

RESOLUTION RE:

AUTHORIZATION TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH HARRISON EDWARDS INTEGRATED MARKETING FOR PUBLIC RELATIONS SERVICES FOR VILLAGE OF MAMARONECK FOR THE UNTIED STATES OF ARMY CORPS MAMARONECK & SHELDRAKE RIVERS FLOOD RISK REDUCTION PROJECT

WHEREAS, Senator Charles Schumer recently announced that funding for the United States Army Corps of Engineers Mamaroneck and Sheldrake Rivers Flood Risk Reduction Project was included within the overall \$1.5 billion Hurricane Ida Recovery Bill; and

WHEREAS, as the Village's low to moderate income census tracts and riverine floodplain areas are often one and the same, this Army Corps project is that it will deliver the economic, social and environmental justice to the areas in the Village that require it most; and

WHEREAS, the Village's successful petition and campaign to advocate for this funding yielded over 1,100 signatures and flood mitigation is now within sight for the Village of Mamaroneck, there is still much work to be done to both promote this project on a local, regional, and national level as well as keep the public engaged in this process; and

WHEREAS, the public relations and marketing of this project is a complex project and the Village staff does not have the bandwidth to undertake this project; and

WHEREAS, towards this end, the Village sought proposals and interviewed three (3) firms with an expertise in this area; and

WHEREAS, based on their proposal, interview and understanding of the complexities of this project, the Village has identified Harrison-Edwards as the preferred firm to assist with a public relations and marketing campaign; and

WHEREAS, Harrison-Edwards, based out of Armonk, has significant experience working with municipalities, not-for-profit agencies and educational institutions in Westchester County and throughout the country with a client base including the City of Peekskill, Westchester County, SUNY Purchase, Iona College, Yonkers Public Library, White Plains Hospital., the Neuberger Museum of Art, Katonah Museum of Art, City of Highland, IL, and the City of Los Angeles; and

WHEREAS, Harrison Edwards also has significant contacts in Washington, DC and keep the Village of apprised on any development as it relates to this project; and

WHEREAS, As proposed, Harrison-Edwards would implement a two-phase plan. Phase I is a 3-month engagement with a project fee of \$5,000 per month (\$15,000 total) to include:

A. Brief Messaging Plan

- B. Website Development
- C. Basic Search Engine Optimization
- D. Social Media Campaign
- E. Meetings and Events
- F. Administrative

Phase II is also a 3-month engagement with a retainer fee of \$5,000 per month (\$15,000 total) with the following scope:

- A. Strategic Outreach and Public Education Plan
- B. Media Relations
- C. Social Media
- D. Marketing Materials
- E. Meeting & Events
- F. Administrative

and

WHEREAS, the successful implementation of the Army Corps Project is likely the last and best opportunity for the Village to realize large-scale flood mitigation with funding to be received from the federal, State, and County level.

NOW THEREFORE BE IT RESOLVED, that the Village Manager is herein authorized to execute a Professional Services Agreement with Harrison Edwards Integrated Marketing to provide public relations and marketing support for the Village in relation to the United States Army Corps of Engineers Mamaroneck and Sheldrake Rivers Flood Risk Reduction Study; and be it further

RESOLVED, that all costs associated with this work be charged to A.8746.0421; and be it further

RESOLVED, that the Village Manager is authorized to undertake such administrative acts as may be necessary to effectuate this work.