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To: The Honorable Board of Acquisition and Contract

August 17, 2016

From: Natasha Caputo
Director

Re: Resolution to exempt from the Westchester County Procurement Policy an agreement with HelmsBriscoe Performance Group, Inc. for the provision of various tourism marketing services to promote Westchester County to meeting planners and their attendees, 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 with HelmsBriscoe Performance Group, Inc. ("Helms Briscoe") for the provision of various tourism marketing services to promote Westchester County to meeting planners and their attendees, for a term commencing retroactive to August 1, 2016 and continuing through August 1, 2017 for an amount not-to-exceed \$5,000.

Ordinarily, under Section 5 (a) of the Procurement Policy, the County is required to solicit written or oral quotations from no fewer than three persons customarily providing such services and, if deemed appropriate, to inquire as to the qualifications and experience of such persons. However, because HelmsBriscoe is a recognized leader in meeting procurement, leveraging the experiences of more than 1200 associates spanning more than 55 countries worldwide, we believe this relationship will strengthen the County's marketability to meeting planners through enhanced visibility. This will lead to an increase in hotel bookings in the County, thereby stimulating the local economy. In addition to providing destination marketing exposure through its various technology resources, HelmsBriscoe offers added value to the County through participation in the HelmsBriscoe Annual Business Conference, webinars, leadership meetings and destination partnership education sessions, among other benefits.

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 the best interests of the County would be served by exempting the procurement of this agreement from the County Procurement Policy.

Accordingly, a resolution to exempt the procurement with HelmsBriscoe, is hereby submitted for your consideration.

APPROVED BOARD OF ACQUISITION & CONTRACT - 09/08/2016 - LISA MRIJAJ, SECRETARY

RESOLUTION

Upon a communication from the Director of the County Office of Tourism & Film, 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 written or oral price quotations, 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 tourism marketing services with HelmsBriscoe Performance Group, Inc., 20875 N. 90th Place, Scottsdale, Arizona 85255

APPROVED BOARD OF ACQUISITION & CONTRACT - 09/08/2015 - LISA MARIJAJ, SECRETARY