



E-192-19

**NIFS ID:CLPK19000011      Department: Parks**

**Capital:**

SERVICE: Professional Services

Contract ID #:CQPK18000005

NIFS Entry Date: 13-AUG-19

Term: from 01-MAR-19 to 29-FEB-20

Amendment
Time Extension:
Addl. Funds:X
Blanket Resolution:
RES#

1) Mandated Program:	N
2) Comptroller Approval Form Attached:	Y
3) CSEA Agmt. § 32 Compliance Attached:	N
4) Vendor Ownership & Mgmt. Disclosure Attached:	Y
5) Insurance Required	Y

<b>Vendor Info:</b>	
Name: <b>Ed Moore Advertising Agency, Inc.</b>	Vendor ID#: [REDACTED]
Address: [REDACTED] [REDACTED]	Contact Person: [REDACTED]
	Phone: [REDACTED]

<b>Department:</b>	
Contact Name: Eileen Krieb	
Address: Administration Bldg. Eisenhower Park East Meadow, NY 11554	
Phone: 516-572-0272	

2019 AUG 30 PM 3:03  
CLERK OF SUPPLIES  
NASSAU COUNTY

## Routing Slip

Department	NIFS Entry: X	15-AUG-19 -- PABUFFOLINO
Department	NIFS Approval: X	15-AUG-19 -- LBARKER
DPW	Capital Fund Approved:	
OMB	NIFA Approval: X	15-AUG-19 -- IQUIRESHI
OMB	NIFS Approval: X	15-AUG-19 -- SJACOB
County Atty.	Insurance Verification: X	15-AUG-19 -- AAMATO
County Atty.	Approval to Form: X	15-AUG-19 -- DMCDERMOTT
CPO	Approval: X	22-AUG-19 -- KOHAGENCE

DCEC	Approval: X	23-AUG-19 -- JCHIARA
Dep. CE	Approval: X	23-AUG-19 -- BSCHNEIDER
Leg. Affairs	Approval/Review: X	30-AUG-19 -- JSCHANTZ
Legislature	Approval:	
Comptroller	Deputy:	
NIFA	NIFA Approval:	

## Contract Summary

<b>Purpose:</b> Amendment 2: For Additional Funds: Original Contract CQPK18000005, Amendment 1 for amended term and additional funds attached. To provide the development and implementation of a comprehensive strategy for purchasing multiple forms of media advertising, including but not limited to, websites, print, radio, television and internet advertising for those events requiring such promotional activities and strategies
<b>Method of Procurement:</b> RFP #PK0122-1801 issued January 22, 2018
<b>Procurement History:</b> RFP #PK0122-1801 issued January 22, 2018
<b>Description of General Provisions:</b> <input checked="" type="checkbox"/> Ed Moore Agency will provide the development and implementation of a comprehensive strategy for purchasing multiple forms of media advertising, including but not limited to, websites, print, radio, television and internet advertising for those events requiring such promotional activities and strategies. <input checked="" type="checkbox"/> On a per event basis, the Department shall work with the contractor in procuring such promotional advertising as the Department shall deem most effective and cost efficient.
<b>Impact on Funding / Price Analysis:</b> None- Hotel/Motel Tax Grant Program \$ 50,000.00  Professional Media Broker Services
<b>Change in Contract from Prior Procurement:</b> n/a
<b>Recommendation:</b> (approve as submitted)

## Advisement Information

BUDGET CODES		FUNDING SOURCE	AMOUNT	LINE	INDEX/OBJECT CODE	AMOUNT
Fund:	GRT	Revenue		1	PKGRT97000OTHDE	\$ 50,000.00
Control:	PK	Contract:			500	\$ 0.00
Resp:	9700OTH	County	\$ 0.00			\$ 0.00
Object:	DE500	Federal	\$ 0.00			\$ 0.00
Transaction:	109	State	\$ 0.00			\$ 0.00
Project #:		Capital	\$ 0.00			\$ 0.00
Detail:		Other	\$ 50,000.00			\$ 0.00
		<b>TOTAL</b>	<b>\$ 50,000.00</b>		<b>TOTAL</b>	<b>\$ 50,000.00</b>

RENEWAL	
% Increase	
% Decrease	

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Nassau County Interim Finance Authority

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

1. **Vendor:** Ed Moore Advertising Agency, Inc.

