



Certified: --

E-19-24

FILED WITH THE NASSAU COUNTY CLERK OF THE LEGISLATURE
JANUARY 29, 2024 4:58PM

NIFS ID: CLPK24000001

Capital:

Contract ID #: CQPK19000023-11

NIFS Entry Date: 01/26/2024

Department: Parks

Service: Advertising

Term: from 03/01/2020 to 02/28/2026

Contract Delayed: X

Slip Type: Amendment		
CRP:		
Time Extension:		
Addl. Funds:		
Blanket Resolution:		
Revenue:	Federal Aid:	State Aid:
Vendor Submitted an Unsolicited Solicitation:		

1) Mandated Program:	No
2) Comptroller Approval Form Attached:	Yes
3) CSEA Agmt. & 32 Compliance Attached:	No
4) Significant Adverse Information Identified? (if yes, attach memo):	No
5) Insurance Required:	Yes

Vendor/Municipality Info:	
Name: Ed Moore Advertising	ID#: 112396029
Main Address: 10 Village drive west dix hills, NY 11746	
Main Contact: Joseph kenny	
Main Phone: (631) 667-5525	

Department:
Contact Name: Darcy Belyea
Address: Administration Bldg. Eisenhower Park E. Meadow, NY 11554
Phone: (516) 572-0272
Email: ContractRoutingParks@nassaucountyny.gov

Contract Summary

Purpose: Purpose: Amended Term – Exercising the additional one (1) year option so that the termination date will now be February 28, 2026. This agreement shall consist of and incorporate all services described in the Original Agreement and subsequent Amendments, and shall also encompass those services for County events celebrating the 125th Anniversary of the incorporation of the County of Nassau, and promotion of surrounding events as part of the County hosting the 2024 T20 Cricket World Cup, per example as described in Attachment "A". Amended Payment: the maximum amount in the Agreement shall be increased by \$4,000,000.00 so that the maximum amount that the County shall pay to the Contractor as full consideration for services under the Amended Agreement shall be \$6,750,000.00.

Procurement History: Contract (copy attached) CQPK19000023 already in place since 3/1/20

Description of General Provisions: Description of General Provisions: Amended Term – Exercising the additional one (1) year

option so that the termination date will now by February 28, 2026. This agreement shall consist of and incorporate all services described in the Original Agreement and subsequent Amendments, and shall also encompass those services for County events celebrating the 125th Anniversary of the incorporation of the County of Nassau, and promotion of surrounding events as part of the County hosting the 2024 T20 Cricket World Cup, per example as described in Attachment "A". Amended Payment: the maximum amount in the Agreement shall be increased by \$4,000,000.00 so that the maximum amount that the County shall pay to the Contractor as full consideration for services under the Amended Agreement shall be \$6,750,000.00.

Impact on Funding / Price Analysis: ESARP3104de500 - \$500,000.00

Change in Contract from Prior Procurement: n/a

Method of Source Selection:

☒ Contract amendment, extension, or renewal

Contract originally executed on: 03/01/2020

Original procurement method: RFP PK0211-1901

MWBE Participation:

☒ Participation of Minority-owned and Women-owned Business Enterprises 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 by the Comptroller's Office prior to the approval of claim vouchers. [Note: This box must be checked.]

☒ Department MWBE Responsibilities: To ensure compliance with MWBE requirements as outlined in Exhibit EE, Department will require vendor to submit list of subcontractor requirements prior to submission of the first claim voucher for services under this contract being submitted to the Comptroller.

Contractor is a (check all that apply):

☐ MWBE

☐ SDVOB

If this is a contract with an individual or with an entity that has only one or two employees, check if applicable:

☒ 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.

Recommendation: Approve as Submitted

Advisement Information

Fund	Control	Resp. Center	Object	Index Code	Sub Object	Budget Code	Line	Amount
ARP	30	3104	DE	ESARP3104	DE500	ESARP3104 DE500	11	\$500,000.00
						TOTAL	\$500,000.00	

Additional Info	
Blanket Encumbrance	
Transaction	
Renewal	
% Increase	
% Decrease	

Funding Source	Amount
Revenue Contract:	
County	\$0.00
Federal	\$500,000.00
State	\$0.00
Capital	\$0.00
Other	\$0.00
Total	\$500,000.00

Routing Slip

Department			
NIFS Entry	Linda Barker	01/26/2024 03:59PM	Approved
NIFS Final Approval	Linda Barker	01/26/2024 04:00PM	Approved
Final Approval	Linda Barker	01/26/2024 04:10PM	Approved
County Attorney			
Approval as to Form	Thomas Montefinise	01/26/2024 04:56PM	Approved
RE & Insurance Verification	Thomas Montefinise	01/26/2024 05:18PM	Approved
NIFS Approval	Mary Nori	01/29/2024 04:42PM	Approved
Final Approval	Mary Nori	01/29/2024 04:42PM	Approved
OMB			
NIFS Approval	Elizabeth Valerio	01/26/2024 04:29PM	Approved
NIFA Approval	Christopher Nolan	01/29/2024 04:39PM	Approved
Final Approval	Christopher Nolan	01/29/2024 04:39PM	Approved
Compliance & Vertical DCE			
Procurement Compliance Approval	Robert Cleary	01/29/2024 04:42PM	Approved
DCE Compliance Approval	Robert Cleary	01/29/2024 04:42PM	Approved
Vertical DCE Approval	Arthur Walsh	01/29/2024 04:45PM	Approved
Final Approval	Arthur Walsh	01/29/2024 04:45PM	Approved
Legislative Affairs Review			
Final Approval	Christopher Leimone	01/29/2024 04:51PM	Approved
Legislature			
Final Approval			In Progress
Comptroller			
Claims Approval			Pending
Legal Approval			Pending

Accounting / NIFS Approval			Pending
Deputy Approval			Pending
Final Approval			Pending
NIFA			
NIFA Approval			Pending

RULES RESOLUTION NO. – 2024

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 COUNTY DEPARTMENT OF PARKS, RECREATION & MUSEUMS, 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 and assist in the development and implementation of a promotional and event marketing plan for the Department of Parks, Recreation & Museums, 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 authorizes the County Executive to execute the said amendment to an agreement with Ed Moore Advertising Agency, Inc.

AMENDMENT NO. 3

AMENDMENT (together with any appendices or exhibits attached hereto, this "Amendment") dated as of the date (the "Effective Date") that this Amendment is executed by Nassau County, between (i) Nassau County, a municipal corporation having its principal office at 1550 Franklin Avenue, Mineola, New York 11501 (the "County"), acting for and on behalf of the County Department of Parks, Recreation & Museums, having its principal office at Administration Building, Eisenhower Park, East Meadow, New York 11554 (the "Department"), and (ii) Ed Moore Advertising Agency, Inc., having its principal office at 10 Village Drive West, Dix Hills, New York 11746 (the "Contractor").

WITNESSETH:

WHEREAS, pursuant to County contract number CQPK19000023 between the County and Contractor, executed on behalf of the County on March 13, 2020 (the "Original Agreement"), and the subsequent amendments, ("Amendment One") to the Original Agreement, CLPK22000006, executed on behalf of the County on July 26, 2022, and ("Amendment Two") to the Original Agreement, CLPK23000006, executed on behalf of the County on November 15, 2023 (collectively the "Agreement") the Contractor provides advertising and assists in the development and implementation of a promotional and event marketing plan for the Department, which services are more fully described in the Original Agreement (the services contemplated by the Original Agreement, the "Services"); and

WHEREAS, the term of the Amended Agreement is from March 1, 2020 until February 28, 2025, unless sooner terminated in accordance with the terms of the Agreement (the "Amended Term"); and

WHEREAS, the maximum amount that the County agreed to pay the Contractor for Services under the Agreement, as full compensation for the Services, was Two Million and Seven Hundred and Fifty-Thousand Dollars (\$2,750,000.00) (not including the two (2) year renewal period) (the "Maximum Amount"); and

WHEREAS, the County received Coronavirus Local Fiscal Recovery Funds ("CLFRF") that was received and established pursuant to Subtitle M of Title IX of the American Rescue Plan Act of 2021 ("ARPA");

WHEREAS, aid to tourism, travel, and hospitality industries is an enumerated eligible use of CLFRF monies under ARPA; and

WHEREAS, the County desires to utilize a portion of the CLFRF monies it has received to add funding to the Agreement to aid the tourism, travel, and hospitality industries in the County by advertising and marketing the leisure and hospitality sector including, but not limited to, parks, beaches, museums, concert and entertainment venues events, travel accommodations, and other tourist destinations in the County; and

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

1. Term. The Original Agreement shall be renewed and thereby extended by an additional one (1) year, so that the termination date of the Original Agreement, as amended by

the subsequent Amendments and by this Amendment (the "Amended Agreement"), shall be February 28, 2026, subject to earlier termination as provided for under the Amended Agreement.

2. Services. The services to be provided by the Contractor under this Amended Agreement shall consist of and incorporate all those services described in the Original Agreement and subsequent Amendments, and shall also encompass those services for County events celebrating the One-Hundred and Twenty Fifth (125th) Anniversary of the incorporation of the County of Nassau, and promotion of surrounding events as part of the County hosting the 2024 T20 Cricket World Cup, per example as described in Attachment "A".

3. Payment. (a) Maximum Amount. The Maximum Amount in the Agreement shall be increased by Four Million Dollars (\$4,000,000.00) per year, so that the maximum amount that the County shall pay to the Contractor as full consideration for all Services provided under the Amended Agreement shall be Six Million and Seven Hundred and Fifty Thousand Dollars (\$6,750,000.00) (the "Amended Maximum Amount"). The Amendment Maximum Amount shall be payable in accordance with the terms of the Original Agreement and is allocated and further subject to the following terms:

(i) Four Million Dollars (\$4,000,000.00) of the instant Amended Maximum Amount consists of CLFRF funds (the "CLFRF Funds"). Use of CLFRF Funds are subject to Contractor's compliance with Section 3 of Amendment One, and the Supplemental Conditions outlined in Exhibit A of Amendment One. All CLFRF Funds must be obligated by December 31, 2024.

(b) CLFRF Funds. The Contractor acknowledges that the County will be using CLFRF Funds and Non-CLFRF Funds to pay the Contractor for Services to be performed under the Amended Agreement. As such, the Contractor must ensure it receives direction from the Department as to whether its Services are being paid with CLFRF Funds or Non-CLFRF Funds to ensure compliance with all CLFRF and related ARPA requirements.

(c) Partial Encumbrance. The Contractor acknowledges that the County will partially encumber funds to be applied toward the Amendment Maximum Amount throughout the term of the Amended Agreement. The Contractor further acknowledges that the encumbrance that will be approved upon execution of this Amendment is Five Hundred Thousand Dollars (\$500,000.00) of CLFRF Funds. Thereafter, the Department will notify the Contractor of the availability of additional monies, which notice will include the amount encumbered and indicate whether they are CLFRF Funds or Non-CLFRF Funds. Such notification shall serve as notice to proceed.

4. Full Force and Effect. All the terms and conditions of the Original Agreement not expressly amended by this Amendment shall remain in full force and effect and govern the relationship of the parties for the term of the Amended Agreement.

[Remainder of Page Intentionally Left Blank.]

IN WITNESS WHEREOF, the parties have executed this Amendment as of the Effective Date.

ED MOORE ADVERTISING AGENCY, INC.

By: Christine Kenny
Name: Christine Kenny
Title: President
Date: 1/26/24

NASSAU COUNTY

By: _____
Name: _____
Title: County Executive
☐ Deputy County Executive
Date: _____

PLEASE EXECUTE IN BLUE INK

COUNTY OF NASSAU) ss:
Warren) (PLC)

NOTARY PUBLIC *Rebecca L. Coon*

STATE OF NEW YORK)
COUNTY OF NASSAU)ss.:
IN SENATE,

NOTARY PUBLIC

Attachment A

2023 Advertising

Week 6 Mon 1/30 - Sun 2/5

\$855 Local Kids Source Magazine Feb/Mar Issue ½ Page Color (Camps)

Week 7 Mon 2/6 - Sun 2/12

\$1053 Herald Camp Section 2/9 Bellmore, Merrick, East Meadow, Seaford, Wantagh
½ Page Color Horizontal (Camps)

Week 8 Mon 2/13 - Sun 2/19

Week 9 Mon 2/20 - Sun 2/26

Week 10 Mon 2/27 - Sun 3/5

Week 11 Mon 3/6 - Sun 3/12

Lifeguard Recruitment @ All Pools

\$2000 WKJY 98.3 30 Second Radio Ads 3/6 – 3/31 (Lifeguard Recruitment)

\$1500 YouTube Preroll 15 second Non-Skip Ads 3/6-3/31 (Lifeguard Recruitment)

\$1200 CMG Streaming TV services 3/6 – 3/31 (Lifeguard Recruitment)

\$1000 Social Media / Facebook / Instagram 3/8 – 3/31 (Lifeguard Recruitment)

\$375 Blue Rock TV Production 15 TV Spot Tom C/ Bruce A (Lifeguard Recruitment)

Week 12 Mon 3/13 - Sun 3/19

\$0 Cox Digital Geo Fence NYC ½ Marathon Finish Area Sun 3/19 (LI Marathon)

Week 13 Mon 3/20 - Sun 3/26

Week 14 Mon 3/27 - Sun 4/2

\$855 Local Kids Source Magazine Apr/May Issue ½ Page Color (Camps)

Week 15 Mon 4/3 - Sun 4/9

Week 16 Mon 4/10 - Sun 4/16

Week 17 Mon 4/17 - Sun 4/23

Week 18 Mon 4/24 - Sun 4/30

Week 19 Mon 5/1 - Sun 5/7

LI Marathon Weekend Fri, Sat, Sun Main Event Sun 5/7

Week 20 Mon 5/8 - Sun 5/14

\$350 Herald 5/18 Glen Cove, Sea Cliff/Glen Head, Oyster Bay Jr Page (Summer Rec)

Week 21 Mon 5/15 - Sun 5/21

\$1791 Newsday Funbook Sun 5/21 ½ Page Color (Garvies Point Museum)

Week 22 Mon 5/22 - Sun 5/28 (\$1256)

Sat 5/27 Helicopter Landing at Eisenhower Park 10am-2pm

\$1006 Newsday ¼ Page All Nassau/Que Thu 5/25 (Helicopter Landing)

\$250 Social Media / Facebook / Instagram May 23-27 (Helicopter Landing)

Week 23 Mon 5/29 - Sun 6/4 (\$4706)

Sat 6/3 Int'l Indian American Night 8pm (Eisenhower Park)

Sun 6/4 Concert Freestyle Show w Judy Torres/Somethin Fresh 8pm (Eisenhower Park)

\$1006 Newsday ¼ Page All Nassau/Que Fri 6/2 (Freestyle Eisenhower Concert)

\$250 Social Media / Facebook / Instagram May 30 – June 4 (Freestyle Concert)

\$500 WKJY 98.3 Wed 5/31 – Sat 6/3 (Eisenhower Freestyle Concert)

\$2000 WKTU 103.5 Wed 5/31 – Sat 6/3 (Eisenhower Freestyle Concert)

\$850 News12 15 second Ads Fri 6/2 – Sun 6/4 (Freestyle Concert)

\$100 TV JK Production Create 15 second video & VO (Freestyle Concert)

Week 24 Mon 6/5 - Sun 6/11 (\$1456)

Wed 6/7 Noon Time Concert with Bob Damato (Eisenhower Park)

