

George Latimer  
County Executive

Natasha Caputo  
Director  
Tourism & Film

**#93234**

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo  
Director of Tourism & Film

Date: May 11, 2022

Re: Resolution to exempt from the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)xxi thereof the procurement of an Agreement with Eric Mower & Associates, Inc. d/b/a Mower.

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Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)xxi thereof the procurement of 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 Covid recovery and enhance safe leisure and business tourism to Westchester County.

The County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), seeks to enter into an agreement with 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").

Ordinarily, under Section 6 of the Procurement Policy, the County is required to solicit proposals for such services through the issuance of an RFP. However, with Mower's experience as the County's tourism, public relations and marketing agency, it is in the County's best interest to continue with the agency to 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.

Pursuant to Section 3(a)xxi, the Westchester County Procurement Policy and Procedures are not applicable to any procurement for which this Honorable Board determines, by resolution passed prior to commencing such procurement, that compliance with the policy would not be in the best interests of the County. For the reasons set forth above, it is proposed that the best interests of the County would be served by exempting the procurement of this Agreement with Mower from the County Procurement Policy.

Accordingly, a Resolution to exempt the procurement of an Agreement with Mower is hereby submitted for your consideration.

NC/jpg

Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/26/2022 - RAYMOND SCULM, SECRETARY

## RESOLUTION

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

**RESOLVED**, that pursuant to Section 3(a)xxi of the Westchester County Procurement Policy and Procedures, it is hereby determined that application of the procedural requirements contained therein, including the necessity of soliciting proposals, is neither cost effective nor expedient, and accordingly, not in the best interests of the County of Westchester in connection with the procurement of 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 recovery and enhance safe leisure and business tourism to Westchester County.

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/26/2022 RAYMOND COUNTY SECRETARY