

Onbase #113142

Date: February 26, 2026

To: The Honorable Board of Acquisition and Contract

From: Kenneth W. Jenkins
County Executive

Re: Authorization to exempt from the Westchester County Procurement Policy pursuant to Section 3(a)(xxi) thereof, the procurement of an agreement with Co-Communications, Inc. for marketing services promoting Westchester County as a good place to live, work and play, which will include, among other things, showcasing outstanding success stories of various County key programs and initiatives to media, when appropriate, media monitoring and maintenance services, design of ads and related materials, preparation of fliers for job fairs, webinars and other events, for a term from January 1, 2026 through December 31, 2026, for an amount not-to-exceed \$150,000.00, payable pursuant to an approved budget.

Authority of your Honorable Board is requested to exempt from the Westchester County Procurement Policy an agreement with Co-Communications, Inc. ("Co-Communications") for Co-Communications to provide marketing services promoting Westchester County as a good place to live, work and play in order to attract and retain business and talent, which will include, among other things, showcasing outstanding success stories of various County programs and initiatives through updating existing and developing new collateral materials for key programs, media monitoring and maintenance, design of ads and related materials, prepare fliers for job fairs, webinars and other events, and support recruitment campaign, if needed. The term of the proposed Agreement is for one year, commencing on January 1, 2026 through December 31, 2026, with a contract amount not-to-exceed \$150,000.00, payable pursuant to an approved budget.

Ordinarily, pursuant to Section 6 of the Policy, the County is required to procure such services through the issuance of a Request for Proposals. However, these services are necessary to create marketing materials to attract and retain businesses and talent in Westchester County and to promote all the key programs that the County implements to benefit the residents and businesses in Westchester County. Co-Communications is best qualified to perform the services because they have deep expertise on effective marketing and communications in Westchester County and are one of the leading PR and marketing firms in the region. In addition, we have worked closely with this company for the past 5 years.

Pursuant to Section 3(a)(xxi), the Westchester County Procurement Policy is not applicable to any procurement for which your Honorable Board determines, by Resolution passed prior to commencing such procurement, that compliance with the policy would not be in the best interest of the County. It is proposed that the County's interest would be served by exempting the procurement of this agreement from the County Procurement Policy.

As I believe this agreement to be in the best interests of the County, I most respectfully recommend and urge the adoption of the annexed Resolution.

KWJ/BG/cmc

APPROVED BOARD OF ACQUISITION & CONTRACT - 03/12/2026 - RAYMOND SCULKY, SECRETARY

RESOLUTION

Upon a communication from the County Executive, be it hereby:

RESOLVED, that pursuant to Section 3(a)xxi of the Westchester County Procurement Policy, 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 interest of the County of Westchester in connection with the procurement of an agreement with Co-Communications, Inc. for marketing services promoting Westchester County as a good place to live, work and play, which will include, among other things, showcasing outstanding success stories of various County key programs and initiatives to media, when appropriate, e-mail marketing services, media monitoring and maintenance services, design of ads and related materials, preparation of fliers for job fairs, webinars and other events, for a term from January 1, 2026 through December 31, 2026, for an amount not-to-exceed \$150,000.00, payable pursuant to an approved budget

APPROVED BOARD OF ACQUISITION & CONTRACT - 03/12/2026 - RAMOND SCULLY, SECRETARY