



George Latimer  
County Executive

Natasha Caputo  
Director  
Tourism & Film

**#109861**

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo  
Director of Tourism & Film

Date: October 23, 2024

Re: Resolution to exempt from the Westchester County Procurement Policy and Procedures, pursuant to Section 3(a)xxi thereof, the procurement of a second amendment to an Agreement with Eric Mower & Associates, Inc. d/b/a Mower.

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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 second amendment to an agreement with Eric Mower & Associates, Inc. d/b/a Mower ("Mower") for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County.

The County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), seeks to exercise the second of its two one (1) year renewal options under its agreement with Mower, pursuant to which Mower will continue to provide public relations, marketing, advertising and creative services to promote tourism in Westchester County, for a term commencing on January 1, 2025 and terminating on December 31, 2025. In consideration for services to be rendered during the second option period, the County will pay Mower an amount not to exceed Four Hundred Ninety Thousand Dollars (\$490,000.00), payable pursuant to an approved budget and subject to County appropriations.

Ordinarily, under Section 6 of the Procurement Policy, the County is required to solicit proposals for such services through the issuance of a Request for Proposals ("RFP"). However, Mower has been providing advertising, public relations and marketing services to the County for almost six (6) years now. As such, it is uniquely familiar with the County's advertising and marketing strategies and goals. Moreover, the tourism industry in the County is still in recovery mode following the pandemic, which affected not only the county's hotels but other

tourism partners within the county as well. Our tourism and film recovery are phased approaches to strategically maximize the ROI and benefits to the County. Additionally, Mower has a proven track record of building uniquely customized strategies that successfully attract new partners to generate tourism economic activity. Further, Mower is currently amid a number of key initiatives that will continue into 2025, including an influencer social media marketing campaign, a meeting planner lead generation initiative, and travel product development. With Mower's expertise and award-winning campaigns for Westchester Tourism, it is in the best interest of the County to exempt this second amendment from procurement.

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 second amendment to an agreement with Mower from the County Procurement Policy.

Accordingly, a Resolution to exempt the procurement of a second amendment to the agreement with Mower is hereby submitted for your consideration.

NC/jpg

Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 11/19/2024 BY MICHAEL GUILKY, 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 proposals, 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 second amendment to an Agreement with Eric Mower & Associates, Inc. d/b/a Mower for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County in 2025.

APPROVED BOARD OF ACQUISITION & CONTRACTS 11/20/2024 RAMOND SCUKY, SECRETARY