Sat 6/10 & 6/11 WWII Encampment Weekend (OBVR)

Sun 6/11 Isreali Fest 3pm-6pm, Harle Skaat 630-830 (Eisenhower Park)

\$450 East Meadow & Bellmore Herald ¼ page Thu 6/8 (eisen 6/12 & 6/14 concert)

\$1006 Newsday ¼ Page All Nassau/Que Sun 6/11 (Juneteeth 6/15 Eisenhower Concert)

Week 25 Mon 6/12 - Sun 6/18 (\$12899)

Mon 6/12 Concert Snr afternoon 4pm Vinny Medugno & Chiclettes (Eisenhower Park)

Wed 6/14 Noon Time Concert with Johnny Avino (Eisenhower Park)

Thu 6/15 Juneteeth Celebration with CL Smooth & Nice and Smooth (Eisenhower Park)

Sat 6/17 Concert E-Street Shuffle 8pm (Eisenhower Park)

\$200 WHLI 60 second Sat 6/10-Wed 6/14 Eisenhower (Eisen 6/12 & 6/14 Concert)

\$450 East Meadow & Bellmore Herald ¼ page Thu 6/15 (eisen noon 6/21 concert)

\$3143 Newsday Full Page Thu 6/15 Full Run MAIN PAPER (Listing All Concerts)

\$1006 Newsday ¼ Page All Nassau/Que Fri 6/16 (Eisenhower Concert E-Street 6/17)

\$1000 News12 spots Mon 6/12 – Sat 6/17 Eisenhower (E-Street 6/17 Concert)

\$250 Social Media / Facebook / instagram (Eisenhower 6/15 Juneteeth Concert)

\$2000 WBLS 30 second Sat 6/10 – Thu 6/16 Eisenhower (6/15 Juneteeth Concert)

\$1000 News12 spots Fri 6/9-6/15 Eisenhower (6/15 Juneteenth Concert)

\$250 Social Media / Facebook / instagram (Eisenhower E-Street 6/17 Concert)

\$750 WBAB 30 second Tue 6/13 – Sat 6/17 Eisenhower (E-Street 6/17 Concert)

\$850 Blue Rock TV Productions Juneteeth200, E-Street200, Gospel 200, southside 250

\$2000 Newsday ½ Page Color Vertical Sun 6/18 Eisenhower (Southside Johnny 6/22)

Week 26 Mon 6/19 - Sun 6/25 (\$20,732)

Wed 6/21 Noon Time Concert with Risky Business (Eisenhower Park)

Wed 6/21 Int'l German Night 8pm (Eisenhower Park)

Thu 6/22 Concert Southside Johnny & Asbury Jukes w Antigone Rising 645pm (Eisen)

Fri 6/23 Gospel Night w The Brown Boys & Gospel Choir 8pm (Eisenhower Park)
Sat 6/24 Concert Radio Flashback 8pm (Eisenhower Park)
 \$200 WHLI 60 second Mon 6/19-Wed 6/21 Eisenhower (Noon Concert)
 \$450 East Meadow & Bellmore Herald ¼ page Thu 6/22 (Eisen noon 6/28 concert)
 \$675 Wantagh, Seaford, Bellmore Herald ¼ pg Thu 6/22 (Wantagh Concert Misty 6/27)
 \$503 Newsday ¼ pg Color Regional S Nassau, Sun 6/25 (Wantagh Concert Misty 6/27)
 \$1437 NorthSho 6/22 OB(BC \$479) SW (BC \$479), JH (BC \$479) (Chelsea Day 6/26)
 \$705 Anton Full Page all Papers Thu 6/22 (Chelsea Concert Day Trip 6/26) 10" x 11.5"
 \$2000 Newsday ½ Page Color Vertical Wed 6/21 Eisenhower (Southside Johnny 6/22)
 \$2000 Newsday ½ Page Color Vertical Thu 6/22 Eisenhower (Southside Johnny 6/22)
 \$750 Newsday.com 75,000 Imp Nassau County 6/15-6/22 (Southside Johnny 6/22)
 \$1000 Social Media / Facebook / instagram (Southside Johnny 6/22)
 \$2500 News12 spots 30 Second Fri 6/16 – Thu 7/22 Eisen (Southside Johnny 6/22)
 \$1500 WBAB 30 second Fri 6/16 – Thu 7/22 Eisenhower (Southside Johnny 6/22)
 \$1000 Max103.1 30 second Fri 6/16 – Thu 7/22 Eisenhower (Southside Johnny 6/22)
 \$2000 Q104 30 second Fri 6/16 – Thu 7/22 Eisenhower (Southside Johnny 6/22)
 \$1006 Newsday ¼ Page All Nassau/Que Thu 6/22 (Eisenhower Gospel 6/23)
 \$1006 Newsday ¼ Page All Nassau/Que Fri 6/23 (Eisenhower Radio Flashback 6/24)
 \$250 Newsday.com 25,000 Imp Nassau Cnty Wed-Fri (Gospel 6/23 & Flashback 6/24)
 \$1000 News12 spots Mon 6/19 – Fri 6/23 Eisenhower (Gospel 6/23 & Flashback 6/24)
 \$250 Social Media / Facebook / instagram (Eisenhower Gospel 6/23 & Flashback 6/24)
 \$500 WKJY 30 second Mon 6/19 - Fri 6/23 Eisenhower (Flashback 6/24)

Week 27 Mon 6/26 - Sun 7/2 (\$8132)

Mon 6/26 Concert The Daytrippers 7pm (Chelsea Mansion)
Tue 6/27 Concert Misty Mountain (tribute led zeppelin) 7pm (Wantagh Park)
Wed 6/28 Noon Time Concert with Tangerine (Eisenhower Park)
Wed 6/28 Int'l Greek Night 8pm (Eisenhower Park)
Thu 6/29 Concert Leon Petrucci Jazz Band 8pm (Eisenhower Park)
Sat 7/1 Fireworks/Concert 7pm (Eisenhower Park)
Sat 7/1 & 7/2 1862 Independence Day Celebration
Sun 7/2 Fireworks RAIN DATE
 \$200 WHLI 60 second Mon 6/26-Wed 6/28 Eisenhower (Noon Concert)
 \$450 East Meadow & Bellmore Herald ¼ page Thu 6/29 (Eisen noon 7/5 concert)
 \$235 Nassau Illustrated Anton 3 papers Top Strip Thu 6/29 (Eisen 7/5 movies)
 \$225 East Meadow Herald ¼ page Thu 6/29 (Eisen 7/5 movies)
 \$750 WBAB 30 sec spots Fri 6/23- Tues 6/27 (Wantagh Concert Misty 6/27)
 \$250 Social Media / Facebook / Instagram 6/20-6/27 (Wantagh Concert Misty 6/27)
 \$500 WKJY Thu 6/22-Mon 6/26 (Chelsea Concert Day Trip 6/26)
 \$500 Social Media / Facebook / Instagram 6/20 - 6/26 (Chelsea Concert Day Trip 6/26)
 \$1006 Newsday ¼ pg All Nassau/Que Fri 6/30 (OBVR Independence)
 \$760 News12 Spots Mon 6/26-Fri 6/30 (OBVR Independence)
 \$250 Social Media / Facebook / Instagram 6/25-7/1 (OBVR Independence)
 \$1006 Newsday ¼ Page All Nas/Que Thu 6/29 (Leon Petrucci 6/29 & Fireworks 7/1)
 \$250 Newsday.com 25,000 Imp Nassau Cnty Wed-Fri (Leon Petr 6/29 & Fireworks 7/1)
 \$1000 News12 spots Mon 6/26 – Fri 6/28 Eisen (Leon Petr 6/29 & Fireworks 7/1)

\$250 Social Media / Facebook / instagram (Eisen Leon Petr 6/29 & Fireworks 7/1)
\$500 WKJY 30 second Mon 6/26 - Fri 6/30 Eisenhower (Weekend Concerts)

Week 28 Mon 7/3 - Sun 7/9 (\$9632)

Mon 7/3 Int'l Creole American Night 8pm (Eisenhower Park)
Wed 7/5 Movies in the Park "Paws of Fury" dusk (Eisenhower Park)
Wed 7/5 Noontime Concert with Cathy Santaniello (Eisenhower Park)
Thu 7/6 Play "Rent" dusk (Eisenhower Park)
Fri 7/7 Concert Nassau Pops 8pm (Eisenhower Park)
Sat 7/8 Concert Boyz II Men 8pm (Eisenhower Park)
Sun 7/9 Concert Midtown Men 8pm (Eisenhower Park)
\$200 WHLI 60 second Sat 7/1-Wed 7/5 Eisenhower (Noon 7/5 Concert)
\$450 East Meadow & Bellmore Herald & ¼ page Thu 7/6 (Eisen 7/10 & 7/12 concert)
\$189 Nassau Illustrated Anton 3 papers ¼ page Color Thu 7/6 (Eisen 7/12 movies)
\$225 East Meadow Herald ¼ page Thu 7/6 (Eisen 7/12 movies)
\$450 Seaford & Wantagh Herald ¼ page Thu 7/6 (Cedar Creek Movies Frozen 7/11)
\$1006 Newsday ¼ Page All Nassau/Que Wed 7/5 (Eisenhower 7/6 Play "Rent")
\$1006 Newsday ¼ Page All Nas/Que Thu 7/6 (Nassau Pops 7/7 & Midtown Men 7/9)
\$1006 Newsday ¼ Page All Nas/Que Fri 7/7 (Midtown Men 7/9 only)
\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (Pops 7/7 & Midtown 7/9)
\$1500 News12 spots Mon 7/3 - Fri 7/7 Eisenhower (Pops 7/7 & Midtown Men 7/9)
\$250 Social Media / Facebook / instagram (Eisenhower Pops 7/7 & Midtown Men 7/9)
\$1500 WKJY 30 second Tue 7/4 - Fri 7/7 Eisenhower (Pops 7/7 & Midtown Men 7/9)
\$1600 Blue Rock TV Production July OBVR \$200, Leon/Fire \$200, Pops \$200,
Midtown \$200, 45rpm \$200, lamar/Berg \$200, Lords 52nd \$200, Dre K \$200
BOYZ II MEN (Separate ARPA Order)

Week 29 Mon 7/10 - Sun 7/16 (\$9487)

Mon 7/10 Concert Senior Afternoon Classics 50s/60s 4pm-530pm
Tues 7/11 Movies in the Park "Frozen" dusk (Cedar Creek)
Wed 7/12 Noontime Concert Blue Angel (Eisenhower Park)
Wed 7/12 Movies in the Park "The Bad Guys" dusk (Eisenhower Park)
Thu 7/13 Concert 45 RPM 8pm (Eisenhower Park)
Fri 7/14 Concert Desert Highway 8pm (Eisenhower Park)
Sat 7/15 Int'l Chinese American Night 8pm (Eisenhower Park)
Sun 7/16 Harry Chapin Day 330pm (Eisenhower Park)
\$200 WHLI 60 second Mon 7/10-Wed 7/12 Eisenhower (Noon Concert)
\$450 East Meadow & Bellmore Herald ¼ page Thu 7/12 (Eisen noon 7/19 concert)
\$189 Nassau Illustrated Anton 3 papers ¼ page Color Thu 7/13 (Eisen 7/19 movies)
\$225 East Meadow Herald ¼ page Thu 7/13 (Eisen 7/19 movies)
\$225 Nassau Herald ¼ page Color Thu 7/13 Woodmere Pk (Woodmere 7/18 movie)
\$450 Oyster Bay & Glen Cove Herald ¼ Color Thu 7/13 (Chelsea Movie 7/17)
\$358 Anton Syo/Jerc Strip \$179 Glen/OB Strip \$179 Thu 7/13 (Chelsea movies 7/17)
\$225 Nassau Herald ¼ page Color Thu 7/13 (Grant Park Roche Concert 7/18)
\$1547 NorthShore 7/13 OB(BC \$479),SW(BC \$479),JH(FC \$589 Chelsea movie 7/17)

\$1006 Newsday ¼ Page All Nassau/Que Wed 7/12 (45 RPM 7/13 & Desert Hwy 7/14)
 \$250 Newsday.com 25,000 Imp Nas Cnty Wed-Fri (45 RPM 7/13 & Desert Hwy 7/14)
 \$1000 News12 spots Mon 7/10 – Thu 7/13 Eisen (45 RPM 7/13 & Desert Hwy 7/14)
 \$250 Social Media / Facebook / instagram (Eisen 45 RPM 7/13 & Desert Hwy 7/14)
 \$600 Max103 30 sec Mon 7/10 - Fri 7/15 Eisen (45 RPM 7/13 & Desert Hwy 7/14)
 \$500 WKJY Mon 7/10 – Sun 7/16 (Harry Chapin 7/16 & Vinny Medugno 7/17)
 \$1006 Newsday ¼ Page All Nassau/Que Fri 7/14 (Harry Chapin 7/16)
 \$1006 Newsday ¼ Page All FULL RUN Main Sun 7/16 (Vinny Medugno Mon 7/17)

Week 30 Mon 7/17 - Sun 7/23 (\$10871)

Mon 7/17 Movies in the Park "The Untouchables" dusk (Chelsea Mansion)
Mon 7/17 NEW Concert Vinny Medugno Eisenhower 8pm
Tues 7/18 Concert Ricky Roche 7pm (Grant Park) plays FI fun music
Tues 7/18 Movies in the Park "Toy Story" dusk (North Woodmere)
Wed 7/19 Noontime Concert with Dennis Dell (Eisenhower Park)
Wed 7/19 Movies in the Park "DC League of Superpets" dusk (Eisenhower Park)
Fri 7/21 Concert LaMar Peters & Beyond Fab 8pm (Eisenhower Park)
Sat 7/22 Concert Lords of 52nd St. 8pm (Eisenhower Park)
Sun 7/23 Concert Neil Berg 8pm (Eisenhower Park)
 \$200 WHLI 60 second Mon 7/17-Wed 7/19 Eisenhower (Noon Concert)
 \$450 East Meadow & Bellmore Herald ¼ page Thu 7/30 (Eisen noon 7/26 concert)
 \$235 Nassau Illustrated Anton 3 papers Top Strip Thu 7/20 (Eisen 7/26 movies)
 \$225 East Meadow Herald ¼ page Thu 7/20 (Eisen 7/26 movies)
 \$450 Oyster Bay & Glen Cove Herald ¼ Color Thu 7/20 (Chelsea Movie 7/24)
 \$249 Anton ¼ Syt/Jercho \$119 + Glen CV OB \$129 Thu 7/20 (Chelsea movies 7/24)
 \$450 Seaford & Wantagh Herald ¼ page Thu 7/20 (Cedar Creek Movies Onward 7/25)
 \$500 WKJY 98.3 30 sec radio Fri 7/14 - Tues 7/18 (Grant Park Roche 7/18)
 \$250 Social Media / Facebook / Instagram 7/11 - Tues 7/18 (Grant Park Roche 7/18)
 \$2000 Newsday 1/2 Page All Nassau/Que Thu 7/20 (Lamar 7/21, lords 7/22, neil 7/23)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (Lamar, Lords, Neil Berg)
 \$1000 News12 spots Mon 7/17 – Fri 7/21 Eisenhower (Lamar, Neil Berg)
 \$250 Social Media / Facebook / instagram (Eisenhower Lamar, Lords, Neil Berg)
 \$600 WKJY 30 sec Mon 7/17 - Fri 7/21 Eisen (Lamar 7/21, lords 7/22, neil 7/23)
 \$1006 Newsday ¼ Page All Nassau/Que Fri 7/21 (Lords 52nd St)
 \$750 WBAB 102.3 30 sec radio Mon 7/17 – Sat 7/22 Eisenhower (Lords 52nd ST)
 \$1000 News12 spots Mon 7/17 – Sat 7/22 Eisenhower (Lords 52nd st) Only
 \$1006 Newsday ¼ Page All Nassau/Que Fri 7/21 (Gospel Show on 7/24)

