

93277

Date: May 10, 2022

To: The Honorable Board of Acquisition and Contract

From: George Latimer
County Executive

Re: Authorization to exempt from the Westchester County Procurement Policy pursuant to Section 3(a)(xxi) thereof, the procurement of 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 to exempt from the Westchester County Procurement Policy, pursuant to Section 3(a)(xxi) thereof, the procurement of 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.

These services are necessary to create marketing materials to attract and retain businesses and talent in Westchester County and to promote all the programs that we implement to benefit the residents and businesses in Westchester. Co-Communications is best qualified to perform the services because they have deep expertise on effective marketing and communications in Westchester as one of the leading PR and marketing firms in the region. In addition, we have worked closely with this company for the past 2 years.

Pursuant to Section 3(a)(xxi), the Westchester County Procurement Policy is not applicable to any procurement for which your Honorable Board determines, by Resolution passed prior to commencing such procurement, that compliance with the policy would not be in the best interest of the County. It is proposed that the County’s interest would be served by exempting the procurement of this agreement from the County Procurement Policy. A Resolution to exempt the procurement of this agreement is submitted for your consideration.

As I believe this agreement to be in the best interests of the County, I most respectfully recommend and urge the adoption of the annexed Resolution.

GL/BG/DLV/dv

RESOLUTION

Upon a communication from the County Executive, be it hereby:

RESOLVED, that pursuant to Section 3(a)xxi of the Westchester County Procurement Policy, 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 interest of the County of Westchester in connection with the procurement of 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

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/26/2022 - RAMOND SCULKY, SECRETARY