

Robert P. Astorino
County Executive

Natasha Caputo
Director
Tourism & Film

60497

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: December 22, 2017

Re: Authority to amend 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, 2015 and terminating on May 31, 2018, by exercising an option to extend the term of the contract through December 31, 2018 and by increasing the not-to-exceed amount thereunder by an additional \$25,000.00, to pay for additional services to be rendered during the extension period.

By resolution approved on September 8, 2016 (the "September 8th Resolution"), your Honorable Board authorized 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 would 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, for 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 September 8th Resolution further authorized the County, at its sole option, 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. The Agreement was subsequently executed.

The County now desires to exercise its option to extend the term of the Agreement through December 31, 2018. In consideration for the additional services to be rendered during the extension period, the County shall pay Fifteen Degrees an additional sum not-to-exceed \$25,000.00, payable pursuant to an approved budget, thereby increasing the total aggregate amount payable from an amount not-to-exceed \$400,000 to an amount not-to-exceed \$425,000.00.

The 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 to the 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 inquiries to the Office of Tourism & Film, the number of clicks on websites, brochure distribution, and the number of leads.

Except as specifically amended hereby, all remaining terms and conditions set forth in the Agreement shall remain in full force and effect.

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

NC/jpg

APPROVED BOARD OF ACQUISITION & CONTRACT - 12/20/2017 - USA MPAJ SECURITY

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 Fifteen Degrees, LLC ("Fifteen Degrees"), pursuant to which Fifteen Degrees agreed to 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, for 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"), by exercising its option to extend the term thereof through December 31, 2018 and by increasing the not-to-exceed amount thereunder by an additional \$25,000.00, payable pursuant to an approved budget, to pay for additional services to be rendered during the extension period, thereby increasing the total aggregate amount payable from an amount not-to-exceed \$400,000 to an amount not-to-exceed \$425,000.00; and be it further

RESOLVED, that except as otherwise specifically amended hereby, all remaining terms and conditions set forth in the Agreement 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
263	11	T432	4380	432T	\$25,000

Budget Funding Year(s) 2018 Start Date 6-01-18 End Date 12-31-18

Tax Dollars: _____ -0- _____
 State Aid: _____ -0- _____
 Federal Aid: _____ -0- _____
 Other: \$25,000 Hotel tax