Week 31 Mon 7/24 - Sun 7/30 (\$6234)

Mon 7/24 Gospel Night (Re-Scheduled Rain) with Brown Boyz Eisenhower 8pm
Mon 7/24 Movies in the Park "Goldfinger" dusk (Chelsea Mansion)
Tues 7/25 Movies in the Park "Onward" dusk (Cedar Creek)
Wed 7/26 Noontime Concert with Joey and the Paradons (Eisenhower Park)
Wed 7/26 Movies in the Park "Lyle, Lyle Crocodile" dusk (Eisenhower Park)
Thu 7/27 Concert Eli Young Band 8pm (Eisenhower Park)
Fri 7/28 Concert Dr. K Motown Revue & Chicken Head 730pm (Eisenhower Park)
Sat 7/29 Int'l Colombian Night 8pm (Eisenhower Park)
\$1000 News12 spots Sat 7/22 – Mon 7/24 Eisenhower (Gospel Night)
\$100 Blue Rock TV Production (edit 15 second standalone Gospel Night)
\$200 WHLI 60 second Mon 7/24-Wed 7/26 Eisenhower (Noon Concert)
\$450 East Meadow & Bellmore Herald ¼ page Thu 7/27 (Eisen noon 8/2 concert)
\$235 Nassau Illustrated Anton 3 papers Top Strip Thu 7/27 (Eisen 8/2 movies)
\$225 East Meadow Herald ¼ page Thu 7/27 (Eisen 8/2 movies)
\$225 Nassau Herald ¼ page C Thu 7/27 (Woodmere Shrek 8/1 movie)
\$450 Oyster Bay & Glen Cove Herald ¼ Color Thu 7/27 (Chelsea Movie 7/31)
\$358 Anton Syot/Jerc Strip \$179 + Glen OB Strip \$179 Thu 7/27 (Chelsea mov 7/31)
\$225 Nassau Herald ¼ page Color Thu 7/27 (Grant Park Gathering 8/1)
\$1006 Newsday ¼ Page All Nassau/Que Thu 7/27 (Eisenhower Dr K Motown)
\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (Dr K Motown)
\$760 News12 spots Mon 7/24 – Fri 7/28 Eisenhower (Dr K Motown Concert)
\$250 Social Media / Facebook / instagram (DR K Motown Concerts)
\$500 Max103 30 second Mon 7/24 - Fri 7/28 Eisenhower (Dr K Motown Concerts)
ELI YOUNG (separate ARPA Order)

Week 32 Mon 7/31 - Sun 8/6

Mon 7/31 Movies in the Park "Indiana Jones" dusk (Chelsea Mansion)
Tues 8/1 Concert "Gathering Time" 7pm (Grant Park)
Tues 8/1 Movies in the Park "Shrek" dusk (North Woodmere)
Wed 8/2 Noontime Concert Stiletto and the Saxman (Eisenhower Park)
Wed 8/2 Movies in the park "Family Camp" dusk (Eisenhower Park)
Thu 8/3 Salvadorian American Night 8pm (Eisenhower Park)
Fri 8/4 Concert Face to Face 8pm (Eisenhower Park)
Sat 8/5 Garvies Point Day
Sat 8/5 Concert Salute to Veterans 630pm (Eisenhower Park)
Sat 8/5 & 8/6 Old time Baseball Tournament (OBVR)
Sun 8/6 Children Show Rainbow fish & Wonka 6pm (Eisenhower Park)
Sun 8/6 Movies in the park "Minions" dusk (Eisenhower Park)
\$200 WHLI 60 second Mon 7/31-Wed 8/2 Eisenhower (Noon Concert)
\$450 East Meadow & Bellmore Herald ¼ page Thu 8/3 (Eisen noon 8/9 concert)
\$189 Nassau Illustrat Anton 3 papers ¼ page Color Thu 8/3 (Eisen Aug 6 & 9 movies)
\$225 East Meadow Herald ¼ page Thu 8/3 (Eisen Aug 6 & 9 movies)
\$450 Seaford & Wantagh Herald ¼ page Thu 8/3 (Cedar Creek Movies Sonic 8/8)
\$500 WKJY 98.3 30 sec radio Fri 7/28-8/1 (Grant Park Gathering 8/1)

\$250 Social Media / Facebook / Instagram 7/25-8/1 (Grant Park Gathering 8/1)
 \$1006 Newsday ¼ pg All Nassau/Que Fri 8/4 (OBVR Baseball)
 \$750 News12 Spots Mon 7/31-Fri 8/4 (OBVR Baseball)
 \$250 Social Media / Facebook / Instagram 7/30-8/5 (OBVR Baseball)
 \$1006 Newsday ¼ Page All Nassau/Que Thu 8/3 (Eisenhower Face 8/4 & Salute 8/5)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (Face 8/4 & Salute 8/5)
 \$1000 News12 spots Mon 7/31 – Fri 8/4 Eisenhower (Face 8/4 & Salute 8/5 Concert)
 \$250 Social Media / Facebook / instagram (Eisen Face 8/4 & Salute 8/5 Concert)
 \$750 WBAB 30 second Mon 7/31 – Sat 8/5 (Face 8/4 & Salute 8/5 Concert Concerts)
 \$503 Newsday ¼ pg Regional ZN1 Fri 8/4 (Garvies Point Day)
 \$450 Glen Cove & oyster bay Herald ¼ page Thu 8/3 (Garvies Point Day)

Week 33 Mon 8/7 - Sun 8/13

Mon 8/7 Int'l Irish Night 8pm (Eisenhower Park)
Tues 8/8 Movies in the Park "Sonic" dusk (Cedar Creek)
Wed 8/9 Noontime Concert with The Tercels (Eisenhower Park)
Wed 8/9 Movies in the Park "uncharted" dusk (Eisenhower Park)
Thu 8/10 Concert Swingtime Big Band 8pm (Eisenhower Park)
Fri 8/11 Int'l Bangladeshi Night 8pm (Eisenhower Park)
Sat 8/12 Concert Half Step 8pm (Eisenhower Park)
Sun 8/13 Concert Doo Wop Show 8pm (Eisenhower Park)
 \$200 WHLI 60 second Mon 8/7-Wed 8/9 Eisenhower (Noon Concert)
 \$450 East Meadow & Bellmore Herald ¼ page Thu 8/10 (Eisen 8/14 & 8/16 concert)
 \$235 Nassau Illustrated Anton 3 papers Top Strip Thu 8/10 (Eisen 8/16 movies)
 \$225 East Meadow Herald ¼ page Thu 8/10 (Eisen 8/16 movies)
 \$225 Nassau Herald ¼ page Thu 8/10 Woodmere Pk (Shazam 8/15 movie)
 \$1006 Newsday ¼ Page All Nassau/Que wed 8/9 (Eisenhower Swingtime 8/10)
 \$1006 Newsday ¼ Page All Nassau/Que Thu 8/10 (Half step 8/12, Doo Wop 8/13)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (Swing, Half, Doo Wop)
 \$1000 News12 spots Mon 8/7 – Fri 8/11 Eisenhower (Swing, Half, Doo Wop Concerts)
 \$250 Social Media / Facebook / instagram (Eisenhower Swing, Half, Doo Wop)
 \$500 WKJY 30 second Mon 8/7 - Fri 8/11 Eisen (Swing, Half, Doo Wop Concerts)
 \$750 WBAB 30 second Mon 8/7 - Fri 8/11 Eisen (Swing, Half, Doo Wop Concerts)
 \$1200 Blue Rock TV Productions 6 spots @ \$200, FacetoFace, OBVR Basebeall,
 Swingtime, OBVR Music, Neil Berg, Southern Rock

Week 34 Mon 8/14 - Sun 8/20

Mon 8/14 Senior Afternoon Concert Classic of 50/60s 4pm (Eisenhower Park)
Tues 8/15 Movies in the Park "Shazam" dusk (North Woodmere)
Wed 8/16 Noontime Concert Eddie Van Buren (Eisenhower Park)
Wed 8/16 Movies in the Park "Sonic 2" dusk (Eisenhower Park)
*Thu 8/17 Concert **ADDED** Mystic & Neil Diamond Experience 8pm (Eisenhower Park)*
Fri 8/18 Concert Disco Unlimited 8pm (Eisenhower Park)
Sat 8/19 Int'l Korean Night 8pm (Eisenhower Park)
Sat 8/19 & 8/20 Old Time Music Weekend (OBVR)
Sun 8/20 Int'l Pakistani Night 8pm (Eisenhower Park)
\$200 WHLI 60 second Sat 8/12-Wed 8/16 Eisenhower (Eisen 8/14 & 8/16 Concert)
\$450 East Meadow & Bellmore Herald ¼ page Thu 8/17 (Eisen noon 8/23 concert)
\$189 Nassau Illustrated Anton 3 papers ¼ page Color Thu 8/17 (Eisen 8/23 movies)
\$225 East Meadow Herald ¼ page Thu 8/17 (Eisen 8/23 movies)
\$1437 North Shore Thu 8/17. 3 BC@\$479 OB,SW,JH (Chelsea Concert Chambers 8/21)
\$589 Anton ¼ pg all Papers 8/17 (Chelsea Concert Chambers 8/21)
\$1006 Newsday ¼ pg All Nassau/Que Fri 8/18 (OBVR Old Time)
\$750 News12 Spots Mon 8/14-Fri 8/18 (OBVR Old Time)
\$250 Social Media / Facebook / Instagram 8/13-8/19 (OBVR Old Time)
\$1006 Newsday ¼ Page All Nassau/Que Wed 8/16 (Eisen Neil 8/17 & Disco 8/18)
\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (Neil 8/17 & Disco 8/18)
\$1000 News12 spots Mon 8/14 – Thu 8/17 Eisen (Neil 8/17 & Disco 8/18 Concert)
\$250 Social Media / Facebook / instagram (Eisen Neil 8/17 & Disco 8/18 Concert)
\$500 WKJY 30 second Mon 8/14 - Fri 8/18 Eisenhower (Neil 8/17 & Disco 8/18)
\$350 Max103 30 second Mon 8/14 - Fri 8/18 Eisenhower (Neil 8/17 & Disco 8/18)

Week 35 Mon 8/21 - Sun 8/27

Mon 8/21 Concert Chamber Players International 7pm (Chelsea Mansion)
Tues 8/22 Int'l Italian Night 8pm (Eisenhower Park)
Wed 8/23 Noontime Concert The Precisions (Eisenhower Park)
Wed 8/23 Movies in the Park "Shazam" dusk (Eisenhower Park)
Thu 8/24 Int'l Ukrainian Night 8pm (Eisenhower Park)
Sat 8/26 Concert southern Rock Fest 7pm (Eisenhower Park)
Sun 8/27 Int'l Dominican Night 8pm (Eisenhower Park)
\$200 WHLI 60 second Mon 8/21-Wed 8/23 Eisenhower (Noon Concert)
\$450 East Meadow & Bellmore Herald ¼ page Thu 8/24 (Eisen 8/28 & 8/30 concert)
\$675 Wantagh, Seaford Bellmore Herald ¼ pg Thu 8/24 (Wantagh Barometer 8/29)
\$503 Newsday ¼ pg Color Regional S Nassau, Sun 8/27 (Wantagh Con Barometer 8/29)
\$500 WKJY 30 sec spots Thu 8/17-Mon 8/21 (Chelsea Concert Chambers 8/21)
\$250 Social Media / Facebook / Instagram 8/15-8/21 (Chelsea Concert Chambers 8/21)
\$1006 Newsday ¼ Page All Nassau/Que Fri 8/25 (Eisenhower Southern Rockl)
\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (Southern Rock)
\$1000 News12 spots Mon 8/21 – Fri 8/25 Eisenhower (Southern Rock)
\$250 Social Media / Facebook / instagram (Eisenhower Southern Rock)
\$750 WBAB 30 second Mon 8/21 – Sat 8/26 Eisenhower (Southern Rock)

Week 36 Mon 8/28 - Sun 9/3

Mon 8/28 Concert Senior Afternoon RAIN DATE

Tues 8/29 Concert Barometer Soup (Jimmy Buffet) 7pm (Wantagh Park)

Wed 8/30 Noontime Concert with Mike D'Amore (Eisenhower Park)

Thu 8/31 Turkish American Night 8pm (Eisenhower Park)

Sat 9/2 Latino American Night 8pm (Eisenhower Park)

Sun 9/3 Concert Sugar Ray 8pm (Eisenhower Park)

\$200 WHLI 60 second Sat 8/26-Wed 8/30 Eisenhower (Eisen 8/28 & 8/30 Concert)

\$750 WBAB 30 sec spots Fri 8/25- Tues 8/29 (Wantagh Concert Barometer 8/29)

\$250 Social Media /Facebook /Instagram 8/22-8/29 (Wantagh Concert Barometer 8/29)

SUGAR RAY

LI Fair

Week 37 Mon 9/4 - Sun 9/10

Fri Sept 8, 9,10 The Long Island Fair (OBVR)

Week 38 Mon 9/11 - Sun 9/17

Tues 9/11 9-11 Remembrance with Christopher Macchio 5pm (Eisenhower Park)

\$1791 Newsday Funbook Sun 9/17 ½ Page Color (Garvies Point Museum)

Week 39 Mon 9/18 - Sun 9/24

Week 40 Mon 9/25 - Sun 10/1

Week 41 Mon 10/2 - Sun 10/8

Week 42 Mon 10/9 - Sun 10/15

Week 43 Mon 10/16 - Sun 10/22

Week 44 Mon 10/23 - Sun 10/29

Sat 10/28 & 29 1880s Haunted Halloween (OBVR)

\$1000 News12 spots Mon 10/23 – Sat 10/28 (OBVR Halloween)

\$250 Social Media / Facebook / instagram (OBVR Halloween)

\$1006 Newsday ¼ Page All Nassau/Que Fri 10/27 (OBVR Halloween)

\$200 Blue Rock TV Productions 1 spots @ \$200 (OBVR Halloween)

Week 45 Mon 10/30 - Sun 11/5

Week 46 Mon 11/6 - Sun 11/12

Week 47 Mon 11/13 - Sun 11/19

Garvies Point Native American Festival Nov 18-19

\$295 Glen Cove Herald Gazette (Herald) ¼ Page Color 11/16 (Garvies)

\$479 North Shore Today Back Cover Glen Cove Zone 11/16 (Garvies)

\$179 Roslyn Times (Blank Slate) ¼ Page Color 11/16 (Garvies)

Week 48 Mon 11/20 - Sun 11/26

November 25th & 26th: 1863 Thanksgiving Celebration (OBVR)

\$1000 News12 spots Mon 11/20 – Sat 11/25 (OBVR Thanksgiving)

\$250 Social Media / Facebook / instagram (OBVR Thanksgiving)

\$1006 Newsday ¼ Page All Nassau/Que Fri 11/24 (OBVR Thanksgiving)

Week 49 Mon 11/27 - Sun 12/3

Week 50 Mon 12/4 - Sun 12/10

Week 51 Mon 12/11 - Sun 12/17

\$1006 Newsday ¼ Page All Nassau/Que Sun 12/17 (OBVR Candlelight)

Week 52 Mon 12/18 - Sun 12/24

December 21st-23rd, 26-29th: Candlelight Evenings (OBVR)

\$1500 News12 spots Fri 12/15 – Fri 12/29 (OBVR Candlelight)

\$250 Social Media / Facebook / instagram (OBVR Candlelight)

Week 53 Mon 12/25 - Sun 12/31

December 26th-29th: Candlelight Evenings (OBVR)



Nassau County Interim Finance Authority

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

1. Vendor: Ed Moore Advertising

2. Amount requiring NIFA approval: \$4,000,000.00

Amount to be encumbered: \$500,000.00

Slip Type: 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: 03/01/2020 to 02/28/2026

Has work or services on this contract commenced? Yes

If yes, please explain: on-going contract

4. Funding Source:

General Fund (GEN)

Capital Improvement Fund
(CAP)

Grant Fund (GRT)

Other X

ARP Boost NC Program

Federal % 0

State % 0

County % 0

Other % 100

Is the cash available for the full amount of the contract? Yes

If not, will it require a future borrowing? No

Has the County Legislature approved the borrowing? N/A

Has NIFA approved the borrowing for this contract? N/A

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

Purpose: Amended Term – Exercising the additional one (1) year option so that the termination date will now be February 28, 2026. This agreement shall consist of and incorporate all services described in the Original Agreement and subsequent Amendments, and shall also encompass those services for County events celebrating the 125th Anniversary of the incorporation of the County of Nassau, and promotion of surrounding events as part of the County hosting the 2024 T20 Cricket World Cup, per example as described in Attachment "A". Amended Payment: the maximum amount in the Agreement shall be increased by \$4,000,000.00 so that the maximum amount that the County shall pay to the Contractor as full consideration for services under the Amended Agreement shall be \$6,750,000.00.

