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February 13, 2019

TO: The Honorable Board of Acquisition and Contract

FROM: Kenneth W. Jenkins
Deputy County Executive

RE: Authority to enter into an agreement with the Westchester Arts Council, Inc. d/b/a ArtsWestchester (“ArtsWestchester”) pursuant to which ArtsWestchester will provide cultural services to County residents including the “Maintain Cultural Services” program, managing a County-wide arts-in-education program, providing marketing and information services informing County residents and visitors of the numerous arts opportunities available throughout the County, maintaining and upgrading its website and customer relationship management functions, making free and low-cost space available at its Arts Exchange Building, and developing and implementing County-wide cultural initiatives, in an amount not to exceed One Million Six Hundred Fifteen Thousand Five Hundred (\$1,615,000.00) Dollars, commencing January 1, 2019 and terminating December 31, 2019.

The attached Resolution, if approved by your Honorable Board, would authorize the County of Westchester (the “County”) to enter into an agreement (the “Agreement”) with the Westchester Arts Council, Inc. d/b/a ArtsWestchester (“ArtsWestchester”), pursuant to which ArtsWestchester provide cultural services to County residents, including the “Maintain Cultural Services” (Challenge) Program. ArtsWestchester’s administration and delivery of these services shall also include basic program and project support, arts initiatives in Mount Vernon and Yonkers for special needs residents, transportation for students and seniors to cultural sites, management of a County-wide arts-in-education program, provision of marketing and information services informing County residents and visitors of the numerous arts opportunities available throughout the County, maintenance and upgrading of its website and customer relationship management functions, making free and low-cost space available at the Arts Exchange Building to County artists, non-profit cultural organizations and community groups, and developing and implementing County-wide cultural initiatives. The Agreement shall be in an amount not to exceed One Million Six Hundred Fifteen Thousand Five Hundred (\$1,615,000.00) Dollars, commencing January 1, 2019 and terminating December 31, 2019, payable pursuant to an approved budget, in four (4) equal quarterly installments. These funds shall be expended by ArtsWestchester to carry out the scope of services attached hereto as Schedule “A” and in accordance with the approved budget attached hereto as Schedule “B”.

As more fully described in Schedule "A", ArtsWestchester shall manage and deliver the County's cultural services to County residents. These services are designed to enrich the lives of County residents by providing access and involvement in the arts to all County residents. These shall include a robust and diverse array of cultural services, ranging from concerts, exhibitions and performances to family workshops and arts education programs. These cultural amenities enhance the quality of life, bolster Westchester as a desirable place to live and work, and support the County's efforts to attract and retain corporations. ArtsWestchester will provide these services directly and will also subcontract with at least forty (40) eligible organizations to provide these services, including but not limited to Caramoor Center for Music and the Arts, Katonah Museum of Art, Historic Hudson Valley, the Jacob Burns Film Center, the National Trust for Historic Preservation on behalf of Lyndhurst, the Neuberger Museum, Paramount Center, the Performing Arts Center at SUNY Purchase, the Westchester Philharmonic and cultural organizations which shall provide cultural activities and programs specifically within the Cities of Yonkers and Mount Vernon. ArtsWestchester shall provide these services after collaboration with the County's Office of Tourism to ensure that funding is appropriately leveraged.

Pursuant to the Agreement, ArtsWestchester shall partner with cultural organizations, youth groups, school districts and human service agencies throughout the County, in order to provide art services, artist residencies, classes and workshops. ArtsWestchester shall also help districts that serve large populations of students from economically disadvantaged families, including, but not limited to Mount Vernon, Greenburgh and Yonkers, as well as provide outreach to the Ossining and Tarrytown school districts. ArtsWestchester shall also identify candidates for its Directory of Teaching Artists, provide schools and community sites with access to an on-line directory of teaching artists, provide technical assistance for teaching artists and educators, and secure and distribute funds for curricula-based, artist residencies.

Pursuant to the Agreement, ArtsWestchester shall also administer a "Maintain Cultural Services" (Challenge) Program that will enable at least twenty-five (25) cultural organizations representing a variety of disciplines to leverage increased private funds in order to provide Westchester residents with affordable cultural programs, events and activities.

In addition, ArtsWestchester will produce a monthly, publication, "ArtsNews" at least twelve to sixteen pages each, which will be inserted into The Westchester County Business Journal, and will be provided to more than two thousand (2,000) individuals on ArtsWestchester's mailing list, libraries, train stations and to various County office buildings.

ArtsWestchester shall further maintain and upgrade its website and customer relationship management functions. Its website: www.artswestchester.org, is designed to serve as a one-stop location for anyone seeking information about arts and culture in the County. The primary feature, an interactive calendar, is accessible from each page and searchable by date, artistic genre, venue and location, so residents and visitors alike can use one site to easily find information about events offered throughout Westchester County that match their individual preferences. The website provides a page for each of more than one hundred forty (140) cultural organizations, linking to their sites so visitors can easily purchase tickets.

