

51383

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: February 26, 2016

Re: Authority to enter into an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications (“Today Media”) pursuant to which Today Media will design and construct, custom print and digital versions of the Westchester County 2016/2017 Destination Guide and the 2016/2017 Brochure/Map, as well as pack and ship hardcopy print versions of each, for a term commencing retroactive to January 1, 2016 and continuing through May 31, 2016, in consideration for which Today Media will retain a share of advertising sales revenue and will be paid a lump sum fee of \$24,950.

Authority is requested for the County of Westchester (the “County”), acting by and through the Westchester County Office of Tourism & Film (“OTF”), to enter into an agreement with Today Media, pursuant to which Today Media will design and construct, custom print and digital versions of the Westchester County 2016/2017 Destination Guide (the “Guide”) and the 2016/2017 Brochure/Map (the “Map”), as well as pack and ship hardcopy print versions of each, for a term commencing retroactive to January 1, 2016 and continuing through May 31, 2016 (the “Agreement”). In consideration for services to be rendered, Today Media shall be authorized to sell advertisements within the print and digital versions of the Guide and Map and to retain the first \$80,000 of collected advertising sales revenue and then remit to the County 25% of all ad revenues collected in excess of \$80,000. In addition, the County will pay Today Media a lump sum fee of \$24,950 to print 100,000 Guides and 50,000 Maps.

The County has complied with the Westchester County Procurement Policy. On November 30, 2015, the OTF issued a Request for Quotations (the “RFQ”) seeking the services of custom publishing companies to design and construct, custom print and digital versions of the Guide and the Map, as well as pack and ship, via the U.S. Postal Service, hardcopy print versions of each. In an effort to solicit as many responses as possible, OTF emailed the RFQ to twelve (12) firms specializing in such services. OTF received two (2) proposals in response to the RFQ; one from Today Media and the other from DiReggio Advertising (“DiReggio”). Following a review of the proposals with reference to the evaluation criteria set forth in the RFQ, Today Media was ranked the highest based upon its

price proposal (\$24,950), which was considerably lower than DiReggio's (\$200,593). In addition, both proposals offered revenue sharing for advertising sales.

This Agreement will serve a public purpose by promoting tourism in Westchester County, thus helping to stimulate the local economy.

The goals and objectives of this agreement will be to design and construct, custom print and digital versions of the Guide and Map, as well as pack and ship hardcopy print versions of each. The goals and objectives are in the best interests of the County in terms of fiscal responsibility because the Guide and Map 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 and leads, and distribution of the Guide and Map.

Accordingly, I most respectfully recommend approval of the attached resolution.

NC/JPG/nm

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/24/2016 - USM/PAJ, SECRETARY

RESOLUTION

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

RESOLVED, that the County of Westchester (the "County") is hereby authorized to enter into an agreement (the "Agreement") with Martinelli Holdings, LLC d/b/a Today Media Custom Communications ("Today Media"), pursuant to which Today Media will design and construct, custom print and digital versions of the Westchester County 2016/2017 Destination Guide (the "Guide") and the 2016/2017 Brochure/Map (the "Map"), as well as pack and ship hardcopy print versions of each, for a term commencing retroactive to January 1, 2016 and continuing through May 31, 2016, attached hereto; and be it further

RESOLVED, that in consideration for services to be rendered, Today Media shall be authorized to sell advertisements within the print and digital versions of the Guide and Map and to retain the first \$80,000 of collected advertising sales revenue and then remit to the County 25% of all ad revenues collected in excess of \$80,000. In addition, the County will pay Today Media a lump sum fee of \$24,950 to print 100,000 Guides and 50,000 Maps; 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 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	Agency	Capital Project Or Org	Object/ Sub Object	Trust Account	Activity	Dollars
	101	11	0720	4250		1000	\$24,950.00

Budget Funding Year(s) 2016 Start Date 01/01/2016 End Date 05/31/16
 (must match resolution)

Funding Source Tax Dollars: Hotel Occupancy Tax
 State Aid _____
 \$ 24,950.00 Federal Aid _____
 (must match resolution) Other _____

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/24/2016 LISA MRJAS SECRETARY