



Kenneth W. Jenkins
County Executive

113887

Date: June 8, 2026

To: Honorable Members of the Board of Acquisition and Contract

From: Bridget Gibbons
Director of Economic Development

Re: Authority to enter into an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications pursuant to which the vendor will publish advertising, inserts and sponsorship of events to promote Westchester County to businesses for a term commencing retroactively on January 1, 2026 and continuing through December 31, 2026 for an amount not-to-exceed \$50,350.00, payable in accordance with an approved budget.

Authority is requested for the County of Westchester ("County"), acting by and through its Office of Economic Development, to enter into an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications ("Today Media"), pursuant to which Today Media will publish advertising, inserts and sponsorship of events to promote Westchester County to businesses to stimulate the local economy, for a term commencing retroactive to January 1, 2026 and continuing through December 31, 2026 (the "Agreement"). In consideration for services rendered, the County will pay Today Media an amount not-to-exceed \$50,350.00, payable in accordance with an approved budget and upon receipt of an invoice for services rendered.

The Agreement is exempt from the Westchester County Procurement Policy pursuant to Section 3(a)iv thereof which exempts contracts for advertising services.

The Agreement serves a public purpose by promoting Westchester County as a destination for business in order to encourage business growth and development.

Accordingly, I recommend and urge your Honorable Board's approval of the annexed Resolution.

BG/cmc
Attachment

RESOLUTION

Upon a communication from the Director of Economic Development, it is hereby:

RESOLVED, that the County of Westchester (the "County") is authorized to enter into an agreement with Martinelli Holdings, LLC d/b/a Today Media Custom Communications ("Today Media"), pursuant to which Today Media will provide advertising, inserts and sponsorship of events to promote Westchester County to businesses for a term commencing retroactively on January 1, 2026 and continuing through December 31, 2026 for an amount not-to-exceed \$50,350.00, payable pursuant to an approved budget and upon receipt of invoices (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 Today Media, then Today Media shall have the right to terminate this Agreement upon reasonable prior written notice; and be it further

RESOLVED, that the County Executive or his authorized designee, is hereby authorized to execute any documents and take any actions reasonably necessary and appropriate to effectuate the purposes of this Resolution.

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
101	11	0710	4250		\$50,350.00

Budget Funding Year(s) 2026 Start Date 1/1/2026 End Date 12/31/2026
(must match resolution)

Funding Source

\$50,350.00
(must match resolution)

Tax Dollars \$50,350.00
State Aid _____
Federal Aid _____
Other _____