

62552

To: Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: April 9, 2018

Re: Authority to enter into an agreement with AAA Northeast (“AAA”) pursuant to which AAA will place advertising in its “Your AAA” magazine to promote both business and leisure travel to the County for a term commencing on May 1, 2018 and continuing through September 1, 2018, for a total aggregate amount not to exceed \$23,964.

Authority is requested for the County of Westchester to enter into an agreement with AAA, pursuant to which AAA will place advertising in its “Your AAA” magazine to promote both business and leisure travel to the County for a term commencing on May 1, 2018 and continuing through September 1, 2018 (the “Agreement”). In consideration for the placement of said advertising in its magazine, the County shall pay AAA an amount not-to-exceed \$23,964.

This Agreement is exempt from the Westchester County Procurement Policy pursuant to section 3(a) iv thereof, which exempts contracts for advertising.

The Agreement will serve a public purpose by promoting tourism in Westchester County, thus helping to stimulate the local economy.

Accordingly, I most respectfully recommend approval of the attached resolution.

NC/jpg

RESOLUTION

Upon a communication from the Director of Tourism & Film, be it hereby

RESOLVED, that the County of Westchester (the “County”) is hereby authorized to enter into an agreement with AAA Northeast (“AAA”), pursuant to which AAA will place advertising in its “Your AAA” magazine to promote both business and leisure travel to the County for a term commencing on May 1, 2018 and continuing through September 1, 2018 for a total amount not to exceed \$23,964; and be it further

RESOLVED, that the County Executive or his authorized designee is hereby authorized to execute all instruments and take all actions reasonably necessary to implement this Resolution.

Account to be Charged/credited	Fund	Agency	Capital Project Or Org	Object/ Sub Object	Trust Account	Activity	Dollars
	101	11	0720	0720		4250	\$23,964.00

Budget Funding Year(s) _____ Start Date _____ End Date _____
 (must match resolution)

Funding Source Tax Dollars: _____

State Aid _____

\$23,964
 (must match resolution) Federal Aid _____

Other Hotel Occupancy Tax

APPROVED BOARD OF ACQUISITION & CONSTRUCTION - 05/01/2018 - LISA M. BIAU, SECRETARY