

George Latimer
County Executive

81291

Date: December 10, 2020

To: The Honorable Board of Acquisition and Contract

From: George Latimer
County Executive

Re: Authority to amend an agreement with Co-Communications, Inc. to develop and execute a communications plan for the new CARES Act grant program for businesses and nonprofits, for a term from August 1, 2020 through December 30, 2020, for an amount not-to-exceed \$135,000.00 payable pursuant to an approved budget and subject to appropriation, in order to expand the scope of work to include implementing the economic plan recommended by BJH Advisors and increase the not to exceed amount of the Agreement by an additional \$232,955.00 to an amount not to exceed \$367,955.00.

On September 3, 2020, your Honorable Board approved a Resolution authorizing the County of Westchester ("County") to enter into an agreement with Co-Communications, Inc. to develop and execute a communications plan for the new CARES Act grant program for businesses and nonprofits, for a term from August 1, 2020 through December 31, 2020, for an amount not-to-exceed \$135,000.00 payable pursuant to an approved budget and subject to appropriation ("Agreement").

Authority is requested for the County to amend the Agreement in order to expand the scope of work to include implementing the economic plan recommended by BJH Advisors and increase the not to exceed amount of the Agreement by an additional \$232,955.00 to an amount not to exceed \$367,955.00. Under this amendment, the consultant will develop new messaging that can be used on the County's website, in collateral materials, and across social media. Messaging will focus primarily on attracting businesses and residents, with an emphasis on highlighting Westchester County's competitive advantage. All remaining terms of the Agreement will remain unchanged.

The goals and objectives of the Agreement are to develop a communications plan for the new CARES Act grant program that will promote businesses and non-profits in order to maximize the reach of the program and help the more businesses who have been negatively impacted by the COVID-19 crisis. Additionally, Co-Communications will develop talking points that will ensure that the application and

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program are understandable to all stakeholders, grant administrators and applicants, making the application process accessible and easy to use for all applicants.

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

GL/BG/DLV/dv

APPROVED BOARD OF ACQUISITION & CONTRACT - 12/10/2020 - LISA MRIJAJ, SECRETARY

RESOLUTION

Upon a communication from the County Executive, be it hereby

RESOLVED, that the County of Westchester (“County”) is hereby authorized to amend an agreement with Co-Communications, Inc. to develop and execute a communications plan for the new CARES Act grant program for businesses and nonprofits, for a term from August 1, 2020 through December 30, 2020, for an amount not-to-exceed \$135,000.00 payable pursuant to an approved budget and subject to appropriation, in order to expand the scope of work to include implementing the economic plan recommended by BJH Advisors and increase the not to exceed amount of the Agreement by an additional \$232,955.00 to an amount not to exceed \$367,955.00; and be it further

RESOLVED, that all remaining terms of the agreement shall remain unchanged;

RESOLVED, that the County Executive or his duly appointed designee be, and hereby is, authorized to take such action and execute such documents as may be necessary and proper to effect the purposes hereof.

Account to be Charged/credited	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	101	11	0710	4998		\$232,955

Budget Funding Year(s) 2020 Start Date 08/01/2020 End Date 12/30/2020
 (must match resolution)

Funding Source Tax Dollars \$232,955
 State Aid _____
 \$ 232,955 Federal Aid _____
 (must match resolution) Other _____