

Robert P. Astorino
County Executive

Natasha Caputo
Director
Tourism & Film

37647

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: December 17, 2013

Re: Resolution to exempt from the Westchester County Procurement Policy an agreement between the County of Westchester, acting by and Thompson & Bender, LLC, for the provision of public relations and creative services, pursuant to Section 3(a)xxi of the Westchester County Procurement Policy and Procedures

Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy a Subscriber Agreement (the "Agreement") with Thompson & Bender, LLC ("Thompson & Bender"), for the provision of public relations and creative services. The term of the Agreement will commence January 1, 2014 and terminate December 31, 2014. In consideration for services rendered, Thompson & Bender will be paid an amount not-to-exceed \$200,000.00 for the term of the Agreement.

Ordinarily, under Section 6 of the Procurement Policy, the County is required to issue a Request For Proposals for such services. It is proposed that compliance with the Procurement Policy would not be in the best interests of the County with respect to this procurement because the proposed agreement will allow the County to continue to capitalize on the momentum, awareness and visibility with the County's local, regional and state partners resulting from the recent launch of the County's new tourism branding campaign, "Meet Me In Westchester". This highly successful initiative has also resulted in significant earned media furthering the County's market penetration. It is in the best interest of the County to maintain continuity regarding the promotion of the County as a destination and to maintain continuity regarding the strategy related to advertising. In addition, Thompson & Bender has extensive expertise in the area of public relations. It is also most important that the County keep pace and continue to align Meet in Westchester with I Love NY and the regional councils, which supports the Governor's new tourism objectives. This agreement, therefore, provides an advantage by allowing the advancement of the County's tourism and destination messaging and marketing efforts.

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 Thompson & Bender is uniquely qualified to provide these services and that the best interests of the County would be served by exempting this agreement from the procedures of the County's Procurement Policy. A resolution to exempt this agreement from procurement is hereby submitted for your consideration.

NC/jpi

APPROVED BOARD OF ACQUISITION & CONTRACT - 02/06/2014 - JOMARY MERRY SECRETARY

RESOLUTION

Upon a communication from the Director of Tourism, 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 proposals, is neither cost effective nor expedient, and accordingly, not in the best interests of the County in connection with the procurement of an agreement for the provision of public relations and creative services with Thompson & Bender, LLC.

APPROVED BOARD OF ACQUISITION & CONTRACT - 02/06/2014 - JOMAYMERA, SECRETARY