

37036

TO: Board of Acquisition and Contract

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

DATE: November 19, 2013

RE: Authority to exercise an option to renew an agreement with Titan Outdoor, LLC for advertising on designated County of Westchester's Transit Vehicles for a term commencing January 1, 2014 through December 31, 2016 in an amount not to exceed Nine Hundred Thousand (\$900,000.00) Dollars per year (License Agreement No. 12-916)

On November 4, 2010, your Honorable Board authorized the County of Westchester (the "County") to enter into an agreement with Titan Outdoor, LLC, 100 Park Avenue, New York, New York 10017, to develop and implement a marketing and management program for advertising on the Bee-Line Bus System, both the interior and exterior, for a term commencing January 1, 2011 and terminating December 31, 2013 (the "Agreement"). The Resolution also provided the County with the sole option to renew the Agreement for one (1) additional three (3) year term for a license fee of Nine Hundred Thousand (\$900,000.00) Dollars per year, on the same terms and conditions. An agreement was duly executed on or about January 7, 2011.

The County desires to exercise its option to renew the Agreement. Accordingly, the attached Resolution, if approved by your Honorable Board, will authorize the County to exercise its renewal option with Titan Outdoor, LLC on the same terms and conditions, for a term commencing January 1, 2014 and expiring December 31, 2016, in an amount not to exceed Nine Hundred Thousand (\$900,000.00) Dollars per year for a total of Two Million Seven Hundred Thousand (\$2,700,000.00) Dollars for the three (3) year term, which will increase the total not to exceed contract amount to Five Million Two Hundred Fifty Thousand (\$5,250,000.00) Dollars.

Accordingly, your favorable action on the annexed proposed Resolution is respectfully requested.

RESOLUTION

Upon a communication from the Commissioner of Public Works and Transportation, be it hereby

RESOLVED, that the County of Westchester (the "County") is authorized to exercise its option to renew its agreement with Titan Outdoor, LLC, 100 Park Avenue, New York, New York 10017, to develop and implement a marketing and management program for advertising on the Bee-Line Bus System, both the interior and exterior, for a term commencing January 1, 2014 and expiring December 31, 2016, in an amount not to exceed Nine Hundred Thousand (\$900,000.00) Dollars per year for a total of Two Million Seven Hundred Thousand (\$2,700,000.00) Dollars for the three (3) year term, increasing the total not to exceed contract amount to Five Million Two Hundred Fifty Thousand (\$5,250,000.00) Dollars; and be it further

RESOLVED, that all other terms and conditions shall remain the same; and be it further

RESOLVED, that the County Executive or his authorized designee is authorized and empowered to execute and deliver all instruments and take all actions necessary or appropriate to effectuate the purposes hereof.

Original Agreement: \$2,530,000.00
 First Amendment: \$2,700,000.00
 Total: \$5,250,000.00

Agreement No. 12-916

Account to be Charged/Credited	Fund	Dept.	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	101	44	2100	9289		\$900,000.00 Year 2014
	101	44	2100	9289		\$900,000.00 Year 2015
	101	44	2100	9289		\$900,000.00 Year 2016

Budget Funding Year(s) 2014-2016 Start Date January 1, 2014 End Date December 31, 2016
 (must match resolution)

Funding Source: Tax Dollars _____

State Aid _____

\$2,700,000.00 Federal Aid _____

(must match resolution) Other Revenue