

Robert P. Astorino  
County Executive

Natasha Caputo  
Director  
Tourism & Film

# 52564

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo  
Director of Tourism & Film

Date: August 11, 2016

Re: Resolution authorizing the County of Westchester to enter into an agreement with Fifteen Degrees, LLC for the provision of a digital marketing and media plan to promote tourism in Westchester County for a term commencing on August 15, 2016 and terminating on May 31, 2018, for a total amount not-to exceed Four Hundred Thousand Dollars (\$400,000.00), payable pursuant to an approved budget and subject to County appropriations.

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Transmitted herewith is a resolution which, if approved by your Honorable Board, will authorize the County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), to enter into an agreement with Fifteen Degrees, LLC ("Fifteen Degrees"), pursuant to which Fifteen Degrees will create and implement a digital marketing and media plan to promote tourism in Westchester County, for a term commencing on August 15, 2016 and terminating on May 31, 2018. In consideration for services to be rendered, the County will pay Fifteen Degrees an amount not to exceed Four Hundred Thousand Dollars (\$400,000.00), payable pursuant to an approved budget and subject to County appropriations (the "Agreement"). The County, at its sole option, reserves the right to extend the term of the Agreement for up to two (2) additional one (1) year periods, on the same terms and conditions, including price proposal, as agreed to by the parties for the initial term.

Pursuant to the terms of the proposed Agreement, Fifteen Degrees will design, develop create and execute a digital marketing and media plan designed to further the "Meet in Westchester" online brand experience and to gain maximum traffic, frequency and engagement to visitwestchesterny.com, Westchester County Tourism Facebook, YouTube and WestchesterTour on Twitter.

The County has complied with Section 6 of the Westchester County Procurement Policy. On May 20, 2016, WCOTF issued an RFP seeking proposals from qualified and experienced

marketing, advertising and public relations professionals to provide a destination marketing/advertising and public relations program aligned with the “Meet Me in Westchester” brand and to strengthen the County’s position as the smart choice for business within 250-mile radius to the mid-Atlantic and an easy short getaway escape for leisure within 90-mile radius. The RFP was posted on the County’s RFP website. In addition, copies of the RFP were sent out to various advertising and marketing professionals. The scope of work solicited through the RFP consisted of four (4) separate components: 1) Creation of a Digital Marketing and Media Plan; 2) Tourism & Travel Public Relations; 3) Creative and Advertising, and 4) Film Public Relations. Respondents were asked to submit itemized proposals and pricing for each of the four (4) components, with WCOTF reserving the right to award some or all of the work to the same or multiple proposers. Thirteen (13) proposals were received in response to the RFP. These proposals were evaluated in accordance with the five (5) evaluation criteria set forth in the RFP, which included: overall quality of proposal; creativity; cost effectiveness; production resources; and experience in destination marketing. Following WCOTF’s review of the proposals with reference to the evaluation criteria, Fifteen Degrees was selected to create a digital marketing and media plan. Fifteen Degrees was selected based upon its high ranking by the review committee, its previous experience creating digital marketing and media plans for other tourism industry-related accounts and the overall cost effectiveness of its proposal (A copy of the RFP responses and ranking chart is attached hereto).

The 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 the 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 digital marketing and media plan 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 the Office of Tourism & Film, 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 enter into an agreement with Fifteen Degrees, LLC ("Fifteen Degrees"), for the creation and implementation of a digital marketing and media plan to promote tourism in Westchester County for a term commencing on August 15, 2016 and terminating on May 31, 2018, for a total amount not-to exceed Four Hundred Thousand Dollars (\$400,000.00), payable pursuant to an approved budget (the "Agreement"); and be it further

**RESOLVED**, that the County, at its sole option, reserves the right to extend the term of the Agreement for up to two (2) additional one (1) year periods, on the same terms and conditions, including price proposal, as agreed to by the parties for the initial term, subject to the further approval of the Westchester County Board of Acquisition & Contract; 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

Year	Fund	Agency	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
2016	263	11		4380	507R	\$125,000
2017	101	11	0720	4380		\$75,000
2017	263	11			432S	\$75,000
2018	101	11	0720	4380		\$62,500
2018	263	11		4380	432T	\$62,500

Budget Funding Year(s) 2016-2018 Start Date 8-15-16 End Date 05-31-18

Tax Dollars: \_\_\_\_\_ -0- \_\_\_\_\_  
 State Aid: \_\_\_\_\_ -0- \_\_\_\_\_  
 Federal Aid: \_\_\_\_\_ -0- \_\_\_\_\_  
 Other: \$400,000 Hotel tax

**Tourism & Film RFP Responses  
2016**

<b>Respondents</b>	<b>OVERALL QUALITY OF PROPOSAL</b>	<b>CREATIVITY</b>	<b>COST EFFECTIVENESS</b>	<b>PRODUCTION RESOURCES</b>	<b>EXPERIENCE-destination mktg</b>	<b>TOTAL</b>
Adworkshop	3	3	3	4	4	17
BBG&G Adv/PR	3	2	3	3	3	14
BuzzCreators w/MSM Design Z, Inc.	3	2	3	3	2	13
Co Communications w/American Essence	3	2	3	3	3	14
Essence	2	2	2	2	1	9
Fifteen Degrees	5	5	3	5	5	23
Finn Partners	3	3	2	3	4	15
H & L Partners	3	3	2	2	4	14
Harrison Edwards	4	4	5	3	3	19
imediagroup	3	3	2	2	3	13
Meta Visions Consulting Group w/224 Online	2	2	1	3	1	9
Thompson & Bender	5	5	5	4	5	24

Evaluation Based on RFP Criteria  
Rated 1-5

5 Points - Fully Meets

4 Points-meets with minor gaps

3 points- meets with moderate gaps/compromises required

2 points - significant gaps

1 point - does not meet