

George Latimer  
County Executive

Natasha Caputo  
Director  
Tourism & Film

92485

To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo  
Director of Tourism & Film

Date: April 11, 2022

Re: Resolution authorizing the County of Westchester to enter into an agreement with Nicholas & Lence Communications, LLC 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, for a total amount not to exceed \$77,500, payable pursuant to an approved budget and subject to County appropriations.

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Transmitted herewith is a resolution which, if approved by your Honorable Board, will authorize the County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), to enter into an agreement with Nicholas & Lence Communications, LLC ("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").

Pursuant to the terms of the proposed Agreement, NLC will, among other things, pitch Westchester County's golf courses to business and golf trade, outreach to hotels and golf courses in Westchester County to develop contractual stay-and-play arrangements, participate in Metropolitan Golf Writers Association (MGWA) meetings to promote Westchester County courses, research potential golf shows throughout the country and, if approved, handle tradeshow participation and booth activation, create new programs and content to boost branding and raise public awareness about Westchester public, semi-private and resort courses.

Authority to exempt the procurement of the proposed Agreement from the requirements of the Westchester County Procurement Policy and Procedures pursuant to Section 3(a)xxi thereof, has been granted by your Honorable Board in accordance with a separate resolution of even date herewith.

The proposed Agreement will serve a public purpose by promoting golf tourism in the County.

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

NC/jpg

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

**RESOLUTION**

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

**RESOLVED**, that the County of Westchester (the "County") is authorized to enter into an agreement with Nicholas & Lence Communications, LLC ("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, for a total amount not-to exceed Seventy-Seven Thousand Five Dollars (\$77,500.00), payable pursuant to an approved budget (the "Agreement"); and be it further

**RESOLVED**, that this Agreement is subject to County appropriations; and be it further

**RESOLVED**, that this Agreement is also subject to further financial analysis of the impact of any New York State Budget (the "State Budget") proposed and adopted during the term of this Agreement. The County shall retain the right, upon the occurrence of any release by the Governor of a proposed State Budget and/or the adoption of a State Budget or any amendments thereto, and for a reasonable period of time after such release(s) or adoption(s), to conduct an analysis of the impacts of any such State Budget on County finances. After such analysis, the County shall retain the right to either terminate this Agreement or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Contractor, then the Contractor shall have the right to terminate this Agreement upon reasonable prior written notice; and be it further

**RESOLVED**, that the County Executive or his duly authorized designee be hereby authorized and empowered to execute any and all instruments necessary and proper to accomplish the purposes of this Resolution.

Account to be Charged/Credited

Fund	Agency	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
263	11	507X	4380	T507	\$77,500

Budget Funding Year(s) 2022 Start Date 4-15-22 End Date 12-31-22

Tax Dollars: \_\_\_\_\_  
 State Aid: \_\_\_\_\_  
 Federal Aid: \_\_\_\_\_  
 Other: Hotel Occupancy Tax