

Contract ID#: CQPK16000017

Department: Parks, Rec &amp; Museums

**HOTEL/MOTEL TAX GRANT  
FUND****Contract Details**SERVICE: PROFESSIONAL SERVICESNIFS ID #: CQPK16000017 NIFS Entry Date: 2/24/16 Term: April 1, 2016- March 31, 2017

New <input checked="" type="checkbox"/> Renewal <input type="checkbox"/>	1) Mandated Program:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Amendment <input type="checkbox"/>	2) Comptroller Approval Form Attached:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Time Extension <input type="checkbox"/>	3) CSEA Agmt. § 32 Compliance Attached:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Addl. Funds <input type="checkbox"/>	4) Vendor Ownership & Mgmt. Disclosure Attached:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Blanket Resolution <input type="checkbox"/>	5) Insurance Required	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
RES#		

**Agency Information**

Vendor	
Name: Ed Moore Advertising Agency, Inc	Vendor ID# 11-2396029
Address 10 Village Drive West Dix Hills, NY 11746	Contact Person: Joseph Kenny
REG: Ed Moore Advertising Agency	
EMAIL: Edmooreadv1@aol.com	Phone 631-667-5525
	Fax 631-667-0402

County Department
Department Contact Eileen Krieb
Address:  Administration Bldg. Eisenhower Park East Meadow, NY 11554 Phone (516) 572-0378 Fax: 516-572-0227

**Routing Slip**

Brian Nugent, Chief Dep. Commissioner

Date 2/24/16

Frank Camerlengo, Dep. Commissioner

Date 2/24/16

Eileen Krieb, CSR

Date 2/24/16

DATE Rec'd	DEPARTMENT	Internal Verification	DATE App'd & For'd	SIGNATURE	Leg. Approval Required
	Department	NIFS Entry (Dept) NIFS Appvl (Dept. Head) Contractor Registered	<u>2/24/16</u>	<i>[Signature]</i>	
<u>3/1/16</u>	OMB	NIFS Approval (Contractor Registered)	<u>3/1/16</u>	<i>[Signature]</i>	Yes <input type="checkbox"/> No <input type="checkbox"/> Not required if blanket resolution
<u>3/4/16</u>	County Attorney	CA RE & Insurance Verification	<u>3/4/16</u>	<i>[Signature]</i>	
<u>3/9/16</u>	County Attorney	CA Approval as to form	<u>3/10/16</u>	<i>[Signature]</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Legislative Affairs	Fw'd Original Contract to CA			
<u>3/18/16</u>	County Attorney	NIFS Approval	<u>3/18/16</u>	<i>[Signature]</i>	
	Comptroller	NIFS Approval			
<u>4/20/16</u>	County Executive	Notarization Filed with Clerk of the Leg.	<u>4/20/16</u>	<i>[Signature]</i>	

RECEIVED  
CLERK OF THE LEGISLATURE  
NASSAU COUNTY  
P 2 15

Contract ID#: CQPK160000 17Department: Parks, Rec & Museums

## Contract Summary

<b>Description:</b> Media and Marketing for Nassau County Events
<b>Purpose:</b> To provide the development and implementation of a comprehensive strategy for purchasing multiple forms of media advertising, including but not limited to, websites, print, radio, television and internet advertising for those events requiring such promotional activities and strategies.
<b>Method of Procurement:</b> RFP #PK0324-1409 issued March 27, 2014.
<b>Description of General Provisions:</b> <ul style="list-style-type: none"> <li>Ed Moore Agency will provide the development and implementation of a comprehensive strategy for purchasing multiple forms of media advertising, including but not limited to, websites, print, radio, television and internet advertising for those events requiring such promotional activities and strategies.</li> <li>On a per event basis, the Department shall work with the contractor in procuring such promotional advertising as the Department shall deem most effective and cost efficient.</li> </ul>
<b>Term:</b> This agreement shall commence on April 1, 2016 and shall terminate on March 31, 2017, unless sooner terminated as provided herein.
<b>Impact on Funding / Price Analysis:</b> None- Hotel/Motel Tax Grant Program \$ 150,000.00
Professional Media Broker Services <i>CONTRACT PROCESSING FEE \$ 533 - attached copy of check</i>
<b>Change in Contract from Prior Procurement:</b> n/a
<b>Recommendation:</b> (approve as submitted)

## Advisement Information

BUDGET CODES	
Fund:	GRT
Control:	PK
Resp:	gen 1800
Object:	de 500
Transaction:	

FUNDING SOURCE	AMOUNT
Revenue Contract <input type="checkbox"/>	XXXXXXXX
County	\$
Federal	\$
State	\$
Capital	\$
Other GRANT	\$150,000.00
<b>TOTAL</b>	<b>\$150,000.00</b>

LINE	INDEX/OBJECT CODE	AMOUNT
1	pkgen 1800 de 500	\$ 150,000.00
2		\$
3		\$
4		\$
5		\$
6		\$
<b>TOTAL</b>		<b>\$150,000.00</b>

RENEWAL	
% Increase	
% Decrease	

Document Prepared By: L. RosenthalDate: 2/23/16

NIFS Certification	Comptroller Certification	County Executive Approval
I certify that this document was accepted into NIFS.	I certify that an unencumbered balance sufficient to cover this contract is present in the appropriation to be charged.	Name <i>[Signature]</i>
Name	Name	Date <i>4/20/16</i>
Date	Date	(For Office Use Only)
		<b>E #:</b>



# Nassau County Interim Finance Authority

## Contract Approval Request Form (As of January 1, 2015)

1. Vendor: Ed Moore Advertising Agency, Inc.

2. Dollar amount requiring NIFA approval: \$ 150,000.00

Amount to be encumbered: \$ 150,000.00

This is a ☒ New Contract ☐ Advisement ☐ Amendment

If new contract - \$ amount should be full amount of contract

If advisement - NIFA only needs to review if it is increasing funds above the amount previously approved by NIFA

If amendment - \$ amount should be full amount of amendment only

3. Contract Term: 4/1/16-3/31/17

Has work or services on this contract commenced? ☐ Yes ☒ No

If yes, please explain: \_\_\_\_\_

### 4. Funding Source:

☐ General Fund (GEN) ☒ Grant Fund (GRT) Federal % \_\_\_\_\_  
☐ Capital Improvement Fund (CAP) State % \_\_\_\_\_  
☐ Other County % \_\_\_\_\_

Is the cash available for the full amount of the contract? ☐ Yes ☐ No

If not, will it require a future borrowing? ☐ Yes ☐ No

Has the County Legislature approved the borrowing? ☐ Yes ☐ No ☐ N/A

Has NIFA approved the borrowing for this contract? ☐ Yes ☐ No ☐ N/A

### 5. Provide a brief description (4 to 5 sentences) of the item for which this approval is requested:

Ed Moore Advertising Agency will provide advertising, including, but not limited to print, radio and Internet advertising for the Nassau County Events

### 6. Has the item requested herein followed all proper procedures and thereby approved by the:

Nassau County Attorney as to form ☐ Yes ☐ No ☐ N/A  
 Nassau County Committee and/or Legislature ☐ Yes ☐ No ☐ N/A

Date of approval(s) and citation to the resolution where approval for this item was provided:

### 7. Identify all contracts (with dollar amounts) with this or an affiliated party within the prior 12 months:

CQPK15000038-\$100,000.00  
 CQPK16000001-\$ 25,000.00

CQPK16000017

**AUTHORIZATION**

To the best of my knowledge, I hereby certify that the information contained in this Contract Approval Request Form and any additional information submitted in connection with this request is true and accurate and that all expenditures that will be made in reliance on this authorization are in conformance with the Nassau County Approved Budget and not in conflict with the Nassau County Multi-Year Financial Plan. I understand that NIFA will rely upon this information in its official deliberations.

Roxanne Dallen 3/3/16  
 Signature Title Date

\_\_\_\_\_  
 Print Name

**COMPTROLLER'S OFFICE**

To the best of my knowledge, I hereby certify that the information listed is true and accurate and is in conformance with the Nassau County Approved Budget and not in conflict with the Nassau County Multi-Year Financial Plan.

Regarding funding, please check the correct response:

\_\_\_\_ I certify that the funds are available to be encumbered pending NIFA approval of this contract.

If this is a capital project:

\_\_\_\_ I certify that the bonding for this contract has been approved by NIFA.

\_\_\_\_ Budget is available and funds have been encumbered but the project requires NIFA bonding authorization

\_\_\_\_\_  
 Signature Title Date

\_\_\_\_\_  
 Print Name

**NIFA**

Amount being approved by NIFA: \_\_\_\_\_

\_\_\_\_\_  
 Signature Title Date

\_\_\_\_\_  
 Print Name

**NOTE: All contract submissions MUST include the County's own routing slip, current NIFS printouts for all relevant accounts and relevant Nassau County Legislature communication documents and relevant supplemental information pertaining to the item requested herein.**

**NIFA Contract Approval Request Form MUST be filled out in its entirety before being submitted to NIFA for review.**

**NIFA reserves the right to request additional information as needed.**

George Maragos  
Comptroller



OFFICE OF THE COMPTROLLER  
240 Old Country Road  
Mineola, New York 11501

## COMPTROLLER APPROVAL FORM FOR PERSONAL, PROFESSIONAL OR HUMAN SERVICES CONTRACTS

*Attach this form along with all personal, professional or human services contracts, contract renewals, extensions and amendments.*

CONTRACTOR NAME: Ed Moore Advertising Agency, Inc.

CONTRACTOR ADDRESS: 10 Village Drive West, Dix Hills, NY 11746

FEDERAL TAX ID #: 11-2396029

**Instructions:** Please check the appropriate box ("☑") after one of the following roman numerals, and provide all the requested information.

**I. ☐ The contract was awarded to the lowest, responsible bidder after advertisement for sealed bids.** The contract was awarded after a request for sealed bids was published in \_\_\_\_\_ [newspaper] on \_\_\_\_\_ [date]. The sealed bids were publicly opened on \_\_\_\_\_ [date]. \_\_\_\_\_ [#] of sealed bids were received and opened.

**II. ☒ The contractor was selected pursuant to a Request for Proposals.**

The Contract was entered into after a written request for proposals was issued on March 27, 2014 [date]. Potential proposers were made aware of the availability of the RFP by posting on the Nassau County website and through the Legal Notices in Newsday on March 27, 2014. One hundred seventy-two (172) of potential proposers requested copies of the RFP. Proposals were due on April 8, 2014. One (1) proposals were received and evaluated. The evaluation committee consisted of: Deputy Commissioner Frank Camerlengo, Eileen Krieb – Community Service Rep. and Karen Beckhard Ravener – Recreation Specialist. The proposals were scored and ranked. As a result of the scoring and ranking (attached), Ed Moore Advertising, Inc. was the sole proposer.

**III. ☐ This is a renewal, extension or amendment of an existing contract.**

The contract was originally executed by Nassau County on \_\_\_\_\_ [date]. This is a renewal or extension pursuant to the contract, or an amendment within the scope of the contract or RFP (copies of the relevant pages are attached). The original contract was entered into after \_\_\_\_\_

\_\_\_\_\_  
[describe procurement method, i.e., RFP, three proposals evaluated, etc.] Attach a copy of the most recent evaluation of the contractor's performance for any contract to be renewed or extended. If the contractor has not received a satisfactory evaluation, the department must explain why the contractor should nevertheless be permitted to continue to contract with the county.

**IV. ☐ Pursuant to Executive Order No. 1 of 1993, as amended, at least three proposals were solicited and received. The attached memorandum from the department head describes the proposals received, along with the cost of each proposal.**

- ☐ A. The contract has been awarded to the proposer offering the lowest cost proposal; **OR:**
- ☐ B. The attached memorandum contains a detailed explanation as to the reason(s) why the contract was awarded to other than the lowest-cost proposer. The attachment includes a specific delineation of the unique skills and experience, the specific reasons why a proposal is deemed superior, and/or why the proposer has been judged to be able to perform more quickly than other proposers.

**V. ☐ Pursuant to Executive Order No. 1 of 1993 as amended, the attached memorandum from the department head explains why the department did not obtain at least three proposals.**

- ☐ A. There are only one or two providers of the services sought or less than three providers submitted proposals. The memorandum describes how the contractor was determined to be the sole source provider of the personal service needed or explains why only two proposals could be obtained. If two proposals were obtained, the memorandum explains that the contract was awarded to the lowest cost proposer, or why the selected proposer offered the higher quality proposal, the proposer's unique and special experience, skill, or expertise, or its availability to perform in the most immediate and timely manner.
- ☐ B. The memorandum explains that the contractor's selection was dictated by the terms of a federal or New York State grant, by legislation or by a court order. (Copies of the relevant documents are attached).
- ☐ C. Pursuant to General Municipal Law Section 104, the department is purchasing the services required through a New York State Office of General Services contract no. \_\_\_\_\_, and the attached memorandum explains how the purchase is within the scope of the terms of that contract.

- ☐ D. Pursuant to General Municipal Law Section 119-o, the department is purchasing the services required through an inter-municipal agreement.

**VI. ☐ This is a human services contract with a not-for-profit agency for which a competitive process has not been initiated.** Attached is a memorandum that explains the reasons for entering into this contract without conducting a competitive process, and details when the department intends to initiate a competitive process for the future award of these services. For any such contract, where the vendor has previously provided services to the county, attach a copy of the most recent evaluation of the vendor's performance. If the contractor has not received a satisfactory evaluation, the department must explain why the contractor should nevertheless be permitted to contract with the county.

In certain limited circumstances, conducting a competitive process and/or completing performance evaluations may not be possible because of the nature of the human services program, or because of a compelling need to continue services through the same provider. In those circumstances, attach an explanation of why a competitive process and/or performance evaluation is inapplicable.

**VII. ☐ This is a public works contract for the provision of architectural, engineering or surveying services.** The attached memorandum provides details of the department's compliance with Board of Supervisors' Resolution No.928 of 1993, including its receipt and evaluation of annual Statements of Qualifications & Performance Data, and its negotiations with the most highly qualified firms.

**VIII. ☐ Participation of Minority Group Members and Women in Nassau County Contracts.** The selected contractor has agreed that it has an obligation to utilize best efforts to hire MWBE sub-contractors. Proof of the contractual utilization of best efforts as outlined in Exhibit "EE" may be requested at any time, from time to time, by the Comptroller's Office prior to the approval of claim vouchers.

**IX. ☐ Department MWBE responsibilities.** To ensure compliance with MWBE requirements as outlined in Exhibit "EE", Department will require vendor to submit list of sub-contractor requirements prior to the contract being submitted to the Comptroller.

**X. ☐ Vendor will not require any sub-contractors.**

***In addition, if this is a contract with an individual or with an entity that has only one or two employees:*** ☐ a review of the criteria set forth by the Internal Revenue Service, *Revenue Ruling No. 87-41, 1987-1 C.B. 296*, attached as Appendix A to the Comptroller's Memorandum, dated February 13, 2004, concerning independent contractors and employees indicates that the contractor would not be considered an employee for federal tax purposes.

  
\_\_\_\_\_  
Department Head Signature

  
\_\_\_\_\_  
Date

***NOTE: Any information requested above, or in the exhibit below, may be included in the county's "staff summary" form in lieu of a separate memorandum.***

*Compt. form Pers./Prof. Services Contracts: Rev. 09/15*



COUNTY OF NASSAU

POLITICAL CAMPAIGN CONTRIBUTION DISCLOSURE FORM

1. Has the vendor or any corporate officers of the vendor provided campaign contributions pursuant to the New York State Election Law in (a) the period beginning April 1, 2016 and ending on the date of this disclosure, or (b), beginning April 1, 2018, the period beginning two years prior to the date of this disclosure and ending on the date of this disclosure, to the campaign committees of any of the following Nassau County elected officials or to the campaign committees of any candidates for any of the following Nassau County elected offices: the County Executive, the County Clerk, the Comptroller, the District Attorney, or any County Legislator? If yes, to what campaign committee?

9/20/14 Hicksville Republican Club \$200 (Ed Moore Advertising)  
6/10/14 Golf Outing Eisenhower Park \$100 (Ed Moore Advertising)

2. VERIFICATION: This section must be signed by a principal of the consultant, contractor or Vendor authorized as a signatory of the firm for the purpose of executing Contracts.

The undersigned affirms and so swears that he/she has read and understood the foregoing statements and they are, to his/her knowledge, true and accurate.

The undersigned further certifies and affirms that the contribution(s) to the campaign committees identified above were made freely and without duress, threat or any promise of a governmental benefit or in exchange for any benefit or remuneration.

Dated: 4/5/16

Vendor: Ed Moore Advertising Agency Inc.  
Signed: [Signature]  
Print Name: Joseph Kenny  
Title: V.P.



## COUNTY OF NASSAU

## CONSULTANT'S, CONTRACTOR'S AND VENDOR'S DISCLOSURE FORM

1. Name of the Entity: Ed Moore Advertising Agency, Inc  
Address: 10 Village Drive West  
City, State and Zip Code: Dix Hills, NY 11746
2. Entity's Vendor Identification Number: 11-2396029
3. Type of Business: ☐ Public Corp ☐ Partnership ☐ Joint Venture  
☒ Ltd. Liability Co ☐ Closely Held Corp ☐ Other (specify)

4. List names and addresses of all principals; that is, all individuals serving on the Board of Directors or comparable body, all partners and limited partners, all corporate officers, all parties of Joint Ventures, and all members and officers of limited liability companies (attach additional sheets if necessary):

President Edward V. Moore

V.P. Joseph R. Kenny

V.P. Christine A. Kenny

5. List names and addresses of all shareholders, members, or partners of the firm. If the shareholder is not an individual, list the individual shareholders/partners/members. If a Publicly held Corporation include a copy of the 10K in lieu of completing this section.

