

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

89312

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: December 2, 2021

Re: Resolution authorizing the County of Westchester to enter into an agreement with Harrison Edwards, Inc., pursuant to which Harrison Edwards would provide public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production, for a term commencing on January 1, 2022 and terminating on December 31, 2022, for a total amount not-to-exceed \$100,000.00, payable pursuant to an approved budget and subject to County appropriations.

Transmitted herewith is a resolution which, if approved by your Honorable Board, will authorize the County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCO TF"), to enter into an agreement with Harrison Edwards, Inc. ("Harrison Edwards"), pursuant to which Harrison Edwards will provide public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production, for a term commencing on January 1, 2022 and terminating on December 31, 2022. In consideration for services to be rendered, the County will pay Harrison Edwards an amount not to exceed One Hundred Thousand (\$100,000.00) Dollars, payable pursuant to an approved budget and subject to County appropriations (the "Agreement").

Pursuant to the terms of the proposed Agreement, Harrison Edwards will provide public relations and marketing services to assist in the County's efforts in pandemic recovery to generate new economic activity and revenue. Services 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.

Authority to exempt the procurement of the proposed Agreement from the requirements of the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)xxi thereof, has been granted by your Honorable Board in accordance with a separate resolution of even date herewith.

The proposed agreement will serve a public purpose by promoting Westchester County as an attractive business-friendly destination for the resumption of 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

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/06/2022 - RAYMOND SCUKY, SECRETARY

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., pursuant to which Harrison Edwards would provide public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production, for a term commencing on January 1, 2022 and terminating on December 31, 2022, for a total amount not-to exceed One Hundred Thousand (\$100,000.00) Dollars, payable pursuant to an approved budget (the "Agreement"); 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
2022	263	11	169X	4380	T169	100,000.00

Budget Funding Year(s) 2022 Start Date 01/01/2022 End Date 12/31/2022

Tax Dollars: _____
State Aid: _____
Federal Aid: _____
Other: \$100,000.00 film revenue

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/06/2022 - RAYMOND SCULKY, SECRETARY