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

Nassau County Attorney as to form Yes

Nassau County Committee and/or Legislature

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:

Contract ID	Posting Date	Amount Added in Prior 12 Months
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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.

Authenticated User

Date

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.

Authenticated User

Date

NIFA

Amount being approved by NIFA:

Payment is not guaranteed for any work commenced prior to this approval.

Authenticated User

Date

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.



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?

YES ☐ NO ☒ If yes, to what campaign committee?

Electronically signed and certified at the date and time indicated by:
Joseph Kenny [EDMOOREADV@AOL.COM]

Dated: 10/16/2023 11:01:57 am

Vendor: Ed Moore Advertising Agency Inc.

Title: VP

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: Christine Kenny
Date of birth: 11/26/1964
Home address: 10 Village Drive West

City: Dix Hills State/Province/Territory: NY Zip/Postal Code: 11746
Country: US

Business Address: 10 Village Drive West

City: Dix Hills State/Province/Territory: NY Zip/Postal Code: 11746
Country: US
Telephone: (631) 667-5525

Other present address(es):

City: _____ State/Province/Territory: _____ Zip/Postal Code: _____
Country: _____
Telephone: _____

List of other addresses and telephone numbers attached

2. Positions held in submitting business and starting date of each (check all applicable)

President	<u>05/06/2020</u>	Treasurer	_____
Chairman of Board	_____	Shareholder	_____
Chief Exec. Officer	_____	Secretary	_____
Chief Financial Officer	_____	Partner	_____
Vice President	_____		
(Other)	_____		

3. Do you have an equity interest in the business submitting the questionnaire?

YES ☒ NO ☐ If Yes, provide details.

51%

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?

YES ☐ NO ☒ If Yes, provide details.

5. Within the past 3 years, have you been a principal owner or officer of any business or notfor-profit organization other than the one submitting the questionnaire?
YES ☐ NO ☒ 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?
YES ☐ NO ☒ 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?
YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

- b. Been declared in default and/or terminated for cause on any contract, and/or had any contracts cancelled for cause?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

- 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

- 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

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?

YES ☐ NO ☒ If 'Yes', provide details for each such instance. (Provide a detailed response to all questions check "Yes". If you need more space, photocopy the appropriate page and attached it to the questionnaire.)

9.

- a. Is there any felony charge pending against you?
YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

b. Is there any misdemeanor charge pending against you?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

c. Is there any administrative charge pending against you?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

e. In the past 5 years, have you been convicted, after trial or by plea, of a misdemeanor?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

f. In the past 5 years, have you been found in violation of any administrative or statutory charges?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

10 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

11 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

12 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

13 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

I, Christine Kenny , hereby acknowledge that a materially false statement willfully or fraudulently made in connection with this form may result in rendering the submitting business entity and/or any affiliated entities non-responsible, and, in addition, may subject me to criminal charges.

I, Christine Kenny , hereby certify that I have read and understand all the items contained in this form; 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 form; 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 form as additional inducement to enter into a contract with the submitting business entity.

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.

Ed Moore Advertising Agency, Inc

Name of submitting business

Electronically signed and certified at the date and time indicated by:

Christine Kenny EDMOOREADV@GMAIL.COM

President

Title

10/13/2023 02:38:11 pm

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: 02/16/1964
Home address: 10 Village Drive West

City:	<u>Dix Hills</u>	State/Province/ Territory:	<u>NY</u>	Zip/Postal Code:	<u>11746</u>
Country:	<u>US</u>				

Business Address: 10 Village Drive West

City:	<u>Dix Hills</u>	State/Province/ Territory:	<u>NY</u>	Zip/Postal Code:	<u>11746</u>
Country:	<u>US</u>				
Telephone:	<u>(631) 667-5525</u>				

Other present address(es): none

City:	<u>Dix Hills</u>	State/Province/ Territory:		Zip/Postal Code:	<u>11746</u>
Country:	<u>US</u>				
Telephone:	<u>6314875613</u>				

List of other addresses and telephone numbers attached

2. Positions held in submitting business and starting date of each (check all applicable)

President	<u></u>	Treasurer	<u></u>
Chairman of Board	<u></u>	Shareholder	<u></u>
Chief Exec. Officer	<u></u>	Secretary	<u></u>
Chief Financial Officer	<u></u>	Partner	<u></u>
Vice President	<u>08/01/1996</u>		
(Other)			

3. Do you have an equity interest in the business submitting the questionnaire?

YES ☒ NO ☐ If Yes, provide details.

49% ownership

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?

YES ☐ NO ☒ If Yes, provide details.

5. Within the past 3 years, have you been a principal owner or officer of any business or notfor-profit organization other than the one submitting the questionnaire?
YES ☐ NO ☒ 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?
YES ☐ NO ☒ 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?
YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

- b. Been declared in default and/or terminated for cause on any contract, and/or had any contracts cancelled for cause?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

- 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

- 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

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?

YES ☐ NO ☒ If 'Yes', provide details for each such instance. (Provide a detailed response to all questions check "Yes". If you need more space, photocopy the appropriate page and attached it to the questionnaire.)

9.

- a. Is there any felony charge pending against you?
YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

b. Is there any misdemeanor charge pending against you?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

c. Is there any administrative charge pending against you?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

e. In the past 5 years, have you been convicted, after trial or by plea, of a misdemeanor?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

f. In the past 5 years, have you been found in violation of any administrative or statutory charges?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

10 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

11 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

12 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

13 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?

YES ☐ NO ☒ If yes, provide an explanation of the circumstances and corrective action taken.

I, Joseph Kenny , hereby acknowledge that a materially false statement willfully or fraudulently made in connection with this form may result in rendering the submitting business entity and/or any affiliated entities non-responsible, and, in addition, may subject me to criminal charges.

I, Joseph Kenny , hereby certify that I have read and understand all the items contained in this form; 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 form; 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 form as additional inducement to enter into a contract with the submitting business entity.

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.

Ed Moore Advertising Agency

Name of submitting business

Electronically signed and certified at the date and time indicated by:

Joseph Kenny EDMOOREADV@AOL.COM

VP

Title

10/13/2023 02:23:42 pm

Date

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: 10/13/2023

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

2) Address of Place of Business: 10 Village Drive West

City: Dix Hills State/Province/Territory: NY Zip/Postal Code: 11746

Country: US

3) Mailing Address (if different): _____

City: _____ State/Province/Territory: _____ Zip/Postal Code: _____

Country: _____

Phone: _____

Does the business own or rent its facilities? Own If other, please provide details: _____

4) Dun and Bradstreet number: 064739030

5) Federal I.D. Number: 112396029

6) The proposer is a: Corporation (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 ☒ 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 ☒ If yes, please 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 ☒ 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 ☒ 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 ☒ If yes, provide details for each such investigation, an explanation of the circumstances and corrective action taken.

- 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 ☒ If yes, provide details for each such investigation, an explanation of the circumstances and corrective action taken.

- 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?

YES ☐ NO ☒ If yes, provide details for each such investigation, an explanation of the circumstances and corrective action taken.

b) Any misdemeanor charge pending?

YES ☐ NO ☒ If yes, provide details for each such investigation, an explanation of the circumstances and corrective action taken.

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?

YES ☐ NO ☒ If yes, provide details for each such investigation, an explanation of the circumstances and corrective action taken.

d) In the past 5 years, been convicted, after trial or by plea, of a misdemeanor?

YES ☐ NO ☒ If yes, provide details for each such investigation, an explanation of the circumstances and corrective action taken.

e) In the past 5 years, been found in violation of any administrative, statutory, or regulatory provisions?

YES ☐ NO ☒ If yes, provide details for each such investigation, an explanation of the circumstances and corrective action taken.

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?

YES ☐ NO ☒ If yes, provide details for each such investigation, an explanation of the circumstances and corrective action taken.

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?

YES ☐ NO ☒ 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.

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 exists

(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 exists

(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 exists

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.

No conflict exist, but in the event a conflict arises, the County will be notified to make a determination

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.

Have you previously uploaded the below information under in the Document Vault?

YES [] NO [X]

Is the proposer an individual?

YES [] NO [X] Should the proposer be other than an individual, the Proposal MUST include:

i) Date of formation;

01/01/1974

ii) Name, addresses, and position of all persons having a financial interest in the company, including shareholders, members, general or limited partner. If none, explain.

Joseph Kenny 10 Village Drive West, Dix Hills, NY 11746 Vice President

Christine Kenny 10 Village Drive West, Dix Hills, NY 11746 President

1 File(s) uploaded: corporate_officers.doc

iii) Name, address and position of all officers and directors of the company. If none, explain.

Joseph Kenny 10 Village Drive West, Dix Hills, NY 11746 Vice President

Christine Kenny 10 Village Drive West, Dix Hills, NY 11746 President

iv) State of incorporation (if applicable);

NY

v) The number of employees in the firm;

3

vi) Annual revenue of firm;

3000000

vii) Summary of relevant accomplishments

Agency has been in business on LI for 47 years handling large accounts like Adventureland, Splish SPlash, Sam Ash Music, Suburban Exterminating, Westbury Music Theater, Live Nation, Bohlsen Restaurant Group, Boening Bros Beer Distributors, among others..

viii) Copies of all state and local licenses and permits.

B. Indicate number of years in business.

47

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

this document list why the county should use our services

2 File(s) uploaded: rfp_edmoore_why.doc, rfp_resume_edmoore_Adv.doc

- 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 Rd		
City	East Farmingdale	State/Province/Territory	NY
Country	US		
Telephone	(631) 694-6868		
Fax #	(631) 694-6816		
E-Mail Address	Steven.Gentile@adventureland.us		

Company	Dublin Deck		
Contact Person	Frank Gentile		
Address	327 River Avenue		
City	Patchogue	State/Province/Territory	NY
Country	US		
Telephone	(631) 721-3041		
Fax #	(631) 472-8983		
E-Mail Address	mem403@aol.com		

Company	San Giuseppe Wines		
Contact Person	Janine Judice		
Address	40 Prospect Street		
City	Huntington	State/Province/Territory	NY
Country	US		
Telephone	(631) 424-9797		
Fax #	(631) 424-9749		
E-Mail Address	jjjudice@vintwood.com		

I, Joseph Kenny, hereby acknowledge that a materially false statement willfully or fraudulently made in connection with this form may result in rendering the submitting business entity and/or any affiliated entities non-responsible, and, in addition, may subject me to criminal charges.

I, Joseph Kenny, hereby certify that I have read and understand all the items contained in this form; 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 form; 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 form as additional inducement to enter into a contract with the submitting business entity.

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Name of submitting business: Ed Moore Advertising Agency

Electronically signed and certified at the date and time indicated by:

Joseph Kenny EDMOOREADV@AOL.COM

VP

Title

10/13/2023

Date

Ed Moore Advertising

10 Village Drive West
Dix Hills, New York 11746
ph.631 667-5525 fax 631 667-0402

Date: 10/19/2023

Corporate Officers Below:

Joseph R Kenny
Vice President
DOB: 2-16-64
SS# 085-54-2151
10 Village Drive West
Dix Hills, NY 11746
631-553-8053
49% share

Christine A. Kenny
President
DOB: 11-26-64
SS# 127-62-8831
10 Village Drive West
Dix Hills, NY 11746
631-487-5613
51% Share

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. 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

Resume for Ed Moore Advertising Agency

Joseph R Kenny
Vice President
DOB: 2-16-64
10 Village Drive West
Dix Hills, NY 11746
631-553-8053
27Years Experience in Advertising on LI

Christine A. Kenny
Vice President
DOB: 11-26-64
10 Village Drive West
Dix Hills, NY 11746
631-487-7297
37 Years Experience in Advertising on LI

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, H2O, K Pacho, Four, J&R Steak House, Mio Posto, Danfords, Black Forest, Hudsons on Mile)
6. Bars/Clubs (Dublin Deck, Lily Flanagans, Nutty Irishman, Nappertandys, Pops, Bellport CC, Chateau Le Mar, Emporium, Maliblu)
7. Retail (Miller Beer, San Giuseppe Wines, Suburban Exterminators, Cactus Salons, Sam Ash, Adventureland, NYCB Theater, Dover Caterers)
8. Events (Great South Bay Boat Race, Montauk Art Show, Concerts, Nassau County Craft Shows, Port Jefferson Bid, Brookhaven Amphitheater)
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

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)
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3. Flexible with billing and conform to what you need, rather than having to fill out credit apps and letters of guarantee... I do that... when something runs incorrectly, I credit you and get make goods. I do all the work behind the scenes..
4. I coordinate 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.
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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

CLIENT LIST

BARS/CLUBS/CATERING

Winners Circle
Bridgeview Yacht Club
Kaseys
Carlton on the Park
Paramount
McFaddens
Revolution
Gossip
Suffolk Theatre
Schafers
Mixx
Refuge
Lilly Flanagans
Dublin Deck
Emporium
Napper Tandys
Milleridge Inn
Chelsea Mansion
Nutty Irishman
Peters Clam Bar
Parlay Gastro
Wahlburgers
Harbor Club
Brookhaven Amphitheatre
Flanagans
Patchogue Theatre
Smoke Shack BBQ
Beach Bar
Dover Caterers
Schafers
Sands of Lido
Danfords / Wave
NY Burger
Coral House
Brian Rosenberg NY
Hudson & McCoy
Tommys Place
Tap Room
Flynn's
NYCB Westbury Theater

RESTAURANTS

Claudios
Mio Posto
Passione
Mesita
Tellers Chop House
Irish Coffee Pub
Harbor Crab
J&R Steakhouses
Verace
K Pacho
Monsoon
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
Live Nation
Suburban Exterminators
Adventureland
Country Farms / Polo in Park
San Giuseppe Wines
Boeing Bros Beer Distributor
Gold Coast Bank
Patchogue C of C
Napoli Marble
Allstar Bartending
Property Tax Reduction
Port Jefferson B.I.D.
Fine Lawyers
Sam Ash Music Stores
Nassau County Craft Shows
C&B Archery
LI Plastic Surgical Group
Ski Plattekill

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: Dix Hills State/Province/Territory: NY Zip/Postal Code: 11746

Country: US

2. Entity's Vendor Identification Number: 112396029

3. Type of Business: Other (specify) s Corp

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):

1 File(s) uploaded: rfp_disclosure_statement.doc

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.