Edward V Moore 50%

Joseph R Kenny 25%

Christine A Kenny 25%

---

---

---

6. List all affiliated and related companies and their relationship to the firm entered on line 1. above (if none, enter "None"). Attach a separate disclosure form for each affiliated or subsidiary company that may take part in the performance of this contract. Such disclosure shall be updated to include affiliated or subsidiary companies not previously disclosed that participate in the performance of the contract.

*None*

---

---

---

---

7. List all lobbyists whose services were utilized at any stage in this matter (i.e., pre-bid, bid, post-bid, etc.). The term "lobbyist" means any and every person or organization retained, employed or designated by any client to influence - or promote a matter before - Nassau County, its agencies, boards, commissions, department heads, legislators or committees, including but not limited to the Open Space and Parks Advisory Committee and Planning Commission. Such matters include, but are not limited to, requests for proposals, development or improvement of real property subject to County regulation, procurements, or to otherwise engage in lobbying as the term is defined herein. The term "lobbyist" does not include any officer, director, trustee, employee, counsel or agent of the County of Nassau, or State of New York, when discharging his or her official duties.

(a) Name, title, business address and telephone number of lobbyist(s):

*None*

---

---

---

---

(b) Describe lobbying activity of each lobbyist. See page 4 of 4 for a complete description of lobbying activities.

None

(c) List whether and where the person/organization is registered as a lobbyist (e.g., Nassau County, New York State):

None

8. VERIFICATION: This section must be signed by a principal of the consultant, contractor or Vendor authorized as a signatory of the firm for the purpose of executing Contracts.

The undersigned affirms and so swears that he/she has read and understood the foregoing statements and they are, to his/her knowledge, true and accurate.

Dated: 2/22/16

Signed:

Print Name:

Joseph R. Kennan

Title:

V.P.

**The term lobbying shall mean any attempt to influence:** any determination made by the Nassau County Legislature, or any member thereof, with respect to the introduction, passage, defeat, or substance of any local legislation or resolution; any determination by the County Executive to support, oppose, approve or disapprove any local legislation or resolution, whether or not such legislation has been introduced in the County Legislature; any determination by an elected County official or an officer or employee of the County with respect to the procurement of goods, services or construction, including the preparation of contract specifications, including by not limited to the preparation of requests for proposals, or solicitation, award or administration of a contract or with respect to the solicitation, award or administration of a grant, loan, or agreement involving the disbursement of public monies; any determination made by the County Executive, County Legislature, or by the County of Nassau, its agencies, boards, commissions, department heads or committees, including but not limited to the Open Space and Parks Advisory Committee, the Planning Commission, with respect to the zoning, use, development or improvement of real property subject to County regulation, or any agencies, boards, commissions, department heads or committees with respect to requests for proposals, bidding, procurement or contracting for services for the County; any determination made by an elected county official or an officer or employee of the county with respect to the terms of the acquisition or disposition by the county of any interest in real property, with respect to a license or permit for the use of real property of or by the county, or with respect to a franchise, concession or revocable consent; the proposal, adoption, amendment or rejection by an agency of any rule having the force and effect of law; the decision to hold, timing or outcome of any rate making proceeding before an agency; the agenda or any determination of a board or commission; any determination regarding the calendaring or scope of any legislature oversight hearing; the issuance, repeal, modification or substance of a County Executive Order; or any determination made by an elected county official or an officer or employee of the county to support or oppose any state or federal legislation, rule or regulation, including any determination made to support or oppose that is contingent on any amendment of such legislation, rule or regulation, whether or not such legislation has been formally introduced and whether or not such rule or regulation has been formally proposed.

J.K.

## COUNTY OF NASSAU

## CONSULTANT'S, CONTRACTOR'S AND VENDOR'S DISCLOSURE FORM

1. Name of the Entity: Ed Moore Advertising Agency, Inc  
Address: 10 Village Drive West  
City, State and Zip Code: Dix Hills, NY 11746
2. Entity's Vendor Identification Number: 11-2396029
3. Type of Business: ☐ Public Corp ☐ Partnership ☐ Joint Venture  
☒ Ltd. Liability Co ☐ Closely Held Corp ☐ Other (specify)

4. List names and addresses of all principals; that is, all individuals serving on the Board of Directors or comparable body, all partners and limited partners, all corporate officers, all parties of Joint Ventures, and all members and officers of limited liability companies (attach additional sheets if necessary):

President Edward V. Moore

V.P. Joseph R. Kenny

V.P. Christina A. Kenny

5. List names and addresses of all shareholders, members, or partners of the firm. If the shareholder is not an individual, list the individual shareholders/partners/members. If a Publicly held Corporation include a copy of the 10K in lieu of completing this section.

Edward V Moore 50%

Joseph R Kenny 25%

Christina A Kenny 25%

---

---

6. List all affiliated and related companies and their relationship to the firm entered on line 1. above (if none, enter "None"). Attach a separate disclosure form for each affiliated or subsidiary company that may take part in the performance of this contract. Such disclosure shall be updated to include affiliated or subsidiary companies not previously disclosed that participate in the performance of the contract.

*None*

---

---

---

---

7. List all lobbyists whose services were utilized at any stage in this matter (i.e., pre-bid, bid, post-bid, etc.). The term "lobbyist" means any and every person or organization retained, employed or designated by any client to influence - or promote a matter before - Nassau County, its agencies, boards, commissions, department heads, legislators or committees, including but not limited to the Open Space and Parks Advisory Committee and Planning Commission. Such matters include, but are not limited to, requests for proposals, development or improvement of real property subject to County regulation, procurements, or to otherwise engage in lobbying as the term is defined herein. The term "lobbyist" does not include any officer, director, trustee, employee, counsel or agent of the County of Nassau, or State of New York, when discharging his or her official duties.

(a) Name, title, business address and telephone number of lobbyist(s):

*None*

---

---

---

---

(b) Describe lobbying activity of each lobbyist. See page 4 of 4 for a complete description of lobbying activities.

None

(c) List whether and where the person/organization is registered as a lobbyist (e.g., Nassau County, New York State):

None

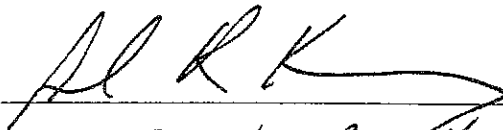
8. VERIFICATION: This section must be signed by a principal of the consultant, contractor or Vendor authorized as a signatory of the firm for the purpose of executing Contracts.

The undersigned affirms and so swears that he/she has read and understood the foregoing statements and they are, to his/her knowledge, true and accurate.

Dated:

2/22/16

Signed:



Print Name:

Joseph R. Kenny

Title:

V.P.

**The term lobbying shall mean any attempt to influence:** any determination made by the Nassau County Legislature, or any member thereof, with respect to the introduction, passage, defeat, or substance of any local legislation or resolution; any determination by the County Executive to support, oppose, approve or disapprove any local legislation or resolution, whether or not such legislation has been introduced in the County Legislature; any determination by an elected County official or an officer or employee of the County with respect to the procurement of goods, services or construction, including the preparation of contract specifications, including by not limited to the preparation of requests for proposals, or solicitation, award or administration of a contract or with respect to the solicitation, award or administration of a grant, loan, or agreement involving the disbursement of public monies; any determination made by the County Executive, County Legislature, or by the County of Nassau, its agencies, boards, commissions, department heads or committees, including but not limited to the Open Space and Parks Advisory Committee, the Planning Commission, with respect to the zoning, use, development or improvement of real property subject to County regulation, or any agencies, boards, commissions, department heads or committees with respect to requests for proposals, bidding, procurement or contracting for services for the County; any determination made by an elected county official or an officer or employee of the county with respect to the terms of the acquisition or disposition by the county of any interest in real property, with respect to a license or permit for the use of real property of or by the county, or with respect to a franchise, concession or revocable consent; the proposal, adoption, amendment or rejection by an agency of any rule having the force and effect of law; the decision to hold, timing or outcome of any rate making proceeding before an agency; the agenda or any determination of a board or commission; any determination regarding the calendaring or scope of any legislature oversight hearing; the issuance, repeal, modification or substance of a County Executive Order; or any determination made by an elected county official or an officer or employee of the county to support or oppose any state or federal legislation, rule or regulation, including any determination made to support or oppose that is contingent on any amendment of such legislation, rule or regulation, whether or not such legislation has been formally introduced and whether or not such rule or regulation has been formally proposed.

J.K.



## Business History Form

The contract shall be awarded to the responsible proposer who, at the discretion of the County, taking into consideration the reliability of the proposer and the capacity of the proposer to perform the services required by the County, offers the best value to the County and who will best promote the public interest.

In addition to the submission of proposals, each proposer shall complete and submit this questionnaire. The questionnaire shall be filled out by the owner of a sole proprietorship or by an authorized representative of the firm, corporation or partnership submitting the Proposal.

**NOTE: All questions require a response, even if response is "none" or "not-applicable." No blanks.**

(USE ADDITIONAL SHEETS IF NECESSARY TO FULLY ANSWER THE FOLLOWING QUESTIONS).

Date: 3/7/2016

1) Proposer's Legal Name: Ed Moore Advertising Agency Inc.

2) Address of Place of Business: 10 Village Drive West, Dix Hills, NY 11746

List all other business addresses used within last five years:

None

3) Mailing Address (if different): (same as above)

Phone: 631-667-5525

Does the business own or rent its facilities? own

4) Dun and Bradstreet number: 06-473-9030

5) Federal I.D. Number: 11-2396029

6) The proposer is a (check one): ☐ Sole Proprietorship ☐ Partnership ☐ Corporation ☒ Other (Describe) \_\_\_\_\_

7) Does this business share office space, staff, or equipment expenses with any other business?  
Yes \_\_\_ No X If Yes, please provide details: \_\_\_\_\_

8) Does this business control one or more other businesses? Yes \_\_\_ No X If Yes, please provide details: \_\_\_\_\_

9) Does this business have one or more affiliates, and/or is it a subsidiary of, or controlled by, any other business? Yes \_\_\_\_ No X If Yes, provide details. \_\_\_\_\_

10) Has the proposer ever had a bond or surety cancelled or forfeited, or a contract with Nassau County or any other government entity terminated? Yes \_\_\_\_ No X If Yes, state the name of bonding agency, (if a bond), date, amount of bond and reason for such cancellation or forfeiture; or details regarding the termination (if a contract). \_\_\_\_\_

11) Has the proposer, during the past seven years, been declared bankrupt? Yes \_\_\_\_ No X If Yes, state date, court jurisdiction, amount of liabilities and amount of assets \_\_\_\_\_

12) In the past five years, has this business and/or any of its owners and/or officers and/or any affiliated business, been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency? And/or, in the past 5 years, have any owner and/or officer of any affiliated business been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency, where such investigation was related to activities performed at, for, or on behalf of an affiliated business. Yes \_\_\_\_ No X If Yes, provide details for each such investigation. \_\_\_\_\_

13) In the past 5 years, has this business and/or any of its owners and/or officers and/or any affiliated business been the subject of an investigation by any government agency, including but not limited to federal, state and local regulatory agencies? And/or, in the past 5 years, has any owner and/or officer of an affiliated business been the subject of an investigation by any government agency, including but not limited to federal, state and local regulatory agencies, for matters pertaining to that individual's position at or relationship to an affiliated business. Yes \_\_\_\_ No X If Yes, provide details for each such investigation. \_\_\_\_\_

14) Has any current or former director, owner or officer or managerial employee of this business had, either before or during such person's employment, or since such employment if the charges pertained to events that allegedly occurred during the time of employment by the submitting business, and allegedly related to the conduct of that business:

a) Any felony charge pending? No X Yes \_\_\_\_ If Yes, provide details for each such charge. \_\_\_\_\_

b) Any misdemeanor charge pending? No X Yes \_\_\_\_ If Yes, provide details for each such charge. \_\_\_\_\_

c) In the past 10 years, you been convicted, after trial or by plea, of any felony and/or any other crime, an element of which relates to truthfulness or the underlying facts of which

related to the conduct of business? No ☒ Yes \_\_\_\_ If Yes, provide details for each such conviction \_\_\_\_\_

d) In the past 5 years, been convicted, after trial or by plea, of a misdemeanor? No ☒ Yes \_\_\_\_ If Yes, provide details for each such conviction. \_\_\_\_\_

e) In the past 5 years, been found in violation of any administrative, statutory, or regulatory provisions? No ☒ Yes \_\_\_\_ If Yes, provide details for each such occurrence. \_\_\_\_\_

15) In the past (5) years, has this business or any of its owners or officers, or any other affiliated business had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? No ☒ Yes \_\_\_\_; If Yes, provide details for each such instance. \_\_\_\_\_

16) For the past (5) tax years, has this business failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? No ☒ Yes \_\_\_\_ If Yes, provide details for each such year. Provide a detailed response to all questions checked 'YES'. If you need more space, photocopy the appropriate page and attach it to the questionnaire. \_\_\_\_\_

Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.

17) Conflict of Interest:

a) Please disclose any conflicts of interest as outlined below. **NOTE: If no conflicts exist, please expressly state "No conflict exists."**

(i) Any material financial relationships that your firm or any firm employee has that may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of Nassau County. \_\_\_\_\_ No Conflict Exist \_\_\_\_\_

(ii) Any family relationship that any employee of your firm has with any County public servant that may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of Nassau County. \_\_\_\_\_ No Conflict Exist \_\_\_\_\_

(iii) Any other matter that your firm believes may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of Nassau County. \_\_\_\_\_

\_\_\_\_\_ No Conflict Exist \_\_\_\_\_

- b) Please describe any procedures your firm has, or would adopt, to assure the County that a conflict of interest would not exist for your firm in the future. \_\_\_\_\_

We do not currently have any family or friends currently employed with the Nassau County or \_\_\_\_\_ Parks Dept or administration and if someone does obtain employment we will notify the Commissioner of Parks. \_\_\_\_\_

- A. Include a resume or detailed description of the Proposer's professional qualifications, demonstrating extensive experience in your profession. Any prior similar experiences, and the results of these experiences, must be identified.

Should the proposer be other than an individual, the Proposal **MUST** include:

- i) Date of formation;
- ii) Name, addresses, and position of all persons having a financial interest in the company, including shareholders, members, general or limited partner;
- iii) Name, address and position of all officers and directors of the company;
- iv) State of incorporation (if applicable);
- v) The number of employees in the firm;
- vi) Annual revenue of firm;
- vii) Summary of relevant accomplishments
- viii) Copies of all state and local licenses and permits.

- B. Indicate number of years in business.

- C. Provide any other information which would be appropriate and helpful in determining the Proposer's capacity and reliability to perform these services.

- D. Provide names and addresses for no fewer than three references for whom the Proposer has provided similar services or who are qualified to evaluate the Proposer's capability to perform this work.

Company \_\_\_\_\_ Adventureland \_\_\_\_\_

Contact Person \_\_\_\_\_ Steve Gentile \_\_\_\_\_

Address \_\_\_\_\_ 2245 Broadhollow Road \_\_\_\_\_

City/State \_\_\_\_\_ East Famingdale, NY 11735 \_\_\_\_\_

Telephone \_\_\_\_\_ 631-694-6868 \_\_\_\_\_

Fax # \_\_\_\_\_ 631-694-6816 \_\_\_\_\_

E-Mail Address \_\_\_\_\_ steven.gentile@adventureland.us \_\_\_\_\_

---

Company \_\_\_\_\_ Bohlsen Restarant Group \_\_\_\_\_

Contact Person \_\_\_\_\_ Amanda Hoffman \_\_\_\_\_

Address \_\_\_\_\_ 577 Main STreet \_\_\_\_\_

City/State \_\_\_\_\_ Islip, NY 11751 \_\_\_\_\_

Telephone \_\_\_\_\_ 631-277-4831 \_\_\_\_\_

Fax # \_\_\_\_\_ 631-277-5752 \_\_\_\_\_

E-Mail Address \_\_\_\_\_ amanda.hoffman@brgroup.biz \_\_\_\_\_

---

Company \_\_\_\_\_ Dublin Deck \_\_\_\_\_

Contact Person \_\_\_\_\_ Mark Miller \_\_\_\_\_

Address \_\_\_\_\_ 327 River Avenue \_\_\_\_\_

City/State \_\_\_\_\_ Patchogue, NY 11772 \_\_\_\_\_

Telephone \_\_\_\_\_ 631-721-3041 \_\_\_\_\_

Fax # \_\_\_\_\_ 631-472-8983 \_\_\_\_\_

E-Mail Address \_\_\_\_\_  \_\_\_\_\_

## CERTIFICATION

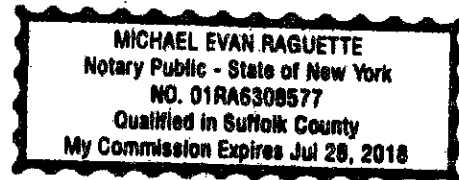
A MATERIALLY FALSE STATEMENT WILLFULLY OR FRAUDULENTLY MADE IN CONNECTION WITH THIS QUESTIONNAIRE MAY RESULT IN RENDERING THE SUBMITTING BUSINESS ENTITY NOT RESPONSIBLE WITH RESPECT TO THE PRESENT BID OR FUTURE BIDS, AND, IN ADDITION, MAY SUBJECT THE PERSON MAKING THE FALSE STATEMENT TO CRIMINAL CHARGES.

