

**ID** 113319

**Date:** April 1, 2026

**To:** The Honorable Board of Acquisition and Contract

**From:** Kathleen M. O'Connor, Commissioner  
Department of Parks, Recreation and Conservation

**Re:** Request for authority for the County of Westchester to enter into an Agreement with Martinelli Holdings LLC dba Today Media for use of certain areas of the Playland Boardwalk, Rye, New York and Kensico Dam Plaza, Valhalla, New York for the 2026 Wine and Food Festival commencing on June 9, 2026 and continuing through June 14, 2026, including events known as "Party on the Pier", "Burger & Beer Blast" and "Grand Tasting Village" to be held on Wednesday, June 10, 2026, Thursday, June 11, 2026 and Saturday, June 13, 2026 respectively.

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The attached Resolution, if approved by your Honorable Board, would authorize the County of Westchester, acting by and through the Department of Parks, Recreation and Conservation, to enter into an agreement with Martinelli Holdings LLC dba Today Media ("Permittee"), 2 Clinton Avenue, Rye, New York 10580, for use of certain areas of the Playland Boardwalk, Rye, New York and Kensico Dam Plaza, Valhalla, New York for the 2026 Wine and Food Festival (the "Event"), commencing on June 9, 2026 and continuing through June 14, 2026, including events known as "Party on the Pier", "Burger & Beer Blast" and "Grand Tasting Village" to be held on Wednesday, June 10, 2026, Thursday, June 11, 2026 and Saturday, June 13, 2026 respectively (the "Permit").

In addition to granting a Permit for use of certain areas of the Playland Boardwalk and Kensico Dam Plaza, the County will provide the Permittee with Department of Parks, Recreation and Conservation staff, County Police, EMS Services, Port-O-Sans, the use of the Showmobile and other incidental services for the Event.

In consideration of the granting of the Permit, the Permittee will pay the County a fee of Fifty Two Thousand Six Hundred (\$52,600.00) Dollars for the services described above, the fee of \$4,000.00 per event for use of the areas will be waived.

The goal of this festival is to provide leisure events and promoting local businesses. The public interest will be served by generating revenue for the county.

Department of Parks, Recreation and Conservation personnel will track and monitor the production of the event through frequent site visits.

The proposed license agreement is exempt from the County's Procurement Policy pursuant to Section 3(b) thereof.

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

APPROVED BOARD OF ACQUISITION & CONTRACT - 04/09/2026 - RAYMOND SCULKY, SECRETARY

## RESOLUTION

Upon a communication from the Commissioner of the Department of Parks, Recreation and Conservation, be it hereby

**RESOLVED**, that the County of Westchester is hereby authorized to enter into a license agreement with the Martinelli Holdings LLC dba Today Media (“Permittee”), 2 Clinton Road, Rye, New York 10580, for use of certain areas of the Playland Boardwalk, Rye, New York and Kensico Dam Plaza, Valhalla, New York for the 2026 Wine and Food Festival (the “Event”) commencing on June 9, 2026 and continuing through June 14, 2026, including events known as “Party on the Pier”, “Burger & Beer Blast” and “Grand Tasting Village” to be held on Wednesday, June 10, 2026, Thursday, June 11, 2026 and Saturday, June 13, 2026 respectively (the “Permit”); and be it further

**RESOLVED**, that in addition to granting a Permit for use of certain areas of the Playland Boardwalk and Kensico Dam Plaza, the County will provide the Permittee with Department of Parks, Recreation and Conservation staff, County Police, EMS Services, Port-O-Sans, the use of the Showmobile and other incidental services for the Event; and be it further

**RESOLVED**, that in consideration for the granting of the Permit and for the additional County services, Permittee shall pay the County a Permit fee of Fifty Two Thousand Six Hundred (\$52,600.00) Dollars; and be it further

**RESOLVED**, that the County Executive or his authorized designee is hereby empowered to execute any and all instruments and take such other actions as maybe reasonably necessary to effectuate the purposes hereof.

Original Agreement	\$52,600.00
First Amendment	\$
<b>This Amendment</b>	<b>\$</b> _____
<b>TOTAL</b>	<b>\$52,600.00</b>

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars
165	42	5520	9219		\$17,400
165	42	5050	9289		\$15,000
263	42	B776	9856		\$20,200

Budget Funding Year(s) 2026 Start Date 6/9/2026 End Date 6/14/2026  
 (must match resolution)

Funding Source Tax Dollars \_\_\_\_\_  
 State Aid \_\_\_\_\_

\$ 52,600.00 Federal Aid \_\_\_\_\_  
(must match resolution)  
Other revenue \_\_\_\_\_

APPROVED BOARD OF ACQUISITION & CONTRACT - 04/09/2026 - RAYMOND SCULKY, SECRETARY