

36069

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: September 23, 2013

Re: Authority to enter into an agreement with: Situation Marketing LLC, d/b/a Situation Interactive, for the provision of digital media promotional services, for a term commencing October 1, 2013 and terminating December 31, 2013, for a total amount not-to exceed One Hundred Thousand Dollars (\$100,000.00), with the County having the sole option to renew the agreement for an additional one (1) year term commencing January 1, 2014 and terminating December 31, 2014 for a total amount during the one (1) year option period not to exceed One Hundred Thousand Dollars (\$100,000), all payable pursuant to an approved budget and subject to County appropriations

Transmitted herewith is a resolution which, if approved by your Honorable Board, will authorize the County of Westchester (the "County") to enter into an agreement with Situation Marketing LLC, d/b/a Situation Interactive ("Situation Interactive"), for the provision of digital media promotional services, for a term commencing October 1, 2013 and terminating December 31, 2013, for a total amount not-to exceed One Hundred Thousand Dollars (\$100,000.00), with the County having the sole option to renew the agreement for an additional one (1) year term commencing on January 1, 2014 and terminating on December 31, 2014 for a total amount during the one (1) year option period not to exceed One Hundred Thousand Dollars (\$100,000), all payable pursuant to an approved budget and subject to County appropriations.

Pursuant to the terms of the proposed agreement, Situation Interactive will create a digital media promotional plan and implement such plan to promote the County as a regional premiere travel destination for leisure and business, and to specifically develop and execute a digital campaign aligned with the "Meet Me in Westchester" brand to strengthen the County's position as the first stop in the Hudson Valley region. Once created, the creative deliverables, including all ads, logs and slogans, will become the full property of the County.

In compliance with the procurement policy, the Department issued a request for proposals ("RFP") which was posted on the County's RFP website. Proposals were received

from four (4) entities and the County's Office of Tourism and Film ("OFT") reviewed and ranked the proposals. OFT notes that Situation Interactive has extensive experience in digital tourism and provides full-service digital and media buying. In addition, Situation Interactive has provided superb services on behalf of OFT in the past and launched the successful "Meet Me in Westchester Favorite Escapes" and "Falltastic" campaigns last year. Furthermore, in accordance with the County's Procurement Policy and the RFP, OFT ranked the proposals based upon the evaluation criteria set forth in the RFP. Attached please find a chart of the evaluation criteria rankings attached hereto and made a part hereof as Schedule "A". In accordance with the County's Procurement Policy and the RFP, Situation Interactive was ranked first.

This proposed agreement will serve a public purpose by promoting tourism in the County, 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 this proposed agreement will be to promote the County as a tourist and business destination. The goals and objectives are in the best interests of the County in terms of fiscal responsibility because the advertising campaign 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 to OFT, the number of clicks on websites, brochure distribution, and the number of leads generated.

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

NC/jpi

RESOLUTION

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

RESOLVED, the County of Westchester (the "County") is authorized to enter into an agreement with Situation Marketing LLC, d/b/a Situation Interactive for the provision of digital media promotional services, for a term commencing October 1, 2013 and terminating December 31, 2013, for a total amount not-to exceed One Hundred Thousand Dollars (\$100,000.00), with the County having the sole option to renew the agreement for an additional one (1) year term commencing January 1, 2014 and terminating December 31, 2014, for a total amount during the one (1) year option period not to exceed One Hundred Thousand Dollars (\$100,000), all payable pursuant to an approved budget; 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	Fund	Agency	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
	263	11	507N	4380	T507	\$100,000

Budget Funding Year(s) 2013 Start Date 10-1-13 End Date 12-31-13

Tax Dollars: N/A
State Aid: N/A
Federal Aid: N/A
Other: \$100,000 Hotel Occupancy Tax

SCHEDULE "A"

**TOURISM DIGITAL RFP
Comparison Chart**

	MAX Points	30	20	30	5	10	5	100
Respondents	Overall Quality	Creativity	Cost Effectiveness	Production Resources	Experience	References	Total	
DDR Public Relation	20	10	10	0	5	5	50	
Ruby Media Group	15	5	20	5	5	0	50	
Harrison Edwards	20	10	20	0	5	5	60	
Situation Interactive	30	20	30	5	10	5	100	

Prepared by
Natasha Caputo