2. **Dollar amount requiring NIFA approval:** \$50000

**Amount to be encumbered:** \$50000

This is a 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:** 3/1//19-2/29/20

Has work or services on this contract commenced? Y ☐

If yes, please explain: Amendment - Continuation of original agreement

4. **Funding Source:**

General Fund (GEN)	Grant Fund (GRT)	Federal %	0
Capital Improvement Fund (CAP)		State %	0
X Other		County %	0

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

If not, will it require a future borrowing? N

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:**

Amendment 2: For Additional Funds: Original Contract; CQPK18000005, Amendment 1 for amended term and additional funds attached. To provide the development and implementation of a comprehensive strategy for purchasing multiple forms of media advertising, including but not limited to, websites, print, radio, television and internet advertising for those events requiring such promotional activities and strategies

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

Nassau County Attorney as to form Y

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	Date	Amount
CLPK19000003	01-MAR-19	100,000.00

## **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.

IQURESHI

15-AUG-19

**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.**

RULES RESOLUTION NO.            – 2019

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

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

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

Jack Schnirman  
Comptroller



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

Redacted  
COPY

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

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

**CONTRACTOR NAME:** Ed Moore Advertising Agency, Inc.

**CONTRACTOR ADDRESS:** [REDACTED]

**FEDERAL TAX ID #:** [REDACTED]

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

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

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

The Contract was entered into after a written request for proposals was issued on \_\_\_\_\_ [date]. Potential proposers were made aware of the availability of the RFP by advertisement in \_\_\_\_\_ [newspaper], posting on industry websites, via email to interested parties and by publication on the County procurement website. Proposals were due on \_\_\_\_\_ [date]. \_\_\_\_\_ [state #] proposals were received and evaluated. The evaluation committee consisted of: \_\_\_\_\_

\_\_\_\_\_ (list # of persons on committee and their respective departments). The proposals were scored and ranked. As a result of the scoring and ranking, the highest-ranking proposer was selected.

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

The contract was originally executed by Nassau County on August 13, 2018., Amendment 1 was executed by Nassau County on July 12, 2019. This is an amendment within the scope of the contract CQPK 18000005.

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

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

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

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



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

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

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

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

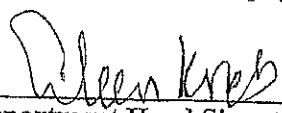
Instructions with respect to Sections VIII, IX and X: All Departments must check the box for VIII. Then, check the box for either IX or X, as applicable.

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

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

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

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

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

  
\_\_\_\_\_  
Date

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



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?

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

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

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

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

Dated: 07/22/2019 02:12:38 PM

Vendor: Ed Moore Advertising Agency Inc.

Title: Vice President

## PRINCIPAL QUESTIONNAIRE FORM

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

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

1. Principal Name: Joseph Kenny  
Date of birth: [REDACTED]  
Home address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Business Address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Telephone: [REDACTED]  
Other present address(es): none  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
List of other addresses and telephone numbers attached \_\_\_\_\_
2. Positions held in submitting business and starting date of each (check all applicable)  

President	_____	Treasurer	_____
Chairman of Board	_____	Shareholder	_____
Chief Exec. Officer	_____	Secretary	_____
Chief Financial Officer	_____	Partner	_____
Vice President	<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.  
25% 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? Y  
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 R 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 R 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:

Joseph R Kenny [EDMOOREADV@AOL.COM]

Vice President

Title

07/22/2019 02:29:01 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: Edward V Moore  
Date of birth: [REDACTED]  
Home address: [REDACTED]  
City: Woodbury State: [REDACTED] Zip Code: [REDACTED]  
Business Address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Telephone: [REDACTED]  
Other present address(es): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
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>07/01/1974</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.

