

Kenneth W. Jenkins
County Executive

Natasha Caputo
Director
Tourism & Film

112829

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 Eric Mower & Associates, Inc. d/b/a Mower.

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 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 amend the Agreement in order to extend the term an additional year from January 1, 2026 through December 31, 2026. In consideration for services to be rendered during this 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.

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 and as such, it is uniquely familiar with the County's advertising and marketing strategies and goals. 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 2026, including but not limited to the County's tourism "Beyond" campaign, 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 third 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 third amendment to an agreement with Mower from the County Procurement Policy.

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

NC/JPI

Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/29/2026 - RAYMOND SULLIVAN, 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 third 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 for the period of January 1, 2026 through December 31, 2026.