If none, explain.

Christine A Kenny President Dix Hills, NY 51% ownership
Joseph R Kenny VP Dix Hills, NY 11746 49% ownership

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.). If none, enter "None." 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. 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.

Are there lobbyists involved in this matter?

YES ☐ NO ☒

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

None

(b) Describe lobbying activity of each lobbyist. See below 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.

Electronically signed and certified at the date and time indicated by:

Joseph Kenny [EDMOOREADV@AOL.COM]

Dated: 10/13/2023 02:29:19 pm

Title: VP

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 but 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.

Certificate of No Change Form



All fields must be filled.

A materially false statement willfully or fraudulently made in connection with this certification, and/or the failure to conduct appropriate due diligence in verifying the information that is the subject of this certification, may result in rendering the submitting entity non-responsible for the purpose of contract award.

A materially false statement willfully or fraudulently made in connection with this certification may subject the person making the false statement to criminal charges.

I, Joseph Kenny state that I have read and understand all the items contained in the disclosure documents listed below and certify that as of this date, these items have not changed. I further certify that, to the best of my knowledge, information and belief, those answers are full, complete, and accurate; and that, to the best of my knowledge, information, and belief, those answers continue to be full, complete, and accurate.

In addition, I further certify on behalf of the submitting vendor that the information contained in the principal questionnaire(s) have not changed and have been verified and continue, to the best of my knowledge, to be full, complete and accurate.

I understand that Nassau County will rely on the information supplied in this certification as additional inducement to enter into a contract with the submitting entity.

Vendor Disclosures

This refers to the vendor integrity and disclosure forms submitted for the vendor doing business with the County.

Name of Submitting Entity: Ed Moore Advertising Agency Inc.

Vendor's Address: 10 Village Drive West Dix Hills NY US 11746

Vendor's EIN or TIN: 112396029

Forms Submitted:

Political Campaign Contribution Disclosure Form: 10/16/2023 11:01:57 am

Lobbyist Registration and Disclosure Form: 10/13/2023 02:34:49 pm

Business History Form certified: 10/13/2023 02:32:47 pm

Consultant's, Contractor's, and Vendor's Disclosure Form: 10/13/2023 02:29:19 pm

Principal Questionnaire(s)

This refers to the most recent principal questionnaire submissions.

Principal Name Joseph Kenny [EDMOOREADV@AOL.COM]

Date Certified 10/13/2023 02:23:42 pm

Principal Name Christine Kenny [EDMOOREADV@GMAIL.COM]

Date Certified 10/13/2023 02:38:11 pm

I, Joseph Kenny hereby acknowledge that a materially false statement willfully or fraudulently made in connection with this form may result in rendering the submitting business entity and/or any affiliated entities non-responsible, and, in addition, may subject me to criminal charges.

I further certify that I have read and understand all the items contained in this form; 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 form; 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 form as additional inducement to enter into a contract with the submitting business entity

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."

Joseph Kenny EDMOOREADV1@AOL.COM

Name

Vice President

Title

Ed Moore Advertising Agency Inc.

Name of Submitting Entity

10/18/2023 02:24:31 pm

Date



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

5/8/2023

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 have ADDITIONAL INSURED provisions or 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).

PRODUCER
OneGroup NY, Inc
706 N Clinton Street
Syracuse NY 13204

CONTACT
NAME: Diane Harp
PHONE
(A/C No. Ext): 315-457-1830 FAX
(A/C No): 315-457-7902
E-MAIL
ADDRESS: dharp@onegroup.com

INSURED
Ed Moore Advertising Agency, Inc.
10 Village Drive West
Huntington Station NY 11746

EDMOO

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A: Sentinel Insurance Company	11000
INSURER B:	
INSURER C:	
INSURER D:	
INSURER E:	
INSURER F:	

COVERAGES

CERTIFICATE NUMBER: 69493610

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(SUBR) INSD / WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:	Y	01SBMAZ1686	5/1/2023	5/1/2024	EACH OCCURRENCE \$2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$2,000,000 GENERAL AGGREGATE \$4,000,000 PRODUCTS - COMP/OP AGG \$4,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/> N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

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

Nassau County is included as additional insured pursuant to written contact.

AC Ocean Walk LLC, Ocean Resort Casino, and each of their subsidiaries and the officers, directors, agents, employees and assigns of each.

CERTIFICATE HOLDER

CANCELLATION

County of Nassau
1550 Franklin Ave.
Mineola NY 11501

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.

AGENCY CUSTOMER ID: EDMOO

LOC #: _____



ADDITIONAL REMARKS SCHEDULE

Page 1 of 1

AGENCY OneGroup NY, Inc.		NAMED INSURED Ed Moore Advertising Agency, Inc. 10 Village Dr W Huntington Station NY 11746
POLICY NUMBER		
CARRIER	NAIC CODE	EFFECTIVE DATE:

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
 FORM NUMBER: 25 FORM TITLE: Certificate of Insurance

Coverage applies per form(s):

General Liability

IH 12 00 11 85- Additional Insured- Person-Organization

POLICY NUMBER: 01 SBM AZ1686



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED - PERSON-ORGANIZATION

LOCATION 001 BUILDING 001

COUNTY OF NASSAU

1550 FRANKLIN AVE.

MINEOLA NY 11501

AMENDMENT NO. 2

AMENDMENT (together with any appendices or exhibits attached hereto, this "Amendment") dated as of the date (the "Effective Date") that this Amendment is executed by Nassau County, between (i) Nassau County, a municipal corporation having its principal office at 1550 Franklin Avenue, Mineola, New York 11501 (the "County"), acting for and on behalf of the County Department of Parks, Recreation & Museums, having its principal office at Administration Building, Eisenhower Park, East Meadow, New York 11554 (the "Department"), and (ii) Ed Moore Advertising Agency, Inc., having its principal office at 10 Village Drive West, Dix Hills, New York 11746 (the "Contractor").

WITNESSETH:

WHEREAS, pursuant to County contract number CQPK19000023 between the County and Contractor, executed on behalf of the County on March 13, 2020 (the "Original Agreement"), and the subsequent amendment ("Amendment One") to the Original Agreement, CLPK22000006, executed on behalf of the County on July 26, 2022, (collectively the "Agreement") the Contractor provides advertising and assists in the development and implementation of a promotional and event marketing plan for the Department, which services are more fully described in the Original Agreement (the services contemplated by the Original Agreement, the "Services"); and

WHEREAS, the term of the Amended Agreement is from March 1, 2020 until February 28, 2025, unless sooner terminated in accordance with the terms of the Agreement (the "Amended Term"); and

WHEREAS, the maximum amount that the County agreed to pay the Contractor for Services under the Agreement, as full compensation for the Services, was Two Million Two Hundred and Fifty Thousand Dollars (\$2,250,000.00) (not including the two (2) year renewal period) (the "Maximum Amount"); and

WHEREAS, the County received Coronavirus Local Fiscal Recovery Funds ("CLFRF") that was received and established pursuant to Subtitle M of Title IX of the American Rescue Plan Act of 2021 ("ARPA");

WHEREAS, aid to tourism, travel, and hospitality industries is an enumerated eligible use of CLFRF monies under ARPA; and

WHEREAS, the County desires to utilize a portion of the CLFRF monies it has received to add funding to the Agreement to aid the tourism, travel, and hospitality industries in the County by advertising and marketing the leisure and hospitality sector including, but not limited to, parks, beaches, museums, concert and entertainment venues events, travel accommodations, and other tourist destinations in the County; and

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

1. Payment. (a) Maximum Amount. The Maximum Amount in the Agreement shall be increased by Five Hundred Thousand Dollars (\$500,000.00), so that the maximum amount that the County shall pay to the Contractor as full consideration for all Services provided under the Amended Agreement shall be Two Million and Seven Hundred and Fifty Thousand Dollars

(\$2,750,000.00) (the "Amended Maximum Amount"). The Amendment Maximum Amount shall be payable in accordance with the terms of the Original Agreement and is allocated and further subject to the following terms:

- (i) Five Hundred Thousand Dollars (\$500,000.00) of the instant Amended Maximum Amount consists of CLFRF funds (the "CLFRF Funds"). Use of CLFRF Funds are subject to Contractor's compliance with Section 3 of Amendment One, and the Supplemental Conditions outlined in Exhibit A of Amendment One. All CLFRF Funds must be obligated by December 31, 2024.

(b) CLFRF Funds. The Contractor acknowledges that the County will be using CLFRF Funds and Non-CLFRF Funds to pay the Contractor for Services to be performed under the Amended Agreement. As such, the Contractor must ensure it receives direction from the Department as to whether its Services are being paid with CLFRF Funds or Non-CLFRF Funds to ensure compliance with all CLFRF and related ARPA requirements.

(c) Partial Encumbrance. The Contractor acknowledges that the County will partially encumber funds to be applied toward the Amendment Maximum Amount throughout the term of the Amended Agreement. The Contractor further acknowledges that the encumbrance that will be approved upon execution of this Amendment is Five Hundred Thousand Dollars (\$500,000.00) of CLFRF Funds. Thereafter, the Department will notify the Contractor of the availability of additional monies, which notice will include the amount encumbered and indicate whether they are CLFRF Funds or Non-CLFRF Funds. Such notification shall serve as notice to proceed.

2. Full Force and Effect. All the terms and conditions of the Original Agreement not expressly amended by this Amendment shall remain in full force and effect and govern the relationship of the parties for the term of the Amended Agreement.

[Remainder of Page Intentionally Left Blank.]

IN WITNESS WHEREOF, the parties have executed this Amendment as of the Effective Date.

ED MOORE ADVERTISING AGENCY, INC.

By: Christine Kenny
Name: Christine Kenny
Title: President
Date: 8/29/23

NASSAU COUNTY

By: [Signature]
Name: ARTHUR T. WALSH
Title: Chief Deputy County Executive
☐ Deputy County Executive
Date: 11/15/23

PLEASE EXECUTE IN BLUE INK

STATE OF NEW YORK)

)ss.:

COUNTY OF ~~NASSAU~~ WARREN

On the 29th day of August in the year 2023 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 WARREN; that he or she is the PRESIDENT 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.

Jodi Petteys

NOTARY PUBLIC

JODI PETTEYS

Notary Public, State of New York

Warren County #01PE6306444

Commission Expires Aug. 31, 2026

STATE OF NEW YORK)

)ss.:

COUNTY OF NASSAU)

On the 15 day of November in the year 2023 before me personally came Arthur T Walsh to me personally known, who, being by me duly sworn, did depose and say that he or she resides in the County of NASSAU; that he or she is a Deputy County Executive of the County of Nassau, the municipal corporation described herein and which executed the above instrument; and that he or she signed his or her name thereto pursuant to Section 205 of the County Government Law of Nassau County.

NOTARY PUBLIC

Tricia E. Formato

TRICIA E. FORMATO

Notary Public, State of New York

No. 01FO6283797

Qualified in Nassau County

Commission Expires May 11, 2024

AMENDMENT NO. 1

AMENDMENT (together with any appendices or exhibits attached hereto, this "Amendment") dated as of the date (the "Effective Date") that this Amendment is executed by Nassau County, between (i) Nassau County, a municipal corporation having its principal office at 1550 Franklin Avenue, Mineola, New York 11501 (the "County"), acting for and on behalf of the County Department of Parks, Recreation & Museums, having its principal office at Administration Building, Eisenhower Park, East Meadow, New York 11554 (the "Department"), and (ii) Ed Moore Advertising Agency, Inc., having its principal office at 10 Village Drive West, Dix Hills, New York 11746 (the "Contractor").

WITNESSETH:

WHEREAS, pursuant to County contract number CQPK19000023 between the County and Contractor, executed on behalf of the County on March 13, 2020 (the "Original Agreement"), the Contractor provides advertising and assists in the development and implementation of a promotional and event marketing plan for the Department, which services are more fully described in the Original Agreement (the services contemplated by the Original Agreement, the "Services"); and

WHEREAS, the term of the Original Agreement is from March 1, 2020 until February 28, 2023, unless sooner terminated in accordance with the terms of the Original Agreement; provided that the County may renew the Original Agreement under the same terms and conditions for one (1) additional two (2) year period (the "Original Term"); and

WHEREAS, the maximum amount that the County agreed to pay the Contractor for Services under the Original Agreement, as full compensation for the Services, was One Hundred Fifty Thousand Dollars (\$150,000.00) per year for a cumulative maximum total of Four Hundred Fifty Thousand Dollars (\$450,000.00) (not including the two (2) year renewal period) (the "Maximum Amount"); and

WHEREAS, the County has received Coronavirus Local Fiscal Recovery Funds ("CLFRF") that was received and established pursuant to Subtitle M of Title IX of the American Rescue Plan Act of 2021 ("ARPA");

WHEREAS, aid to tourism, travel, and hospitality industries is an enumerated eligible use of CLFRF monies under ARPA; and

WHEREAS, the County desires to utilize a portion of the CLFRF monies it has received to add funding to the Original Agreement to aid the tourism, travel, and hospitality industries in the County by advertising and marketing the leisure and hospitality sector including, but not limited to, parks, beaches, museums, concert and entertainment venues events, travel accommodations, and other tourist destinations in the County; and

WHEREAS, the County further desires to exercise the two (2) year renewal option available under the Original Agreement.

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

1. Renewal of Term. The Original Agreement shall be renewed and thereby extended by two (2) years, so that the termination date of the Original Agreement, as amended by this Amendment (the "Amended Agreement"), shall be February 28, 2025, subject to earlier termination as provided for under the Amended Agreement.

2. Payment. (a) Maximum Amount. The Maximum Amount in the Original Agreement shall be increased by One Million Eight Hundred Thousand Dollars (\$1,800,000.00) (the "Amendment Maximum Amount"), so that the maximum amount that the County shall pay to the Contractor as full consideration for all Services provided under the Amended Agreement shall be Two Million Two Hundred Fifty Thousand Dollars (\$2,250,000.00) (the "Amended Maximum Amount"). The Amendment Maximum Amount shall be payable in accordance with the terms of the Original Agreement and is allocated and further subject to the following terms:

- (i) One Million Five Hundred Thousand Dollars (\$1,500,000.00) of the Amendment Maximum Amount consists of CLFRF funds (the "CLFRF Funds"). Use of CLFRF Funds is subject to Contractor's compliance with the attached Exhibit A and Section 3 below. All CLFRF Funds must be obligated by December 31, 2024.
- (ii) Three Hundred Thousand Dollars (\$300,000.00) of the Amendment Maximum Amount consists of non-CLFRF monies, or in other words, monies from non-CLFRF sources of funding. The Three Hundred Thousand Dollars (\$300,000.00) of non-CLFRF monies authorized under this Amendment together with the Maximum Amount authorized under the Original Agreement total Seven Hundred Fifty Thousand Dollars (\$750,000.00) of non-CLFRF monies now authorized under this Amended Agreement (cumulatively, "Non-CLFRF Funds"). Upon approval of this Amendment, Non-CLFRF Funds are no longer subject to a per year dollar cap and may be used as deemed appropriate by the Department at any time during the term of the Amended Agreement.