50% 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? Y  
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, Edward Moore , 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, Edward Moore , 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:

Edward Moore [EDMOOREADV1@AOL.COM]

President

Title

08/22/2019 12:49:34 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: Christine A Kenny  
Date of birth: [REDACTED]  
Home address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Business Address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Telephone: (631) 667-5525  
Other present address(es): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
List of other addresses and telephone numbers attached \_\_\_\_\_
2. Positions held in submitting business and starting date of each (check all applicable)  

President	_____	Treasurer	_____
Chairman of Board	_____	Shareholder	_____
Chief Exec. Officer	_____	Secretary	_____
Chief Financial Officer	_____	Partner	_____
Vice President	<u>09/01/1986</u>		
(Other)			
3. Do you have an equity interest in the business submitting the questionnaire?  
YES ☒ NO ☐ If Yes, provide details.  
25%
4. Are there any outstanding loans, guarantees or any other form of security or lease or any other type of contribution made in whole or in part between you and the business submitting the questionnaire?  
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? Y  
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**

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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]

VP

Title

08/22/2019 01:01:26 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: 07/22/2019

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

2) Address of Place of Business: [REDACTED]

City: [REDACTED]s

State: [REDACTED]

Zip Code: [REDACTED]

3) Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Does the business own or rent its facilities? Own

If other, please provide details: \_\_\_\_\_

4) Dun and Bradstreet number: [REDACTED]

5) Federal I.D. Number: [REDACTED]

6) The proposer is a: Corporation (Describe) \_\_\_\_\_

7) Does this business share office space, staff, or equipment expenses with any other business?

YES ☐ NO ☒ 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 ☒

Is the proposer an individual?

YES ☐ NO ☒ 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.

Edward Moore president

Christine Kenny VP

Joseph Kenny VP

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

Edward Moore president 50% 1701 Greenway Woodbury, NY 11797

Christine Kenny VP 25% 10 Village Drive West, Dix Hills, NY 11746

Joseph Kenny VP 25% 10 Village Drive West, Dix Hills, NY 11746

iv) State of incorporation (if applicable);

NY

v) The number of employees in the firm;

3

vi) Annual revenue of firm;

vii) Summary of relevant accomplishments

Agency has been in business on LI for 45 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..

- B. Indicate number of years in business.

45

- 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

- 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

City

State

Telephone

Fax #

E-Mail Address

Company Dublin Deck

Contact Person Mark Miller

Address

City

State

Telephone

Fax #

E-Mail Address

Company San Giuseppe Wines

Contact Person Frank Gentile

Address

City

State

Telephone

Fax #

E-Mail Address

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**

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Name of submitting business: Ed Moore Advertising Agency Inc.

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

VP

Title

08/14/2019 03:39:52 PM

Date

COUNTY OF NASSAU

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

1. Name of the Entity: Ed Moore Advertising Agency, Inc

Address: [REDACTED]

City: [REDACTED] State: NY Zip Code: [REDACTED]

2. Entity's Vendor Identification Number: [REDACTED]

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):

See attached file(s):

YES ☐ NO ☒

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.

Edward V Moore President Woodbury, NY 50% ownership  
Christine A Kenny VP Dix Hills, NY 25% ownership  
Joseph R Kenny VP Dix Hills, NY 11746 25% 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 R Kenny [EDMOOREADV@AOL.COM]

