

February 17, 2010

TO: Board of Acquisition and Contract

FROM: Joseph A. Stout, Commissioner
Parks, Recreation and Conservation

RE: **AUTHORITY TO ENTER INTO A LICENSE AGREEMENT WITH WHITE PLAINS HOSPITAL CENTER, DAVIS AVENUE AT EAST POST ROAD, WHITE PLAINS, NEW YORK 10601 AND 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 1, 2010 (RAIN DATE – SUNDAY, MAY 2, 2010)**

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 White Plains Hospital Center, Davis Avenue at East Post Road, White Plains, New York 10601 and Sound Shore Medical Center of Westchester, 16 Guion Place, New Rochelle, New York 10802, for a fund-raising event on Saturday, May 1, 2010 (Rain Date-Sunday, May 2, 2010).

White Plains Hospital Center and Sound Shore Medical Center of Westchester will sponsor and promote this pre-season event at Playland.

White Plains Hospital Center and Sound Shore Medical Center of Westchester will each 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 arranged by each organization. Revenue generated from each type of sale will be shared as follows:

Pre-Event Consignment Sales

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

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

<u>Playland</u> 70%	<u>White Plains Hospital Center</u> 15%
	<u>Sound Shore Medical Center of Westchester</u> 15%

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

Playland
60%

White Plains Hospital Center
20%

Sound Shore Medical Center of Westchester
20%

Parking Revenue up to \$10,000

Playland
70%

White Plains Hospital Center
15%

Sound Shore Medical Center of Westchester
15%

Parking Revenue \$10,001 and above

Playland
60%

White Plains Hospital Center
20%

Sound Shore Medical Center of Westchester
20%

The goal of this agreement is to increase County revenue while providing an avenue for local hospitals 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. This number has not been reached in three of the last four years due to inclement weather on the day of the event. If this resolution is not approved, there would be negative consequences to County residents since the less revenue the County generates the greater the burden placed on the taxpayer.

The objectives 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 ACQUISITIONS CONTRACT 3-2010 - JOSE VIEIRA, SECRETARY

RESOLUTION

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

RESOLVED, that the County of Westchester is authorized to enter into a license agreement with White Plains Hospital Center, Davis Avenue at East Post Road, White Plains, New York 10601 and Sound Shore Medical Center of Westchester, 16 Guion Place, New Rochelle, New York 10802 for a fund-raising event at Playland on Saturday, May 1, 2010 (Rain Date-Sunday, May 2, 2010); and be it further

RESOLVED, that for this license privilege, White Plains Hospital Center and Sound Shore Medical Center of Westchester 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>White Plains Hospital Center</u>
70%	30%
<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>White Plains Hospital Center</u>
70%	15%
	<u>Sound Shore Medical Center of Westchester</u>
	15%

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

<u>Playland</u>	<u>White Plains Hospital Center</u>
60%	20%
	<u>Sound Shore Medical Center of Westchester</u>
	20%

Parking Revenue up to \$10,000

<u>Playland</u>	<u>White Plains Hospital Center</u>
70%	15%
	<u>Sound Shore Medical Center of Westchester</u>
	15%

Parking Revenue \$10,001 and above

Playland

60%

White Plains Hospital Center

20%

Sound Shore Medical Center of Westchester

20%; 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) 2010 Start Date 5/1/2010 End Date 5/2/2010
 (must match resolution)

Funding Source Tax Dollars _____

State Aid _____

\$50,000 estimate Federal Aid _____

(must match resolution)

Other _____ Revenue _____

APPROVED BOARD OF ACQUISITION & CONTRACTS 3-4-2010 - JOMARY VIEIRA, SECRETARY