



Kenneth W. Jenkins  
County Executive

Natasha Caputo  
Director  
Tourism & Film

111073



To: Honorable Members of the Board of Acquisition and Contract

From: Natasha Caputo  
Director of Tourism & Film

Date: May 5, 2025

Re: Resolution authorizing the County of Westchester to enter into an agreement with Kleer Creative, Inc., for the provision of multimedia marketing and website content development dedicated to the history and heritage associated with the 250th anniversary of the Revolutionary War in our region, for a term commencing on March 15, 2025 and terminating on December 31, 2026, for a total amount not-to exceed \$117,000, payable pursuant to an approved budget, with an option, exercisable by the County, to increase the not-to-exceed amount to \$127,500 for potential additional digital media.

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 Kleer Creative, Inc. ("Kleer"), pursuant to which Kleer will provide multimedia marketing and website content development, that includes creating and developing a new comprehensive special web section on [www.visitwestchesterny.com](http://www.visitwestchesterny.com), dedicated to the history and heritage connected with the 250th anniversary of the Revolutionary War in our region (the "Agreement"). The term of the Agreement will commence on March 15, 2025 and will terminate on December 31, 2026. In consideration for services to be rendered, the County will pay Kleer an amount not to exceed One Hundred Seventeen Thousand Dollars (\$117,000.00), payable monthly pursuant to an approved budget. The County, at its sole option, may increase the not-to-exceed amount to \$127,500 for potential additional media costs, subject to the further approval of your Honorable Board.

It should be noted that this Agreement will be partially funded through a grant provided by the State of New York, Empire State Development.

The County has complied with the Westchester County Procurement Policy and Procedures. On February 14, 2025 WCOTF issued a Request for Qualifications ("RFQ") seeking the services of marketing professional(s) to assist with multimedia marketing and website content development to promote the history and

heritage connected with the 250th anniversary, or semiquincentennial, of the Revolutionary War in our region. The following three (3) agencies submitted proposals in response to the RFQ: Kleer, C&A Digital, and Enormous Creative. Following a careful review of each proposal with reference to the evaluation criteria set forth in the RFQ, WCOTF determined that Kleer received the highest score, was deemed most qualified to perform the services, and was thus awarded the contract.

The proposed Agreement will serve a public purpose by promoting various special events that will take place in the County to celebrate the 250<sup>th</sup> anniversary of the founding of our nation.

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

NC/jpg

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/29/2025 - RAYMOND SCUKY, 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 Kleer Creative, Inc. ("Kleer"), pursuant to which Kleer will provide multimedia marketing and website content development, that includes creating and developing a new comprehensive special web section on [www.visitwestchesterny.com](http://www.visitwestchesterny.com), dedicated to the history and heritage connected with the 250th anniversary of the Revolutionary War in our region, for a term commencing on March 15, 2025 and terminating on December 31, 2026, for a total amount not-to exceed One Hundred Seventeen Thousand Dollars (\$117,000.00); payable monthly pursuant to an approved budget (the "Agreement"); and be it further

**RESOLVED**, that the County, at its sole option, may increase the not-to-exceed amount to \$127,500 for potential additional media costs, subject to the further approval of the Westchester County Board of Acquisition & Contract; 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
101	11	0720	4380			117,000.00

Budget Funding Year(s) 2025 Start Date 3/15/25 End Date 12/31/26

Tax Dollars: \_\_\_\_\_  
State Aid: \$58,500  
Federal Aid: \_\_\_\_\_

Other: \$58, 500 Room/Hotel Sales Tax

APPROVED BOARD OF ACQUISITION & CONTRACT - 05/29/2025 - RAYMOND SCULKY, SECRETARY