I, Joseph Kenny, being duly sworn, state that I have read and understand all the items contained in the foregoing pages of this questionnaire and the following pages of attachments; that I supplied full and complete answers to each item therein to the best of my knowledge, information and belief; that I will notify the County in writing of any change in circumstances occurring after the submission of this questionnaire and before the execution of the contract; and that all information supplied by me is true to the best of my knowledge, information and belief. I understand that the County will rely on the information supplied in this questionnaire as additional inducement to enter into a contract with the submitting business entity.

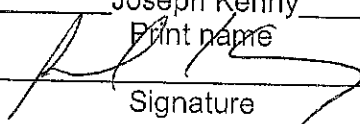
Sworn to before me this 9<sup>TH</sup> day of March

2016

  
Notary Public



Name of submitting business: Ed Moore Advertising Agency Inc

By: Joseph Kenny  
  
Print name  
Signature

V.P.  
Title

31 9 16  
Date

## PRINCIPAL QUESTIONNAIRE FORM

All questions on these questionnaires must be answered by all officers and any individuals who hold a ten percent (10%) or greater ownership interest in the proposer. Answers typewritten or printed in ink. If you need more space to answer any question, make as many photocopies of the appropriate page(s) as necessary and attach them to the questionnaire.

COMPLETE THIS QUESTIONNAIRE CAREFULLY AND COMPLETELY. FAILURE TO SUBMIT A COMPLETE QUESTIONNAIRE MAY MEAN THAT YOUR BID OR PROPOSAL WILL BE REJECTED AS NON-RESPONSIVE AND IT WILL NOT BE CONSIDERED FOR AWARD

1. Principal Name Joseph Kenny  
Date of birth [REDACTED]  
Home address [REDACTED]  
City/state/zip [REDACTED]  
Business address 10 Village Drive West  
City/state/zip Dix Hills, NY 11746  
Telephone 631-667-5525  
Other present address(es) NA  
City/state/zip NA  
Telephone 631-667-5525  
List of other addresses and telephone numbers attached
2. Positions held in submitting business and starting date of each (check all applicable)  
President    /   /    Treasurer    /   /     
Chairman of Board    /   /    Shareholder    /   /     
Chief Exec. Officer    /   /    Secretary    /   /     
Chief Financial Officer    /   /    Partner    /   /     
Vice President XX August 1996      
(Other)
3. Do you have an equity interest in the business submitting the questionnaire?  
NO     YES X If Yes, provide details. 25%
4. Are there any outstanding loans, guarantees or any other form of security or lease or any other type of contribution made in whole or in part between you and the business submitting the questionnaire? NO X YES     If Yes, provide details.
5. Within the past 3 years, have you been a principal owner or officer of any business or not-for-profit organization other than the one submitting the questionnaire? NO X YES    ; If Yes, provide details.

6. Has any governmental entity awarded any contracts to a business or organization listed in Section 5 in the past 3 years while you were a principal owner or officer? NO ☒ YES \_\_\_\_ If Yes, provide details.

**NOTE:** An affirmative answer is required below whether the sanction arose automatically, by operation of law, or as a result of any action taken by a government agency.

Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.

7. In the past (5) years, have you and/or any affiliated businesses or not-for-profit organizations listed in Section 5 in which you have been a principal owner or officer:
- a. Been debarred by any government agency from entering into contracts with that agency? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
  - b. Been declared in default and/or terminated for cause on any contract, and/or had any contracts cancelled for cause? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
  - c. Been denied the award of a contract and/or the opportunity to bid on a contract, including, but not limited to, failure to meet pre-qualification standards? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
  - d. Been suspended by any government agency from entering into any contract with it; and/or is any action pending that could formally debar or otherwise affect such business's ability to bid or propose on contract? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
8. Have any of the businesses or organizations listed in response to Question 5 filed a bankruptcy petition and/or been the subject of involuntary bankruptcy proceedings during the past 7 years, and/or for any portion of the last 7 year period, been in a state of bankruptcy as a result of bankruptcy proceedings initiated more than 7 years ago and/or is any such business now the subject of any pending bankruptcy proceedings, whenever initiated? If 'Yes', provide details for each such instance. (Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.)
- a) Is there any felony charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
  - b) Is there any misdemeanor charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
  - c) Is there any administrative charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
  - d) In the past 10 years, have you been convicted, after trial or by plea, of any felony, or of any other crime, an element of which relates to truthfulness or the underlying facts of which related to the conduct of business? NO ☒ YES \_\_\_\_ If Yes, provide details for each such conviction.
  - e) In the past 5 years, have you been convicted, after trial or by plea, of a misdemeanor? NO ☒ YES \_\_\_\_ If Yes, provide details for each such conviction.



f) In the past 5 years, have you been found in violation of any administrative or statutory charges? NO ☒ YES \_\_\_\_ If Yes, provide details for each such occurrence.

9. In addition to the information provided in response to the previous questions, in the past 5 years, have you been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency and/or the subject of an investigation where such investigation was related to activities performed at, for, or on behalf of the submitting business entity and/or an affiliated business listed in response to Question 5? NO ☒ YES \_\_\_\_ If Yes, provide details for each such investigation.
10. In addition to the information provided, in the past 5 years has any business or organization listed in response to Question 5, been the subject of a criminal investigation and/or a civil anti-trust investigation and/or any other type of investigation by any government agency, including but not limited to federal, state, and local regulatory agencies while you were a principal owner or officer? NO ☒ YES \_\_\_\_ If Yes; provide details for each such investigation.
11. In the past 5 years, have you or this business, or any other affiliated business listed in response to Question 5 had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? NO ☒ YES \_\_\_\_ If Yes; provide details for each such instance.
12. For the past 5 tax years, have you failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? NO ☒ YES \_\_\_\_ If Yes, provide details for each such year.

**CERTIFICATION**

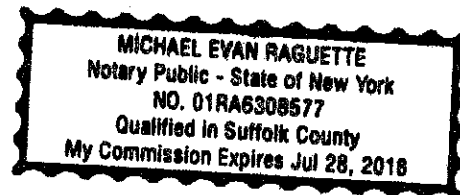
A MATERIALLY FALSE STATEMENT WILLFULLY OR FRAUDULENTLY MADE IN CONNECTION WITH THIS QUESTIONNAIRE MAY RESULT IN RENDERING THE SUBMITTING BUSINESS ENTITY NOT RESPONSIBLE WITH RESPECT TO THE PRESENT BID OR FUTURE BIDS, AND, IN ADDITION, MAY SUBJECT THE PERSON MAKING THE FALSE STATEMENT TO CRIMINAL CHARGES.

I, Joseph Kenny, being duly sworn, state that I have read and understand all the items contained in the foregoing pages of this questionnaire and the following pages of attachments; that I supplied full and complete answers to each item therein to the best of my knowledge, information and belief; that I will notify the County in writing of any change in circumstances occurring after the submission of this questionnaire and before the execution of the contract; and that all information supplied by me is true to the best of my knowledge, information and belief. I understand that the County will rely on the information supplied in this questionnaire as additional inducement to enter into a contract with the submitting business entity.

Sworn to before me this 9<sup>TH</sup> day of March 2016

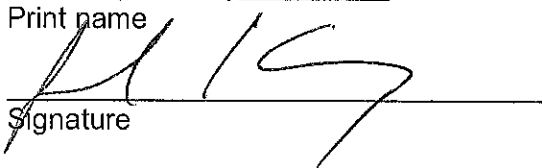


Notary Public



Ed Moore Advertising Agency, Inc  
Name of submitting business

Joseph Kenny  
Print name



Signature

V.P.  
Title

3 / 9 / 16  
Date

## PRINCIPAL QUESTIONNAIRE FORM

All questions on these questionnaires must be answered by all officers and any individuals who hold a ten percent (10%) or greater ownership interest in the proposer. Answers typewritten or printed in ink. If you need more space to answer any question, make as many photocopies of the appropriate page(s) as necessary and attach them to the questionnaire.

COMPLETE THIS QUESTIONNAIRE CAREFULLY AND COMPLETELY. FAILURE TO SUBMIT A COMPLETE QUESTIONNAIRE MAY MEAN THAT YOUR BID OR PROPOSAL WILL BE REJECTED AS NON-RESPONSIVE AND IT WILL NOT BE CONSIDERED FOR AWARD

6. Principal Name Christine Kenny  
Date of birth [REDACTED]  
Home address [REDACTED]  
City/state/zip [REDACTED]  
Business address 10 Village Drive West  
City/state/zip Dix Hills, NY 11746  
Telephone 631-667-5525  
Other present address(es) NA  
City/state/zip NA  
Telephone 631-667-5525  
List of other addresses and telephone numbers attached
7. Positions held in submitting business and starting date of each (check all applicable)  
President     /    /     Treasurer     /    /      
Chairman of Board     /    /     Shareholder     /    /      
Chief Exec. Officer     /    /     Secretary     /    /      
Chief Financial Officer     /    /     Partner     /    /      
Vice President XX September 1986       
(Other)
8. Do you have an equity interest in the business submitting the questionnaire?  
NO      YES X If Yes, provide details. 25%
9. Are there any outstanding loans, guarantees or any other form of security or lease or any other type of contribution made in whole or in part between you and the business submitting the questionnaire? NO X YES      If Yes, provide details.
10. Within the past 3 years, have you been a principal owner or officer of any business or not-for-profit organization other than the one submitting the questionnaire? NO X YES     ; If Yes, provide details.

8. Has any governmental entity awarded any contracts to a business or organization listed in Section 5 in the past 3 years while you were a principal owner or officer? NO ☒ YES \_\_\_\_ If Yes, provide details.

**NOTE:** An affirmative answer is required below whether the sanction arose automatically, by operation of law, or as a result of any action taken by a government agency.

Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.

9. In the past (5) years, have you and/or any affiliated businesses or not-for-profit organizations listed in Section 5 in which you have been a principal owner or officer:
- a. Been debarred by any government agency from entering into contracts with that agency? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
  - b. Been declared in default and/or terminated for cause on any contract, and/or had any contracts cancelled for cause? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
  - e. Been denied the award of a contract and/or the opportunity to bid on a contract, including, but not limited to, failure to meet pre-qualification standards? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
  - f. Been suspended by any government agency from entering into any contract with it; and/or is any action pending that could formally debar or otherwise affect such business's ability to bid or propose on contract? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
8. Have any of the businesses or organizations listed in response to Question 5 filed a bankruptcy petition and/or been the subject of involuntary bankruptcy proceedings during the past 7 years, and/or for any portion of the last 7 year period, been in a state of bankruptcy as a result of bankruptcy proceedings initiated more than 7 years ago and/or is any such business now the subject of any pending bankruptcy proceedings, whenever initiated? If 'Yes', provide details for each such instance. (Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.)
- g) Is there any felony charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
  - h) Is there any misdemeanor charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
  - i) Is there any administrative charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
  - j) In the past 10 years, have you been convicted, after trial or by plea, of any felony, or of any other crime, an element of which relates to truthfulness or the underlying facts of which related to the conduct of business? NO ☒ YES \_\_\_\_ If Yes, provide details for each such conviction.
  - k) In the past 5 years, have you been convicted, after trial or by plea, of a misdemeanor? NO ☒ YES \_\_\_\_ If Yes, provide details for each such conviction.

l) In the past 5 years, have you been found in violation of any administrative or statutory charges? NO ☒ YES \_\_\_\_ If Yes, provide details for each such occurrence.

9. In addition to the information provided in response to the previous questions, in the past 5 years, have you been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency and/or the subject of an investigation where such investigation was related to activities performed at, for, or on behalf of the submitting business entity and/or an affiliated business listed in response to Question 5? NO ☒ YES \_\_\_\_ If Yes, provide details for each such investigation.
10. In addition to the information provided, in the past 5 years has any business or organization listed in response to Question 5, been the subject of a criminal investigation and/or a civil anti-trust investigation and/or any other type of investigation by any government agency, including but not limited to federal, state, and local regulatory agencies while you were a principal owner or officer? NO ☒ YES \_\_\_\_ If Yes; provide details for each such investigation.
11. In the past 5 years, have you or this business, or any other affiliated business listed in response to Question 5 had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? NO ☒ YES \_\_\_\_ If Yes; provide details for each such instance.
12. For the past 5 tax years, have you failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? NO ☒ YES \_\_\_\_ If Yes, provide details for each such year.

**CERTIFICATION**

A MATERIALLY FALSE STATEMENT WILLFULLY OR FRAUDULENTLY MADE IN CONNECTION WITH THIS QUESTIONNAIRE MAY RESULT IN RENDERING THE SUBMITTING BUSINESS ENTITY NOT RESPONSIBLE WITH RESPECT TO THE PRESENT BID OR FUTURE BIDS, AND, IN ADDITION, MAY SUBJECT THE PERSON MAKING THE FALSE STATEMENT TO CRIMINAL CHARGES.

I, Christine Kenny, being duly sworn, state that I have read and understand all the items contained in the foregoing pages of this questionnaire and the following pages of attachments; that I supplied full and complete answers to each item therein to the best of my knowledge, information and belief; that I will notify the County in writing of any change in circumstances occurring after the submission of this questionnaire and before the execution of the contract; and that all information supplied by me is true to the best of my knowledge, information and belief. I understand that the County will rely on the information supplied in this questionnaire as additional inducement to enter into a contract with the submitting business entity.

Sworn to before me this 8<sup>th</sup> day of March 2016

Notary Public

DARRYL L. JONES  
Notary Public, State of New York  
Qualified in Suffolk County  
Reg. No. 01JO6130226  
My Commission Expires July 11, 2017

Ed Moore Advertising Agency, Inc  
Name of submitting business

Christine Kenny  
Print name

Christine Kenny  
Signature

DARRYL L. JONES  
Notary Public, State of New York  
Qualified in Suffolk County  
Reg. No. 01JO6130226  
My Commission Expires July 11, 2017

V.P.  
Title

3 / 8 / 2016  
Date

## PRINCIPAL QUESTIONNAIRE FORM

All questions on these questionnaires must be answered by all officers and any individuals who hold a ten percent (10%) or greater ownership interest in the proposer. Answers typewritten or printed in ink. If you need more space to answer any question, make as many photocopies of the appropriate page(s) as necessary and attach them to the questionnaire.

COMPLETE THIS QUESTIONNAIRE CAREFULLY AND COMPLETELY. FAILURE TO SUBMIT A COMPLETE QUESTIONNAIRE MAY MEAN THAT YOUR BID OR PROPOSAL WILL BE REJECTED AS NON-RESPONSIVE AND IT WILL NOT BE CONSIDERED FOR AWARD

11. Principal Name Edward Moore  
Date of birth [REDACTED]  
Home address [REDACTED]  
City/state/zip [REDACTED]  
Business address 10 Village Drive West  
City/state/zip Dix Hills, NY 11746  
Telephone 631-667-5525  
Other present address(es) [REDACTED]  
City/state/zip [REDACTED]  
Telephone 631-667-5525  
List of other addresses and telephone numbers attached \_\_\_\_\_
12. Positions held in submitting business and starting date of each (check all applicable)  
President July 1974 Treasurer / /  
Chairman of Board / / Shareholder / /  
Chief Exec. Officer / / Secretary / /  
Chief Financial Officer / / Partner / /  
Vice President \_\_\_\_\_  
(Other) \_\_\_\_\_
13. Do you have an equity interest in the business submitting the questionnaire?  
NO    YES **X** If Yes, provide details. 50%
14. Are there any outstanding loans, guarantees or any other form of security or lease or any other type of contribution made in whole or in part between you and the business submitting the questionnaire? NO **X** YES    If Yes, provide details.
15. Within the past 3 years, have you been a principal owner or officer of any business or not-for-profit organization other than the one submitting the questionnaire? NO **X** YES   ; If Yes, provide details.

10. Has any governmental entity awarded any contracts to a business or organization listed in Section 5 in the past 3 years while you were a principal owner or officer? NO ☒ YES \_\_\_\_ If Yes, provide details.

**NOTE:** An affirmative answer is required below whether the sanction arose automatically, by operation of law, or as a result of any action taken by a government agency.

Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.

11. In the past (5) years, have you and/or any affiliated businesses or not-for-profit organizations listed in Section 5 in which you have been a principal owner or officer:

- a. Been debarred by any government agency from entering into contracts with that agency? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
- b. Been declared in default and/or terminated for cause on any contract, and/or had any contracts cancelled for cause? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
- g. Been denied the award of a contract and/or the opportunity to bid on a contract, including, but not limited to, failure to meet pre-qualification standards? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.
- h. Been suspended by any government agency from entering into any contract with it; and/or is any action pending that could formally debar or otherwise affect such business's ability to bid or propose on contract? NO ☒ YES \_\_\_\_ If Yes, provide details for each such instance.

