

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

92484

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: April 11, 2022

Re: Resolution to exempt from the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)xxi thereof the procurement of an Agreement with Nicholas & Lence Communications, LLC.

Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)xxi thereof the procurement of an agreement with Nicholas & Lence Communications, LLC (“NLC”) for the provision of public relations and marketing services to promote golf tourism in Westchester County.

The County of Westchester (the “County”), acting by and through its Office of Tourism & Film (“WCOTF”), seeks to enter into an agreement with NLC for the provision of public relations and marketing services to promote golf tourism in Westchester County, for a term commencing on April 15, 2022 and terminating on December 31, 2022. In consideration for services to be rendered, the County will pay NLC an amount not to exceed Seventy-Seven Thousand Five Hundred Dollars (\$77,500.00), payable pursuant to an approved budget and subject to County appropriations (the “Agreement”).

Ordinarily, under Section 6 of the Procurement Policy, the County is required to solicit proposals for such services through the issuance of a Request for Proposals (“RFP”). However, Nick Nicholas, NLC’s principal and lead on account, is an award-winning sports writer, author of The New York Book of Golf and was the chief golf writer for five years at the Myrtle Beach Sun News. Nick has also written for PGATour.com, Myrtle Beach Golf Magazine, New York Golf Magazine, Garden State Golf Magazine, and Travel + Leisure Golf. When he worked for PGATOUR.com, Nick’s responsibilities included writing weekly features on the tour’s living legends, tour rookies and the 2002 U.S. Open at Bethpage Black. He is a longtime member of the Golf Writers Association of

America (GWAA), Metropolitan Golf Writers Association (MGWA) and Golf Travel Writers.

In addition, beginning in the mid-1990s, Nick developed a strong connection with some of the nation's top writers while covering four Masters, including Tiger Woods' historic victory in 1997; Team USA's amazing comeback victory in the 1999 Ryder Cup in Boston; Payne Stewart's memorable U.S. Open triumph over Phil Mickelson; and was the lead golf reporter for The Sun News in Myrtle Beach for four season-ending Senior Tour Championships on the Senior PGA Tour.

Pursuant to Section 3(a)xxi, the Westchester County Procurement Policy and Procedures are not applicable to any procurement for which this Honorable Board determines, by resolution passed prior to commencing such procurement, that compliance with the policy would not be in the best interests of the County. For the reasons set forth above, it is proposed that the best interests of the County would be served by exempting the procurement of this Agreement with Mower from the County Procurement Policy.

Accordingly, a Resolution to exempt the procurement of an Agreement with NLC is hereby submitted for your consideration.

NC/jpg

Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 04/21/2012 - RAYMOND J. SCALISE, SECRETARY

RESOLUTION

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

RESOLVED, that pursuant to Section 3(a)xxi of the Westchester County Procurement Policy and Procedures, it is hereby determined that application of the procedural requirements contained therein, including the necessity of soliciting proposals, is neither cost effective nor expedient, and accordingly, not in the best interests of the County of Westchester in connection with the procurement of an Agreement with Nicholas & Lence Communications, LLC for the provision of public relations and marketing services to promote golf tourism in Westchester County.

APPROVED BOARD OF ACQUISITION & CONTRACT 04/21/2022 RAYMOND SCUKY, SECRETARY