

**17348**

February 16, 2011

TO: Board of Acquisition and Contract

FROM: Kathleen M. O'Connor, Commissioner  
Parks, Recreation and Conservation

RE: **AUTHORITY TO ENTER INTO A LICENSE AGREEMENT WITH SOUND SHORE MEDICAL CENTER OF WESTCHESTER, 16 GUION PLACE, NEW ROCHELLE, NEW YORK 10802 FOR A FUND-RAISING EVENT AT PLAYLAND PARK ON SATURDAY, MAY 7, 2011 (RAIN DATE – SUNDAY, MAY 8, 2011)**

Authority is requested of this Board for the County of Westchester to enter into a license agreement for the use of Playland Park, Playland Parkway, Rye, New York 10580 by Sound Shore Medical Center of Westchester (“Sound Shore”), 16 Guion Place, New Rochelle, New York for a fund-raising event on Saturday, May 7, 2011 (Rain Date-Sunday, May 8, 2011).

Sound Shore will sponsor and promote this pre-season event at Playland.

Sound Shore will share in the Fun Card, Ride Fun Band, Non-Rider Fun Band and Parking revenue generated by this event. In addition to day of event sales at Playland Park, revenue will also be generated through pre-event consignment sales by Sound Shore. Revenue generated from each type of sale will be shared as follows:

**Pre-Event Consignment Sales**

<u>Playland</u>	<u>Sound Shore Medical Center of Westchester</u>
70%	30%

**Day of Event Sales at Playland Park up to \$50,000**

<u>Playland</u>	<u>Sound Shore Medical Center of Westchester</u>
70%	30%

**Day of Event Sales at Playland Park Sales \$50,001 and above**

<u>Playland</u>	<u>Sound Shore Medical Center of Westchester</u>
60%	40%

**Parking Revenue up to \$10,000**

Playland  
70%

Sound Shore Medical Center of Westchester  
30%

**Parking Revenue \$10,001 and up**

Playland  
60%

Sound Shore Medical Center of Westchester  
40%

The goal and objective of this agreement is to increase County revenue while providing an avenue for a local hospital to run a fund-raising event. If this agreement were not in place, the County would lose both the positive publicity created by the event and the revenue generated by it. This agreement promotes fiscal responsibility as Playland's portion of the revenue generated by this event is estimated to be \$50,000.

The goal and objective of this agreement will be monitored using attendance and revenue reports.

This agreement is exempt from the County's procurement policy pursuant to Section 3 (b).

A resolution is attached for your favorable consideration.

APPROVED BOARD OF ACQUISITION & CONTRACT - 5/23/2011 JOMAR VIEIRA, SECRETARY

## RESOLUTION

Upon a communication from the Commissioner of the Department of Parks, Recreation and Conservation, be it hereby

**RESOLVED**, that the County of Westchester is authorized to enter into a license agreement with Sound Shore Medical Center of Westchester ("Sound Shore"), 16 Guion Place, New Rochelle, New York 10802 for a fund-raising event at Playland on Saturday, May 7, 2011 (Rain Date-Sunday, May 8, 2011); and be it further

**RESOLVED**, that for this license privilege, Sound Shore will sponsor and promote this pre-season event and share in the revenue generated by the event as follows:

### **Pre-Event Consignment Sales**

<u>Playland</u>	<u>Sound Shore Medical Center of Westchester</u>
70%	30%

### **Day of Event Sales at Playland Park up to \$50,000**

<u>Playland</u>	<u>Sound Shore Medical Center of Westchester</u>
70%	30%

### **Day of Event Sales at Playland Park Sales \$50,001 and above**

<u>Playland</u>	<u>Sound Shore Medical Center of Westchester</u>
60%	40%

### **Parking Revenue up to \$10,000**

<u>Playland</u>	<u>Sound Shore Medical Center of Westchester</u>
70%	30%

### **Parking Revenue \$10,001 and up**

<u>Playland</u>	<u>Sound Shore Medical Center of Westchester</u>
60%	40%; and be it further

**RESOLVED**, that the County Executive or his authorized designee is hereby empowered to execute any and all instruments and take such other actions as may reasonably be necessary to effectuate the purposes thereof.

Original Agreement \$50,000  
 First Amendment \$  
**This Amendment** \$ \_\_\_\_\_  
 TOTAL \$50,000

Agreement #

Account to be  
 Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
165	42	5520	9201		\$40,000 * est.
165	42	5520	9080		\$10,000 * est.

Budget Funding Year(s) 2011 Start Date 5/7/2011 End Date 5/8/2011  
 (Must match resolution)

Funding Source Tax Dollars \_\_\_\_\_  
 State Aid \_\_\_\_\_  
\$50,000 estimate Federal Aid \_\_\_\_\_  
 (must match resolution) Other \_\_\_\_\_ Revenue \_\_\_\_\_

APPROVED BOARD OF ACQUISITION & CONTRACT - 3-3-2011 - JOMARY VIEIRA, SECRETARY