

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

66408

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: November 30, 2018

Re: Resolution authorizing the County of Westchester to enter into an agreement with Eric Mower & Associates, Inc. d/b/a Mower ("Mower"), for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County for an initial term commencing on November 15, 2018 and terminating on December 31, 2019, for a total amount not-to-exceed Four Hundred Ninety-Thousand Dollars (\$490,000.00), payable pursuant to an approved budget and subject to County appropriations, with the County reserving an option to renew the agreement for an additional one (1) year term.

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 Mower for the provision of integrated public relations and marketing including advertising and creative services to promote tourism in Westchester County, for an initial term commencing on November 15, 2018 and terminating on December 31, 2019. In consideration for services to be rendered, the County will pay Mower an amount not to exceed Four Hundred Ninety Thousand Dollars (\$490,000.00), 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 an additional one (1) year period, on the same terms and conditions as agreed to by the parties for the initial term, subject to the further approval of your Honorable Board.

It should be noted that since this Agreement will be funded by hotel occupancy tax revenues which are subject to change over the course of the year, it will contain a clause permitting the County to modify the contract budget as it deems appropriate. This may include reducing the amount allocated for a specific service component, or shifting allocations from one service component to another service component, to make the best use of available funds.

However, in no event will the not-to-exceed amount for the initial contract term exceed the sum of \$490,000.00.

Pursuant to the terms of the proposed Agreement, Mower will serve as the County's non-exclusive, full-service integrated public relations, and marketing agency, including advertising creative to promote Westchester County Tourism, including but not limited to serving as point of contact for media inquiries, developing an ongoing public relations strategy and expanding the County's tourism branding campaign, "Meet Me In Westchester." In addition, Mower will produce and distribute press materials/releases, monthly consumer newsletters quarterly travel industry newsletters, fact sheets, talking points collateral materials for tradeshow booths and any other special materials requested by WCOTF. Furthermore, Mower will also work in conjunction with WCOTF and its key partners including local, community and state partners to continue and expand the Office for Tourism's outreach and communications including Hudson Valley Tourism and I Love NY to gain additional visibility and to develop cross promotional opportunities.

The County has complied with Section 6 of the Westchester County Procurement Policy. On July 13, 2018, WCOTF issued an RFP seeking proposals from qualified and experienced marketing, advertising and public relations professionals to provide a destination marketing/advertising public relations and digital 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. Twelve (12) proposals were received in response to the RFP. These proposals were evaluated in accordance with the six (6) evaluation criteria set forth in the RFP, which included: overall quality of proposal; creativity; cost effectiveness; production resources; experience in destination marketing; and presentation at interview. Following WCOTF's review of each of the twelve (12) proposals with reference to the evaluation criteria set forth in the RFP, a shortlist of five (5) respondents were selected for in-person presentations with WCOTF and the CE's office. Following this process, Mower was ultimately selected to provide an integrated Tourism & Travel Public Relations, Marketing and Creative and Advertising Services. Mower was selected based upon its high ranking by the review committee, its previous experience providing public relations and creative services to other municipal and tourism clients, and the overall cost effectiveness of its proposal (A list of all respondents and a ranking chart for the five finalists is attached hereto). It should be noted that WCOTF has decided not to include the Film Public Relations component at this time.

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 this 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 communications, marketing and 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 inquires to the Office of Tourism, the number of clicks on websites, digital reach, brochure distribution, and the number of leads.