---

Dated: 07/22/2019 02:29:58 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 by not limited to the preparation of requests for proposals, or solicitation, award or administration of a contract or with respect to the solicitation, award or administration of a grant, loan, or agreement involving the disbursement of public monies; any determination made by the County Executive, County Legislature, or by the County of Nassau, its agencies, boards, commissions, department heads or committees, including but not limited to the Open Space and Parks Advisory Committee, the Planning Commission, with respect to the zoning, use, development or improvement of real property subject to County regulation, or any agencies, boards, commissions, department heads or committees with respect to requests for proposals, bidding, procurement or contracting for services for the County; any determination made by an elected county official or an officer or employee of the county with respect to the terms of the acquisition or disposition by the county of any interest in real property, with respect to a license or permit for the use of real property of or by the county, or with respect to a franchise, concession or revocable consent; the proposal, adoption, amendment or rejection by an agency of any rule having the force and effect of law; the decision to hold, timing or outcome of any rate making proceeding before an agency; the agenda or any determination of a board or commission; any determination regarding the calendaring or scope of any legislature oversight hearing; the issuance, repeal, modification or substance of a County Executive Order; or any determination made by an elected county official or an officer or employee of the county to support or oppose any state or federal legislation, rule or regulation, including any determination made to support or oppose that is contingent on any amendment of such legislation, rule or regulation, whether or not such legislation has been formally introduced and whether or not such rule or regulation has been formally proposed.

AMENDMENT NO. II

This AMENDMENT, dated as of the date last executed by the parties hereto, (together with any exhibits hereto, this "Amendment"), between (i) Nassau County, a municipal corporation having its principal office at One West Street, Mineola, New York 11501 (the "County"), acting for and on behalf of the County Department of Parks, Recreation & Museums,, having its principal office at the Administration Building, Eisenhower Park, East Meadow, New York 11554 (the "Department"), and (ii) and (ii) Ed Moore Advertising Agency, Inc., having its principal address at [REDACTED] (the "Contractor").

WITNESSETH:

WHEREAS, pursuant to CQPK18000005 between the County and the Contractor, executed on behalf of the County on August 13, 2018; (the "Original Agreement"), the Contractor provides advertising, including, but not limited to print, radio, and internet advertising for Nassau County events.

WHEREAS, the term of the Original Agreement was March 1, 2018 through February 28, 2019; and may be renewed upon the same terms and conditions for a period of one (1) year commencing March 1, 2019 and terminating February 29, 2020, unless sooner terminated as provided for herein; and

WHEREAS, the maximum amount that the County agreed to reimburse the Contractor for Services under the Original Agreement, as full compensation for the Services, is One Hundred Thousand Dollars (\$100,000.00); and

WHEREAS, Amendment 1 renewed the term from March 1, 2019 through February 29, 2020 and increased the maximum amount to be reimbursed by \$100,000.00.

WHEREAS; the County and the Contractor desire to amend the Agreement to Amend the Payment:

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

1. Amended Payment. (a) Amount of Consideration. Section 3(a) (Payment) of the Agreement is hereby amended as follows: The maximum amount to be paid to the Contractor shall be increased by Fifty Thousand dollars (\$50,000.00) so that at 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 Hundred Fifty Thousand (\$250,000.00) (the "Amended Maximum Amount").

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 remainder of the Amended Agreement.



IN WITNESS WHEREOF, the parties have executed this Amendment as of the date first above written.

ED MOORE ADVERTISING AGENCY, INC.

By: Joseph Kenny  
Name: Joseph Kenny  
Title: V.P.  
Date: 8/12/19

NASSAU COUNTY

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

PLEASE EXECUTE IN BLUE INK

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

On the 12<sup>th</sup> day of AUGUST in the year 2019 before me personally came JOSEPH R. KENNY 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 PP of ED MULLER 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 \_\_\_\_ day of \_\_\_\_\_ in the year 20\_\_\_\_ before me personally came \_\_\_\_\_ to me personally known, who, being by me duly sworn, did depose and say that he or she resides in the County of \_\_\_\_\_; 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



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
6/25/2019

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).

