

110283

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: January 8, 2025

Re: Authority to enter into an agreement with:

- 1) The State of New York, acting by and through the New York State Department of Economic Development, Empire State Development Agency, to accept an I LOVE NY matching grant in an approximate amount of \$52,533 to be used to promote tourism in Westchester County for a term commencing on January 1, 2025 and continuing through December 31, 2025; and
- 2) Hudson Valley Tourism, Inc. for the provision of various advertising and marketing services to promote tourism in the Hudson Valley Region for a term commencing on January 1, 2025 and continuing through December 31, 2025 for a lump sum amount not-to-exceed \$18,312.

Authority is requested for the County of Westchester (the "County"), acting by and through the Westchester County Office of Tourism & Film ("OTF"), to enter into an agreement with the State of New York, acting by and through the New York State Department of Economic Development, Empire State Development Agency, to accept an I LOVE NY matching grant in an approximate amount of \$52,533 to be used to promote tourism in Westchester County, for a term commencing on January 1, 2025 and continuing through December 31, 2025 (the "Grant Agreement"). Under the terms of the Grant Agreement, the County is required to contribute approximately \$52,533 in matching funds. The matching funds will come from the County's hotel occupancy tax revenue and no County tax levy funds would be appropriated for this purpose.

Authority is also requested for the County to enter into an agreement with Hudson Valley Tourism, Inc. ("HVT") pursuant to which HVT will provide an advertising and marketing campaign to promote tourism in the Hudson Valley Region for a term commencing on January 1, 2025 and continuing through December 31, 2025 for a lump-sum amount not-to-exceed \$18,312, pursuant to an approved budget (the "HVT Agreement"). As your Honorable Board may know, HVT is the ten-county cooperative officially designated by I LOVE NY to promote tourism for the Hudson Valley Region. The ten counties include Albany, Columbia,

Dutchess, Greene, Orange, Putnam, Rensselaer, Rockland, Ulster, and Westchester. Pursuant to the by-laws of the cooperative, each county contributes to the cost of advertising and marketing services to promote the region as a whole.

The Grant Agreement does not constitute procurement and as such, is not subject to the requirements of the Westchester County Procurement Policy. The HVT Agreement is exempt from the procurement Policy pursuant to section 3(a) iv thereof, which exempts contracts for advertising services.

Both agreements will serve a public purpose by promoting tourism in Westchester County, thus helping to stimulate the local economy.

The goals and objectives of the agreements are to promote tourism in Westchester County. The goals and objectives are in the best interests of the County in terms of fiscal responsibility because tourism promotion will increase tourism in the county and bring more tourist dollars into the local economy. The goals and objectives will be tracked and monitored by OTF through the number of inquiries and leads.

I certify that my department, a) has copies of, or access to, all applicable laws, rules, regulations, grant applications, and grant agreements (including any master grant agreement), as well as any guidance or instructions received from the agency making the grant (the "Grant Terms"), b) has reviewed the Grant Terms, c) is aware of and understands all of the Grant Terms, and d) can and will comply with all of the Grant Terms.

Accordingly, I most respectfully recommend approval of the attached resolution.

NC/JPG/nm
Attachment

APPROVED BOARD OF ACQUISITION & CONTRACTS 01/23/2025 - RAYMOND SULKY, SECRETARY

RESOLUTION

Upon a communication from the Director of Tourism & Film, be it hereby

RESOLVED, that the County of Westchester (the “County”) is hereby authorized to enter into an agreement with the State of New York, acting by and through the New York State Department of Economic Development, Empire State Development Agency, to accept an I LOVE NY matching grant in an approximate amount of \$52,533 to be used to promote tourism in Westchester County for a term commencing on January 1, 2025 and continuing through December 31, 2025 (the “Grant Agreement”); and be it further

RESOLVED, that under the terms of the Grant Agreement, the County is required to contribute approximately \$52,533 in matching funds. The matching funds will come from the County’s hotel occupancy tax revenue and no County tax levy funds would be appropriated for this purpose; and be it further

RESOLVED, that the County is hereby further authorized to enter into an agreement with Hudson Valley Tourism, Inc. (“HVT”) pursuant to which HVT will provide an advertising and marketing campaign to promote tourism in the Hudson Valley Region for a term commencing on January 1, 2025 and continuing through December 31, 2025 for a lump-sum amount not-to-exceed \$18,312; 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	Agency	Capital Project Or Org	Object/ Sub Object	Trust Account	Activity	Dollars
	263	11	A432	9855	T432	GRNT	\$52,533
Matching Funds	263	11	A432	9854	T432	GRNT	\$52,533
	263	11	A432	4100	T432	GRNT	\$18,312

Budget Funding Year(s) 2025 Start Date 1-1-25 End Date 12-31-25
 (must match resolution)

Funding Source Tax Dollars: _____
 State Aid \$52,533
 Federal Aid _____
 Other Hotel Occupancy Tax

\$ 52,533

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/24/2025 RAYMOND SCUKY, SECRETARY