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

NC/jpg

APPROVED BOARD OF ACQUISITION & CONTRACT - 12/20/2018 - JOAN COCCIANI, SECRETARY

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 Eric Mower & Associates, Inc. d/b/a Mower ("Mower"), for the provision of integrated public relations, marketing, advertising and creative services to promote tourism in Westchester County for an initial term commencing on November 15, 2018 and terminating on December 31, 2019, for a total amount not-to-exceed Four Hundred Ninety Thousand Dollars (\$490,000.00), 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 one (1) additional year, on the same terms and conditions 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 since this Agreement will be funded by hotel occupancy tax revenues which are subject to change over the course of the year, it will contain a clause permitting the County to modify the contract budget as it deems appropriate. This may include reducing the amount allocated for a specific service component, or shifting allocations from one service component to another service component, to make the best use of available funds. However, in no event will the not-to-exceed amount for the initial contract term exceed the sum of \$490,000.00; 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
2018	101	11	0720	4250		\$40,000
2019	101	11	0720	4250		\$374,500
2019	263	11		4250	432T	\$75,500

Budget Funding Year(s) 2018-2019 Start Date 11-15-18 End Date 12-14-19

Tax Dollars: _____ -0- _____
State Aid: _____ -\$75,500- _____
Federal Aid: _____ -0- _____
Other: _____ \$414,500 Hotel tax _____

APPROVED BOARD OF ACQUISITION & CONTRACT - 12/20/2018 JOAN COCCIARDI, SECRETARY

LIST OF ALL RESPONDENTS

COMPANY	CONTACT	ADDRESS	CITY	St	Zip
RESPONDENTS					
Apples and Oranges Public Relations LLC					
	Amore Philip, CEO	387 Park Avenue South, 5 th Floor	New York	NY	10016
BBG&G Advertising					
	Deborah Garry, CEO	33 Hill Road	Middletown	NY	10941
Co-Communications					
	Stacey Cohen	4 W. Red Oak Lane, Suite 109	White Plains	NY	10604
Favorite Shirt					
			Mamaroneck	NY	10543
Fifteen Degrees/NLC					
	Mac MacLaurin, Rich Clarke	27 East 21 Street	NY	NY	
Focus Media					
	Josh Sommers, CEO	10 Matthews Street	Goshen	NY	10924

Glow					
	Howie Kleinberg, President	333 Hudson Street Suite 302	New York	NY	10013
Did not provide budget or hourly rates. Will align their capabilities within our budget.					
Harrison Edwards Inc.					
	Carolyn B. Mandelker	80 Business Pk Dr Ste 303	Armonk	NY	10504
Hospitality Resource Group Inc./Harquin Creative					
	Robert Sanders/Sherry Bruck	237 Mamaroneck Ave	White Plains	NY	10605
Mower					
	Mary Gendron, Managing Director		New York	NY	-
Naked Media					
	Ken Brown	3221 NW 10th Terrace, Suite 504	Oakland Park	FL	33309
Fifteen Degrees/Nicholas & Lence Communications					
	Mac McLaurin & Rich Clarke	28 West 44th Street	New York	NY	10036
	Cristyne Nicholas & George Lence				
DECLINED					
Berlin Productions Inc.					
	Rick Berlin	199 Main Street, Suite 1011	White Plains	NY	10601

Thompson & Bender LLC					
	Dean Bender	1192 Pleasantville Road	Briarcliff Manor	NY	10510
Capacity Interactive					
	Erick	1239 Broadway Suite 1103	New York	NY	10001

APPROVED BOARD OF ACQUISITION & CONTRACT - 12/20/2018 - JOAN COCCIARDI, SECRETARY

Tourism and Film RPF Evaluation

Public Relations/Digital Marketing/Advertising for
Office of Tourism and Film

<u>Name of Company</u>	Overall Quality of Proposals	Creativity of Proposals	Cost Effectiveness of Proposals	Production Resources of Proposers	Experience of the proposers	Presentation at Interview	Total
Co-Communications	2.75	2	2.75	2	2.75	2	14.25
Fifteen Degrees/Nicholas Lence	3	2.25	3	3	4.25	2.25	17.75
Harrison Edwards	4.5	4.25	2.5	3	3.75	4	22
Hospitality Resource Group/Harquin Creative	2.5	2.25	2.75	2.5	4	2	16
Mower	4.75	4	3.75	4.75	5	4	26.25

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

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