8. Have any of the businesses or organizations listed in response to Question 5 filed a bankruptcy petition and/or been the subject of involuntary bankruptcy proceedings during the past 7 years, and/or for any portion of the last 7 year period, been in a state of bankruptcy as a result of bankruptcy proceedings initiated more than 7 years ago and/or is any such business now the subject of any pending bankruptcy proceedings, whenever initiated? If 'Yes', provide details for each such instance. (Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.)

- m) Is there any felony charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
- n) Is there any misdemeanor charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
- o) Is there any administrative charge pending against you? NO ☒ YES \_\_\_\_ If Yes, provide details for each such charge.
- p) In the past 10 years, have you been convicted, after trial or by plea, of any felony; or of any other crime, an element of which relates to truthfulness or the underlying facts of which related to the conduct of business? NO ☒ YES \_\_\_\_ If Yes, provide details for each such conviction.
- q) In the past 5 years, have you been convicted, after trial or by plea, of a misdemeanor? NO ☒ YES \_\_\_\_ If Yes, provide details for each such conviction.



r) In the past 5 years, have you been found in violation of any administrative or statutory charges? NO ☒ YES \_\_\_\_ If Yes, provide details for each such occurrence.

9. In addition to the information provided in response to the previous questions, in the past 5 years, have you been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency and/or the subject of an investigation where such investigation was related to activities performed at, for, or on behalf of the submitting business entity and/or an affiliated business listed in response to Question 5? NO ☒ YES \_\_\_\_ If Yes, provide details for each such investigation.
10. In addition to the information provided, in the past 5 years has any business or organization listed in response to Question 5, been the subject of a criminal investigation and/or a civil anti-trust investigation and/or any other type of investigation by any government agency, including but not limited to federal, state, and local regulatory agencies while you were a principal owner or officer? NO ☒ YES \_\_\_\_ If Yes; provide details for each such investigation.
11. In the past 5 years, have you or this business, or any other affiliated business listed in response to Question 5 had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? NO ☒ YES \_\_\_\_ If Yes; provide details for each such instance.
12. For the past 5 tax years, have you failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? NO ☒ YES \_\_\_\_ If Yes, provide details for each such year.

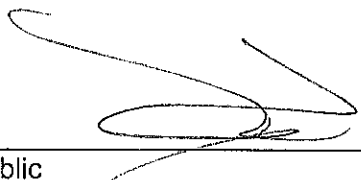
# **CERTIFICATION**

A MATERIALLY FALSE STATEMENT WILLFULLY OR FRAUDULENTLY MADE IN CONNECTION WITH THIS QUESTIONNAIRE MAY RESULT IN RENDERING THE SUBMITTING BUSINESS ENTITY NOT RESPONSIBLE WITH RESPECT TO THE PRESENT BID OR FUTURE BIDS, AND, IN ADDITION, MAY SUBJECT THE PERSON MAKING THE FALSE STATEMENT TO CRIMINAL CHARGES.

I, Edward Moore, being duly sworn, state that I have read and understand all the items contained in the foregoing pages of this questionnaire and the following pages of attachments; that I supplied full and complete answers to each item therein to the best of my knowledge, information and belief; that I will notify the County in writing of any change in circumstances occurring after the submission of this questionnaire and before the execution of the contract; and that all information supplied by me is true to the best of my knowledge, information and belief. I understand that the County will rely on the information supplied in this questionnaire as additional inducement to enter into a contract with the submitting business entity.

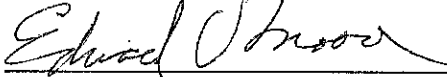
Sworn to before me this 8<sup>th</sup> day of March 2016

Notary Public

  
DARRYL L. JONES  
Notary Public, State of New York  
Qualified in Suffolk County  
Reg. No. 01JO6130226  
My Commission Expires July 11, 2017

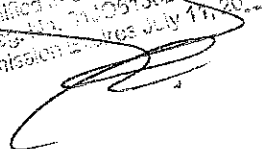
Ed Moore Advertising Agency, Inc  
Name of submitting business

Edward Moore  
Print name

  
Signature

President  
Title

3 / 8 / 2016  
Date

DARRYL L. JONES  
Notary Public, State of New York  
Qualified in Suffolk County  
Reg. No. 01JO6130226  
My Commission Expires July 11, 2017  


E-106-16

RULES RESOLUTION NO. 2016

A RESOLUTION AUTHORIZING THE COUNTY EXECUTIVE  
TO EXECUTE AN AMENDMENT TO A PERSONAL SERVICES  
AGREEMENT BETWEEN THE COUNTY OF NASSAU, ACTING ON  
BEHALF OF THE NASSAU COUNTY DEPARTMENT OF PARKS,  
RECREATION AND ED MOORE ADVERTISING AGENCY, INC.

WHEREAS, the County has negotiated an amendment to a personal  
services agreement with Ed Moore Advertising Agency, Inc. to provide  
advertising, including, but not limited to, print, radio and internet  
advertising, a copy of which is on file with the Clerk of the Legislature;  
now, therefore, be it

RESOLVED, that the Rules Committee of the Nassau County  
Legislature authorize the County Executive to execute the said amended  
agreement with Ed Moore Advertising Agency, Inc.

LINK TO:

## CURRENT YR BUDGET &amp; OBLIGATION SUMMARY

5:04 PM

ACTIVE

BALANCE (Y,M,Q,A) : Y

FISCAL MO/YEAR : 03 2016 MAR 2016

INDEX : PKGEN1800 HOTEL MOTEL PK97

ORGANIZATION :

CHARAC / OBJECT : X

FDTP FUND SFND : GF GEN GEN GENERAL FUND

PROJECT PROJ DTL :

GRANT GRANT DTL :

UCODE/ORD#/DRC :

S	OBJECT DESCRIPTION	ORIG BUDGT	CUR BUDGET	CUR OBLIG	CUR BALANCE
TX	SPECIAL TA	2,200,000	2,200,000		-2,200,000
	REV TOTAL	2,200,000	2,200,000		-2,200,000
DE	CONTRACTUA	2,200,000	2,200,000	-41,583	2,241,583
	EXP TOTAL	2,200,000	2,200,000	-41,583	2,241,583
	REV - EXP			41,583	41,583

F1-HELP

F2-SELECT

F4-PRIOR

F5-NEXT

F7-PRIOR PG

F8-NEXT PG

F9-LINK

GO14 - RECORD FOUND

LINK TO:

ACTIVE

FISCAL MO/YEAR : 02 2016 FEB 2016 BALANCE TYPE : 01 ENCUMBRANC

VENDOR : 112396029 ED MOORE ADVERTISING AGENCY, INC.

S	POST DATE	T/C	DOCUMENT	INDEX	SUBOBJ	BANK	CHECK NO	PERIOD	AMOUNT
	DUE DATE		DESCRIPTION						
	02/10/2016	136P	VDPK16000002	01	PKGGEN1800	DE500		02 2016	
01/29/2016		*24171*							-5,312.00
	02/10/2016	136P	VDPK16000003	01	PKGGEN1800	DE500		02 2016	
01/29/2016		*24318*							-18,710.00
	02/10/2016	136P	VDPK16000004	01	PKGGEN1800	DE500		02 2016	
01/29/2016		*24400*							-29,918.00
	02/10/2016	136P	VDPK16000005	01	PKGGEN1800	DE500		02 2016	
01/29/2016		*24519*							-22,575.00
	02/10/2016	136P	VDPK16000006	01	PKGGEN1800	DE500		02 2016	
01/29/2016		*24611*							-23,485.00

F1-HELP F2-SELECT  
F7-PRIOR PG F8-NEXT PG F9-LINK  
GO14 - RECORD FOUND

FAML6161 V4.2

NIFS PRODUCTION SYSTEM

03/01/2016

LINK TO:

VENDOR DETAIL

5:05 PM

ACTIVE

FISCAL MO/YEAR : 12 2015 DEC 2015 BALANCE TYPE : 01 ENCUMBRANC

VENDOR : 112396029 ED MOORE ADVERTISING AGENCY, INC.

S	POST DATE	T/C	DOCUMENT	INDEX	SUBOBJ	BANK	CHECK NO	PERIOD
	DUE DATE		DESCRIPTION					AMOUNT
	12/29/2015	103	CQPK15000038 01	PKGEN1800	DE500			12 2015
			PROVIDE DEVELOP/MARKET FOR NC THRU MEDIA,ADV,ETC					100,000.00

F1-HELP F2-SELECT  
F7-PRIOR PG F8-NEXT PG F9-LINK  
GO14 - RECORD FOUND

FAML6161 V4.2

NIFS PRODUCTION SYSTEM

03/01/2016

LINK TO:

VENDOR DETAIL

5:05 PM

ACTIVE

FISCAL MO/YEAR : 11 2015 NOV 2015 BALANCE TYPE : 01 ENCUMBRANC

VENDOR : 112396029 ED MOORE ADVERTISING AGENCY, INC.

S	POST DATE	T/C	DOCUMENT	INDEX	SUBOBJ	BANK	CHECK NO	PERIOD	AMOUNT
	11/17/2015	136F	VDPK15000327	01	PKGEN1800	DE500		11 2015	
	11/17/2015		CONTRACT EXPIRED		DISCUMBER	BAL \$ 6563.00			-6,563.00

F1-HELP

F2-SELECT

F7-PRIOR PG

F8-NEXT PG

F9-LINK

GO14 - RECORD FOUND

FAML6161 V4.2

NIFS PRODUCTION SYSTEM

03/01/2016

LINK TO:

VENDOR DETAIL

5:05 PM

ACTIVE

FISCAL MO/YEAR : 09 2015 SEPT 2015

BALANCE TYPE : 01 ENCUMBRANC

VENDOR : 112396029

ED MOORE ADVERTISING AGENCY, INC.

S	POST DATE	T/C	DOCUMENT	INDEX	SUBOBJ BANK	CHECK NO	PERIOD	AMOUNT
	DUE DATE		DESCRIPTION					
	09/14/2015	136P	VDPK15000141	01	PKGGEN1800	DE500	09 2015	
	09/11/2015		*23953*					-3,902.00

F1-HELP

F2-SELECT

F7-PRIOR PG

F8-NEXT PG

F9-LINK

G014 - RECORD FOUND



FAML6161 V4.2

NIFS PRODUCTION SYSTEM  
VENDOR DETAIL

03/01/2016  
5:05 PM

LINK TO:

ACTIVE

FISCAL MO/YEAR : 05 2015 MAY 2015 BALANCE TYPE : 01 ENCUMBRANC

VENDOR : 112396029 ED MOORE ADVERTISING AGENCY, INC.

S	POST DATE	T/C	DOCUMENT	INDEX	SUBOBJ BANK	CHECK NO	PERIOD	AMOUNT
	DUE DATE		DESCRIPTION					
	05/06/2015	136P	VDPK15000028	01	PKGEN1800	DE500	05 2015	
	04/10/2015		*23744*					-39,535.00

F1-HELP F2-SELECT  
F7-PRIOR PG F8-NEXT PG F9-LINK  
GO14 - RECORD FOUND

FAML6161 V4.2

NIFS PRODUCTION SYSTEM

03/01/2016

LINK TO:

VENDOR DETAIL

5:05 PM

ACTIVE

FISCAL MO/YEAR : 03 2015 MAR 2015 BALANCE TYPE : 01 ENCUMBRANC

VENDOR : 112396029 ED MOORE ADVERTISING AGENCY, INC.

S	POST DATE	T/C	DOCUMENT	INDEX	SUBOBJ	BANK	CHECK NO	PERIOD
	DUE DATE		DESCRIPTION					AMOUNT
	03/18/2015	109	CLPK15000001	01	PKGGEN1800	DE500		03 2015
			MEDIA MKTING NC EVENTS	RFP	PK0324-1409			50,000.00

F1-HELP

F2-SELECT

F7-PRIOR PG

F8-NEXT PG

F9-LINK

GO14 - RECORD FOUND

FAML4010 V4.2  
LINK TO:

NIFS PRODUCTION SYSTEM  
DOCUMENT HEADER

02/24/2016  
12:46 PM

DOCUMENT CATEGORY : CQ CONTRACT NON-CAPITAL  
ENTERED BY : BUFFOLINO, PATTI 2-0240  
DOCUMENT NUMBER : CQPK16000017 INITIATING DEPT : PK  
INPUT PERIOD (MM YYYY) : 02 2016 FEBRUARY  
VENDOR NUMBER / SUFFIX : 112396029 01 APPROVAL TYPE : 01  
VENDOR NAME : ED MOORE ADVERTISING AGENCY, INC.  
VENDOR ADDRESS : 10 VILLAGE DRIVE WEST

COUNTRY : DIX HILLS NY 11746  
ALPHA VENDOR : USA  
BANK NUMBER : ED MOORE ADVERTISING  
DUE DATE :  
DOCUMENT AMOUNT : 150,000.00  
NUMBER OF LINES : 1  
TRANSACTION CODE HASH :  
TERMS :  
POSTING/EDIT ERRORS :  
TREAS NO :  
SINGLE CHECK :  
CURRENCY CODE :  
RESPONSIBLE UNIT :  
NOTEPAD (Y OR N) : N

F1-HELP F2-SELECT F3-DELETE F4-PRIOR F5-NEXT F6-DTL ENTRY  
F7-VIEW DOC F8-SUBMIT F9-LINK F10-SAVE F12-ADL FCTNS  
G014 - RECORD FOUND

LINK TO:

ENCUMBRANCE / ACC RECEIVABLE DOCUMENTS

12:47 PM

DOCUMENT : CQPK16000017 - 01 INPUT PER: 02 2016 AMOUNT :

150,000.00

-----

TRANS CODE : 103 CONTRACT ENCUMBRANCE WITH OUT PRIOR PRE-ENCUMBRANCE  
DOCUMENT REF :  
TRANS DESC. : MEDIA AND MARKETING NC EVENTS 4/1-3/31/16  
TRANS AMOUNT : 150,000.00  
INDEX : PKGEN1800 HOTEL MOTEL PK97  
SUBJECT : DE500 MISCELLANEOUS CONTRACTUAL SERV  
UCODE/ORD#/DRC :  
GRANT :  
GRANT DETAIL :  
PROJECT :  
PROJECT DETAIL :  
START DATE :  
END DATE :

## FINANCIAL ERRORS :

F1-HELP F2-SELECT F3-DELETE F4-PRIOR F5-NEXT  
F7-VIEW DOC F9-LINK F10-SAVE  
G008 - NEXT RECORD DISPLAYED

ED MOORE ADVERTISING  
AGENCY, INC.

10 VILLAGE DRIVE WEST PH. 631-667-5525  
DIX HILLS, NY 11746

2/22/16

1-2 0905  
210

Pay to the order of *Treasure of Nassau County* \$ 533.00  
*Five hundred thirty three and 100/100* dollars

CHASE   
JPMorgan Chase Bank, N.A.  
www.Chase.com

*for*

*[Signature]*

MP

EDWARD P. MANGANO  
COUNTY EXECUTIVE



BRIAN NUGENT  
CHIEF DEPUTY  
COMMISSIONER

COUNTY OF NASSAU  
DEPARTMENT OF PARKS, RECREATION & MUSEUMS  
EISENHOWER PARK - EAST MEADOW, NEW YORK 11554  
www.nassaucountyny.gov/parks

**MEDIA BROKER FOR NASSAU COUNTY EVENTS RFP#PK0324 -1409**

**Evaluation Score Sheet – Ed Moore Advertising Agency, Inc.**

Evaluation Criteria	Maximum Points
<b>1. Contract Requirements and Proposed Solution - 25%</b> Overall responsiveness of the proposal: Demonstration of a clear understanding of the requirements portion of the RFP; Clear description of the scope of work needed to satisfy the defined RFP requirements, Acceptability and efficacy of proposed analysis, management and implementation methods and procedures and supporting systems for ongoing project management and implementation support, previous engagements of similar scope and quality, description of recommendations and alternative approaches that the County might use to improve its management process including rationale for the recommendations or alternative approaches	25%  <b>SCORE:</b> <u>25</u>
<b>2. Vendor Profile: Organization, Capacity, Staffing, Resumes - 15%</b> Complete substantiation of the organizational structure and capacity to provide and support the proposed services defined in Scope of Services, resumes of the proposed personnel (quality / demonstrated skills of proposed personnel); clear description of potential resource utilization methods and approach.	15 % <b>SCORE:</b> <u>11</u>
<b>3. Related Experience - 25 %</b> Prior public sector experience, project management and implementation qualifications and related experiences of the Vendor including references, organizational and technical capacity, and outcome/results of services provided to other similar clients of similar size; comprehensive description of why the Vendor can perform the tasks defined in the RFP.	25 % <b>SCORE:</b> <u>25</u>
<b>4. Cost of Overall Project – 35%</b> Total cost to the County	35% <b>SCORE:</b> <u>36</u>
<b>TOTAL SCORE:</b>	<b>SCORE:</b> <u>96</u>

COMMENTS: (Should include discussion of vendor's proposed rights and benefits.)