(b) CLFRF Funds. The Contractor acknowledges that the County will be using CLFRF Funds and Non-CLFRF Funds to pay the Contractor for Services to be performed under the Amended Agreement. As such, the Contractor must ensure it receives direction from the Department as to whether its Services are being paid with CLFRF Funds or Non-CLFRF Funds to ensure compliance with all CLFRF and related ARPA requirements.

(c) Partial Encumbrance. The Contractor acknowledges that the County will partially encumber funds to be applied toward the Amendment Maximum Amount throughout the term of the Amended Agreement. The Contractor further acknowledges that the encumbrance that will be approved upon execution of this Amendment is Six Hundred Thousand Dollars (\$600,000.00) of CLFRF Funds. Thereafter, the Department will notify the Contractor of the availability of additional monies, which notice will include the amount encumbered and indicate whether they are CLFRF Funds or Non-CLFRF Funds. Such notification shall serve as notice to proceed.

3. Compliance with Law. (a) Generally. In addition to the Compliance with Law provisions contained in the Original Agreement, with respect to CLFRF Funds, the Contractor shall comply with all applicable federal laws governing CLFRF monies and ARPA, including, but not limited to, such requirements contained in Exhibit A, the United States Department of the Treasury's Final Rule with respect to use of ARPA and CLFRF monies, and other compliance and reporting guidance detailing permissible uses and other requirements with respect to CLFRF monies ("CLFRF Guidance"). Further, without limiting the generality of the forgoing, with respect to CLFRF Funds, the Contractor shall comply with the following requirements:

- (i) The Contractor is subject to a single audit or program specific audit pursuant to 2 C.F.R. 200.501(a) when the Contractor spends \$750,000 or more in federal awards during their fiscal year to the extent such CLFRF Funds payable under this Amendment is considered a federal award;
- (ii) The CLFRF Funds are subject to 2 C.F.R. 200.303 regarding internal controls;
- (iii) The CLFRF Funds are subject to 2 C.F.R. 200.330 through 200.332 regarding monitoring and management;
- (iv) The CLFRF Funds are subject to 2 C.F.R. Part 200 Subpart F regarding audit requirements;
- (v) The CLFRF Funds are subject to applicable provisions of 2 C.F.R. 200 Subpart E Cost Principles.
- (vi) Subcontracts, if any, shall contain a provision making them subject to all of the provisions stipulated in the Amended Agreement, including, but not limited to, 2 C.F.R. 200.303, 2 C.F.R. 200.330-332, 2 C.F.R. 200.501(a), and 2 C.F.R. Part 200 Subpart F and Exhibit A;
- (vii) Hatch Act. Contractor shall comply with the provisions of the Hatch Act of 1939 (Chapter 15 of Title V of the U.S.C.) (the "Hatch Act") limiting the political activities of public employees, as it relates to the programs funded. Employees of a Contractor may also be subject to the Hatch Act if the statutes through which the Contractor derives their federal funding, including without limitation any applicable ARPA rules, contains a provision stating that employees of the recipient organizations are deemed to be public employees for purposes of the Hatch Act;
- (viii) Nondiscrimination. The Contractor shall comply with all federal, state, and local statutory, regulatory and constitutional non-discrimination provisions. Further details regarding applicable CLFRF federal non-discrimination provisions can be found in the attached Exhibit A and local non-discrimination provisions in the Appendix EE attached to the Original Agreement;
- (ix) Conflict of Interest. By executing this Amendment, the Contractor warrants that it is in compliance with applicable federal, state and local conflict of interest regulations and requirements, including but not limited to full compliance with the provisions of the Nassau County Vendor Code of Ethics. The Contractor shall maintain written standards of conduct covering conflicts of interest and governing the actions of its employees

- engaged in the selection, award and administration of contracts. No employee, officer, or agent may participate in the selection, award, or administration of a contract supported by a Federal award if he or she has a real or apparent conflict of interest. Such a conflict of interest would arise when the employee, officer, or agent, any member of his or her immediate family, his or her partner, or an organization which employs or is about to employ any of the parties indicated herein, has a financial or other interest in or a tangible personal benefit from a firm considered for a contract; and
- (x) With respect to any conflict between any such federal law and the terms of this Amended Agreement and/or the provisions of any non-federal law, except as otherwise required under federal law, the more stringent requirement shall control.
 - (xi) CLFRF Funds may only be used for eligible activities as described under the CLFRF Guidance and the provisions of this Amended Agreement. The County reserves the right to pursue any remedies against the Contractor for Contractor's failure to comply with CLFRF Guidance or the terms contained in this Amended Agreement, included, but not limited to, the return of any CLFRF Funds paid to the Contractor under this Amended Agreement.

4. Full Force and Effect. All the terms and conditions of the Original Agreement not expressly amended by this Amendment shall remain in full force and effect and govern the relationship of the parties for the term of the Amended Agreement.

[Remainder of Page Intentionally Left Blank.]

IN WITNESS WHEREOF, the parties have executed this Amendment as of the Effective
Date.

ED MOORE ADVERTISING AGENCY, INC.

By: Christine Kenny
Name: Christine Kenny
Title: Pres
Date: 6/17/22

NASSAU COUNTY

By: [Signature]
Name: _____
Title: County Executive
☐ Deputy County Executive
Date: 7-26-25

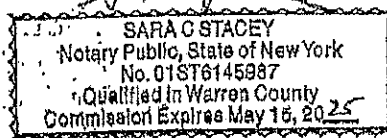
ARTHUR T. WALSH
Chief Deputy County Executive

PLEASE EXECUTE IN BLUE INK

STATE OF NEW YORK)

On the 17 day of June in the year 2022 before me personally came Christine Kenay to me personally known, who, being by me duly sworn, did depose and say that he or she resides in the County of Suffolk; that he or she is the President of Ed Moore Advertising Agency 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.

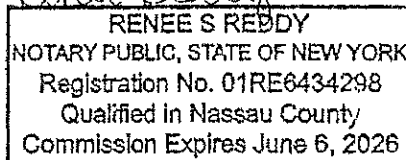
NOTARY PUBLIC



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

On the 26th day of JULY in the year 2022 before me personally came Arthur T. Walsh to me personally known, who, being by me duly sworn, did depose and say that he or she resides in the County of NASSAU; that he or she is a Deputy County Executive of the County of Nassau, the municipal corporation described herein and which executed the above instrument; and that he or she signed his or her name thereto pursuant to Section 206 of the County Government Law of Nassau County.

NOTARY PUBLIC



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").

WITNESSETH:

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 services to be performed pursuant to this Agreement are within the intent and purview of State Tax Law 1202-q;

WHEREAS, in order to procure said services, the Department issued Request for Proposals ("RFP") #PK0211-1909, issued February 11, 2019; and

WHEREAS, the RFP provided for an Agreement term of three (3) years with the possibility of renewing for two (2) years; and

WHEREAS, the Contractor was selected based upon its proposal, including consideration of its experience and expertise; and

WHEREAS, the County desires to hire the Contractor 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 March 1, 2020 and shall terminate on February 28, 2023, unless sooner terminated as provided for herein. The Department may, in its sole discretion, renew the term of this agreement, on the same terms and conditions for one (1) two (2) year period.

2. Services. The services to be provided by the Contractor under this Agreement shall consist of assisting in the development and implementation of a promotional and event marketing plan for the Department and providing advertising, including, but not limited to print, radio and internet advertising for the Nassau County Events, per example as described in Attachment "A". Contractor acknowledges that all monies paid under the

terms of this contract are only used for advertising, and that the Department must approve the placement of all advertising. Contractor receives a commission from the entity wherein such advertising is placed.

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) per year. 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.

(e) Partial Encumbrance. The Contractor acknowledges that the County will partially encumber funds to be applied toward the Maximum Amount throughout the term of this Agreement. The Contractor further acknowledges that there shall be no initial encumbrance under this Agreement. Thereafter, the Department will notify the Contractor of the availability of monies, which notice shall include the amount encumbered. Such notification shall serve as notice to proceed.

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.

(d) Prohibition of Gifts. In accordance with County Executive Order 2-2018, the Contractor shall not offer, give, or agree to give anything of value to any County employee, agent, consultant, construction manager, or other person or firm representing the County (a "County Representative"), including members of a County Representative's immediate family, in connection with the performance by such County Representative of duties involving transactions with the Contractor on behalf of the County, whether such duties are related to this Agreement or any other County contract or matter. As used herein, "anything of value" shall include, but not be limited to, meals, holiday gifts, holiday baskets, gift cards, tickets to golf outings, tickets to sporting events, currency of any kind, or any other gifts, gratuities, favorable opportunities or preferences. For purposes of this subsection, an immediate family member shall include a spouse, child, parent, or sibling. The Contractor shall include the provisions of this subsection in each subcontract entered into under this Agreement.

(e) Disclosure of Conflicts of Interest. In accordance with County Executive Order 2-2018, the Contractor has disclosed as part of its response to the County's Business History Form, or other disclosure form(s), any and all instances where the Contractor employs any spouse, child, or parent of a County employee of the agency or department that contracted or procured the goods and/or services described under this Agreement. The Contractor shall have a continuing obligation, as circumstances arise, to update this disclosure throughout the term of this Agreement.

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.

(b) Workers' Compensation: In the event that the Permittee engages, or intends to engage employees for the use, maintenance or repair of the permitted area covered by this Permit, Permittee will furnish a certificate of current Worker's Compensation insurance to cover all such personnel.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

16. 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.

17. 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.

18. Administrative Service Charge. 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 Numbers 201-2001, 128-2006, and 153-2018. The administrative service charge shall be due and payable to the County by the Contractor upon signing this Agreement.

19. 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.

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

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{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: 6/24/19

NASSAU COUNTY

By: Brian J. Schneider
Name: BRIAN J. SCHNEIDER
Title: County Executive
(or) Chief Deputy County Executive
(or) Deputy County Executive
Date: MARCH 13, 2020

PLEASE EXECUTE IN BLUE INK

STATE OF NEW YORK)

SUFFOLK ss.:
COUNTY OF NASSAU)

On the 24th day of June in the year 2019 before me personally came CHRISTINE A KEAM to me personally known, who, being by me duly sworn, did depose and say that he or she resides in the County of SUFFOLK; that he or she is the VICE PRESIDENT of ED MORE 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.

Carol A. Byrne
NOTARY PUBLIC

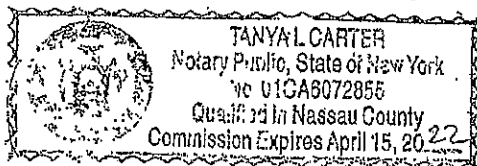
CAROL A. BYRNE
NOTARY PUBLIC, State of New York
No. 52-4800232 Suffolk County
Term Expires July 30, 2021

STATE OF NEW YORK)

)ss.:
COUNTY OF NASSAU)

On the 13 day of March in the year 2020 before me personally came Brian J. Schneider to me personally known, who, being duly sworn, did depose and said that (s)he resides in Nassau 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.

Paul Carter
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 U Moore (Name)

1701 Greenwood, Woodbury, NY 11797 (Address)

631-667-5525 (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 ☒ 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 ☒ 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.

6/28/19
Dated

Edward V. Moore
Signature of Chief Executive Officer
Edward V. Moore
Name of Chief Executive Officer

Sworn to before me this
20 day of June, 2019.

Doreen R. Pennica
Notary Public

DOREEN R. PENNICA
NOTARY PUBLIC-STATE OF NEW YORK
No. 01PE6170832
Qualified in Nassau County
My Commission Expires July 23, 2019

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 Contractor 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 herein and solicitations for bids or proposals for County Contracts. In accordance with Local Law 14-2002:

- (a) The Contractor 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 Contractor 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 Contractor 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 Contractor's obligations herein.
- (c) The Contractor 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 Contractor shall make best efforts to solicit active participation by certified minority or women-owned business enterprises ("Certified M/WBEs") as defined in Section 101 of Local Law No. 14-2002, for the purpose of granting of Subcontracts.

(e) The Contractor shall, in its advertisements and solicitations for Subcontractors, indicate its interest in receiving bids from Certified M/WBEs and the requirement that Subcontractors must be equal opportunity employers.

(f) Contractors must notify and receive approval from the respective Department Head prior to issuing any Subcontracts and, at the time of requesting such authorization, must submit a signed Best Efforts Checklist.

(g) Contractors for projects under the supervision of the County's Department of Public Works shall also submit a utilization plan listing all proposed Subcontractors so that, to the greatest extent feasible, all Subcontractors will be approved prior to commencement of work. Any additions or changes to the list of subcontractors under the utilization plan shall be approved by the Commissioner of the Department of Public Works when made. A copy of the utilization plan any additions or changes thereto shall be submitted by the Contractor to the Office of Minority Affairs simultaneously with the submission to the Department of Public Works.

(h) At any time after Subcontractor approval has been requested and prior to being granted, the contracting agency may require the Contractor to submit Documentation Demonstrating Best Efforts to Obtain Certified Minority or Women-owned Business Enterprises. In addition, the contracting agency may require the Contractor to submit such documentation at any time after Subcontractor approval when the contracting agency has reasonable cause to believe that the existing Best Efforts Checklist may be inaccurate. Within ten working days (10) of any such request by the contracting agency, the Contractor must submit Documentation.

(i) In the case where a request is made by the contracting agency or a Deputy County Executive acting on behalf of the contracting agency, the Contractor must, within two (2) working days of such request, submit evidence to demonstrate that it employed Best Efforts to obtain Certified M/WBE participation through proper documentation.

(j) Award of a County Contract alone shall not be deemed or interpreted as approval of all Contractor's Subcontracts and Contractor's fulfillment of Best Efforts to obtain participation by Certified M/WBEs.

(k) A Contractor shall maintain Documentation Demonstrating Best Efforts to Obtain Certified Minority or Women-owned Business Enterprises for a period of six (6) years. Failure to maintain such records shall be deemed failure to make Best Efforts to comply with this Appendix BB, evidence of false certification as M/WBE compliant or considered breach of the County Contract.

(l) The Contractor shall be bound by the provisions of Section 109 of Local Law No. 14-2002 providing for enforcement of violations as follows:

- a. Upon receipt by the Executive Director of a complaint from a contracting agency that a County Contractor has failed to comply with

the provisions of Local Law No. 14-2002, this Appendix EE or any other contractual provisions included in furtherance of Local Law No. 14-2002, the Executive Director will try to resolve the matter.

- b. If efforts to resolve such matter to the satisfaction of all parties are unsuccessful, the Executive Director shall refer the matter, within thirty days (30) of receipt of the complaint, to the American Arbitration Association for proceeding thereon.
- c. Upon conclusion of the arbitration proceedings, the arbitrator shall submit to the Executive Director his recommendations regarding the imposition of sanctions, fines or penalties. The Executive Director shall either (i) adopt the recommendation of the arbitrator (ii) determine that no sanctions, fines or penalties should be imposed or (iii) modify the recommendation of the arbitrator, provided that such modification shall not expand upon any sanction recommended or impose any new sanction, or increase the amount of any recommended fine or penalty. The Executive Director, within ten days (10) of receipt of the arbitrator's award and recommendations, shall file a determination of such matter and shall cause a copy of such determination to be served upon the respondent by personal service or by certified mail return receipt requested. The award of the arbitrator, and the fines and penalties imposed by the Executive Director, shall be final determinations and may only be vacated or modified as provided in the civil practice law and rules ("CPLR").

