

27799

June 27, 2012

TO: Board of Acquisition and Contract

FROM: Jay T. Pisco, P.E.  
Commissioner of Public Works and Transportation

Mary J. Mahon  
Director of Real Estate

SUBJECT: Authority to enter into a license agreement with Titan Outdoor LLC for the sale, operation and maintenance of advertising displays at the Westchester County Airport for the period of August 1, 2012 to July 31, 2017.  
(License Agreement No. 12-916)

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The County of Westchester, acting by and through the Westchester County Department of Public Works and Transportation (the "Department") issued a Request for Proposals ("RFP") on January 30, 2012 seeking a vendor to sell, operate and maintain all advertising at the Westchester County Airport (the "Airport"). Three (3) proposals were received by the Department. Interviews with each of the firms were held during the week of April 16, 2012.

Based on the information submitted as part of the original proposals, responses during the interviews, and supplemental material received by the County from each vendor, the selection committee has determined that Titan Outdoor LLC ("Titan") will provide the best services and return to the County.

The proposed license agreement will have a term of five (5) years from August 1, 2012 to July 31, 2017. Titan will sell advertising for spaces at the Airport and will pay to the County the greater of a minimum annual guarantee of \$2,050,000.00 over the five (5) years, or 60% of the static net revenue earned at the Airport plus 50% of the digital net revenue earned at the Airport.

The objective of this agreement is to provide revenue to the Westchester County Airport, and thus is in the public's best interest.

The agreement will be monitored by the Department and its airport management firm, AFCA Avports, to ensure the proper installation and maintenance of the advertising displays, and monitor receipt of vendor payments.

# RESOLUTION

Upon a communication from the Commissioner of Public Works and Transportation and the Director of Real Estate, be it hereby:

**RESOLVED**, that the County of Westchester (the "County") is hereby authorized to enter into a license agreement with Titan Outdoor LLC ("Titan") for the sale, installation and maintenance of advertising space at the Westchester County Airport for a term of five (5) years from August 1, 2012 through July 31, 2017; and be it further

**RESOLVED**, that Titan will pay to the County a fee of the greater of a minimum annual guarantee of \$2,050,000.00 over the five (5) years, or 60% of the static net revenue earned at the Airport plus 50% of the digital net revenue earned at the Airport; and be it further

**RESOLVED**, that the County Executive or his authorized designee is hereby authorized to execute all instruments necessary to implement this resolution.

License Agreement No. 12-916

Account to be Charged/credited	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	161	44	4110	9096-01		\$205,000.00 Year 2012
	161	44	4110	9096-01		\$410,000.00 Year 2013
	161	44	4110	9096-01		\$410,000.00 Year 2014
	161	44	4110	9096-01		\$410,000.00 Year 2015
	161	44	4110	9096-01		\$410,000.00 Year 2016
	161	44	4110	9096-01		\$205,000.00 Year 2017

Budget Funding Year(s) 2012-2017 Start Date 08/01/2012 End Date 07/31/2017  
 (must match resolution)

Funding Source

Tax Dollars \_\_\_\_\_

State Aid \_\_\_\_\_

Federal Aid \_\_\_\_\_

Other Revenue - Airport Special Revenue Fund

\$2,050,000.00  
 (must match resolution)