

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

#90994

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: February 14, 2022

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

By resolution approved on January 6, 2022 (the "January 6th 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 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 a term commencing on January 1, 2022 and terminating on December 31, 2022, for a total amount not-to exceed Four Hundred Ninety Thousand Dollars (\$490,000.00), payable pursuant to an approved budget (the "Agreement").

WCOTF was recently notified by the New York State Department of Economic Development that its 2022 Tourism Matching Funds application under Article 5-A of the New York State Economic Development Law was approved in the amount of \$50,000 (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 January 6th 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 January 6th 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 January 6th 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 January 6, 2022 (the “January 6th Resolution”), which authorized the County of Westchester to enter into an agreement with Eric Mower & Associates, Inc. d/b/a Mower for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County for a term commencing on January 1, 2022 and terminating on December 31, 2022, for a total amount not-to exceed Four Hundred Ninety Thousand Dollars (\$490,000.00), payable pursuant to 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
	2022	101	11	0720	4250		440,000
	2022	263	11	432X	4250	T432	50,000

Budget Funding Year(s) 2022 Start Date 1-1-2022 End Date 12-31-2022

Tax Dollars: _____
State Aid: \$50,000
Federal Aid: _____
Other: Hotel tax

; and be it further

RESOLVED, that except as specifically amended hereby, all terms and conditions of the January 6th 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.

APPROVED BOARD OF ACQUISITION & COMPACTS 02/24/2022 EMMYND SCULKY, SECRETARY