

ID 113446

Date: April 8, 2026

TO: Board of Acquisition and Contract

FROM: Kathleen M. O'Connor, Commissioner
Parks, Recreation and Conservation

RE: Authority for the County of Westchester to amend an Agreement with Zanzarella Marketing Consultants, pursuant to which Zanzarella Marketing Consultants agreed to purchase advertising and promotional materials for the Department of Parks, Recreation and Conservation and provide consultation on media selection, in order to: i) expand the scope of services to include the purchase of advertising and promotional materials for Playland Park, as well as the provision of additional consultation on media selection associated with Playland Park; and ii) increase the not-to-exceed amount by an additional amount not-to-exceed \$900,000.00, for a new total not-to-exceed amount of \$1,200,000.00.

By resolution approved on October 10, 2024, your Honorable Board authorized the County of Westchester (the "County"), acting by and through its Department of Parks, Recreation and Conservation (the "Department"), to enter into an agreement with Zanzarella Marketing Consultants ("Zanzarella"), 80 Spring Pond Drive, Ossining, NY 10562, pursuant to which Zanzarella agreed to purchase advertising and promotional materials for the Department and provide consultation on media selection, for a term commencing on January 1, 2025 and terminating December 31, 2026, in an amount not-to-exceed \$300,000.00 (the "Agreement"). The Agreement was subsequently executed.

The County has been satisfied with the quality of services provided by Zanzarella to date and the parties now desire to amend the Agreement in order to: i) expand the scope of services to include the purchase of advertising and promotional materials for Playland Park ("Playland"), as well as the provision of additional consultation on media selection associated with Playland; and ii) increase the not-to-exceed amount by an additional \$900,000.00 to compensate Zanzarella for providing these additional services.

Accordingly, authority is hereby respectfully requested from your Honorable Board to authorized the County to amend the Agreement (the "First Amendment") in order to: i) expand the scope of services to include the purchase of advertising and promotional materials for Playland, as well as the provision of additional consultation on media selection associated with Playland (the

“Additional Services”); and ii) increase the not-to-exceed amount authorized thereunder by an additional \$900,000.00, from an amount not-to-exceed \$300,000.00, to a new total amount not-to-exceed \$1,200,000.00.

Pursuant to the terms of the proposed First Amendment, Zanzarella will be compensated a base consultant fee of \$12,500.00 for providing the Additional Services, plus 1.5% of total advertising purchased for Playland (collectively, the “Additional Consultant Fee”). In no event shall the fees paid to Zanzarella for its provision of the Additional Services, including the Additional Consultant Fee and the net cost of advertising and promotional materials for Playland, exceed the sum of \$900,000.00.

Except as specifically amended hereby, all other terms and conditions set forth in the Agreement shall remain in full force and effect.

This proposed First Amendment is exempt from the requirements of the Westchester County Procurement Policy pursuant to Section 3(iv) thereof, which exempts “contracts for advertising – including public notices”

The goal of this proposed First Amendment is to allow the County to advertise and promote Playland in an effort to increase attendance and revenue. This proposed First Amendment promotes fiscal responsibility, as the County will receive agency discounts for advertising by placing ads through Zanzarella.

The objectives of this proposed First Amendment will be monitored through revenue reports and evaluation from Department staff members.

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

KMO/HS/sjc
Attachment

RESOLUTION

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

RESOLVED, that the County of Westchester (the "County") is authorized to amend an agreement with Zanzarella Marketing Consultants ("Zanzarella"), 80 Spring Pond Drive, Ossining, New York 10562, pursuant to which Zanzarella agreed to purchase advertising and promotional materials for the Department of Parks, Recreation and Conservation (the "Department") and provide consultation on media selection, for a term commencing on January 1, 2025 and terminating December 31, 2026, in an amount not-to-exceed \$300,000.00 (the "Agreement"), in order to: i) expand the scope of services to include the purchase of advertising and promotional materials for Playland Park ("Playland"), as well as the provision of additional consultation on media selection associated with Playland (the "Additional Services"); and ii) increase the not-to-exceed amount authorized thereunder by an additional \$900,000.00, from an amount not-to-exceed \$300,000.00, to a new total amount not-to-exceed \$1,200,000.00; and be it further

RESOLVED, that in consideration for providing the Additional Services, Zanzarella will be compensated a base consultant fee of \$12,500, plus 1.5% of total advertising purchased for Playland (the "Additional Consultant Fee"). In no event shall the fees paid to Zanzarella for its provision of the Additional Services, including the Additional Consultant Fee and the net cost of advertising and promotional materials for Playland, exceed the sum of \$900,000.00; and be it further

RESOLVED, that except as specifically amended hereby, all other terms and conditions of the Agreement shall remain in full force and effect; and be it further

RESOLVED, that the County Executive or his authorized designee is hereby empowered to execute any and all instruments necessary to effectuate the purposes thereof.

Original Agreement \$300,000
This Amendment \$900,000
 TOTAL \$1,200,000

Agreement # PRC-1444A

Account to be
 Charged/Credited

Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub-Object	Trust Account	Dollars	
165	42	5520	4630		\$900,000	2026

Budget Funding Year(s) **2025-2026** Start Date **1/1/2025** End Date **12/31/2026**
 (must match resolution)

Funding Source Tax Dollars **\$900,000**

State Aid

\$900,000 Federal Aid

(must match resolution)

Other