

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

86351

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: July 14, 2021

Re: Authority to amend a resolution which authorized the County of Westchester to further amend an Agreement with Eric Mower & Associates, Inc. d/b/a Mower, in order to modify its 'budget box'.

By resolution approved on November 19, 2020 (the "November 19th Resolution"), your Honorable Board authorized the County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), to further amend an agreement with Eric Mower & Associates, Inc. d/b/a Mower ("Mower"), for the provision of integrated public relations and marketing, including advertising and creative services, to promote tourism in Westchester County for the period from January 1, 2021 through December 31, 2021 for an amount not-to-exceed \$490,000, in accordance with an approved budget.

By letter dated July 1, 2021, WCOTF was notified by the New York State Department of Economic Development that its 2021 Tourism Matching Funds application under Article 5-A of the New York State Economic Development Law was approved in the amount of \$31,522 (the "Tourism Funds"). Part of the Tourism Funds are allocated for WCOTF's PR/Marketing efforts provided by Mower. However, as currently written, the budget box for the November 19th Resolution does not reflect this funding stream. In order to adjust the Mower contract budget encumbrance amounts to reflect the Tourism Funds component, it will be necessary to amend the November 19th Resolution for the limited purpose of replacing the existing 'budget box' with a revised 'budget box', as set forth in the attached Resolution.

Except as described above, all other terms and conditions of the November 19th Resolution will remain the same.

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

NC/jpg
Attachment

RESOLUTION

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

RESOLVED, that the ‘budget box’ included in the resolution approved on November 19, 2020 (the “November 19th Resolution”), which authorized the County of Westchester to further amend an agreement with Eric Mower & Associates, Inc. d/b/a Mower for the provision of integrated public relations and marketing, including advertising and creative services, to promote tourism in Westchester County for the period from January 1, 2021 through December 31, 2021 for an amount not-to-exceed \$490,000, in accordance with an approved budget, is hereby deleted and replaced with the following ‘budget box’:

Account to be Charged/credited	Year	Fund	Agency	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
	2021	101	11	0720	4250		360,400
	2021	263	11	507W	4250	T507	90,000
	2021	263	11	432W	4250	T432	39,600

Budget Funding Year(s) 2021 Start Date 1-1-2021 End Date 12-31-2021

Tax Dollars: _____
State Aid: _____
Federal Aid: _____
Other: _____ Hotel tax _____

and be it further

RESOLVED, that except as specifically amended hereby, all terms and conditions of the November 19th Resolution shall remain the same and in full force and effect; and be it further

RESOLVED, that the County Executive or his authorized designee is hereby authorized to execute all instruments and take all actions necessary to implement this Resolution.