



OnBase: 109891

Date: October 29, 2024

To: Board of Acquisition and Contract

From: Dr. Belinda S. Miles  
President

Re: Authority for the County of Westchester, acting by and through Westchester Community College, to enter into an agreement with Thompson & Bender LLC for the provision of full-service advertising services for Westchester Community College for the period November 1, 2024 through .October 31, 2029 at a total cost not to exceed \$370,000.00.

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Authority is requested from your Honorable Board to authorize the County of Westchester, acting by and through Westchester Community College (the "College"), to enter into an agreement with Thompson & Bender LLC ("Thompson & Bender"), for the provision of full-service advertising services for Westchester Community College. The agreement shall commence on November 1, 2024 and shall expire on October 31, 2029. The College shall pay to Thompson & Bender a fee of \$5,250.00 per month. Any additional work that is not included in the scope of work will be billed at a negotiated hourly rate not to exceed \$125 per hour. The total amount payable to Thompson & Bender shall not exceed \$370,000.00 for the term of the agreement.

On or about August 26, 2024, the College issued a Request for Proposals ("RFP") for the provision of full-service advertising services for Westchester Community College. Proposals were due September 20, 2024 and the College received over thirty proposals. The proposals were ranked using a matrix. Thompson & Bender's proposal was determined to have ranked highest on the matrix and fully met the requirements of the RFP.

Pursuant to the agreement, Thompson & Bender will be responsible for the planning, buying, designing, placing, and production of advertisements for multi-faceted advertising campaigns. Advertisements will be placed in various media, including print, radio, television, and the internet. Thompson and Bender will work under the direction of the College-Community Relations Director and interact with College personnel responsible for a variety of areas such as credit courses and programs along with noncredit courses and programs and including, but not limited to:

Division of Continuing Education, Educational Opportunity Center, English Language Institute, Mainstream (Institute for Mature Learners), and the College Extension Centers.

Thompson & Bender will utilize Hearst Media Services Connecticut, LLC and Search Smart Marketing, LLC as subcontractors.

The public purpose of this agreement is to ensure that the College effectively communicates its mission to the public and continues to be attract students to it campus and off-site centers. The agreement will be monitored by Westchester Community College personnel.

An appropriate resolution is attached for your approval.

BSM:sg  
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 11/07/2024 - RAYMOND SCULKA, SECRETARY

**RESOLUTION**

Upon a communication from the President of Westchester Community College, be it hereby

RESOLVED, the County of Westchester, acting by and through Westchester Community College (the "College"), is authorized to enter into an agreement with Thompson & Bender LLC ("Thompson & Bender"), for the provision of full-service advertising services for Westchester Community College; and be it further

RESOLVED, that the agreement shall commence on November 1, 2024 and shall expire on October 31, 2029. The College shall pay to Thompson & Bender a fee of \$5,250.00 per month. Any additional work that is not included in the scope of work will be billed at a negotiated hourly rate not to exceed \$125 per hour. The total amount payable to Thompson & Bender shall not exceed \$370,000.00 for the term of the agreement; and be it further

RESOLVED, that Thompson & Bender is authorized to utilize Hearst Media Services Connecticut, LLC and Search Smart Marketing, LLC as subcontractors; and be it further

RESOLVED, that the County Executive or his authorized designee is hereby authorized to execute all instruments and take all actions reasonably necessary to implement this Resolution.

	Account to be Charged/Credited	Fund	Dept.	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
FY 24/25		010	0110		4425		\$58,333.33
FY 25/26		010	0110		4425		\$75,000.00
FY 26/27		010	0110		4425		\$75,000.00
FY 27/28		0101	0110		4425		\$75,000.00
FY 28/29		0101	0110		4425		\$75,000.00
FY 29/30		0101	0110		4425		\$11,666.67

Budget Funding Year(s)      Start Date: 11/1/2024      End Date: 10/31/2029  
 (must match resolution)

Funding Source: Tax Dollars    \$ 94,733.52  
    State Aid            \$ 82,153.91

Contractor Federal I.D. No./  
 Social Security No.:

\$370,000.00    Federal Aid    \_\_\_\_\_  
 (must match resolution)  
    Other                    \$ 193,112.57 (Tuition)

Vendor No.:

Encumbrance No.: \_\_\_\_\_