(m) The contractor shall provide contracting agency with information regarding all subcontracts awarded under any County Contract, including the amount of compensation paid to each Subcontractor and shall complete all forms provided by the Executive Director or the Department Head relating to subcontractor utilization and efforts to obtain M/WBE participation.

Failure to comply with provisions (a) through (m) above, as ultimately determined by the Executive Director, shall be a material breach of the contract constituting grounds for immediate termination. Once a final determination of failure to comply has been reached by the Executive Director, the determination of whether to terminate a contract shall rest with the Deputy County Executive with oversight responsibility for the contracting agency.

Provisions (a), (b) and (c) shall not be binding upon Contractors or Subcontractors in the performance of work or the provision of services or any other activity that are unrelated, separate, or distinct from the County Contract as expressed by its terms.

The requirements of the provisions (a), (b) and (c) shall not apply to any employment or application for employment outside of this County or solicitations or advertisements therefor or any existing programs of affirmative action regarding employment outside of this County and the effect of contract provisions required by these provisions (a), (b) and (c) shall be so limited.

The Contractor shall include provisions (a), (b) and (c) in every Subcontract in such a manner that these provisions shall be binding upon each Subcontractor as to work in connection with the County Contract.

As used in this Appendix EE the term "Best Efforts Checklist" shall mean a list signed by the Contractor, listing the procedures it has undertaken to procure Subcontractors in accordance with this Appendix EE.

As used in this Appendix EE the term "County Contract" shall mean (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.

As used in this Appendix EE the term "County Contractor" 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 a contractor, licensor, licensee 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, but shall not include any Subcontractor.

As used in this Appendix EE the term "County Contractor" shall mean a person or firm who will manage and be responsible for an entire contracted project.

As used in this Appendix EE "Documentation Demonstrating Best Efforts to Obtain Certified Minority or Women-owned Business Enterprises" shall include, but is not limited to the following:

- a. Proof of having advertised for bids, where appropriate, in minority publications, trade newspapers/notices and magazines, trade and union publications, and publications of general circulation in Nassau County and surrounding areas or having verbally solicited M/WBEs whom the County Contractor reasonably believed might have the qualifications to

do the work. A copy of the advertisement, if used, shall be included to demonstrate that it contained language indicating that the County Contractor welcomed bids and quotes from M/WBE Subcontractors. In addition, proof of the date(s) any such advertisements appeared must be included in the Best Effort Documentation. If verbal solicitation is used, a County Contractor's affidavit with a notary's signature and stamp shall be required as part of the documentation.

- b. Proof of having provided reasonable time for M/WBE Subcontractors to respond to bid opportunities according to industry norms and standards. A chart outlining the schedule/time frame used to obtain bids from M/WBEs is suggested to be included with the Best Effort Documentation
- c. Proof or affidavit of follow-up of telephone calls with potential M/WBE subcontractors encouraging their participation. Telephone logs indicating such action can be included with the Best Effort Documentation
- d. Proof or affidavit that M/WBE Subcontractors were allowed to review bid specifications, blue prints and all other bid/RFP related items at no charge to the M/WBEs, other than reasonable documentation costs incurred by the County Contractor that are passed onto the M/WBE.
- e. Proof or affidavit that sufficient time prior to making award was allowed for M/WBEs to participate effectively, to the extent practicable given the timeframe of the County Contract.
- f. Proof or affidavit that negotiations were held in good faith with interested M/WBEs, and that M/WBEs were not rejected as unqualified or unacceptable without sound business reasons based on (1) a thorough investigation of M/WBE qualifications and capabilities reviewed against industry custom and standards and (2) cost of performance. The basis for rejecting any M/WBE deemed unqualified by the County Contractor shall be included in the Best Effort Documentation
- g. If an M/WBE is rejected based on cost, the County Contractor must submit a list of all sub-bidders for each item of work solicited and their bid prices for the work.
- h. The conditions of performance expected of Subcontractors by the County Contractor must also be included with the Best Effort Documentation
- i. County Contractors may include any other type of documentation they feel necessary to further demonstrate their Best Efforts regarding their bid documents.

As used in this Appendix EE the term "Executive Director" shall mean the Executive Director of the Nassau County Office of Minority Affairs; provided, however, that Executive Director shall include a designee of the Executive Director except in the case of final determinations issued pursuant to Section (a) through (l) of these rules.

As used in this Appendix EE the term "Subcontract" shall mean an agreement consisting of part or parts of the contracted work of the County Contractor.

As used in this Appendix EE, the term "Subcontractor" shall mean a person or firm who performs part or parts of the contracted work of a prime contractor providing services, including construction services, to the County pursuant to a county contract. Subcontractor shall include a person or firm that provides labor, professional or other services, materials or supplies to a prime contractor that are necessary for the prime contractor to fulfill its obligations to provide services to the County pursuant to a county contract. Subcontractor shall not include a supplier of materials to a contractor who has contracted to provide goods but no services to the County, nor a supplier of incidental materials to a contractor, such as office supplies, tools and other items of nominal cost that are utilized in the performance of a service contract.

Provisions requiring contractors to retain or submit documentation of best efforts to utilize certified subcontractors and requiring Department head approval prior to subcontracting shall not apply to inter-governmental agreements. In addition, the tracking of expenditures of County dollars by not-for-profit corporations, other municipalities, States, or the federal government is not required.

Attachment "A"

Below is an example of Advertising that Ed Moore Advertising placed in 2021 to promote different events at various parks through out Nassau County. Similar Advertisements will be placed in 2022 for the Parks Department.

March 2021 – February 2022 Advertising

Week 25 Mon 6/14 - Sun 6/20, 2021

Bollywood Movies Thu 6/17 Eisenhower Park 8pm (no Advertising)

WW2 Encampment June 19 & 20 OBVR (no Advertising)

\$4024 Newsday Full Page Nassau/Queens Thu 6/17 (Eisenhower All Concert listing)

Week 26 Mon 6/21 - Sun 6/27, 2021

Bollywood Movies Thu 6/24 Eisenhower Park 8pm (no advertising)

Roots Foundation (Bob Marley) Eisenhower Park Sat 6/26 8pm

\$1006 Newsday ¼ Page All Nassau/Que Fri 6/25 (Eisenhower concerts)

\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)

\$1000 News12 spots Mon 6/21 – Fri 6/25 Eisenhower (Roots Foundation)

\$250 Social Media / Facebook / Instagram (Eisenhower & other concerts for the week)

\$750 WBAB 30 second Tue 6/22 – Sat 6/26 Eisenhower (Roots Foundation) \$700

\$2400 Blue Rock TV Production: 12 TV Spots @ \$200 per for Fri/Sat Concerts

Week 27 Mon 6/28 - Sun 7/4, 2021

Anyway you Want (Journey) Eisenhower Park Sat 7/3 8pm

OBVR 1864 Independence day Celebration Sun 7/4

Tackapausha Museum "Raptors – Predators of the Sky Sat 7/3

\$1006 Newsday ¼ Page All Nassau/Que Fri 7/2 (Eisenhower concerts)

\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)

\$1000 News12 spots Mon 6/28 – Fri 7/2 Eisenhower (Anyway you Want)

\$250 Social Media / Facebook / Instagram (Eisenhower & other concerts for the week)

\$750 WBAB 30 second Tue 6/29 – Sat 7/3 Eisenhower (Anyway you Want)

\$500 WKJY 98.3 30 second Fri 7/2 – Tue 7/6 Chelsea Concert (Young Classic)

\$415 Anton ¼ Page All Papers Thu 7/1 for Chelsea (Concert 7/6)

\$250 Social Media ads OBVR Independence Day to until 7/4 (OBVR)

\$500 WKJY 98.3 30 second spot Mon 6/28 – Sat 7/3 independence day (obvr)

\$500 Max103.1 30 second spot Thu 7/1 – Sat 7/3 independence day (obvr)

\$500 WBAB 30 second spot Thu 7/1 – Sat 7/3 independence day (obvr)

\$1000 News 12 spots Mon 6/28 – Sat 7/3 OBVR July 4th (obvr)

\$295 Seafood Herald ¼ page Thu 7/1 for Tackapausha Raptors Event

\$199 Anton Massapequa Oserve Stripp Ad 8.75x1.25 Front Cover (Tackapausha)

\$589 LI Press Full Page Color (Eisenhower movies & concerts)

Week 28 Mon 7/5 - Sun 7/11, 2021

Young Classical Artist Tue 7/6 Concert (Chelsea Mansion)

Eisenhower Movies in Park Thur 7/8 (secret life of pets)
Nickerson Movies at Beach Fri 7/9 (book of Life)
Half Step (Grateful dead)) Eisenhower Park Sat 7/10 8pm
 \$1006 Newsday ¼ Page All Nassau/Que Fri 7/9 (Eisenhower concerts)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
 \$1000 News12 spots Mon 7/5 – Fri 7/9 Eisenhower (Half Step)
 \$250 Social Media / Facebook / instagram (Eisenhower & other concerts for the week)
 \$250 Social Media / Facebook / instagram (Chelsea Concert 7/6)
 \$750 WBAB 30 second Tue 7/6 – Sat 7/10 Eisenhower (Half Step)
 \$225 East Meadow Herald & ¼ page Thu 7/8 (eisenhower movies)
 \$179 Westbury Times Front Page Strip ad 8.75x1.25 Thu 7/8 (eisenhower movies)
 \$225 Seaford Herald ¼ page Thu 7/8 for Cedar Creek Movies Next Tues
 \$225 Long Beach Herald ¼ page Thu 7/8 for Nickerson Movies
 \$500 WKJY 98.3 30 second Fri 7/9 – Wed 7/14 Chelsea Concert (LI Orchestra)
 \$450 East Meadow & Bellmore Herald & ¼ page Thu 7/8 (eisen noon 7/14 concert)
 \$415 Anton ¼ Color All 18 Papers Thu 7/8 for Chelsea (Concert 7/14)

Week 29 Mon 7/12 - Sun 7/18, 2021

Cedar Creek Movies in Park Tue 7/13 (coco)
LI Concert Orchestra Wed 7/14 (Chelsea Mansion)
Eisenhower Wed Noon time Concert (Bobby Doo Wop) wed 7/14
Eisenhower Movies in Park Thur 7/15 (trolls)
Devoted to the Allman Bros Eisenhower Park Sat 7/17 8pm
Nickerson Movies at Beach Sun 7/18 (Ferdinand)
 \$1006 Newsday ¼ Page All Nassau/Que Fri 7/16 (Eisenhower concerts)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
 \$1000 News12 spots Mon 7/12 -- Fri 7/16 Eisenhower (Allman Bros)
 \$250 Social Media / Facebook / instagram (Eisenhower & other concerts for the week)
 \$750 WBAB 30 second Tue 7/13 – Sat 7/17 Eisenhower (Allman Bros)
 \$415 Anton all Papers ¼ Page Color Thu 7/15 (Chris Morley concert 7/20)
 \$225 East Meadow Herald & ¼ page Thu 7/15 (eisenhower movies)
 \$179 Westbury Times Front page Strip 8.75x1.25 Thu 7/15 (eisenhower movies)
 \$225 Nassau Herald ¼ page Color Thu 7/15 Woodmere Pk (Next Tues Movie)
 \$225 Long Beach Herald & ¼ page Thu 7/15 (Nickerson Beach Sun movies)
 \$250 WHLI 60 second Mon 7/12-Wed 7/14 Eisenhower (Noon Concert)
 \$450 East Meadow & Bellmore Herald & ¼ page Thu 7/15 (eisen noon 7/21 concert)
 \$250 Social Media / Facebook / instagram (Chelsea Mansion 7/14 concert)

Week 30 Mon 7/19 - Sun 7/25, 2021

Ragdoll (Four Seasons Tribute) Tue 7/20 concert (chris morley)
North Woodmere Movies in Park Tue 7/20 (inside out)
Eisenhower Wed Noon time Concert (Johnny Avino) wed 7/21
Eisenhower Movies in Park Thur 7/22 (the croods)
Sir Paul (Paul McCartney) Eisenhower Park Sat 7/24 8pm
 \$1006 Newsday ¼ Page All Nassau/Que Fri 7/23 (Eisenhower concerts)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
 \$1000 News12 spots Mon 7/19 – Fri 7/23 Eisenhower (Paul McCartney)

\$250 Social Media / Facebook / instagram (Eisenhower & other concerts for the week)
 \$750 WBAB 30 second Tue 7/20 -- Sat 7/24 Eisenhower (Paul McCartney)
 \$500 WBZO 30 second Fri 7/16 -- Tue 7/20 Chris Morley 7/20 concert)
 \$225 East Meadow Herald & ¼ page Thu 7/22 (eisenhower movies)
 \$179 Westbury Times Front Page Strip Thu 7/22 (eisenhower movies)
 \$225 Seaford Herald ¼ page Thu 7/22 for Cedar Creek Movies Next Tues
 \$250 WHLI 60 second Mon 7/19-Wed 7/21 (chris morley 7/20 & Eisen Noon Concert)
 \$450 East Meadow & Bellmore Herald & ¼ page Thu 7/22 (eisen noon 7/28 concert)
 \$250 Social Media / Facebook / instagram (Ragdoll 7/20 Chris Morley Pk)

Week 31 Mon 7/26 - Sun 8/1

Eisenhower Wed Noon time Concert (Vinny Pizzo) wed 7/28
Cedar Creek Movies in Park Tue 7/27 (Spys in Disguise)
Eisenhower Movies in Park Thur 7/29 (Abominable)
 Nickerson Movies at Beach Fri 7/30 (angry birds)
Petty Rumors (TomPetty) Eisenhower Park Sat 7/31 8pm
OBVR Old Time Baseball Tournament July 31 & August 1
 \$1006 Newsday ¼ Page All Nassau/Que Fri 7/30 (Eisenhower concerts)
 \$1006 Newsday ¼ Page All Nassau/Que Thu 7/29 (John King Concert 8/8)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
 \$1000 News12 spots Mon 7/26 -- Fri 7/30 Eisenhower (Tom Petty)
 \$250 Social Media / Facebook / instagram (Eisenhower & other concerts for the week)
 \$750 WBAB 30 second Tue 7/27 -- Sat 7/31 Eisenhower (Tom Petty)
 \$225 East Meadow Herald & ¼ page Thu 7/29 (eisenhower movies)
 \$179 Westbury Times Front Page Strip ad Thu 7/29 (eisenhower movies)
 \$225 Nassau Herald ¼ page Color Thu 7/29 Woodmere Pk (Next Tues Movie)
 \$225 Nassau Herald ¼ page Color Thu 7/29 Woodmere Mon 8/2 Concert
 \$225 Long Beach Herald ¼ page Thu 7/29 for Nickerson Fri Movies
 \$250 WHLI 60 second Mon 7/26-Wed 7/28 Eisenhower (Noon Concert)
 \$1000 News 12 spots Mon 7/26-Fri 7/30 Old Time Baseball Tournament (OBVR)

