

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

93233

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: May 11, 2022

Re: Resolution authorizing the County of Westchester to enter into an agreement with Eric Mower & Associates, Inc. d/b/a Mower for the provision of specific public relations, marketing, advertising and creative services to promote diversity, stimulate Covid recovery and enhance safe leisure and business tourism to Westchester County for a term commencing on May 1, 2022 and terminating on April 30, 2023, for a total amount not-to exceed Seven Hundred Fifty Thousand Dollars (\$750,000.00), 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 ("WCOTF"), to enter into an agreement with Eric Mower & Associates, Inc. d/b/a Mower ("Mower") for the provision of specific public relations, marketing, advertising and creative services, to promote diversity, stimulate recovery and enhance safe leisure and business tourism to Westchester County for a term commencing on May 1, 2022 and terminating on April 30, 2023. In consideration for services to be rendered, the County will pay Mower an amount not to exceed Seven Hundred Fifty Thousand Dollars (\$750,000.00), payable pursuant to an approved budget and subject to County appropriations (the "Agreement").

Pursuant to the terms of the proposed Agreement, Mower will enhance, help rebuild and strengthen Westchester County as a destination. This assistance will further activate the "Beyond" brand to reach more potential visitors more often, and in more impactful ways than possible in the past. In addition, it will allow us to create new initiatives to capture and showcase Westchester's diversity and inclusiveness and reflect it in our promotional efforts...

Authority to exempt 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 tourism in the County, thereby stimulating the recovery of the local economy by bringing both leisure and business visitors into the County to patronize our local attractions, hotels, and restaurants. The goals and objectives of this proposed agreement will be to promote the County as a tourist and business destination. The goals and objectives are in the best interests of the County in terms of fiscal responsibility because the advertising campaign will increase tourism in the County and bring more tourist dollars into the local economy. The goals and objectives will be tracked and monitored by the number of inquires to the Office of Tourism, the number of clicks on websites, brochure distribution, and the number of leads.

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

NC/jpg

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/26/2022 - RAYMOND SCULPY, 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 Eric Mower & Associates, Inc. d/b/a Mower ("Mower"), for the provision of specific public relations, marketing, advertising and creative services to promote diversity, stimulate recovery and enhance safe leisure and business tourism to Westchester County, for a term commencing on May 1, 2022 and terminating on April 30, 2023 for a total amount not-to exceed Seven Hundred Fifty Thousand Dollars (\$750,000.00), 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

Fund	Agency	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
101	0720	0720	5125		\$750,000

Budget Funding Year(s) 2022 Start Date: 5-01-22 End Date: 4-30-23

Tax Dollars: \$750,000
State Aid: _____
Federal Aid: _____
Other: _____