BY COUNCIL PRESENTATION  
GREAT CLIENT LIST / SATISFACTION  
ESTABLISHED FIRM

Recommendation: ED MOORE AG  
Date: 4/13/14  
Name: FRANK CARMONICO  
Title: Deputy Commissioner of Parks, Recreation & Museums

EDWARD P. MANGANO  
COUNTY EXECUTIVE



BRIAN NUGENT  
CHIEF DEPUTY  
COMMISSIONER

COUNTY OF NASSAU  
DEPARTMENT OF PARKS, RECREATION & MUSEUMS  
EISENHOWER PARK - EAST MEADOW, NEW YORK 11554  
www.nassaucountyny.gov/parks

**MEDIA BROKER FOR NASSAU COUNTY EVENTS RFP#PK0324 -1409**  
**Evaluation Score Sheet – Ed Moore Advertising Agency, Inc.**

Evaluation Criteria	Maximum Points
<b>1. Contract Requirements and Proposed Solution - 25%</b> Overall responsiveness of the proposal; Demonstration of a clear understanding of the requirements portion of the RFP; Clear description of the scope of work needed to satisfy the defined RFP requirements; Acceptability and efficacy of proposed analysis, management and implementation methods and procedures and supporting systems for ongoing project management and implementation support, previous engagements of similar scope and quality, description of recommendations and alternative approaches that the County might use to improve its management process including rationale for the recommendations or alternative approaches.	25%  <b>SCORE:</b> <u>25</u>
<b>2. Vendor Profile: Organization, Capacity, Staffing, Resumes - 15%</b> Complete substantiation of the organizational structure and capacity to provide and support the proposed services defined in Scope of Services, resumes of the proposed personnel (quality / demonstrated skills of proposed personnel); clear description of potential resource utilization methods and approach.	15 % <b>SCORE:</b> <u>12</u>
<b>3. Related Experience – 25 %</b> Prior public sector experience, project management and implementation qualifications and related experiences of the Vendor including references, organizational and technical capacity, and outcome/results of services provided to other similar clients of similar size; comprehensive description of why the Vendor can perform the tasks defined in the RFP.	25 % <b>SCORE:</b> <u>25</u>
<b>4. Cost of Overall Project – 35%</b> Total cost to the County / Savings to County	35% <b>SCORE:</b> <u>35</u>
<b>TOTAL SCORE:</b>	<b>SCORE:</b> <u>97</u>

COMMENTS: (Should include discussion of vendor's proposed rights and benefits.)

Complete response to all required data per the RFP - thorough, informed & detailed history

Recommendation: Ed Moore Agency  
Date: 4/18/14  
Name: E. Moore Agency  
Title: Community Service Rep

EDWARD P. MANGANO  
COUNTY EXECUTIVE



BRIAN NUGENT  
CHIEF DEPUTY  
COMMISSIONER

COUNTY OF NASSAU  
DEPARTMENT OF PARKS, RECREATION & MUSEUMS  
EISENHOWER PARK - EAST MEADOW, NEW YORK 11554  
www.nassaucountyny.gov/parks

**MEDIA BROKER FOR NASSAU COUNTY EVENTS RFP#PK0324 -1409**  
**Evaluation Score Sheet – Ed Moore Advertising Agency, Inc.**

Evaluation Criteria	Maximum Points
<b>1. Contract Requirements and Proposed Solution - 25%</b> Overall responsiveness of the proposal; Demonstration of a clear understanding of the requirements portion of the RFP; Clear description of the scope of work needed to satisfy the defined RFP requirements; Acceptability and efficacy of proposed analysis, management and implementation methods and procedures and supporting systems for ongoing project management and implementation support; previous engagements of similar scope and quality; description of recommendations and alternative approaches that the County might use to improve its management process including rationale for the recommendations or alternative approaches.	25%  <b>SCORE:</b> <u>25%</u>
<b>2. Vendor Profile: Organization, Capacity, Staffing, Resumes - 15%</b> Complete substantiation of the organizational structure and capacity to provide and support the proposed services defined in Scope of Services; resumes of the proposed personnel (quality / demonstrated skills of proposed personnel); clear description of potential resource utilization methods and approach.	15 % <b>SCORE:</b> <u>11%</u>
<b>3. Related Experience - 25 %</b> Prior public sector experience, project management and implementation qualifications and related experiences of the Vendor including references; organizational and technical capacity, and outcome/results of services provided to other similar clients of similar size; comprehensive description of why the Vendor can perform the tasks defined in the RFP.	25 % <b>SCORE:</b> <u>23%</u>
<b>4. Cost of Overall Project - 35%</b> Total cost to the County <i>/ Savings to County</i>	35% <b>SCORE:</b> <u>35%</u>
<b>TOTAL SCORE:</b>	<b>SCORE:</b> <u>94%</u>

COMMENTS: (Should include discussion of vendor's proposed rights and benefits.)

*Sole proposal - Excellent response to the requirements of the RFP - Background experience & savings for the County is beneficial.*

Recommendation: *Ed Moore Advertising Agency, Inc.*  
Date: *04/18/14*  
Name: *Karen Beckhard Davener*  
Title: *Proc Specialist*



## **CONTRACT FOR SERVICES**

THIS AGREEMENT, made as of the date this agreement is last executed by the County (together with the schedules, appendices, attachments and exhibits, if any, this "Agreement"), between (i) Nassau County, a municipal corporation having its principal office at 1550 Franklin Avenue, Mineola, New York 11501 (the "County"), acting on behalf of the County Department of Parks, Recreation & Museums, having its principal office at Administration Building, Eisenhower Park, East Meadow, NY 11554 (the "Department"), and (ii) Ed Moore Advertising Agency, Inc., having its principal address at 10 Village Drive West, Dix Hills, NY 11746 (the "Contractor").

### **W I T N E S S E T H:**

WHEREAS, the County has received funding from the State of New York (the "State") pursuant to State Tax Law §1202-q and appropriated said funds to the Department in accordance with said law in order to improve and advance the marketability of cultural and historic attractions located in the County;

WHEREAS, the County desires to hire the Contractor to perform the services described in this Agreement;

WHEREAS, the services to be performed are within the intent and purview of State Tax Law 1202-q;

WHEREAS, the Contractor desires to perform the services described in this Agreement.

NOW, THEREFORE, in consideration of the premises and mutual covenants contained in this Agreement, the parties agree as follows:

1. Term. This Agreement shall commence on April 1, 2016 and shall terminate on March 31, 2017, unless sooner terminated as provided for herein.

2. Program. The services to be provided by the Contractor under this Agreement shall consist of providing advertising, including, but not limited to print, radio and internet advertising for the Nassau County Events, as described in Exhibit "A".

3. Payment. (a) Amount of Consideration. The maximum amount to be paid to the Contractor as full consideration for the services under this Agreement shall be One Hundred fifty thousand dollars (\$150,000.00). This amount is inclusive of any and all expenses, including, travel.

~~-----~~ (b) Vouchers; Voucher Review, Approval and Audit. All Payments shall be made in accordance with Section 3(a) above and shall be contingent upon (i) the Contractors submitting Vouchers in a form satisfactory to the County that: (a) states with reasonable specificity the services to be provided and the payment requested as consideration for such services, (b) certifies that the services to be rendered and the payment requested are in accordance with this Agreement, and (c) is accompanied by documentation satisfactory to the County supporting the amount claimed, and (ii)

review, approval and audit of the Voucher by the Department and/or the County Comptroller or his or her duly designated representative (the "Comptroller").

(c) No Duplication of Payments. Payments under this Agreement shall not duplicate payments for any work performed or to be performed under other agreements between the parties and any funding source including the County.

(d) Payments in Connection with Termination or Notice of Termination. Unless a provision of this Agreement expressly states otherwise, payments to the Contractor following the termination of this Agreement shall not exceed payments made as consideration for services that were (i) performed prior to termination, (ii) authorized by this Agreement to be performed, and (iii) not performed after the Contractors received notice that the County did not desire to receive such services.

5. No Arrears or Default. The Contractor is not in arrears to the County upon any debt or contract and it is not in default as surety, Contractor, or otherwise upon any obligation to the County, including any obligation to pay taxes to, or perform services for or on behalf of, the County.

6. Compliance With Law. (a) Generally. The Contractor shall comply with any and all applicable Federal, State and local Laws. In furtherance of the foregoing, the Contractor is bound by and shall comply with the terms of the County's vendor registration protocol. As used in this Agreement the word "Law" includes any and all statutes, local laws, ordinances, rules, regulations, applicable orders, and/or decrees, as the same may be amended from time to time, enacted, or adopted.

(b) Nassau County Living Wage Law. Pursuant to LL 1-2006, as amended, and to the extent that a waiver has not been obtained in accordance with such law or any rules of the County Executive, the Contractor agrees as follows:

- (i) Contractor shall comply with the applicable requirements of the Living Wage Law, as amended;
- (ii) Failure to comply with the Living Wage Law, as amended, may constitute a material breach of this Agreement, the occurrence of which shall be determined solely by the County. Contractor has the right to cure such breach within thirty days of receipt of notice of breach from the County. In the event that such breach is not timely cured, the County may terminate this Agreement as well as exercise any other rights available to the County under applicable law.
- (iii) It shall be a continuing obligation of the Contractor to inform the County of any material changes in the content of its certification of compliance, attached as Appendix L, and shall provide to the County any information necessary to maintain the certification's accuracy.

(c) Records Access. The parties acknowledge and agree that all records,

information, and data ("Information") acquired in connection with performance or administration of this Agreement shall be used and disclosed solely for the purpose of performance and administration of the contract or as required by law. The parties acknowledge that Information in the County's possession may be subject to disclosure under Section 87 of the New York State Public Officer's Law. In the event that such a request for disclosure is made, the County shall make reasonable efforts to notify the parties of such request prior to disclosure of the Information so that the parties may take such action as it deems appropriate.

7. Minimum Service Standards. Regardless of whether required by Law:

(a) The Contractor shall conduct its, his or her activities in connection with this Agreement so as not to endanger or harm any Person or property.

(b) The Contractor shall deliver services under this Agreement in a professional manner consistent with the best practices of the industry in which the Contractor operates.

8. Indemnification; Defense; Cooperation. (a) Contractor shall be responsible for and shall indemnify and hold harmless the County, the Department and its officers, employees, agents, volunteers and representatives (the "Indemnified Parties") from and against any and all liabilities, losses, costs, expenses (including, without limitation, attorneys' fees and disbursements) and damages ("Losses"), arising out of or in connection with any acts or omissions of the Contractor, regardless of whether due to negligence, fault, or default, including Losses in connection with any threatened investigation, litigation or other proceeding or preparing a defense to or prosecuting the same; provided, however, that the Contractor shall not be responsible for that portion, if any, of a Loss that is caused by the negligence of the County.

(b) The Contractor shall, at the County's demand and at the County's direction, promptly and diligently defend, at the Contractor's own risk and expense, any and all suits, actions, or legal proceedings which may be brought or instituted against one or more Indemnified Parties, on any such claim, demand or cause of action in connection with this Agreement and Contractor shall pay and satisfy any judgment or decree which may be rendered against the indemnified Parties in any suite, action or other legal proceeding; and Contractor shall pay for any and all damages to the property of the Indemnified Parties, for loss or theft of such property, done or caused by the Contractor.

(c) Contractor hereby (i) assumes all risk, danger and injury arising out of or in connection with this Agreement and (ii) releases the County, its officers, employees, and agents from and against any and all liabilities, losses, costs, expenses and damages arising out of or in connection with this Agreement. Without limiting the generality of the foregoing, Contractor agrees it will not, by reason hereof, make any claim, demand, or application for any right or privilege applicable to an officer or employee of the County, including but not limited to worker's compensation coverage, unemployment insurance benefits, social security coverage, or employee retirement membership or credit.

9. Insurance. (a) Types and Amounts. The Contractor shall obtain and maintain throughout the term of this Agreement, at its own expense: (i) one or more policies for commercial general liability insurance, which policy(ies) shall name "Nassau County" its officials, employees, volunteers, agents, volunteers and representatives as an additional insured and have a minimum single combined limit of liability of not less than two million dollars (\$2,000,000) per occurrence and four million dollars (\$4,000,000) aggregate coverage, (ii) if contracting in whole or part to provide professional services, one or more policies for professional liability insurance, which policy(ies) shall have a minimum single combined limit liability of not less than two million dollars (\$2,000,000) per occurrence and two million dollars (\$4,000,000) aggregate coverage, (iii) compensation insurance for the benefit of the Contractor's employees ("Workers' Compensation Insurance"), which insurance is in compliance with the New York State Workers' Compensation Law, and (iv) such additional insurance as the County may from time to time specify. A waiver of subrogation is granted in favor of the County of Nassau.

Assignment; Amendment; Waiver; Subcontracting. This Agreement and the rights and obligations hereunder may not be in whole or part (i) assigned, transferred or disposed of, (ii) amended, (iii) waived, or (iv) subcontracted, without the prior written consent of the County Executive or his or her duly designated deputy (the "County Executive"), and any purported assignment, other disposal or modification without such prior written consent shall be null and void. The failure of a party to assert any of its rights under this Agreement, including the right to demand strict performance, shall not constitute a waiver of such rights.

10. Termination. (a) Generally. This Agreement may be terminated (i) for any reason by the County upon thirty (30) days' written notice to the Contractor (ii) for "Cause" by the County immediately upon the receipt by the Contractor of written notice of termination, (iii) upon mutual written agreement of the County and the Contractor, and (iv) in accordance with any other provisions of this Agreement expressly addressing termination.

As used in this Agreement the word "Cause" includes: (i) a breach of this Agreement; (ii) the failure to obtain and maintain in full force and effect all Approvals required for the services described in this Agreement to be legally and professionally rendered; and (iii) the termination or impending termination of federal or state funding for the services to be provided under this Agreement.

11. Limitations on Actions and Special Proceedings Against the County. No action or special proceeding shall lie or be prosecuted or maintained against the County upon any claims arising out of or in connection with this Agreement unless:

(a) Notice. At least thirty (30) days prior to seeking relief the Contractor shall have presented the demand or claim(s) upon which such action or special proceeding is based in writing to the Applicable DCE for adjustment and the County shall have neglected or refused to make an adjustment or payment on the demand or claim for thirty (30) days after presentment. The Contractor shall send or deliver copies of the documents presented to the Applicable DCE under this Section to each of (i) the Department and the (ii) the County Attorney (at the address specified above for the County) on the same day

that documents are sent or delivered to the Applicable DCE. The complaint or necessary moving papers of the Contractor shall allege that the above-described actions and inactions preceded the Contractor's action or special proceeding against the County.

(b) Time Limitation. Such action or special proceeding is commenced within the earlier of (i) one (1) year of the first to occur of (A) final payment under or the termination of this Agreement, and (B) the accrual of the cause of action, and (ii) the time specified in any other provision of this Agreement.

12. Work Performance Liability. The Contractor is and shall remain primarily liable for the successful completion of all work in accordance this Agreement irrespective of whether the Contractor is using a Contractor Agent to perform some or all of the work contemplated by this Agreement, and irrespective of whether the use of such Contractor Agent has been approved by the County.

13. Consent to Jurisdiction and Venue; Governing Law. Unless otherwise specified in this Agreement or required by Law, exclusive original jurisdiction for all claims or actions with respect to this Agreement shall be in the Supreme Court in Nassau County in New York State and the parties expressly waive any objections to the same on any grounds, including venue and forum non conveniens. This Agreement is intended as a contract under, and shall be governed and construed in accordance with, the Laws of New York State, without regard to the conflict of laws provisions thereof.

14. Notices. Any notice, request, demand or other communication required to be given or made in connection with this Agreement shall be (a) in writing, (b) delivered or sent (i) by hand delivery, evidenced by a signed, dated receipt, (ii) postage prepaid via certified mail, return receipt requested, or (iii) overnight delivery via a nationally recognized courier service, (c) deemed given or made on the date the delivery receipt was signed by a County employee, three (3) business days after it is mailed or one (1) business day after it is released to a courier service, as applicable, and (d)(i) if to the Department, to the attention of the Commissioner at the address specified above for the Department, (ii) if to an Applicable DCE, to the attention of the Applicable DCE (whose name the Contractor shall obtain from the Department) at the address specified above for the County, (iii) if to the Comptroller, to the attention of the Comptroller at 240 Old Country Road, Mineola, NY 11501, and (iv) if to the Contractor, to the attention of the person who executed this Agreement on behalf of the Contractor at the address specified above for the Contractor, or in each case to such other persons or addresses as shall be designated by written notice.

15. All Legal Provisions Deemed Included; Severability; Supremacy. (a) Every provision required by Law to be inserted into or referenced by this Agreement is intended to be a part of this Agreement. If any such provision is not inserted or referenced or is not inserted or referenced in correct form then (i) such provision shall be deemed inserted into or referenced by this Agreement for purposes of interpretation and (ii) upon the application of either party this Agreement shall be formally amended to comply strictly with the Law, without prejudice to the rights of either party.

(b) In the event that any provision of this Agreement shall be held to be invalid, illegal or unenforceable, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

(c) Unless the application of this subsection will cause a provision required by Law to be excluded from this Agreement, in the event of an actual conflict between the terms and conditions set forth above the signature page to this Agreement and those contained in any schedule, exhibit, appendix, or attachment to this Agreement, the terms and conditions set forth above the signature page shall control. To the extent possible, all the terms of this Agreement should be read together as not conflicting.

16. Section and Other Headings. The section and other headings contained in this Agreement are for reference purposes only and shall not affect the meaning or interpretation of this Agreement.

