



Kenneth W. Jenkins
County Executive

Natasha Caputo
Director
Tourism & Film

112825

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: January 12, 2026

Re: Authority to exempt from the Westchester County Procurement Policy and Procedures, pursuant to Section 3(a)xxi thereof, the procurement of a third amendment to an agreement with Harrison Edwards, Inc. d/b/a Harry for the provision of public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production.

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 a third amendment to an agreement (the "Agreement") with Harrison Edwards, Inc. d/b/a Harry (formerly known as Harrison Edwards, Inc. and hereafter referred to as "Harry") for the provision of public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production.

The County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), seeks to amend the Agreement with Harry in order to change the termination date from December 31, 2025 to December 31, 2026. In consideration for services to be rendered during the option period, the County will pay Harry an amount not to exceed One Hundred Twenty-Five Thousand Dollars (\$125,000.00), payable pursuant to an approved budget.

Ordinarily, under Section 5(b) of the Procurement Policy, the County is required to solicit written quotations from no fewer than three (3) persons or firms that provide such services and, if deemed appropriate, to inquire as to the qualifications and experience of such persons. However, Harry has been providing film public relations services to the County for nearly seven (7) and is uniquely familiar with the County's film public relations strategies and goals. Moreover, Harry is a trusted partner and uniquely positioned to continue to work

with WCOTF to promote Westchester County as a premier destination for film production. Harry holds unparalleled relationships with film industry contacts, benefiting Westchester County. Additionally, Harry has a deep bench of professional talent to both create, and take advantage of, new opportunities to market the County's assets to the industry. WCOTF recently launched a number of key initiatives that will continue into 2026, including a major economic impact survey with a nationally known economic impact firm, Camoin Associates, to further enhance production data collection.

In addition, Harry will continue building on momentum and demand for Westchester-focused marketing and promotion, including a yearly economic impact study, increasing paid social media efforts to reach the industry decision makers, expanding content marketing and film industry storytelling for the website and newsletter. It is in the County's best interest to maintain continuity in promoting the County as a stage, location, and destination for the film business.

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 amendment to the Agreement from the County Procurement Policy.

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

NC/JPI

Attachment

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 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 a third amendment to an agreement with Harrison Edwards, Inc. d/b/a Harry for the provision of public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production for the period of January 1, 2026 through December 31, 2026.

APPROVED BOARD OF ACQUISITION & CONTRACT 01/29/2026 RAYMOND SCUYER, SECRETARY