

93276

Date: May 10, 2022

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 provide social media and community outreach marketing, promotion of the Launch 1000 entrepreneur program, design of ads and related materials, and a technology accelerator recruitment campaign, for a term from January 1, 2022 through December 31, 2022, for an amount not-to-exceed \$475,700.00 payable pursuant to an approved budget.

Authority of your Honorable Board is requested for the County of Westchester ("County") to enter into an agreement with Co-Communications, Inc. ("Co-Communications") to provide social media and community outreach marketing, promotion of the Launch 1000 entrepreneur program, design of ads and related materials, and a technology accelerator recruitment campaign, for a term from January 1, 2022 through December 31, 2022, for an amount not-to-exceed \$475,700.00 payable pursuant to an approved budget.

Co-Communications will be building upon the foundation established when working under a prior agreement in order to provide marketing and communications services.

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

The goals and objectives of this agreement are to attract and retain businesses and talent in Westchester and also promoting the many Economic Development programs we provide to assist residents and businesses.

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

GL/BG/DLV/dv

RESOLUTION

Upon a communication from the County Executive, be it hereby

RESOLVED, that the County of Westchester (“County”) is hereby authorized to enter into an agreement with Co-Communications, Inc. to provide social media and community outreach marketing, promotion of the Launch 1000 entrepreneur program, design of ads and related materials, and a technology accelerator recruitment campaign, for a term from January 1, 2022 through December 31, 2022, for an amount not-to-exceed \$475,700.00 payable pursuant to an approved budget; 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 appointed designee be, and hereby is, authorized to take such action and execute such documents as may be necessary and proper to effect the purposes hereof.

Account to be Charged/credited	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	101	11	0710	4380		475,700

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

Funding Source Tax Dollars _____
 State Aid _____
 \$ 475,000 Federal Aid _____
 (must match resolution)
 Other _____