17. Administrative Service Charge. The Contractor agrees to pay the County an administrative service charge of Five Hundred Thirty Three Dollars (\$533.00) for the processing of this Agreement pursuant to Ordinance Number 74-1979, as amended by Ordinance Number 128-2006. The administrative service charge shall be due and payable to the County by the Contractor upon signing this Agreement.

18. Executory Clause. Notwithstanding any other provision of this Agreement:

- (a) Approval and Execution. The County shall have no liability under this Agreement (including any extension or other modification of this Agreement) to any Person unless (i) all County approvals have been obtained, including, if required, approval by the County Legislature, and (ii) this Agreement has been executed by the County Executive (as defined in this Agreement).
- (b) Availability of Funds. The County shall have no liability under this Agreement (including any extension or other modification of this Agreement) to any Person beyond funds appropriated or otherwise lawfully available for this Agreement, and, if any portion of the funds for this Agreement are from the state and/or federal governments, then beyond funds available to the County from the state and/or federal governments.

19. Entire Agreement. This Agreement represents the full and entire understanding and agreement between the parties with regard to the subject matter hereof and supercedes all prior agreements (whether written or oral) of the parties relating to the subject matter of this Agreement.

{REMAINDER OF PAGE INTENTIONALLY LEFT BLANK}

IN WITNESS WHEREOF, the Contractor and the County have executed this Agreement as of the date first above written.

**ED MOORE ADVERTISING AGENCY, INC.**

By: Christine A. Kenny  
Name: Christine A. Kenny  
Title: V.P.  
Date: 2/22/16

NASSAU COUNTY

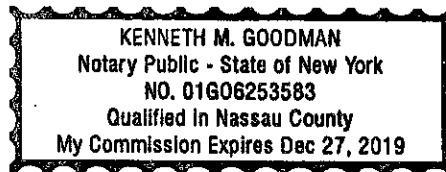
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: County Executive  
(or) \_\_\_\_\_ Chief Deputy County Executive  
(or) \_\_\_\_\_ Deputy County Executive  
Date: \_\_\_\_\_

PLEASE EXECUTE IN BLUE INK

STATE OF NEW YORK)  
COUNTY OF NASSAU )ss.:  
\_\_\_\_\_

On the 22 day of Feb in the year 2016 before me personally came Christine Kenny to me personally known, who, being by me duly sworn, did depose and say that he or she resides in the County of [REDACTED], that he or she is the VP of Ed Moore Advertising the corporation described herein and which executed the above instrument; and that he or she signed his or her name thereto by authority of the board of directors of said corporation.

NOTARY PUBLIC



Kiss my Ass

STATE OF NEW YORK)  
                                  )ss.:  
COUNTY OF NASSAU )

On the \_\_\_\_ day of \_\_\_\_\_ in the year \_\_\_\_ before me personally came \_\_\_\_\_ to me personally known, who, being duly sworn, did depose and said that (s)he resides in \_\_\_\_\_ County; that (s)he is the County Executive or \_\_\_\_ Chief Deputy County Executive or \_\_\_\_ Deputy County Executive of the County of Nassau, the municipal corporation described herein and which executed the above instrument; and that (s)he signed his/her name thereto pursuant to Section 205 of the County Government Law of Nassau County.

NOTARY PUBLIC



Appendix L

Certificate of Compliance

In compliance with Local Law 1-2006, as amended (the "Law"), the Permittee hereby certifies the following:

1. The chief executive officer of the Permittee is:

Edward V Moore (Name)

10 Village Drive West (Address)

Dix Hills, NY 11746 (Telephone Number)

2. The Permittee agrees to either (1) comply with the requirements of the Nassau County Living Wage Law or (2) as applicable, obtain a waiver of the requirements of the Law pursuant to section 9 of the Law. In the event that the contractor does not comply with the requirements of the Law or obtain a waiver of the requirements of the Law, and such contractor establishes to the satisfaction of the Department that at the time of execution of this agreement, it had a reasonable certainty that it would receive such waiver based on the Law and Rules pertaining to waivers, the County will agree to terminate the contract without imposing costs or seeking damages against the Contractor
3. In the past five years, Permittee \_\_\_\_\_ has X has not been found by a court or a government agency to have violated federal, state, or local laws regulating payment of wages or benefits, labor relations, or occupational safety and health. If a violation has been assessed against the Permittee, describe below:

---

---

---

---

---

---

---

---

4. In the past five years, an administrative proceeding, investigation, or government body-initiated judicial action \_\_\_\_\_ has X has not been commenced against or relating to the Permittee in connection with federal, state, or local laws regulating payment of wages or benefits, labor relations, or occupational safety and health. If such a proceeding, action, or investigation has been commenced, describe below:

---

---

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Permittee agrees to permit access to work sites and relevant payroll records by authorized County representatives for the purpose of monitoring compliance with the Living Wage Law and investigating employee complaints of noncompliance.

I hereby certify that I have read the foregoing statement and, to the best of my knowledge and belief, it is true, correct and complete. Any statement or representation made herein shall be accurate and true as of the date stated below.

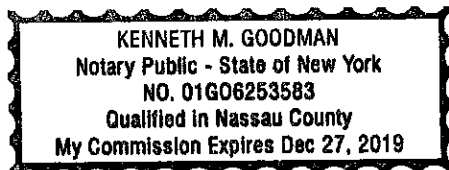
2/22/16  
Dated

Edward V. Moore  
Signature of Chief Executive Officer

Edward V. Moore  
Name of Chief Executive Officer

Sworn to before me this  
2 day of Feb, 2016.

Kenneth M. Goodman  
Notary Public



#### Appendix EE - Equal Employment Opportunities For Minorities and Women

The provisions of this Appendix EE are hereby made a part of the document to which it is attached.

The Operator (as defined below) shall comply with all federal, state and local statutory and constitutional anti-discrimination provisions. In addition, Local Law No. 14-2002, entitled "Participation by Minority Group Members and Women in Nassau County Contracts," governs all County Contracts (as defined below) and solicitations for bids or proposals for County Contracts. In accordance with Local Law 14-2002:

(a) The Operator shall not discriminate against employees or applicants for employment because of race, creed, color, national origin, sex, age, disability or marital status in recruitment, employment, job assignments, promotions, upgradings, demotions, transfers, layoffs, terminations, and rates of pay or other forms of compensation. The Operator will undertake or continue existing programs related to recruitment, employment, job assignments, promotions, upgradings, transfers, and rates of pay or other forms of compensation to ensure that minority group members and women are afforded equal employment opportunities without discrimination.

(b) At the request of the County contracting agency, the Operator shall request each employment agency, labor union, or authorized representative of workers with which it has a collective bargaining or other agreement or understanding, to furnish a written statement that such employment agency, union, or representative will not discriminate on the basis of race, creed, color, national origin, sex, age, disability, or marital status and that such employment agency, labor union, or representative will affirmatively cooperate in the implementation of the Operator's obligations herein.

(c) The Operator shall state, in all solicitations or advertisements for employees, that, in the performance of the County Contract, all qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status.

(d) The Operator shall make its best efforts to solicit active participation by "Certified business" enterprises (as defined in Section 101 of Local Law No. 14-2002).

(e) The Operator shall be bound by the provisions of Section 109 of Local Law No. 14-2002 (entitled "Enforcement").

(f) The Operator shall include the provisions of (a) through (e) above in every subcontract providing for a total expenditure in excess of twenty-five thousand dollars (\$25,000) for the construction, demolition, replacement, major repair, renovation, planning or design of real property and improvements thereon (the "Work"), except where the Work is for the beneficial use of the Operator.

The provisions of (a) through (f) above do not apply to: (i) work, goods or services unrelated to the County Contract, or (ii) employment or employment related activities outside of the County.

As used in this Appendix EE the term "County Contract" means (i) a written agreement or purchase order instrument, providing for a total expenditure in excess of twenty-five thousand dollars (\$25,000), whereby a County contracting agency is committed to expend or does expend funds in return for labor, services, supplies, equipment, materials or any combination of the foregoing, to be performed for, or rendered or furnished to the County; or (ii) a written agreement in excess of one hundred thousand dollars (\$100,000), whereby a County contracting agency is committed to expend or does expend funds for the acquisition, construction, demolition, replacement, major repair or renovation of real property and improvements thereon. However, the term "County Contract" does not include agreements or orders for the following services: banking services, insurance policies or contracts, or contracts with a County contracting agency for the sale of bonds, notes or other securities.

ARTICLE I. As used in this Appendix EE the term "Operator" means an individual, business enterprise, including sole proprietorship, partnership, corporation, not-for-profit corporation, or any other person or entity other than the County, whether an Operator or any other party, that is (i) a party to a County Contract, (ii) a bidder in connection with the award of a County Contract, or (iii) a proposed party to a County Contract.

INSURER: SENTINEL INSURANCE COMPANY, LIMITED  
ONE HARTFORD PLAZA, HARTFORD, CT 06155  
COMPANY CODE: A



Policy Number: [REDACTED]

## SPECTRUM POLICY DECLARATIONS

Named Insured and Mailing Address: ED MOORE ADVERTISING  
(No., Street, Town, State, Zip Code) AGENCY, INC.  
10 VILLAGE DR W  
HUNTINGTON STATION NY 11746

Policy Period: From 05/01/15 To 05/01/16 1 YEAR  
12:01 a.m., Standard time at your mailing address shown above. Exception: 12 noon in New Hampshire.

Name of Agent/Broker: SCHENECTADY INSURING AGENCY

Code: [REDACTED]

Previous Policy Number: [REDACTED]

Named Insured Is: CORPORATION

Audit Period: NON-AUDITABLE

Type of Property Coverage: NONE

Insurance Provided: In return for the payment of the premium and subject to all of the terms of this policy, we agree with you to provide insurance as stated in this policy.

TOTAL ANNUAL PREMIUM IS: [REDACTED] MP

Countersigned by

*Susan L. Castaneda*

Authorized Representative

02/19/15  
Date

## **EXHIBIT "A"**

Exhibit A below is an example of the advertising placements that Ed Moore Advertising placed to promote the different events at the Nassau Parks in 2015. Similar advertisements will be placed during 2016.

### **Week 18 Mon 4/27– Sun 5/3**

### **Week 19 Mon 5/4– Sun 5/10**

### **Week 20 Mon 5/11– Sun 5/17**

*WWII Encampment @ OBVR May 16-17*

- \$1006 Newsday ¼ Page color Nassau Fri 5/15 (WWII Encampment @ OBVR)
- \$385 Radio Spots WBZO 103.1 60 Seconds 5/11-5/16 (WWII Encampment @ OBVR)
- \$110 Radio Spots WHLI 1100am 60 Seconds 5/11-5/16 (WWII Encampment OBVR)
- \$750 News12 Billboards 5/11-5/16 (WWII Encampment @ OBVR)
- \$400 FIOS 1 News 15 Second Spots 5/11-5/16 (WWII Encampment @ OBVR)

### **Week 21 Mon 5/18– Sun 5/24**

*Marine Landing @ Decoration Day @ OBVR May 23-24*

- \$1006 Newsday ¼ Page color Nas Fri 5/22 (Marine Landing & Decoration Day OBVR)
- \$385 Radio WBZO 103.1 60 Seconds 5/18-5/23 (Marine Landing & Decoration Day)
- \$120 Radio WHLI 1100am 60 Seconds 5/18-5/23 (Marine Landing & Decoration Day)
- \$400 FIOS 1 News 15 Second Spots 5/18-5/23 (Marine Landing & Decoration Day)
- \$750 News12 Billboards 5/18-5/23 (Marine Landing & Decoration Day)

### **Week 22 Mon 5/25– Sun 5/31**

### **Week 23 Mon 6/1– Sun 6/7**

*Lee Greenwood Fri 6/5 Eisenhower 7pm*

- \$1006 Newsday ¼ Page All Nassau Wed 6/3 for (Lee Greenwood)
- \$300 WHLI 60 second Radio ads Wed 6/3 – Mon 6/8 for (Pops Concert)

### **Week 24 Mon 6/8– Sun 6/14**

*North Shore Pops Mon 6/8 Eisenhower Park 7pm*

**Week 25 Mon 6/15– Sun 6/21**

*Two Gents & The Lady (opera) Fri 6/19 Eisenhower Park 7pm*

*Dean Karahalīs & Concert Pops Sat 6/20 Eisenhower Park 7pm*

*Historic Happenings OBVR / Garvies, Tackapusha June 20 & 21*

\$1006 Newsday ¼ Page All Nassau Thu 6/18 for (Two Gents & Dean Karahalīs)

\$1006 Newsday ¼ Page All Nas/Que Fri 6/19 for (Historic Happenings June 20-21)

\$750 WKJY 30 second Radio ads Mon 6/15 – Fri 6/19 (Two Gents & Dean Karahalīs)

\$300 WHLI 60 second Radio ads Mon 6/15 – Fri 6/19 (Two Gents & Dean Karahalīs)

\$700 News12 Billboards Mon-Fri for Eisenhower (Dean & Pops Concert)

\$300 FIOS 1 News 15 second Spots for Eisenhower (Dean & Pops Concert)

\$360 Kroma Printing & Deliver LIRR Posters 8 @ \$45 (Eisenhower Concerts)

\$150 ClearDevil Design (Karen) LIRR Poster (Eisenhower Concerts)

\$2820 CBS Outdoor LIRR Posters 6 @ \$470 + 2 Bonus 6/20 – 7/20 (concerts)

\$5000 NY Giants 2015 Yearbook August - January ¼ page Color (golf Courses)

**Week 26 Mon 6/22– Sun 6/28**

*Salute to Motown Fri 6/26 Eisenhower Park 7pm*

*TD Bank Celebrate America Fireworks Sat 6/27*

*Military Timeline @ OBVR Sat 6/27 & Sun 6/28 10pm-4pm*

\$1000 WKJY 30 second Radio ads Mon 6/22 – Mon 6/29 for (Motown & Doo wop)

\$1006 Newsday ¼ Page All Nassau Thu 6/25 for (Motown & mention Fireworks)

\$1006 Newsday ¼ Page All Nassau Sun 6/28 for Eisenhower (Doo Wop in Park)

\$700 News12 Billboards Mon-Fri for OBVR (Military Timeline)

\$300 FIOS 1 News 15 second Spots for OBVR (Military Timeline)

\$500 WBZO 60 second Spots Mon-Fri for OBVR (military Timeline)

\$500 WBAB 30 second Spots Mon-Fri for OBVR (military Timeline)

**Week 27 Mon 6/29– Sun 7/5**

*Doo Wop in the Park Mon 6/29 7pm*

*Swingtime Big Band Thu 7/2 Eisenhower Park 7pm*

*Movin Out – Billy Tribute Band Fri 7/3 Eisenhower Park 7pm*

*1865 Independence Day Celebration @ OBVR Sat 7/4 & Sun 7/5 10am-4pm*

\$575 Herald West Zone ¼ page Color Thu 7/2 for Grant Park Concerts (Buffet)

\$300 WHLI 60 Second Radio ads Mon 6/29 – Thu 7/2 for Eisenhower (Swingtime)

\$1006 Newsday ¼ Page All Nassau Thu 7/2 for (Movin Out)

\$700 News12 Billboards Mon-Fri for Eisenhower (Movin Out)

\$300 FIOS 1 News 15 second Spots for Eisenhower (Movin Out)

\$500 WKJY 98.3 30 second spots for Eisenhower (Movin Out) Brian Rosenberg

\$500 WBAB 102.3 30 second spots for Eisenhower (Movin Out) Brian Rosenberg

\$283 Wantagh/ Seaford herald ¼ page Fri 7/3 for Cedar Creek Movies

\$500 WKJY 98.3 30 sec radio spots Mon-Fri for OBVR (1865 independence day)

\$0 WBAB Jock Fee Donna/Donna 7/3 (Movin Out Eisenhower) billed in Oct

**Week 28 Mon 7/6– Sun 7/12**

*Tuesdays: Movie Night Cedar Creek 7/7 Despicable Me*

*Grant Park Wed 7/8 Patio Shows Jimmy Buffet Tribute 7pm*

*Wednesday: Noon Concerts Eisenhower Park New Vintage Big Band 7/8*

*Thursday: Movie Night Eisenhower Park 7/9 Earth to Echo*

*Friday: Movie Night Nickerson 7/10 Madagascar*

*Neil Berg 100 Years of Broadway Fri 7/10 Eisenhower Park 7pm*

*Dark Lady (Cher Tribute) & Disco Unlimited Sat 7/11 Eisenhower 7pm*

*Sunset Evening at OBVR Sat July 11<sup>th</sup> 2pm-8pm*

\$1006 Newsday ¼ Page All Nassau Fri 7/10 for OBVR (Sunset Evening)

\$700 News12 Billboards Mon-Fri for OBVR (Sunset Evening)

\$300 FIOS 1 News 15 second Spots for OBVR (Sunset Evening)

\$607 Anton ¼ page zone 1&2 7/10 for Chelsea Concerts (five towns)

\$248 Anton ¼ page zone 2 7/10 for Chelsea Tours in July

\$503 Newsday 1/4 Page Regional Sun 7/12 ZN1 for Chelsea Concerts (five towns)

\$530 WCBS FM Radio 30 Sec Spots Sat-Wed for Grant Park (jimmy buffet)

\$450 WBAB Radio 30 Sec Spots Sat-Wed for Grant Park (jimmy Buffet)

