

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

72582

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: November 07, 2019

Re: Authority to exercise an option under an agreement with Eric Mower & Associates, Inc. d/b/a Mower ("Mower"), for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County, by extending the term of the Agreement for an additional one (1) year period commencing on January 1, 2020 and continuing through December 31, 2020 for an amount not-to-exceed \$490,000.00, payable pursuant to an approved budget.

By resolution approved on December 20, 2018 (the "December 20th Resolution"), your Honorable Board authorized the County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), to enter into an agreement with Mower for the provision of integrated public relations and marketing, including advertising and creative services, to promote tourism in Westchester County, for an initial term commencing on November 15, 2018 and terminating on December 31, 2019 for an amount not to exceed Four Hundred Ninety Thousand Dollars (\$490,000.00), payable pursuant to an approved budget and subject to County appropriations (the "Agreement"). The December 20th Resolution further provided that the County, at its sole option, could extend the term of the Agreement for an additional one (1) year period, on the same terms and conditions as agreed to by the parties for the initial term, subject to the further approval of your Honorable Board. The Agreement was subsequently executed.

The County now desires to exercise its option to extend the term of the Agreement for an additional year commencing on January 1, 2020 and continuing through December 31, 2020. In consideration for the additional services to be rendered by Mower during the extension period, the County shall pay Mower an additional sum not-to-exceed \$490,000.00, payable pursuant to an approved budget.

The proposed amendment to the Agreement will serve a public purpose by promoting tourism in the County, thereby stimulating the local economy by bringing both leisure and business visitors into the County to patronize our local attractions, hotels, and restaurants. The

goals and objectives of this proposed amendment will be to promote the County as a tourist and business destination. The goals and objectives are in the best interests of the County in terms of fiscal responsibility because the advertising campaign will increase tourism in the County and bring more tourist dollars into the local economy. The goals and objectives will be tracked and monitored by the number of inquiries to the WCOTF, the number of clicks on websites, brochure distribution, and the number of leads.

Except as specifically amended hereby, all remaining terms and conditions set forth in the Agreement shall remain in full force and effect.

Accordingly, your favorable action on the annexed Resolution is most respectfully urged and recommended.

NC/jpg

APPROVED BOARD OF ACQUISITION & CONTRACT - 12/05/2019 - JOHN COCCARDI, SECRETARY

RESOLUTION

Upon a communication from the Director of Tourism & Film, be it hereby:

RESOLVED, that the County of Westchester (the "County") is authorized to exercise an option under an agreement with Eric Mower & Associates, Inc. d/b/a Mower ("Mower"), for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County, for an initial term commencing on November 15, 2018 and terminating on December 31, 2019, in an amount not-to exceed \$490,000.00 (the "Agreement"), by extending the term of the Agreement for an additional one (1) year period commencing on January 1, 2020 and continuing through December 31, 2020 for an additional amount not-to-exceed Four Hundred Ninety Thousand Dollars (\$490,000.00), payable pursuant to an approved budget; and be it further

RESOLVED, that except as otherwise specifically amended hereby, all remaining terms and conditions set forth in the Agreement shall remain in full force and effect upon the parties; and be it further

RESOLVED, that the County Executive or his duly authorized designee be hereby authorized and empowered to execute any and all instruments necessary and proper to accomplish the purposes of this Resolution.

Account to be Charged/credited

Year	Fund	Agency	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
2020	101	11	0720	4250		\$390,000
2020	263	11	432V	4250	T432	\$100,000

Budget Funding Year(s) 2020 Start Date 1-1-2020 End Date 12-31-2020

Tax Dollars: _____
 State Aid: \$100,000
 Federal Aid: _____
 Other: \$390,000 Hotel tax