Week 32 Mon 8/2 - Sun 8/8

North Woodmere Park Concert Mon 8/2 (forever Plaid)
North Woodmere Movies in Park Tue 8/3 (UP)
Eisenhower Movies in Park Thur 8/5 (The War with Granpa)
Garvies Point Butterfly & insect Sat 8/7 8pm
Janis Joplin experience Eisenhower Park Sat 8/7 8pm
OBVR Old Time Music 8/7, 8/8
John King Country Concert (Mitchel Athletic Complex) Sun August 8th 8pm
 \$2012 Newsday 1/2 Page All Nassau/Que Thu 8/5 (John King)
 \$1006 Newsday ¼ Page All Nassau/Que Fri 8/6 (Janis Joplin)
 \$2012 Newsday 1/2 Page All Nassau/Que Fri 8/6 (John King)
 \$1530 Nash 94.7 30 second Tue 8/3 -- Sat 8/7 Mitchel Field (John King)
 \$500 WJVC Radio 30 second Tue 8/3 -- Sat 8/7 Mitchel Field (John King)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (John King)
 \$1000 News12 spots Mon 8/2-- Fri 8/6 Mitchell Field (John King)

\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
 \$1000 News12 spots Mon 8/2- Fri 8/6 Eisenhower (Janis Joplin)
 \$250 Social Media / Facebook / instagram (Janis Joplin)
 \$750 WBAB 30 second Tue 8/3 - Sat 8/7 Eisenhower (Janis Joplin)
 \$225 East Meadow Herald & ¼ page Thu 8/5 (eisenhower movies)
 \$179 Westbury Times Front page Strip Thu 8/5 (eisenhower movies)
 \$225 Seaford Herald ¼ page Thu 8/5 for Cedar Creek Movies Next Tues
 \$500 WKJY 98.3 30 sec Fri 8/6 -Wed 8/11 Chelsea Concert (Swingtime 8/11)
 \$450 East Meadow & Bellmore Herald & ¼ page Thu 8/5 (eisen noon 8/11 concert)
 \$415 Anton ¼ Page all Papers Thu 8/5 for Chelsea (Concert 8/11)
 \$415 Anton ¼ Page all Papers Thu 8/5 for Garvies Point
 \$225 Glen Cove Herald Gazette Thu 8/5 for garvies Point
 \$1000 News 12 spots Mon 8/2-Fri 8/6 Old Time Music (OBVR)
 \$250 Social Media / Facebook / instagram (North Woodmere Pk 8/2 Concert)
 \$500 Social Media / Facebook / instagram (Mitchell Athletic Field John King 8/8)
 \$415 Anton ¼ Page all Papers Thu 8/5 for (John King 8/8)

Week 33 Mon 8/9 - Sun 8/15

Cedar Creek Movies in Park Tue 8/10 (Hocus Pocus)
Eisenhower Wed Noon time Concert (Tangerine) wed 8/11
Swingtime Big Band Wed 8/11 (Chelsea Mansion)
Eisenhower Movies in Park Thur 8/12 (Playing with Fire)
Misty Mountain (Led Zepplin) Eisenhower Park Sat 8/14 8pm
Nickerson Movies at Beach Sun 8/15 (angr Birds)
 \$1006 Newsday ¼ Page All Nassau/Que Fri 8/13 (Eisenhower concerts)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
 \$1000 News12 spots Mon 8/9- Fri 8/13 Eisenhower (Led Zepplin)
 \$250 Social Media / Facebook / instagram (Led Zepplin)
 \$750 WBAB 30 second Tue 8/10 - Sat 8/14 Eisenhower (Led Zepplin)
 \$225 East Meadow Herald & ¼ page Thu 8/12 (eisenhower movies)
 \$179 Westbury Times front page stripp ad Thu 8/12 (eisenhower movies)
 \$225 Nassau Herald ¼ page Color Thu 8/12 Woodmere Pk (Next Tues Movie)
 \$225 Long Beach Herald ¼ page Thu 8/12 (Nickerson Beach Sun movies)
 \$250 WHLI 60 second Mon 8/9-Wed 8/11 Eisen Noon Concert & Chelsea 8/11 Concert
 \$450 East Meadow & Bellmore Herald & ¼ page Thu 8/12 (eisen noon 8/18 concert)
 \$1500 Social Media Entries/Volunteers/Fair 8/9 - 9/4 (LI Fair)
 \$1000 Newsday.com 100,000 Imp Nassau County 8/9 - 9/4 (LI Fair)
 \$1006 Newsday ¼ Page All Nassau/Que Fri 8/13 (LI Fair)

Week 34 Mon 8/16 - Sun 8/22

North Woodmere Movies in Park Tue 8/17 (hocus Pocus)
Eisenhower Wed Noon time Concert (Tommy Sulltvan) wed 8/18
Eisenhower Movies in Park Thur 8/19 (My Spy)

Nickerson Movies at Beach Fri 8/20 (High School Musical)
Strange Magic (Electric Light Orchestra) Eisenhower Park Sat 8/21 8pm
 \$1006 Newsday ¼ Page All Nassau/Que Fri 8/20 (Eisenhower concerts)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
 \$1000 News12 spots Mon 8/16- Fri 8/20 Eisenhower (ELO)
 \$250 Social Media / Facebook / instagram (Eisenhower & other concerts for the week)
 \$750 WKJY400/WBZO350 30 second Tue 8/17 - Sat 8/21 Eisenhower (ELO)
 \$225 East Meadow Herald & ¼ page Thu 8/19 (eisenhower movies)
 \$179 Westbury Times Front Page Strip ads Thu 8/19 (eisenhower movies)
 \$225 Long Beach Herald ¼ page Thu 8/19 (Nickerson Beach Fri movies)
 \$250 WHLI 60 second Mon 8/16-Wed 8/18 Eisenhower (Noon Concert)
 \$450 East Meadow & Bellmore Herald & ¼ page Thu 8/19 (eisen noon 8/25 concert)
 \$2012 Newsday ¼ Page Full Run Fri 8/20 (LI Fair)

Week 35 Mon 8/23 - Sun 8/29

Eisenhower Wed Noon time Concert (Fran & Frank) wed 8/25
Eisenhower Movies in Park Thur 8/26 (Dora & Lost City)
Marvin Gaye Tribute African American Night Fri 8/27
Tony Orlando Salute to Vets Sun 8/29 645pm (Eisenhower Park)
Street Fighter Concert (rolling Stones) Eisenhower Park Sat 8/28 8pm
Nickerson Movies at Beach Sun 8/29 (Camp Rock)
 \$2012 Newsday 1/2 Page All Nassau/Que Thu 8/26 (Marvin, Street fight, Tony Orlando)
 \$250 Newsday.com 25,000 Imp Nassau County Mon-Fri (Tony Orlando)
 \$1000 News12 spots Mon 8/23- Fri 8/27 Eisenhower (Tony Orlando)
 \$1000 News12 spots Mon 8/23- Fri 8/27 Eisenhower (Marvin Gaye)
 \$1050 Herald 6 Papers Free, Hemp, Union, FS, VS, Bald, Oyst Thu 8/26 (Marvin)
 \$250 Social Media / Facebook / instagram (Tony Orlando)
 \$1006 Newsday 1/4 Page All Nas/Que Wed 8/25 (Marvin Gaye)
 \$3500 WBLS 30 second Sat 8/21 - Fri 8/27 (Marvin Gaye)
 \$250 Social Media / Facebook / instagram (Marvin Gaye)
 \$250 Newsday.com 25,000 Imp Nassau County Mon-Fri (Marvin Gaye)
 \$1006 Newsday ¼ Page All Nassau/Que Fri 8/27 (Tony Orlando)
 \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
 \$1000 News12 spots Mon 8/23- Fri 8/27 Eisenhower (Rolling Stones)
 \$250 Social Media / Facebook / instagram (Street Fighter)
 \$750 WBAB 30 second Tue 8/24 - Sat 8/28 Eisenhower (Rolling Stones)
 \$225 East Meadow Herald & ¼ page Thu 8/26 (eisenhower movies)
 \$179 Westbury Times Front Page Strip Thu 8/26 (Eisenhower movies)
 \$225 Long Beach Herald ¼ page Thu 8/26 (Nickerson Beach Sun movies)
 \$500 Max103.1 30 sec Thu 8/26 - Mon 8/30 (Grant Pk concert Gathering Time)
 \$200 WHLI 60 sec Thu 8/26 - Mon 8/30 (Grant Pk concert Gathering Time)
 \$675 Herald ¼ page west Zone 3 papers Thu 8/26 (grant park concert 8/30)
 \$250 WHLI 60 second Mon 8/23-Wed 8/25 Eisenhower (Noon Concert)
 \$1140 News12 spots for Fair 8/23 - 8/29 (LI Fair)
 \$600 WKJY 30 second spots 8/23-8/29 (LI Fair)
 \$1200 WBLI 106.1 30 second spots 8/23-8/29 (LI Fair)

\$1200 WBAB 102.3 30 second spots 8/23-8/29 (LI Fair)
\$2012 Newsday ¼ Page Full Run Fri 8/27 (LI Fair)
\$1375 Epoch Chinese Newspaper Fri 8/27 ½ Page B&W (LI Fair)
\$500 Blank Slate / Litmor ¼ page (11 papers) Thu 9/19 (LI Fair)
\$415 Anton ¼ Page All Papers Thu 8/26 (LI Fair)

Week 36 Mon 8/30 - Sun 9/5 (Labor day Weekend)

Gathering Time Concert Grant Park Mon 8/30 7pm

Long Island Fair Sept 3, 4, 5 (OBVR)

TD Labor Day Fireworks at Eisenhower Park (45 RPM) Saturday 9/4 Rain 9/5

\$1006 Newsday ¼ Page All Nassau/Que Thu 9/2 (Fireworks & upper cut)
\$250 Newsday.com 25,000 Imp Nassau County Mon-Fri (Fireworks & Upper cut)
\$1000 News12 spots Mon 8/23- Fri 8/27 Eisenhower (Fireworks & Upper cut)
\$250 Social Media / Facebook / instagram (Fireworks & Dean)
\$500 WKJY 98.3 30 second Tue 8/31 - Sat 9/4 Eisenhower (Fireworks, Upper cut)
\$250 Social Media/Facebook/instagram (Grant Pk concerts gathering time 8/30)
\$1360 News12 15 Second spots 8/30 - 9/5 (LI Fair)
\$600 WKJY 30 second spots 8/30 - 9/5 (LI Fair)
\$400 WJVC 96.1 60 second spots 8/30 - 9/5 (LI Fair)
\$1200 WBLI 106.1 30 second spots 8/30 - 9/5 (LI Fair)
\$1200 WBAB 102.3 30 second spots 8/30 - 9/5 (LI Fair)
\$2012 Newsday ¼ Page Full Run Wed 9/1 (LI Fair)
\$2012 Newsday 1/2 Page Nassau/Queens Thu 9/2 (LI Fair)
\$2012 Newsday ¼ Page Full Run Fri 9/3 (LI Fair)
\$1375 Epoch Chinese Newspaper Wed 9/1 ½ Page B&W (LI Fair)
\$830 Anton ½ Color Page All Papers Thu 9/2 (LI Fair)
\$900 Blue Rock TV Production: 3 TV Spots @ \$300 per li Fair/Fireworks/African

Week 37 Mon 9/6 - Sun 9/12

Week 38 Mon 9/13 - Sun 9/19

Week 39 Mon 9/20 - Sun 9/26

\$2012 Newsday 1/2 Page Nassau/Queens Sun 9/26 (Music Festival)
\$830 Anton ½ Color Page All Papers Thu 9/23 (Music Festival)
\$500 Blank Slate / Litmor 11 Papers ¼ Page Colo Thu 9/23 (Music Festival)

Week 40 Mon 9/27 - Sun 10/3

Music Festival 1pm-6pm at Eisenhower Park Sat Oct 2nd

\$2012 Newsday 1/2 Page Nassau/Queens Wed 9/29 (Music Festival)
\$2012 Newsday 1/2 Page Nassau/Queens Thu 9/30 (Music Festival)
\$2012 Newsday 1/2 Page Nassau/Queens Fri 10/1 (Music Festival)
\$500 Newsday.com 50,000 Imp Nassau County 9/20 - 10/2 (Music Festival)
\$830 Anton ½ Color Page All Papers Thu 9/30 (Music Festival)
\$1500 Herald ¼ Page All Papers Thu 9/30 (Music Festival)

\$500 Blank Slate / Litmor 11 Papers ¼ Page Colo Thu 9/23 (Music Festival)
\$2500 WBAB 102.3 30 second spots 9/20 – 10/2 (Music Festival)
\$2500 WAXQ 104.3 30 second spots 9/20 – 10/2 (Music Festival)
\$1000 Max103.1 60 second spots 9/20 – 10/2 (Music Festival)
\$500 WKJY 98.3 30 second spots 9/20 – 10/2 (Music Festival)
\$1010 Nash 94.7 30 second spots 9/20 – 10/2 (Music Festival)
\$850 Roger & JP WBAB Host Fee Sat 10/2 230pm-430pm (Music festival)
\$1000 Social Media / Facebook / instagram 9/13 – 10/2 (Music Festival)
\$3000 TV Spots (30 Secs) 9/20 – 10/2 (music Festival)
\$500 Blue Rock TV Production 30 Second TV Spot (music Festival)

Week 41 Mon 10/4 - Sun 10/10

Week 42 Mon 10/11 - Sun 10/17

Scared in the Park Drive in Movies Eisenhower Park Oct 16, 22, 23, 29. 30th

\$500 WKJY 98.3 30 second spots 10/13 – 10/16 (Halloween Scared in Park)
\$300 WWSK Shark 94.3 30 second spots 10/13 – 10/16 (Halloween Scared in Park)

Week 43 Mon 10/18 - Sun 10/24

Scared in the Park Drive in Movies Eisenhower Park Oct 16, 22, 23, 29. 30th

\$300 WWSK Shark 94.3 30 second spots 10/20 – 10/23 (Halloween Scared in Park)
\$500 WBAB 102.3 30 second spots 10/20 – 10/23 (Halloween Scared in Park)
\$219 Westbury Times Stripp Ad Thu 10/21 (Halloween Scared in Park)
\$295 East Meadow Herald ¼ Color Thu 10/21 (Halloween Scared)

Week 44 Mon 10/25 - Sun 10/31

Scared in the Park Drive in Movies Eisenhower Park Oct 16, 22, 23, 29. 30th

\$300 WWSK Shark 94.3 30 second spots 10/27– 10/30 (Halloween Scared in Park)
\$500 WBAB 102.3 30 second spots 10/27 – 10/30 (Halloween Scared in Park)
\$295 East Meadow Herald ¼ Color Thu 10/28 (Halloween Scared)

Week 45 Mon 11/1 - Sun 11/7

Week 46 Mon 11/8 - Sun 11/14

Week 47 Mon 11/15 - Sun 11/21

Week 48 Mon 11/22 - Sun 11/28

1863 Thanksgiving Nov 27-28

\$750 News12 spots Mon 11/22 – Sat 11/27 OBVR Thanksgiving
\$250 Social Media / Facebook / instagram Nov 15 -28 (OBVR Thanksgiving)

Week 49 Mon 11/29 - Sun 12/5

Week 50 Mon 12/6 - Sun 12/12

Gingerbread Workshop Dec 11-12

Week 51 Mon 12/13 - Sun 12/19

Candlelight Evenings Dec 17-19, 26-29

\$1000 News12 spots Mon 12/13 - Tue 12/19 OBVR Candlelight

\$250 Social Media / Facebook / instagram Dec 13 - 29 OBVR Candlelight

\$823 WKJY 30 Second Radio Ads 12/12 - 12/19 OBVR Candlelight

Week 52 Mon 12/20 - Sun 12/26

Candlelight Evenings Dec 17-19, 26-30