\$150 WHLI 60 Second Spots Mon-Wed for Grant Park & Chelsea Concert(next week)

\$700 News12 Billboards Mon-Fri for Eisenhower (Disco Unlimited)

\$300 FIOS 1 News 15 second Spots for Eisenhower (Disco Unlimited)

\$300 WHLI 60 Second Radio Ads Mon-Fri for Eisenhower (Neil Berg)

\$500 WKJY 30 second Radio ads Mon-Fri for Eisenhower (Neil & disco Unlimited)

\$1006 Newsday ¼ Page All Nassau Thu 7/9 for Eisenhower (neil berg)

\$1006 Newsday ¼ Page All Nassau Fri 7/10 for Eisenhower (disco unlimited & taylor)

\$316 Anton ¼ page Color Zone #1 Papers Fri 7/10 for Chris Morley Movies

\$254 Long Beach / Lido Herald ¼ page Thu 7/9 for Nickerson Movies

\$237 East Meadow Herald & ¼ page Thu 7/9 (eisenhower movies)

\$90 Westbury Times ¼ page Thu 7/9 (eisenhower movies)

**Week 29 Mon 7/13– Sun 7/19**

*Tuesday: Movies Chris Morley 7/14 Cloudy w chance meatballs*

*Chelsea Manor Wednesday Concerts 7/15 Five Towns College Pops 730pm*

*Wednesday 7/15: Noon Concerts Eisenhower Park Teresa McClean*

*Thursday: Movie Night Eisenhower Park 7/16 Mr Peabody*

*Ballet Showcase w Ameriacan Ballet Dancers Fri 7/17 Eisenhower 7pm*

*Taylor Dayne and Alisha Sat 7/18 Eisenhower 7pm*

*Sunday: Movie Night Nickerson Beach Sun 7/19 Shark Tale*

\$420 WKJY 30 Sec Spots Mon-Wed for Chelsea (five towns)

\$570 Herald West Zone ¼ page Color Thu 7/16 for Grant Park Concerts (four season)

\$190 Wantagh herald ¼ page Fri 7/17 for Cedar Creek Movies

\$190 Long Beach ¼ page Thu 7/16 for Nickerson Movies

\$190 East Meadow Herald ¼ page Thu 7/16 (eisenhower movies)

\$90 Westbury Times ¼ page Thu 7/16 (eisenhower movies)

\$248 Anton ¼ page zone 2 7/17 for Chelsea Tours in July

\$750 WKJY Radio 30 second Spots Mon-Sat for Eisenhower (Taylor Dane)

\$1006 Newsday ¼ Page All Nassau Fri 7/17 for Eisenhower (Taylor Dane & oldies)



- \$700 News12 Billboards Mon-Fri for Eisenhower (Taylor Dane)
- \$300 FIOS 1 News 15 second Spots for Eisenhower (Taylor Dane)

**Week 30 Mon 7/20– Sun 7/26**

- Tuesdays: Movie Night Cedar Creek 7/21 Princess Bride*
- Grant Park Wednesday Patio Shows 7/22 Four Season Tribute 7pm*
- Wednesday: Noon Concerts Eisenhower Johnny Avino*
- Thursday: Movie Night Eisenhower Park 7/23 Penguins to Madagascar*
- Friday: Movie Night Nickerson Beach 7/24 Willie Wonka & Chocolate*
- Oldies Show w the Encounters / Stan Zizka Fri 7/24 Eisenhower 7pm*
- Fresh 102.7 in the Park Sat 7/25 Eisenhower 7pm*
- Children's Day Sun 7/26 on Kite Field Eisenhower 1pm-5pm*
- \$400 WCBS FM Radio 30 Sec Spots Sat-Wed for Grant Park (four season)
- \$350 WBZO 103.1 FM Radio 60 Sec Spots Sat-Wed for Grant Park (four season)
- \$450 Wantagh/ Seaford herald ¼ page Fri 7/24 for Cedar Creek Movies
- \$225 Nassau (5 Towns Herald) Thu 7/23 for North Woodmere Movies
- \$225 Long Beach Herald ¼ page Thu 7/23 for Nickerson Movies
- \$225 East Meadow Herald ¼ page Thu 7/23 (eisenhower movies)
- \$90 Westbury Times ¼ page Thu 7/23 (eisenhower movies)
- \$1006 Newsday ¼ Page All Nassau Thu 7/23 for Eisenhower (Oldies & Harry Chapin)
- \$400 WCBS FM Radio 30 Sec Spots Wed-Fri for Eisenhower (Oldies)
- \$500 WKJY Radio 30 second Spots Sat-Mon for Eisenhower (Harry Chapin next mon)
- \$607 Anton ¼ page zone 1&2 7/23 for Chelsea Concerts (LI Conservatory)
- \$503 Newsday 1/4 Page Region Sun 7/26 ZN1 Chelsea Concerts (LI Conserv)

**Week 31 Mon 7/27– Sun 8/2**

- Harry Chapin Tribute Mon 7/27 Eisenhower Park 7pm*
- Tuesdays: Movie Night North Woodmere 7/28 Lorax*
- Wednesday: Noon Concerts Eisenhower Park 7/29 Tangerine*
- Wednesday 7/9 Chelsea Manor Concert Long Island Conservatory*
- Sat 8/1 Garvies Point Nature WALK GLENCOVE (order local papers and Newsday)*
- Thursday: Movie Night Eisenhower Park 7/30 Book of Life*
- West Side Story by Plaza Productions Fri 7/31 Eisenhower 7pm*
- Tony Orlando Salute to Veterans & USO Sat 8/1 Eisenhower 645pm (cable sponsor)*
- Sunday: Movie Night Nickerson Beach 8/2 Enchanted*
- \$207 Anton ¼ Page Glencove & OysterBay 7/30 for Garvies Point Nature WALK
- \$607 Anton ¼ page zone 1&2 7/30 for Chelsea Concerts (Leon)
- \$225 Long Beach Herald ¼ page Thu 7/30 for Nickerson Movies
- \$225 East Meadow Herald ¼ page Thu 7/31 (eisenhower movies)
- \$90 Westbury Times ¼ page Thu 7/31 (eisenhower movies)
- \$500 WKJY Radio 30 second Spots Mon-Sat for Eisenhower (West Side & Tony)
- \$500 WBZO 60 second Spots Mon-Sat for Eisenhower (West Side & Tony)
- \$150 WHLI 60 second Spots Mon-Sat for Eisenhower (West Side & Tony)
- \$1006 Newsday ¼ Page All Nassau Thu 7/30 for Eisenhower (West Side Story)
- \$1006 Newsday ¼ Page All Nassau Fri 7/31 for Eisenhower (Tony Orlando)
- \$1006 Newsday ¼ Page All Nassau Sun 8/2 for LI Fair

\$700 News12 Billboards Mon-Fri for Eisenhower (Tony Orlando)  
\$300 FIOS 1 News 15 second Spots for Eisenhower (Tony Orlando)  
\$900 Cleardevil artwork May, June, July

**Week 32 Mon 8/3– Sun 8/9**

*Chelsea Mansion Concerts Wed 8/5 Leon Petruzzi 730pm*  
*Tuesdays: Movie Night Cedar Creek 8/4 Lego Movie*  
*Wednesday: Noon Concerts Eisenhower Park 8/5 The Chiclettes*  
*Thursday: Movie Night Eisenhower Park 8/6 Box Trolls*  
*Friday: Movie Night Nickerson Beach 8/7 Back to Future*  
*Robert Davi Celebrates Sinatra 100<sup>th</sup> Anniv Sat 8/8 Eisenhower 7pm*  
\$350 WKJY 30 Sec Spots Tue-Wed for Chelsea (Leon Petruzi)  
\$450 Nassau & VS Herald ¼ page Color Thu 8/6 Woodmere Pk (Musical Theater)  
\$316 Anton ¼ page Color Zone #1 Papers Fri 8/7 for Chris Morley Movies  
\$225 Long Beach / Lido Herald ¼ page Thu 8/6 for Nickerson Movies  
\$225 East Meadow Herald ¼ page Thu 8/6 (eisenhower movies)  
\$90 Westbury Times ¼ page Thu 8/6 (eisenhower movies)  
\$500 WKJY 30 second Spots Mon-Sat for Eisenhower (Davi)  
\$150 WHLI 60 second Spots Mon-Sat for Eisenhower (Davi)  
\$1006 Newsday ¼ Page All Nassau Fri 8/7 for Eisenhower (Davi)  
\$700 News12 Billboards Mon-Fri for Eisenhower (Davi)  
\$300 FIOS 1 News 15 second Spots for Eisenhower (Davi)  
\$150 WHLI 60 second Spots Sat-Mon for Eisenhower (LI Philharmonic)  
\$248 Anton ¼ page zone 2 8/5 for Chelsea Tours in August  
\$503 Newsday ¼ Page Regional Sun (north Suffolk ZS1) 8/9 for LI Fair

**Week 33 Mon 8/10– Sun 8/16**

*LI Philharmonic Mon 8/10 Eisenhower Park 7pm*  
*42<sup>nd</sup> Infantry Band Tue 8/11 Eisenhower Park 7pm*  
*Tuesdays: Movie Night Chris Morley Park 8/11 Jumanji*  
*Musical Theatre Scrapbook Wed 8/12 North Woodmere Park 7pm*  
*Wednesday: Noon Concerts Eisenhower Park 8/12 Six Gun*  
*Thursday: Movie Night Eisenhower Park 8/13 Night at Museum*  
*Oldies Concert with Jimmy Gallagher & The Passions Fri 8/14 Eisenhower 7pm*  
*Sunday: Movie Night Nickerson Beach 8/16 Night at Museum*  
\$1006 Newsday ¼ Page All Nassau Mon 8/10 for Eisenhower (LI Philharmonic & 42<sup>nd</sup>)  
\$450 Wantagh/ Seaford herald ¼ page Fri 8/14 for CedarCreek Movies  
\$225 Long Beach Herald ¼ page Thu 8/14 for Nickerson Movies  
\$225 East Meadow Herald ¼ page Thu 8/13 (eisenhower movies)  
\$90 Westbury Times ¼ page Thu 8/13 (eisenhower movies)  
\$248 Anton ¼ page zone 2 8/12 for Chelsea Tours in August  
\$646 Anton 1/4 page color Wed 8/12 all 17 paper for LI Fair

**Week 34 Mon 8/17– Sun 8/23**

*Nassau Has Talent Mon 8/17 Eisenhower Park 7pm*

*Tuesdays: Movie Night Cedar Creek 8/18 Night at Museum*

*Thursday: Movie Night Eisenhower Park 8/20 Train yor Dragon*

*ABBA Manio & Stayin' Alive Fri 8/21 Eisenhower 7pm*

*CBS's Saturday in the Park Joan Jett Sat 8/22 Eisenhower 7pm*

*Wantagh Park Beach Boys Tribute Sun 8/23 7pm*

\$500 B103 60 second Radio Ads Mon-Sat for Wantagh Park (beach Boys)

\$503 Newsday 1/4 Page Regional ZN2 Fri 8/21 for Wantagh Park (beach Boys)

\$760 Herald East Zone 1/4 page Color Thu 8/20 for Wantagh Park (beach Boys)

\$190 Nassau (5 Towns Herald) Thu 8/20 for North Woodmere Movies

\$190 East Meadow Herald 1/4 page Thu 8/20 (eisenhower movies)

\$90 Westbury Times 1/4 page Thu 8/20 (eisenhower movies)

\$1006 Newsday 1/4 Page All Nassau Thu 8/20 for Eisenhower (Abba)

\$500 WKJY 30 second Radio ads Mon-Fri for Eisenhower (abba)

\$5640 LIRR 3 Sheet Posters 12 Paid 4 Bonus 8/21 – Sept 25

Hicksville (2), Babylon (2), Mineola (2), Farmingdale (2), Bethpage (1)

Massapequa (2), Syosset(1), bethpage (1), seaford (1), Huntington (1), Wantagh

\$720 Kroma Printing (16 LIRR Posters @ \$45 each)

\$646 Anton 1/4 page color Wed 8/19 all 17 paper for LI Fair Volunteers

### **Week 35 Mon 8/24– Sun 8/30**

*Tuesdays: Movie Night Woodmere Park 8/25 Goonies*

*Thursday: Movie Night Eisenhower Park 8/27 Annie*

*Desert Highway Fri 8/28 Eisenhower Park 7pm*

*Vegabond Puppets Sun 8/30 Eisenhower 1pm*

\$90 Westbury Times 1/4 page Thu 8/27 (eisenhower movies)

\$1006 Newsday 1/4 Page All Nassau Thu 8/27 for Eisenhower (Desert Highway)

\$500 WBZO 60 second Radio ads Mon-Fri for Eisenhower (Desert Highway)

\$1125 Huntington Arts Council Fall Issue 1/4 page for (LI Fair)

### **Week 36 Mon 8/31– Sun 9/6**

\$503 Newsday 1/4 Page Regional Sun (South Nassau ZN2) 9/6 for LI Fair

### **Week 37 Mon 9/7– Sun 9/13**

*Nash-FM Last Summer Bash Sat 9/12 Eisenhower Park 7pm*

### **Week 38 Mon 9/14– Sun 9/20**

*Oldies Show / Victory Games Fundraiser Sat 9/19 Eisenhower Park 7pm*

\$3850 Newsday 1/2 Page Color Full Run Fri Sports 9/18 (car show)

\$1117 Anton 1/2 page color (18) thu 9/17 (car show)

\$3690 News12 Billboards & 30 second spots Sept 10-25 (car show)

\$1200 Verizon Fios News Car Shows 30 second Ads Sept 14-25 (car show)

\$1000 Cablevision 30 Second Ads Sept 10-25 (car shows / History) (car show)

\$1000 WBAB 30 second Radio Ads Sept 15-25 (car show)

\$500 Production of TV Spot (Blue Rock) (car show)  
\$1006 Newsday ¼ Page All Nas/Que Fri 9/18 (LI Fair)

**Week 39 Mon 9/21– Sun 9/27**

*Cruise to the Show Car show Sept 26-26 Eisenhower Park*  
*LI Fair @ OBVR Fri 9/25 – Sun 9/27*

\$3850 Newsday ½ Page Color Full Run Fri Sports 9/25 (car show)  
\$1200 NY Post ¼ Page color Thu 9/24 (car show)  
\$400 Daily News ½ page color Thu 9/24 (car show)  
\$400 Daily News ½ page color Fri 9/25 (car show)  
\$2012 Newsday ¼ Page All Nas/Suf/Que Fri 9/25 (LI Fair)  
\$1006 Newsday ¼ Page All Nas/Que Sun 9/27 (LI Fair)  
\$200 Fios 1 News 15 second Ads Sept 21-26 (LI Fair)  
\$970 News12 Billboards Mon 9/21 – Sun 9/27 (LI Fair)

**Week 40 Mon 9/28– Sun 10/4**

*LI Fair @ OBVR Fri 10/2 – Sun 10/4*

\$1006 Newsday ¼ Page All Nas/Que Thu 10/1 (LI Fair)  
\$1006 Newsday ¼ Page All Nas/Que Fri 10/2 (LI Fair)  
\$503 Newsday ¼ Page Regional North Suffolk Fri 10/2 (LI Fair)  
\$200 Fios 1 News 15 second Ads Sept 28-Oct 2 (LI Fair)  
\$650 News12 Billboards Mon 9/28 – Sat 10/3 (LI Fair)  
\$1006 Newsday ¼ Page All Nas/Que Sun 10/4 (oktoberfest)  
\$503 Newsday ¼ Page Regional North Suffolk Sun 10/4 (oktoberfest)

**Week 41 Mon 10/5– Sun 10/11**

*Oktoberfest Sat Oct 10 – Mon Oct 12*

\$1006 Newsday ¼ Page All Nas/Que Fri 10/9 (oktoberfest)  
\$503 Newsday ¼ Page Regional North Suffolk Fri 10/9 (oktoberfest)  
\$1000 WBAB 30 Sec Radio Tues 10/6 – Sat 10/10 (oktoberfest)  
\$2500 News12 Billboards Wed 10/7 – Sat 10/17 (Art Guild)  
\$270 WBAB Jock Fee Donna/Donna 7/3 (Movin Out Eisenhower)

**Week 42 Mon 10/12– Sun 10/18**

*Haunted Trails @ OBVR Fri 10/16 – Sun 10/18*

\$500 WKJY 30 Sec Radio Mon 10/11 – Sat 10/17 (Haunted)  
\$500 WBLI 30 Sec Radio Mon 10/11 – Sat 10/17 (Haunted)  
\$1006 Newsday ¼ Page All Nas/Que Fri 10/16 (Haunted)  
\$250 Fios 1 News 15 second Ads Oct 11-17 (Haunted)  
\$750 News12 Billboards Oct 11-17 (Haunted)  
\$433 Anton ¼ Page Color Zones 2 & 3 Thu 10/15 (haunted)

**Week 43 Mon 10/19– Sun 10/25**

*Haunted Trails @ OBVR Fri 10/23 – Sun 10/25*

\$500 WKJY 30 Sec Radio Mon 10/19 – Sat 10/24 (Haunted)

