



Natasha Caputo
Director
Tourism & Film

43504

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: December 1, 2014

Re: Resolution to exempt from the Westchester County Procurement Policy an agreement with Situation Marketing LLC, d/b/a Situation Interactive, for the provision of digital media promotional 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 an agreement (the "Agreement") with Situation Marketing LLC, d/b/a Situation Interactive ("Situation Interactive"), for the provision of digital media promotional services for a term commencing January 1, 2015 and terminating December 31, 2015 for an amount not-to-exceed \$100,000.00, payable in accordance with an approved budget.

Ordinarily, under Section 6 of the Procurement Policy, the County is required to issue a Request for Proposals for such services. However, 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 creation of a digital media promotional plan. Moreover, Situation Interactive has extensive expertise in the area of

digital media promotion and is uniquely qualified to provide these services to the County. 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, will provide 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 Situation Interactive 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.

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APPROVED BOARD OF ACQUISITION & CONTRACT ADMINISTRATION
COUNTY CLERK
COUNTY 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 Situation Marketing LLC, d/b/a Situation Interactive.

APPROVED BOARD OF ACQUISITION & CONTRACT - 04/19/2015 -- JOMARY VIEIRA, SECRETARY