

George Latimer
County Executive

Natasha Caputo
Director
Tourism & Film

89313

To: The Honorable Board of Acquisition and Contract

From: Natasha Caputo
Director of Tourism & Film

Date: December 2, 2021

Re: Resolution to exempt from Section 3(a)xxi of the Westchester County Procurement Policy and Procedures the procurement of an Agreement with Eric Mower & Associates, Inc. d/b/a Mower.

Authority is hereby requested from your Honorable Board to exempt from Section 3(a)xxi of the Westchester County Procurement Policy and Procedures the procurement of an agreement with Eric Mower & Associates, Inc. d/b/a Mower ("Mower") for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County.

The County of Westchester (the "County"), acting by and through its Office of Tourism & Film ("WCOTF"), seeks to enter into an agreement with Mower for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County, for a term commencing on January 1, 2022 and terminating on December 31, 2022. In consideration for services to be rendered, the County will pay Mower an amount not to exceed Four Hundred Ninety Thousand Dollars (\$490,000.00), payable pursuant to an approved budget and subject to County appropriations (the "Agreement").

Ordinarily, under Section 6 of the Procurement Policy, the County is required to solicit proposals for such services through the issuance of a Request for Proposals ("RFP"). However, Mower has been providing advertising, public relations and marketing services to the County for almost three (3) years now. As such, it is uniquely familiar with the County's advertising and marketing strategies and goals. By continuing its relationship with Mower, the County will be able to maximize the benefit of the work that Mower has performed thus far. Moreover, it will provide continuity for the "Beyond" campaign which launched prior to the pandemic and has since evolved into messaging that is relevant, positive and compelling for people traveling in the current environment.

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 Agreement with Mower from the County Procurement Policy.

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

NC/jpg

Attachment

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/06/2022 - RAYMOND SCULKY, 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 proposals, is neither cost effective nor expedient, and accordingly, not in the best interests of the County of Westchester in connection with the procurement of an Agreement with Eric Mower & Associates, Inc. d/b/a Mower for the provision of public relations, marketing, advertising and creative services to promote tourism in Westchester County.

APPROVED BOARD OF ACQUISITION & CONTRACT - 01/06/2022 - RAYMOND S. GULKA, SECRETARY