

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

70544

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: July 2, 2019

Re: Resolution authorizing the County of Westchester (the "County") to enter into an agreement with Harrison Edwards, Inc. ("Harrison Edwards"), pursuant to which Harrison Edwards would provide film public relations services to promote the County as an attractive business-friendly destination for TV and film production, for an initial term commencing on July 15, 2019 and terminating on July 14, 2020, for a total amount not-to-exceed \$95,000.00, 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 on the same terms and conditions.

Transmitted herewith is a resolution which, if approved by your Honorable Board, will authorize the County, acting by and through its Office of Tourism & Film ("WCOTF"), to enter into an agreement with Harrison Edwards, pursuant to which Harrison Edwards will provide public relations services to promote the County as an attractive business-friendly destination for TV and film production, for an initial term commencing on July 15, 2019 and terminating on July 14, 2020. In consideration for services to be rendered, the County will pay Harrison Edwards an amount not to exceed Ninety-Five Thousand (\$95,000.00), 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.

Pursuant to the terms of the proposed Agreement, Harrison Edwards will build a "Filming in Westchester" local publicity and community outreach plan to promote Westchester County as an attractive and business-friendly destination for film, TV and media production. Work will include, but shall not be limited to: preparing related press and collateral materials, as needed; writing and producing "Think Film in Westchester" content, such as a blog for location scouts, studios, production company outreach as well as distribution at selected film tradeshow;

and production of networking events for location scouts, film vendors with municipal film contacts and others involved in filming in the County.

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, Harrison Edwards was ultimately selected to provide the Film Public Relations component. Harrison Edwards was selected based upon its high ranking by the review committee, its previous experience providing film public relations for the County, 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 by resolution approved on December 20, 2018, your Honorable Board awarded a contract for the first three components noted above to the firm of Eric Mower & Associates, Inc. d/b/a Mower. The film/public relations component could not be awarded until this time because of internal review of needs and process.

The proposed agreement will serve a public purpose by promoting Westchester County as an attractive business-friendly destination for TV and film production, thereby stimulating the local economy by bringing film companies into the County to patronize our local attractions, hotels, and restaurants.

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 Harrison Edwards, Inc. ("Harrison Edwards"), pursuant to which Harrison Edwards would provide public relations services to promote the County as an attractive business-friendly destination for TV and film production, for an initial term commencing on July 15, 2019 and terminating on July 14, 2020, for a total amount not to exceed Ninety-Five Thousand (\$95,000.00) Dollars, 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 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
2019	263	11	169U	4380	T169	\$95,000

Budget Funding Year(s) 2019 Start Date 7-15-19 End Date 7-14-20

Tax Dollars: _____
State Aid: _____
Federal Aid: _____
Other: \$95,000 Film Revenue

APPROVED BOARD OF ACQUISITION & CONTRACT - 07/25/2019 - LISA MRINAL 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

Tourism and Film RFP Evaluation

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

<u>Name of Company</u>	<i>Overall Quality of Proposals</i>	<i>Creativity of Proposals</i>	<i>Cost Effectiveness of Proposals</i>	<i>Production Resources of Proposers</i>	<i>Experience of the proposers</i>	<i>Presentation at Interview</i>	<i>Total</i>
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

APPROVED BOARD OF ACQUISITION & CONTRACT - 07/25/2019 - LISA MRIJAJ, SECRETARY