Marketing's work.

Accordingly, the County respectfully requests that your Honorable Board authorize the County to amend the Agreement in order to:

- 1) Add to the scope of services the following additional services (the "Additional Services"):
 - a. Develop and execute a digital media strategy targeting, among others, consumers within a 100 mile radius of the County and corporate and associate

- meeting planners;
- b. Provide creative and promotional activation (e.g. contests, email acquisitions as necessary);
 - c. Work to increase traffic to, and drive traffic to, the Westchester County Tourism website and social media outlets, for the purpose of promoting and raising the profile of Westchester as a regional destination;
 - d. Provide detailed data for digital media properties, including social media; appropriate analyses of such data; and recommendations for actions based upon the data and the analyses; and
 - e. Provide media and content management, including monitoring of click-through rates, engagement levels on social media outlets, and the County's return-on-investment ("ROI") from its advertisements;
- 2) Increase the amount not-to-exceed authorized under the Agreement for calendar year 2012 by One Hundred Thousand Dollars (\$100,000), from an amount not-to-exceed Two Hundred Thousand Dollars (\$200,000) to a new amount not-to-exceed Three Hundred Thousand Dollars (\$300,000), payable pursuant to an approved budget, and, accordingly, increase the total aggregate amount not-to-exceed authorized under the Agreement by One Hundred Thousand Dollars (\$100,000), from a total aggregate amount not-to-exceed Six Hundred Thousand Dollars (\$600,000) to a new total aggregate amount not-to-exceed Seven Hundred Thousand Dollars (\$700,000), payable pursuant to an approved budget, for the purpose of paying for the Additional Services; and
 - 3) Authorize Thompson & Bender to enter into a subcontract with Situation Marketing to provide the Additional Services.

The proposed amendment will serve a public purpose by helping promote tourism in the County through digital media outlets, thereby stimulating the local economy by bringing both leisure and business visitors into the County to patronize our local attractions, hotels, and restaurants.

The goals and objectives of the proposed amendment are to provide additional advertising services to promote the County through digital media outlets as a tourist and business destination.

The goals and objectives of the proposed amendment are in the best interests of the County in terms of fiscal responsibility, as these additional advertising services will serve to increase tourism in the County and bring more tourist dollars into the local economy.

The goals and objectives of the proposed amendment will be tracked and monitored by the staff of Tourism and Film.

The procurement of the Additional Services is exempt from the requirements of the County Procurement Policy pursuant to Section 3(a)(iv) thereof

I most respectfully recommend approval of the attached Resolution.

NC/BDM/nn

RESOLUTION

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

RESOLVED, that the County of Westchester (the “County”) is hereby authorized to amend an agreement with Thompson & Bender LLC (“Thompson & Bender”), pursuant to which Thompson & Bender was to provide advertising services for Westchester County Tourism and Film, for a term commencing on January 1, 2010 and continuing through December 31, 2012, for an amount not-to-exceed \$200,000.00 in any one year of the contract and a total aggregate amount not-to-exceed \$600,000.00, payable pursuant to an approved budget (the “Agreement”), in order to:

- 1.) Add to the scope of services the following additional services (the “Additional Services”):
 - a. Develop and execute a digital media strategy targeting, among others, consumers within a 100-mile radius of the County and corporate and associate meeting planners;
 - b. Provide creative and promotional activation (e.g. contests, email acquisitions as necessary);
 - c. Work to increase traffic to, and drive traffic to, the Westchester County Tourism website and social media outlets, for the purpose of promoting and raising the profile of Westchester as a regional destination;
 - d. Provide detailed data for digital media properties, including social media; appropriate analyses of such data; and recommendations for actions based upon the data and the analyses;
 - e. Provide media and content management, including monitoring of click-through rates, engagement levels on social media outlets, and the County’s return-on-investment (“ROI”) from its advertisements;
- 2.) Increase the amount not-to-exceed authorized under the Agreement for calendar year 2012 by One Hundred Thousand Dollars (\$100,000), from an amount not-to-exceed Two Hundred Thousand Dollars (\$200,000) to a new amount not-to-exceed Three Hundred Thousand Dollars (\$300,000), payable pursuant to an approved budget, and, accordingly, increase the total aggregate amount not-to-exceed authorized under the Agreement by One Hundred Thousand Dollars (\$100,000), from a total aggregate amount not-to-exceed Six Hundred Thousand Dollars (\$600,000) to a new total aggregate amount not-to-exceed Seven Hundred Thousand Dollars (\$700,000), payable pursuant to an approved budget, for the purpose of paying for the Additional Services; and
- 3.) Authorize Thompson & Bender to enter into a subcontract with Situation Marketing, LLC to provide the Additional Services

; 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	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
263	11	432M	4250	T432	\$100,000

Budget Funding Year(s): 2010-2012 Start Date: 01/01/10 End Date: 12/31/12
(must match resolution)

Funding Source	Tax Dollars	_____
<u>\$100,000</u>	State Aid	_____
(must match resolution)	Federal Aid	_____
	Other	<u>\$100,000</u>

APPROVED BOARD OF ACQUISITION & CONTRACT 06/07/2012 JOMARY VERA SECRETARY