



Kenneth W. Jenkins  
County Executive

Office of Tourism & Film  
Natasha Caputo  
Director

**111527**

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo  
Director, Office of Tourism & Film

Date: July 25, 2025

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 HelmsBriscoe Performance Group, Inc. for the provision of various tourism marketing services to promote Westchester County to meeting planners and their attendees, for a term commencing on August 1, 2025 and continuing through July 31, 2026, in an amount not to exceed \$7,700.00, to be paid pursuant to an approved budget and subject to appropriations.

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Authority is hereby requested from your Honorable Board to exempt from the Westchester County Procurement Policy and Procedures (the "Policy"), pursuant to Section 3(a)(xxi) thereof, the procurement of an agreement (the "Agreement") with HelmsBriscoe Performance Group, Inc. ("Helms Briscoe") for the provision of various tourism marketing services to promote Westchester County to meeting planners and their attendees, for a term commencing on August 1, 2025 and continuing through July 31, 2026, in an amount not-to-exceed \$7,700.00, to be paid pursuant to an approved budget and subject to appropriations.

Ordinarily, under Section 5(a) of the Policy, the County of Westchester ("County") is required to solicit written or oral quotations from no fewer than three persons customarily providing such services and, if deemed appropriate, to inquire as to the qualifications and experience of such persons. However, because HelmsBriscoe is a recognized leader in meeting procurement, leveraging the experiences of more than 1200 associates spanning more than 55 countries worldwide, the County believes that this relationship will strengthen the County's marketability to meeting planners through enhanced visibility. This will lead to an increase in hotel bookings in the County, thereby stimulating the local economy. In addition to providing destination marketing exposure through its various technology resources, HelmsBriscoe offers added value to the County through participation in the HelmsBriscoe Annual Business

Conference, webinars, leadership meetings and destination partnership education sessions, among other benefits.

Pursuant to Section 3(a)(xxi), the Policy is not applicable to any procurement for which your 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 from the Policy.

Accordingly, a resolution seeking authority to exempt the procurement of an agreement with HelmsBriscoe is hereby submitted for your Honorable Board's consideration.

NC/mcz  
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 08/07/2025 - RAYMOND SCUKY 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 written or oral price quotations, 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 HelmsBriscoe Performance Group, Inc. for the provision of various tourism marketing services to promote Westchester County to meeting planners and their attendees, for a term commencing on August 1, 2025 and continuing through July 31, 2026, in an amount not to exceed \$7,700.00, to be paid pursuant to an approved budget and subject to appropriations.