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Date: August 31, 2020

To: The Honorable Board of Acquisition and Contract

From: George Latimer
County Executive

Re: Authority to enter into an agreement with Co-Communications, Inc. to develop and execute a communications plan for the new CARES Act grant program for businesses and nonprofits, for a term from August 1, 2020 through December 30, 2020, for an amount not-to-exceed \$135,000.00 payable pursuant to an approved budget and subject to appropriation.

Authority of your Honorable Board is requested for the County of Westchester (“County”) to enter into an agreement with Co-Communications, Inc. to develop and execute a communications plan for the new CARES Act grant program for businesses and nonprofits, for a term from August 1, 2020 through December 30, 2020, for an amount not-to-exceed \$135,000.00 payable pursuant to an approved budget and subject to appropriation.

A separate Resolution is being submitted to your Honorable Board this date to grant an exemption from the application of the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)(xxi) thereof.

The goals and objectives of this agreement are to develop a communications plan for the new CARES Act grant program that will promote grant program to businesses and non-profits in order to maximize the reach of the program and help the more businesses who have been negatively impacted by the COVID-19 crisis. Additionally, Co-Communications will develop talking points that will ensure that the application and program are understandable to all stakeholders, grant administrators and applicants, making the application process accessible and easy to use for all applicants.

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

GL/BG/DLV/dv

