



George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

109840

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: October 15, 2024

Re: Resolution to exempt from the Westchester County Procurement Policy and Procedures, pursuant to Section 3(a)xxi thereof, the procurement of a second amendment to an Agreement with Harrison Edwards, Inc. d/b/a Harry for the provision of public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production.

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 second amendment to an agreement with Harrison Edwards, Inc. d/b/a Harry (formerly "Harrison Edwards, Inc.") for the provision of public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production.

The County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), seeks to exercise the second of its two one (1) year renewal options under its agreement with Harrison Edwards, Inc. d/b/a Harry (hereinafter "Harry"), pursuant to which Harry agreed to provide public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production, for a term commencing on January 1, 2025 and terminating on December 31, 2025. In consideration for services to be rendered during the option period, the County will pay Harry an amount not to exceed One Hundred Thousand Dollars (\$100,000.00), payable pursuant to an approved budget and subject to County appropriations.

Ordinarily, under Section 5(b) of the Procurement Policy, the County is required to solicit written quotations from no fewer than three persons customarily

providing such goods or services and, if deemed appropriate, to inquire as to the qualifications and experience of such persons. However, Harry has been providing film public relations services to the County for almost six (6) years now. As such, it is uniquely familiar with the County's film public relations strategies and goals. Moreover, Harry is a trusted partner and uniquely positioned to continue to work with WCOTF to promote Westchester County as a premier destination for film production. Harry holds unparalleled relationships with film industry contacts, benefiting Westchester County. Additionally, Harry has a deep bench of professional talent to both create, and take advantage of, new opportunities to market the County's assets to the industry. WCOTF launched a number of key initiatives that will continue into 2025, including a major economic impact survey with a nationally known economic impact firm, Camoin Associates, to further enhance production data collection.

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 amendment to an agreement with Harry from the County Procurement Policy.

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

NC/jpg

Attachment

APPROVED BOARD OF ACQUISITION & CONTRACTS - 11/20/24 BY SCUD SCULLY, 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 written price quotations, 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 second amendment to an Agreement with Harrison Edwards, Inc. d/b/a Harry (formerly "Harrison Edwards, Inc.") for the provision of public relations and marketing services to promote Westchester County as an attractive business-friendly destination for TV and film production in 2025.

APPROVED BOARD OF ACQUISITION & CONTRACT 11/21/2024 - RAMOND SCUKY, SECRETARY