



Westchester Community College

State University of New York

26667

April 30, 2012

To: Board of Acquisition and Contract

From: Joseph N. Hankin
President

Re: **Authority to enter into an agreement with Thompson & Bender, LLC for the provision of various advertising services for Westchester Community College for the period September 1, 2012 through August 31, 2015 for an amount not to exceed \$54,900 annually for a total aggregate amount not to exceed \$164,700**

Authority is hereby requested for the County of Westchester, acting by and through Westchester Community College (the "College"), to enter into an agreement with the firm of Thompson & Bender, LLC ("Thompson & Bender"), to provide planning, media buying, advertising design and production services for a multi-faceted advertising campaign for the College (the "Agreement"). The term of the Agreement will commence September 1, 2012 and continue through August 31, 2015. In consideration for services rendered, Thompson & Bender will be paid a retainer fee of \$54,900 per year, not to exceed \$164,700 over the three year term of the contract.

This Agreement is exempt from application of the Westchester county Procurement Policy and Procedures pursuant to Section 3 (a)(iv) thereof, which exempts contracts for advertising services.

This agreement will serve a public purpose by promoting the College to prospective students, thereby generating increased revenue for the County. The goals and objectives of this Agreement are to provide planning, media buying, advertising design and production services for a multi-faceted advertising campaign for the College. The goals and objectives are in the best interests of the County in terms of fiscal responsibility because an effective advertising campaign will attract a larger student base, thereby generating increased tuition revenue for the County. The goals and objectives will be tracked and monitored through regular consultation with Thompson & Bender.

Attached is a resolution for your Honorable Board's consideration.

JNH:lz
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/31/2012 - JOMARY VIEIRA, SECRETARY

RESOLUTION

Upon a communication from the President of Westchester Community College, be it hereby

RESOLVED, that the County of Westchester, acting by and through the Westchester Community College (the "College") be and is hereby authorized to enter into an agreement with the firm of Thompson & Bender, LLC ("Thompson & Bender") to provide planning, media buying, advertising design and production services for a multi-faceted advertising campaign for the College for a term commencing September 1, 2012 and continuing through August 31, 2015 (the "Agreement"); and be it further

RESOLVED, that in consideration for services rendered, Thompson & Bender shall be paid a retainer fee of \$54,900 per year, for a total aggregate not to exceed amount of \$164,700 over the three year term of the Agreement; and be it further

RESOLVED, that the County Executive or his duly authorized designee is hereby authorized to take such action and execute such documents as may be necessary and proper to effect the purposes hereof.

Account to be
Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
010	0110		4425-01		\$164,700

Budget Funding Year(s) 2012/13 – 2014/15 Start Date 9/1/12 End Date 8/31/15
(must match resolution)

Funding Source

Tax Dollars \$37,881

State Aid \$41,175

\$164,700.00

(must match resolution)

Federal Aid

Other \$85,644 (Tuition)