Furthermore, ArtsWestchester will provide free or low-cost space for meetings, rehearsals, workshops, exhibitions, performances and other cultural activities on the Arts Exchange Building's 9th floor or in other appropriate spaces throughout the building, exclusive of the Grand Banking Room. ArtsWestchester will manage, schedule and document the use of spaces in the Arts Exchange Building by artists, cultural organizations, and community groups. Artists, cultural organizations, and community groups will utilize space at the Arts Exchange for approximately five hundred (500) hours during the term of the Agreement.

Lastly, ArtsWestchester will develop collaborative marketing activities with other agencies and develop promotional materials that have wider circulation and impact than the marketing of a single event or organization, thus building greater awareness of and participation in cultural activities. ArtsWestchester will develop and implement a collaborative marketing campaigns such as *Music in the Air* resource guide and the centrally located *Jazz Fest*, and through the *Gallery Guide*, a guide available on the ARTSWestchester website. In addition, ArtsWestchester will identify and promote the events of approximately one hundred forty (140) cultural organizations. A significant portion of these events will be free.

The goals and objectives of the Agreement will support the public welfare of the County by enabling ArtsWestchester to fulfill its role in supporting the delivery of arts and cultural services to County residents. Working in partnership with not-for-profit cultural organizations throughout the County, ArtsWestchester ensures that County residents have access to a robust and diverse array of cultural services, ranging from concerts, exhibitions and performances to family workshops and arts education programs. These cultural amenities enhance the quality of life of County residents, bolster the County as a desirable place to live and work, and support the County's efforts to attract and retain corporations. Arts-in-education strategies that use the arts as instructional tools enhance both teaching and learning. ArtsWestchester has been engaged in arts-in-education for more than two decades, helping schools and districts integrate the arts into classrooms. Experience and research demonstrate that carefully designed, multi-session artist residencies motivate students to learn core curricula, help them retain what they learn longer and enable them to develop critical thinking skills that are necessary for success in college and in the workforce. Hands on, multi-session arts making workshops are equally effective in helping young people and adults develop social and developmental skills. ArtsWestchester's comprehensive marketing program will provide thousands of County residents and visitors with information about local cultural resources available to them and their families.

The goals and objective of the Agreement will be tracked by direct reporting of the results to the County by the Arts Council, through the submission of an interim narrative report covering the period January 1, 2019 through March 31, 2019, due on or before April 15, 2019, a narrative report covering the period of April 1, 2019 through June 30, 2019, due on or before July 15, 2019, a narrative report covering the period July 1, 2019 through September 30, 2019, due on or before October 15, 2019, as well as a final report covering the whole year, due on or before January 15, 2020. However, it should be noted that ArtsWestchester's subcontracts with cultural organizations run from July 1 through June 30th of the subsequent year, and as a result, ArtsWestchester will provide final figures on participation on or before September 30, 2020.

The Agreement is exempt from the Westchester County Procurement Policy pursuant to Section 3(a)xiii thereof.

Accordingly, I recommend and urge your Honorable Board's approval of the annexed Resolution.

KJ/di

APPROVED BOARD OF ACQUISITION & CONTRACT - 02/14/2019 - LISA MRIJAJ, SECRETARY

RESOLUTION

Upon a communication from the Deputy County Executive, it is hereby:

RESOLVED, that the County of Westchester (the "County") is authorized to enter into an agreement with the Westchester Arts Council, Inc. d/b/a ArtsWestchester ("ArtsWestchester") pursuant to which ArtsWestchester will administer and deliver the County of Westchester's cultural services to County residents, including the "Maintain Cultural Services" (Challenge) Program, manage a County-wide arts-in-education program, provide marketing and information services informing County residents and visitors of the numerous arts opportunities available throughout the County, make free and low-cost space available at the Arts Exchange Building, and develop and implement County-wide cultural initiatives, in an amount not to exceed One Million Six Hundred Fifteen Thousand Five Hundred (\$1,615,000.00), as set forth in Schedules "A"- "C" which are attached hereto, payable pursuant to an approved budget in four (4) equal quarterly installments, commencing January 1, 2019 and terminating December 31, 2019, and be it further

RESOLVED, that the Agreement is subject to County appropriations; and be it further

RESOLVED, that the 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 the Agreement or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Service Provider, then the Service Provider shall have the right to terminate the Agreement upon reasonable prior written notice; and be it further

RESOLVED, that the County Executive or his authorized designee, is hereby authorized to execute any documents and take any actions reasonably necessary and appropriate to effectuate the purposes of this Resolution.

Account to be
Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
101	52	2010	5100		\$1,615,000

Budget Funding Year(s) 2019 Start Date 1/1/19 End Date 12/31/19
(must match resolution)

Funding Source

Tax Dollars \$1,615,000.00

State Aid _____

\$ 1,615,000.00

Federal Aid _____

(must match resolution)

Other _____

APPROVED BOARD OF ACQUISITION & CONTRACT - 02/MAY/2019 - LISA MRJ/AJ SECRETARY