

Date: June 29, 2010

To: The Honorable Board of Acquisition and Contract

From: Kevin J. Plunkett  
Deputy County Executive

Re: **Resolution to Exempt from the Westchester County Procurement Policy an Agreement with the Jacob Burns Film Center to provide consulting services related to the creation of a Film Production Database as well as a Long Range Strategic Plan for the Film Office pursuant to Section 3(a)xxi of the Westchester County Procurement Policy and Procedures**

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Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy a contract with the Jacob Burns Film Center (“JBFC”) to provide consulting services related to the creation of a film production database and a long range strategic plan for the promotion of Westchester County to the film industry for the term August 1, 2010 through October 31, 2010, in an amount not to exceed \$19,000, payable pursuant to an approved budget (the “Agreement”). Under the direction of the County Office of Tourism & Film, JBFC, in cooperation with the Westchester Film Advisory Board and the Westchester Industry Film Board, will create a marketing strategy to promote film production in Westchester County. These consulting services will result in an increase in the number of films being produced in Westchester County, which in turn will promote the County and create needed jobs and revenue for the County.

JBFC is a nonprofit educational and cultural institution dedicated to presenting the best of independent, documentary and world cinema, promoting 21st century learning and making film a vibrant part of the community. Since it opened its doors to the public in 2001, more than a million people from the tri-state area have seen over 2,000 films from every corner of the globe. The JBFC campus in Pleasantville, NY includes a three-screen cinema complex, the Media Arts Lab, and a Residence for International Filmmakers. The JBFC will use its institutional knowledge of film production, cinema history, its regional contacts and national database of professionals to re-imagine and revitalize the film industry in Westchester. The expertise of JBFC in the area of film is unparalleled in the County and would provide an invaluable resource to the County in providing a long range strategic plan for the Film Office.

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. Given the aforementioned qualifications that JBFC has in film, the best interests of the County would be served by exempting the procurement of this Agreement from the County Procurement Policy.

Accordingly, a resolution to exempt the procurement of an Agreement with JBFC for the creation of a film production database and the preparation of a long range strategic plan for the Westchester County Film Office is hereby submitted for your consideration.

KJP/DI/ml  
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 7-15-2010 - JOMARY VIEIRA, SECRETARY

## **RESOLUTION**

Upon a communication from the Deputy County Executive, 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 in connection with the procurement of an agreement with the Jacob Burns Film Center for the creation of a film production database and the preparation of a long range strategic plan for the Westchester County Film Office.

APPROVED BOARD OF ACQUISITION & CONTRACT - 7-15-2010 - JOMAR VIERA, SECRETARY