

Robert P. Astorino  
County Executive

Natasha Caputo  
Director  
Tourism & Film

**51669**

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo  
Director of Tourism

Date: March 16, 2016

Re: Resolution authorizing the County of Westchester to amend an agreement with Thompson & Bender, LLC, as previously amended, for the provision of public relations and creative services, for a term commencing January 1, 2015 and terminating February 29, 2016, for a total amount not-to exceed \$215,000, by 1) extending the term of the Agreement from March 1, 2016 through April 30, 2016; 2) continuing to provide various public relations and creative services during the extension period; and 3) increasing the not-to-exceed amount by an additional \$35,000, from an amount not-to-exceed \$215,000 to an amount not-to-exceed \$250,000, in order to compensate Thompson & Bender, LLC for additional services rendered during the extension period.

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By resolution approved on January 22, 2015, your Honorable Board authorized the County of Westchester (the "County") to enter into an agreement with Thompson & Bender, LLC ("Thompson & Bender") for the provision of public relations and creative services for a one (1) year period commencing January 1, 2015 and terminating December 31, 2015 for an amount not to exceed \$200,000, payable pursuant to an approved budget and subject to County appropriations (the "Agreement"). The Agreement was subsequently executed.

Thereafter by resolution approved on December 17, 2015, your Honorable Board authorized the County to amend the Agreement with Thompson & Bender in order to 1) extend the term thereof for two (2) additional months, from January 1, 2016 through February 29, 2016; and 2) increase the not-to-exceed amount by an additional \$15,000, from an amount not-to-exceed \$200,000 to an amount not-to-exceed \$215,000, in order to compensate Thompson & Bender for additional services rendered (the "First Amendment"). The First Amendment was subsequently executed.

The County's Office of Tourism & Film ("WCOTF") is still in the process of preparing an RFP to procure public relations and creative services for 2016. It is expected that this process will take several more months to complete. In the interim, WCOTF continues to require monthly press releases, creative services for The New York Times travel show, production services for media placements, design and production of an updated and revised Hike-n-Bike brochure, creative and trafficking for upcoming Spring and Summer seasonal ads and advertising and insertions to support Spring and Summer. In order for the County to continue to receive these valuable services, authority is requested to further amend the Agreement with Thompson & Bender in order to 1) extend the term thereof for two (2) additional months, from March 1, 2016 through April 30, 2016; 2) continue to provide various public relations and creative services during the extension period including, but not limited to, monthly press releases, creative services for The New York Times travel show, production services for media placements, design and production of an updated and revised Hike-n-Bike brochure, creative and trafficking for upcoming Spring and Summer seasonal ads and advertising and insertions to support Spring and Summer; and 3) increase the not-to-exceed amount by an additional \$35,000, from an amount not-to-exceed \$215,000 to an amount not-to-exceed \$250,000, in order to compensate Thompson & Bender for additional services rendered during the extension period.

Except as specifically amended hereby, all remaining terms and conditions of the Agreement, as previously amended, shall remain in full force and effect upon the parties.

This proposed amendment to the 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 amendment 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 inquiries to the WCOTF, the number of clicks on websites, brochure distribution, and the number of leads.

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

NC/jpg

**RESOLUTION**

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

**RESOLVED**, that the County of Westchester (the “County”) is authorized to amend an agreement with Thompson & Bender, LLC (“Thompson & Bender”), as previously amended, for the provision of public relations and creative services for a term commencing on January 1, 2015 and terminating February 29, 2016, in an amount not to exceed \$215,000, pursuant to an approved budget, by 1) extending the term of the Agreement for two (2) additional months, from March 1, 2016 through April 30, 2016; 2) continuing to provide various public relations and creative services during the extension period including, but not limited to: monthly press releases, creative services for The New York Times travel show, production services for media placements, design and production of an updated and revised Hike-n-Bike brochure, creative and trafficking for upcoming Spring and Summer seasonal ads and advertising and insertions to support Spring and Summer; and 3) increasing the not-to-exceed amount thereunder by an additional \$35,000, from an amount not-to-exceed \$215,000 to an amount not-to-exceed \$250,000, in order to compensate Thompson & Bender for additional services to be rendered during the extension period; and be it further

**RESOLVED**, that except as specifically amended hereby, all remaining terms and conditions of the Agreement, as previously amended, shall remain in full force and effect upon the parties; 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
	101	11	0720	4250		35,000.00

Budget Funding Year(s) 2016 Start Date      End Date     

Tax Dollars:                           -0-                            
 State Aid:                           -0-                            
 Federal Aid:                           -0-                            
 Other:                                   \$35,000.00   \$ Hotel tax                          

APPROVED BOARD OF SUPERVISORS CONTRACT 04/29/2016 LISA MARIJAJ, SECRETARY

APPROVED BOARD OF ACQUISITION & CONTRACT - 04/28/2016 - LISA MRIJAJ, SECRETARY