



Kenneth W. Jenkins
County Executive

Office of Tourism & Film

Natasha Caputo
Director

112801

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: January 7, 2025

Re: Authority to enter into an agreement with:

- 1) The State of New York, acting by and through the New York State Department of Economic Development, Empire State Development Agency, to accept an I LOVE NY matching grant in the approximate amount of \$52,346.00 to be used to promote tourism in Westchester County, for a term commencing on January 1, 2026 and continuing through December 31, 2026; and
- 2) Hudson Valley Tourism, Inc., for the provision of various advertising and marketing services to promote tourism in the Hudson Valley Region, for a term commencing on January 1, 2026 and continuing through December 31, 2026, in a lump sum amount not to exceed \$17,661.00, subject to appropriations.

Authority is requested from your Honorable Board for the County of Westchester (the "County", acting by and through its Office of Tourism & Film ("OTF"), to enter into an agreement with the State of New York, acting by and through the New York State Department of Economic Development, Empire State Development Agency, to accept an I LOVE NY matching grant in the approximate amount of \$52,346.00 to be used to promote tourism in Westchester County, for a term commencing on January 1, 2026 and continuing through December 31, 2026 (the "Grant Agreement"). Under the terms of the Grant Agreement, the County is required to contribute approximately \$52,346.00 in matching funds. The matching funds will come from the County's hotel occupancy tax revenue and no County tax levy funds will be appropriated for this purpose.

Authority is also requested from your Honorable Board for the County, acting by and through OTF, to enter into an agreement with Hudson Valley Tourism, Inc. ("HVT"), pursuant to which HVT will provide an advertising and marketing campaign to promote tourism in the Hudson

Valley Region, for a term commencing on January 1, 2026 and continuing through December 31, 2026, in a lump sum amount not to exceed \$17,661.00, subject to appropriations (the “HVT Agreement”).

As your Honorable Board may know, HVT is a ten county cooperative officially designated by I LOVE NY to promote tourism for the Hudson Valley Region. The ten counties in the cooperative are: Albany, Columbia, Dutchess, Greene, Orange, Putnam, Rensselaer, Rockland, Ulster, and Westchester. Pursuant to HVT’s bylaws, each county in the cooperative contributes to the cost of HVT’s advertising and marketing services to promote the region as a whole.

The Grant Agreement with I LOVE NY is not a procurement of goods and services and, as such, is not subject to the requirements of the Westchester County Procurement Policy and Procedures (the “Policy”). The HVT Agreement is exempt from the Policy pursuant to Section 3(a)(iv) thereof, which exempts from procurement contracts for advertising services.

The Grant Agreement and HVT Agreement will serve a public purpose by promoting tourism in Westchester County, thus helping to stimulate the local economy.

The goals and objectives of the Grant Agreement and the HVT Agreement are to promote tourism in Westchester County. The goals and objectives of the agreements are in the best interests of the County in terms of fiscal responsibility because promoting tourism will increase tourism in the County and bring more tourist dollars into the local economy. The goals and objectives of the agreements will be tracked and monitored by OTF through a number of inquiries and leads.

I certify that my department, a) has copies of, or access to, all applicable laws, rules, regulations, grant applications, and grant agreements (including any master grant agreement), as well as any guidance or instructions received from the agency making the grant (the “Grant Terms”), b) has reviewed the Grant Terms, c) is aware of and understands all of the Grant Terms, and d) can and will comply with all of the Grant Terms.

Accordingly, I respectfully recommend your Honorable Board’s approval of the attached Resolution.

NC/SJC/mcz
Attachment

RESOLUTION

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

RESOLVED, that the County of Westchester (the “County”), acting by and through its Office of Tourism & Film (“OTF”), is hereby authorized to enter into an agreement with the State of New York, acting by and through the New York State Department of Economic Development, Empire State Development Agency, to accept an I LOVE NY matching grant in the approximate amount of \$52,346.00 to be used to promote tourism in Westchester County, for a term commencing on January 1, 2026 and continuing through December 31, 2026 (the “Grant Agreement”); and be it further

RESOLVED, that under the terms of the Grant Agreement, the County is required to contribute approximately \$52,346.00 in matching funds. The matching funds shall come from the County’s hotel occupancy tax revenue and no County tax levy funds shall be appropriated for this purpose; and be it further

RESOLVED, that the County, acting by and through OTF, is hereby further authorized to enter into an agreement with Hudson Valley Tourism, Inc. (“HVT”), pursuant to which HVT shall provide an advertising and marketing campaign to promote tourism in the Hudson Valley Region, for a term commencing on January 1, 2026 and continuing through December 31, 2026, in a lump sum amount not to exceed \$17,661.00 (the “HVT Agreement”); and be it further

RESOLVED, that the HVT Agreement shall be subject to appropriations, and be it further

RESOLVED, that the HVT Agreement is also subject to the further financial analysis of the impact of any New York State Budget (“State Budget”) proposed and adopted during the term of this HVT 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 the HVT Agreement or renegotiate the amount and rate approved therein. If the County subsequently offers to pay a reduced amount to HVT, then HVT shall have the right to terminate the HVT Agreement upon reasonable prior written notice; and be it further

RESOLVED, that the County Executive or his authorized designee be, and hereby is, authorized to take such actions and execute such documents as may be necessary and appropriate to effectuate the purposes hereof.

[Budget Boxes To Follow]

Account to be Charged/credited	Fund	Agency	Capital Project Or Org	Object/ Sub Object	Trust Account	Activity	Dollars
	263	11	B432	9855	T432	GRNT	\$52,346
Matching Funds							
	263	11	B432	9854	T432	GRNT	\$52,346
	263	11	B432	4100	T432	GRNT	\$17,661.00

Budget Funding Year(s) 2026 Start Date 1-1-26 End Date 12-31-26
 (must match resolution)

Funding Source Tax Dollars: _____
State Aid \$52,346
Federal Aid _____
Other Hotel Occupancy Tax
\$ 52,346 _____

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/22/2026 - RAYMOND SCULLY, SECRETARY