

Department of Parks, Recreation
& Conservation

ID 77291

June 9, 2020

TO: Board of Acquisition and Contract

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

Hugh Greechan
Commissioner of Public Works and Transportation

RE: Authority to exercise the option to extend the license agreement with HFT Management, Inc. for the sale of advertising on kiosks and benches on various County lands for the period of July 1, 2020 through June 30, 2025.

On September 17, 2015, the Board of Acquisition and Contract granted authority to enter into a license agreement with HFT Management, Inc. ("HFT"), 16 Pleasant Grove Road, Long Valley, NJ 07853 for the sale of advertising on the kiosks and benches listed on Schedule "A" for the period of July 1, 2015 through June 30, 2020 with the sole option of the County to extend the license for an additional five-year period. HFT may, at its sole cost and expense, furnish and install additional kiosks and benches at other locations in the Department of Parks, Recreation and Conservation facilities as long as the placement of kiosks and benches does not conflict with an existing agreement.

Authority is now requested to exercise the option to extend the agreement with HFT for the period of July 1, 2020 through June 30, 2025. As consideration for selling advertising on the kiosks and benches, pursuant to the proposed agreement, HFT shall pay to the County of Westchester a license fee consisting of an annual percentage of gross advertising revenue as follows:

<u>Period</u>	<u>License Fee</u>
July 1, 2020 through June 30, 2021	50%
July 1, 2021 through June 30, 2022	50%
July 1, 2022 through June 30, 2023	50%
July 1, 2023 through June 30, 2024	50%
July 1, 2024 through June 30, 2025	50%

The goal and objective of this License Agreement serves a public purpose as it allows HFT to sell advertising on various County lands in order to generate revenue for the County and promote economic activity. The performance of HFT under this License Agreement will be tracked and monitored by site visits and interactions with HFT staff.

This agreement is exempt from the Westchester County procurement policy pursuant to Section 3(b), thereof.

Accordingly, approval of the attached resolution by your Honorable Board is most respectfully requested.

APPROVED BOARD OF ACQUISITION & CONTRACT - 07/02/2020 - LISA MRIJAJ, SECRETARY

RESOLUTION

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

RESOLVED, that the County is authorized to exercise the option to extend the license agreement with HFT Management, Inc. for the sale of advertising on kiosks and benches on various County lands listed on Schedule "A" for the period of July 1, 2020 through June 30, 2025; and be it further

RESOLVED, that HFT may, at its sole cost and expense, furnish and install kiosks and benches at other locations in Department of Parks, Recreation and Conservation facilities as long as the placement of kiosks and benches does not conflict with an existing agreement; and be it further

RESOLVED, as consideration for selling advertising on the kiosks and benches as listed on Schedule "A", pursuant to the proposed agreement, HFT shall pay to the County of Westchester a license fee consisting of an annual percentage of gross advertising revenue as follows:

<u>Period</u>	<u>License Fee</u>
July 1, 2020 through June 30, 2021	50%
July 1, 2021 through June 30, 2022	50%
July 1, 2022 through June 30, 2023	50%
July 1, 2023 through June 30, 2024	50%
July 1, 2024 through June 30, 2025	50%, 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.

Original Agreement \$ 44,500*
 First Amendment \$
This Amendment \$114,960*
 TOTAL \$159,460*

Agreement #

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars	
101	44	2100	9289		1,250*	2020
165	42	1100	9289		11,250*	
101	44	2100	9289		2,800*	2021
165	42	1100	9289		25,920*	
101	44	2100	9289		2,800*	2022
165	42	1100	9289		25,920*	
101	44	2100	9289		2,800*	2023
165	42	1100	9289		25,920*	
101	44	2100	9289		2,800*	2024
165	42	1100	9289		25,920*	
101	44	2100	9289		1,630*	2025
165	42	1100	9289		14,670*	

Budget Funding Year(s) 2020-2025 Start Date 7-01-20 End Date 6-30-25
 (must match resolution)

Funding Source Tax Dollars _____
 State Aid _____
 \$114,960* Federal Aid _____
 (must match resolution)
 Other Revenue

*estimated

SCHEDULE "A"

Site at (Site)	Area	Face
SB BRADFORD ROAD S/O EAST LINCOLN (WILLSONS WOOD PARK))	Mt. Vernon	2
NB NORTH BROADWAY @ KENSICO DAM PLAZA(ENTRANCE/EXIT)	Valhalla	2
NB NORTH BROADWAY @ KENISCO DAM PLAZA (300' N/O ENTRANCE/EXIT)	Valhalla	2
WB YONKERS AVE E/O WASYLENKO LN (DUNWOODIE GOLF COURSE)	Yonkers	3
SB BRONX RIVER PKWY N/O CENTRAL AVE (IFO COUNTY CENTER)	Westchester County Center	3
NB TARRYTOWN RD (RT 119) N/O CENTRAL AVE (IFO COUNTY CENTER)	Westchester County Center	3
NB TARRYTOWN RD (RTE 119) N/O CHATTERTON AVE	RT. 119 Bus Stop	3
SB BRONX RIVER PKWAY S/O CHATTERTON AVE	Bronx River Parkway	3
White Plains Transit Center Citylight A-1	White Plains Transit Center	1
White Plains Transit Center Citylight A-2	White Plains Transit Center	1
White Plains Transit Center Citylight A-3	White Plains Transit Center	1
White Plains Transit Center Citylight D-4	White Plains Transit Center	1
White Plains Transit Center Citylight D-5	White Plains Transit Center	1
White Plains Transit Center Citylight E-1	White Plains Transit Center	1
White Plains Tranist Center Benches	White Plains Transit Center	16

APPROVED BOARD OF ACQUISITION & CONTRACT ADMINISTRATION, SECRETARY

APPROVED BOARD OF ACQUISITION & CONTRACT - 07/02/2020 - LISA MRIJAJ, SECRETARY