\$500 WBLI 30 Sec Radio Mon 10/19 – Sat 10/24 (Haunted)  
\$250 Fios 1 News 15 second Ads Oct 19-24 (Haunted)  
\$750 News12 Billboards Oct 19-24 (Haunted)  
\$433 Anton ¼ Page Color Zones 2 & 3 Thu 10/22 (haunted)  
\$1405 Herald ¼ Paper 10 Papers Cent & East Zones Thu 10/22 (haunted)

**Week 44 Mon 10/26– Sun 11/1**

*Haunted Trails @ OBVR Fri 10/30?*

**Week 45 Mon 11/2– Sun 11/8**

**Week 46 Mon 11/9– Sun 11/15**

*Wed 11/11 Vets Free Golf*

**Week 47 Mon 11/16– Sun 11/22**

\$1006 Newsday ¼ Page Color All Nas/Que Wed 11/18 (Holiday Spectacular)  
\$1985 Newsday 1/2 Page Color All Nas/Que Fri 11/20 (All Holiday events)  
\$1006 Newsday ¼ Page Color All Nas/Que Sun 11/22 (Holiday Spectacular)  
\$150 Cleardevil create Newsday ½ page holiday events  
\$75 Cleardevil create Posters for OBVR  
*1863 Thanksgiving Holiday Celebration Nov 21, 22, 28, 29 10am-4pm @ Old Bethpage*  
*Sat 11/21 & Sun 11/22 Garvies Park Native American Feast (glen cove)*

**Week 48 Mon 11/23– Sun 11/29**

*Live Wildlife Program Tackapausha Sun 11/29 1pm*  
*1863 Thanksgiving Holiday Celebration Nov 28, 29 10am-4pm @ Old Bethpage*  
*Holiday Spectacular dean karahalis & Pops sun 11/29*  
*Pictures with Santa at OBVR Nov 28, Dec 5, 12, 19 10a-4p*

**Week 49 Mon 11/30– Sun 12/6**

\$503 Newsday ¼ Page Color Regional North Nassau (ZN1) Fri 12/4 Chelsea  
*Dec 4,5,6.. 11,12,13... 18,19,20 Chelsea Mansion Holiday Tours*  
*Pictures with Santa at OBVR Dec 5, 12, 19 10a-4p*

**Week 50 Mon 12/7– Sun 12/13**

\$1139 Anton ½ Page Ver color All Papers Thu 12/10 (Chelsea & Candlelight)  
\$503 Newsday ¼ Page Color Regional North Nassau (ZN1) Fri 12/11 Chelsea  
\$1006 Newsday ¼ Page Color All Nas/Que Sun 12/13 (Candlelight)  
*Dec 11,12,13... 18,19,20 Chelsea Mansion Holiday Tours*  
*Pictures with Santa at OBVR Dec 12, 19 10a-4p*

**Week 51 Mon 12/14– Sun 12/20**

\$1006 Newsday ¼ Page Color All Nas/Que Thu 12/17 (Candlelight)

\$503 Newsday ¼ Page Color Regional North Nassau (ZN1) Fri 12/18 Chelsea

\$800 News12 Billboards Dec 14-18 Candlelight

\$400 FIOS 1 15 sec spots Dec 14-18 Candlelight

*Holiday Candlelight Events Dec 17-20 530pm-930pm Bethpage*

*Dec 18,19,20 Chelsea Mansion Holiday Tours*

*Pictures with Santa at OBVR Dec 19 10a-4p*

**Week 52 Mon 12/21– Sun 12/27**

\*\*Subject to the approval of the Department, Contractor shall have the authorization to adjust the listed line items stated herein. Regardless of the number of adjusted line items, the payment total shall not exceed the amount listed above.

Client#: 82606

EDMOO

ACORD™

## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

06/25/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> <b>OneGroup NY, Inc.</b> <b>Schenectady Insuring Agency</b> <b>155 Erie Blvd, PO Box 1044</b> <b>Schenectady, NY 12301-1044</b>	<b>CONTACT NAME:</b> <b>PHONE (A/C, No, Ext): 518-377-8822</b> <b>FAX (A/C, No): 518-377-0375</b> <b>E-MAIL ADDRESS:</b>														
<b>INSURED</b> <b>Ed Moore Advertising Agency, Inc.</b> <b>10 Village Drive West</b> <b>Huntington Station, NY 11746</b>	<table border="1"> <tr> <th data-bbox="829 478 1414 506">INSURER(S) AFFORDING COVERAGE</th> <th data-bbox="1414 478 1544 506">NAIC #</th> </tr> <tr> <td data-bbox="829 506 1414 533"><b>INSURER A: Sentinel Insurance Company</b></td> <td data-bbox="1414 506 1544 533"></td> </tr> <tr> <td data-bbox="829 533 1414 560"><b>INSURER B:</b></td> <td data-bbox="1414 533 1544 560"></td> </tr> <tr> <td data-bbox="829 560 1414 588"><b>INSURER C:</b></td> <td data-bbox="1414 560 1544 588"></td> </tr> <tr> <td data-bbox="829 588 1414 615"><b>INSURER D:</b></td> <td data-bbox="1414 588 1544 615"></td> </tr> <tr> <td data-bbox="829 615 1414 642"><b>INSURER E: "Renewal Certificate"</b></td> <td data-bbox="1414 615 1544 642"></td> </tr> <tr> <td data-bbox="829 642 1414 669"><b>INSURER F:</b></td> <td data-bbox="1414 642 1544 669"></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	<b>INSURER A: Sentinel Insurance Company</b>		<b>INSURER B:</b>		<b>INSURER C:</b>		<b>INSURER D:</b>		<b>INSURER E: "Renewal Certificate"</b>		<b>INSURER F:</b>	
INSURER(S) AFFORDING COVERAGE	NAIC #														
<b>INSURER A: Sentinel Insurance Company</b>															
<b>INSURER B:</b>															
<b>INSURER C:</b>															
<b>INSURER D:</b>															
<b>INSURER E: "Renewal Certificate"</b>															
<b>INSURER F:</b>															

## COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS		
<b>A</b>	<b>GENERAL LIABILITY</b>				<b>05/01/2015</b>	<b>05/01/2016</b>	<table border="1"> <tr> <td data-bbox="1131 846 1360 873">EACH OCCURRENCE</td> <td data-bbox="1360 846 1544 873"><b>\$2,000,000</b></td> </tr> </table>	EACH OCCURRENCE	<b>\$2,000,000</b>
EACH OCCURRENCE	<b>\$2,000,000</b>								
	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b>						<table border="1"> <tr> <td data-bbox="1131 879 1360 907">DAMAGE TO RENTED PREMISES (Ea occurrence)</td> <td data-bbox="1360 879 1544 907"><b>\$1,000,000</b></td> </tr> </table>	DAMAGE TO RENTED PREMISES (Ea occurrence)	<b>\$1,000,000</b>
DAMAGE TO RENTED PREMISES (Ea occurrence)	<b>\$1,000,000</b>								
	<input type="checkbox"/> <b>CLAIMS-MADE</b> <input checked="" type="checkbox"/> <b>OCCUR</b>						<table border="1"> <tr> <td data-bbox="1131 913 1360 940">MED EXP (Any one person)</td> <td data-bbox="1360 913 1544 940"><b>\$10,000</b></td> </tr> </table>	MED EXP (Any one person)	<b>\$10,000</b>
MED EXP (Any one person)	<b>\$10,000</b>								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 947 1360 974">PERSONAL &amp; ADV INJURY</td> <td data-bbox="1360 947 1544 974"><b>\$2,000,000</b></td> </tr> </table>	PERSONAL & ADV INJURY	<b>\$2,000,000</b>
PERSONAL & ADV INJURY	<b>\$2,000,000</b>								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 980 1360 1008">GENERAL AGGREGATE</td> <td data-bbox="1360 980 1544 1008"><b>\$4,000,000</b></td> </tr> </table>	GENERAL AGGREGATE	<b>\$4,000,000</b>
GENERAL AGGREGATE	<b>\$4,000,000</b>								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1014 1360 1041">PRODUCTS - COMP/OP AGG</td> <td data-bbox="1360 1014 1544 1041"><b>\$4,000,000</b></td> </tr> </table>	PRODUCTS - COMP/OP AGG	<b>\$4,000,000</b>
PRODUCTS - COMP/OP AGG	<b>\$4,000,000</b>								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1047 1360 1075">COMBINED SINGLE LIMIT (Ea accident)</td> <td data-bbox="1360 1047 1544 1075">\$</td> </tr> </table>	COMBINED SINGLE LIMIT (Ea accident)	\$
COMBINED SINGLE LIMIT (Ea accident)	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1081 1360 1108">BODILY INJURY (Per person)</td> <td data-bbox="1360 1081 1544 1108">\$</td> </tr> </table>	BODILY INJURY (Per person)	\$
BODILY INJURY (Per person)	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1115 1360 1142">BODILY INJURY (Per accident)</td> <td data-bbox="1360 1115 1544 1142">\$</td> </tr> </table>	BODILY INJURY (Per accident)	\$
BODILY INJURY (Per accident)	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1148 1360 1176">PROPERTY DAMAGE (Per accident)</td> <td data-bbox="1360 1148 1544 1176">\$</td> </tr> </table>	PROPERTY DAMAGE (Per accident)	\$
PROPERTY DAMAGE (Per accident)	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1182 1360 1209"></td> <td data-bbox="1360 1182 1544 1209">\$</td> </tr> </table>		\$
	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1215 1360 1243">EACH OCCURRENCE</td> <td data-bbox="1360 1215 1544 1243">\$</td> </tr> </table>	EACH OCCURRENCE	\$
EACH OCCURRENCE	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1249 1360 1276">AGGREGATE</td> <td data-bbox="1360 1249 1544 1276">\$</td> </tr> </table>	AGGREGATE	\$
AGGREGATE	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1283 1360 1310">DED</td> <td data-bbox="1360 1283 1544 1310">RETENTION \$</td> </tr> </table>	DED	RETENTION \$
DED	RETENTION \$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1316 1360 1344">WC STATU-TORY LIMITS</td> <td data-bbox="1360 1316 1544 1344">OTH-ER</td> </tr> </table>	WC STATU-TORY LIMITS	OTH-ER
WC STATU-TORY LIMITS	OTH-ER								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1350 1360 1377">E.L. EACH ACCIDENT</td> <td data-bbox="1360 1350 1544 1377">\$</td> </tr> </table>	E.L. EACH ACCIDENT	\$
E.L. EACH ACCIDENT	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1383 1360 1411">E.L. DISEASE - EA EMPLOYEE</td> <td data-bbox="1360 1383 1544 1411">\$</td> </tr> </table>	E.L. DISEASE - EA EMPLOYEE	\$
E.L. DISEASE - EA EMPLOYEE	\$								
	<input type="checkbox"/>						<table border="1"> <tr> <td data-bbox="1131 1417 1360 1444">E.L. DISEASE - POLICY LIMIT</td> <td data-bbox="1360 1417 1544 1444">\$</td> </tr> </table>	E.L. DISEASE - POLICY LIMIT	\$
E.L. DISEASE - POLICY LIMIT	\$								

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Certificate holder, Nassau County, is included as Additional Insured pursuant to a written contract, May 1, 2015 through April 30, 2016.

## CERTIFICATE HOLDER

## CANCELLATION

<b>County of Nassau</b> <b>1550 Franklin Ave.</b> <b>Mineola, NY 11501</b>	<p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p>AUTHORIZED REPRESENTATIVE</p> <p><i>J. O. White</i></p>
--	--

© 1988-2010 ACORD CORPORATION. All rights reserved.

**Person Submitting the Proposal:**

Joseph Kenny  
[REDACTED]

DOB: [REDACTED]

Vice President of Ed Moore Advertising 1996 to Present (Media Buyer)  
Previously in Sales with AT&T 1989 - 1996

**Description of Services:**

Will meet with the Parks Dept to discuss the best way to promote different events at multiple Nassau County Parks. We provide suggested Media options along with prices, sizes, and dates based on the event and budget. We provide the lowest price available for that particular media publication. We then handle the creative and coordinate ordering, delivery of creative, follow through until completion of the planned schedule, and all payments.

**Experience:**

Joe Kenny has 20 Years of buying Media on Long Island including all NYC & LI Radio Stations, Cable & Network TV, Local & National News Papers, Outdoor billboards including Buses & LIRR signage, as well as Digital Online advertising... Has built strong relationships with LI Media to insure the best rates and services for his clients

**Specialty:**

The Agency has many similar types of clients that do specific events and concerts similar to Nassau Parks.. We work with concert venues like NYCB Westbury, Brookhaven Amphitheater, & the Paramount that we custom tailor the advertising based on the specific show. We also promote events like St Patrick's Day Party, Car Shows, Boat Shows, Travel Expos, Women Expos, Craft Shows, and Bridal Expos. We coordinate on premise promotions and all advertising and promotional mentions for events.

**Creative**

We work with the client to create Radio, TV, and Print ads to be used for media buys. We write scripts and do print layouts as needed..



## **Background of Ed Moore Advertising**

1. Local Advertising Agency established in 1974
2. 3 Full Time Employees
3. Have Graphic Artist, Radio Production People, & TV Production
4. Specialize in Entertainment Industry
5. Restaurants (Prime, Tellers, Harbor Crab, H20, K Pacho, Refuge, J&R Steak House, Monsoon, Danfords, Black Forest, Hudsons on Mile)
6. Bars/Clubs (Dublin Deck, Lily Flanagans, Nutty Irishman, Nappertandys, Bellport CC, Chateau Le Mar, Emporium, Schafers)
7. Retail (Miller Beer, San Giuseppe Wines, Suburban Exterminators, Cactus Salons, Sam Ash, Adventureland, NYCB Theater)
8. Events (NYCB Westbury Concerts, Montauk Art Show, Concerts, Nassau County Craft Shows, Port Jefferson Bid, Brookhaven Amphitheater, Paramount Concerts)
9. Buying Service: Purchase media at lowest prices & charge no fees
10. Place Radio, TV, Print, & Online Advertising
11. Coordinate all Scripts, Artwork, Schedules, & Billing
12. Coordinate appearances & Promotions
13. We know what works best

# CLIENT LIST

## BARS/CLUBS/CATERING

Winners Circle  
Bridgeview Yacht Club  
Kaseys  
Karma  
Paramount  
McFaddens  
Revolution  
Bar Social  
Suffolk Theatre  
Schafers  
Dream  
Love Nightclub  
Cafe Royale  
Refuge  
Lilly Flanagans  
Dublin Deck  
Emporium  
Napper Tandys  
Milleridge Inn  
Chelsea Mansion  
Nutty Irishman  
Peter Clam Bar  
Parlay Gastro  
Chateua Le Mar  
Harbor Club  
Canz  
Flanagans  
Patchogue Theatre  
Zachary's  
Beach Bar  
Dover Caterers  
Schafers  
Sands of Lido  
Danfords / Wave  
NY Burger  
Coral House  
Pacha NYC  
Hudson & McCoy  
Tommys Place  
Mixer  
Brookhaven Amphitheatre  
Flynn's  
NYCB Westbury Theater

## RESTAURANTS

Claudios  
Mio Posto  
Aje 53  
Mesita  
Tellers Chop House  
Irish Coffee Pub  
Harbor Crab  
J&R Steakhouses  
Verace  
K Pacho  
Beach Tree Cafe  
Monsoon  
Calyspo at Jones Beach  
Black Forest Brew Haus  
Palmer's  
Prime Steak House  
Harbor Club  
H-2-O

## BUSINESSES

Cactus Salons  
Nassau County Parks  
Clare Rose Beer Distributor  
Tax Time Resolutions  
Jones Beach State Park  
Suburban Exterminators  
Adventureland  
Country Farms / Polo in Park  
San Giuseppe Wines  
Boening Bros Beer Distributor  
Samson Technologies  
Patchogue C of C  
Gamma O  
Allstar Bartending  
Universal Recycling  
Port Jefferson B.I.D.  
Fine Lawyers  
Sam Ash Music Stores  
Nassau County Craft Shows  
C&B Archery  
Wildstein Personal Injury  
LI Plastic Surgical Group  
Ski Plattekill

## WHY USE Ed Moore Advertising ?

1. One point of Contact.... I give an un-biased recommendation on which media depending on the event, location, and budget... (IE. if dealing with a radio station directly they are going to steer you in that direction no matter what... I suggest what works based on previous experiences. I make same \$ no matter which media you use)
2. I have lowest rates and do not charge any fees.... I have 100s of clients in the LI area that promote events similar to yours and I know what the lowest cost are. The stations pay me 15% for doing the work of placement, writing the spots and payments (I am attaching client list)
3. I am obviously flexible with billing and conform to what you need, rather than having to fill out credit apps and letters of guarentee... I do that... when something runs incorrectly, I credit you and get make goods. I do all the work behind the scenes..
4. I coordiante art delivery, writing of ads, tv production, and ad placement for no fee... part of what we do....
5. I am always available, nights, weekend, etc....I take the drama out of ordering and don't push you to do un-necessary things.. No B.S.
6. I deal with all the different sales people calling to try and sell you on things that you probably don't need.
7. Located on LI and available to meet in person whenever needed
8. We have been in business on LI since 1974 and have solid relationships with Radio, TV, and Print publication.

BOTTOM LINE: Cost Less, One Person, No Hassle, Always Available, and what we do works, ask anyone of my clients or even the indivuals that I worked with at Nassau County already