<b>PRODUCER</b> OneGroup NY, Inc. [REDACTED] [REDACTED]		<b>CONTACT</b> NAME: OneSelect Bronze PHONE (A/C, No, Ext): [REDACTED] FAX (A/C, No): 315-457-7902 E-MAIL ADDRESS: [REDACTED]	
<b>INSURED</b> Ed Moore Advertising Agency, Inc. [REDACTED]		<b>INSURER(S) AFFORDING COVERAGE</b> INSURER A: Sentinel Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	
		NAIC # 11000	

## COVERAGES

CERTIFICATE NUMBER: 1191018397

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 INSD	SUBR 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 checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:	Y		01SBMAZ1686	5/1/2019	5/1/2020	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	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 contract.

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 
--	---

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

Jack Schnirman  
Comptroller



*Amendment 1*

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

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

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

CONTRACTOR NAME: Ed Moore Advertising Agency, Inc.

CONTRACTOR ADDRESS: [REDACTED]

FEDERAL TAX ID #: [REDACTED]

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

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

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

The Contract was entered into after a written request for proposals was issued on \_\_\_\_\_ [date]. Potential proposers were made aware of the availability of the RFP by advertisement in \_\_\_\_\_ [newspaper], posting on industry websites, via email to interested parties and by publication on the County procurement website. Proposals were due on \_\_\_\_\_ [date]. \_\_\_\_\_ [state #] proposals were received and evaluated. The evaluation committee consisted of: \_\_\_\_\_

\_\_\_\_\_ (list # of persons on committee and their respective departments). The proposals were scored and ranked. As a result of the scoring and ranking, the highest-ranking proposer was selected.

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

The contract was originally executed by Nassau County on August 13, 2018. This is an amendment within the scope of the contract CQPK 18000005.

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

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

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

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

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

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

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

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

Instructions with respect to Sections VIII, IX and X: All Departments must check the box for VIII. Then, check the box for either IX or X, as applicable.

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

IX. ☐ Department MWBE responsibilities. To ensure compliance with MWBE requirements as outlined in Exhibit "EE", Department will require vendor to submit list of sub-contractor requirements prior to submission of the first claim voucher, for services under this contract being submitted to the Comptroller.

X. ☒ Vendor will not require any sub-contractors.

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

Deena Kneib  
Department Head Signature

2/27/18  
Date

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

Compt. form Pers./Prof. Services Contracts: Rev. 01/18 3





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?

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

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

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

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

Dated: 02/21/2019 04:38:31 PM

Vendor: Ed Moore Advertising Agency

Title: Vice President

## 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: Edward V Moore  
Date of birth: [REDACTED]  
Home address: [REDACTED]  
City: Woodbury State: [REDACTED] Zip Code: [REDACTED]  
Business Address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Telephone: (631) 667-5525  
Other present address(es): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
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>07/01/1974</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.

50% 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? Y  
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, Edward V Moore, 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, Edward V Moore, 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:  
Edward V Moore [EDMOOREADV@AOL.COM]

President  
Title

02/21/2019 05:58:16 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: Christine A Kenny  
Date of birth: [REDACTED]  
Home address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Business Address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Telephone: [REDACTED]  
Other present address(es): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
List of other addresses and telephone numbers attached \_\_\_\_\_
2. Positions held in submitting business and starting date of each (check all applicable)  

President	_____	Treasurer	_____
Chairman of Board	_____	Shareholder	_____
Chief Exec. Officer	_____	Secretary	_____
Chief Financial Officer	_____	Partner	_____
Vice President	<u>09/01/1986</u>		
(Other)			
3. Do you have an equity interest in the business submitting the questionnaire?  
YES ☒ NO ☐ If Yes, provide details.  
25%
4. Are there any outstanding loans, guarantees or any other form of security or lease or any other type of contribution made in whole or in part between you and the business submitting the questionnaire?  
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? Y  
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 A 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 A 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

Name of submitting business

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

Christine A Kenny [EDMOOREADV@AOL.COM]

Vice President

Title

02/21/2019 06:03:28 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: [REDACTED]  
Home address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Business Address: [REDACTED]  
City: Dix Hills State: [REDACTED] Zip Code: [REDACTED]  
Telephone: [REDACTED]  
Other present address(es): none  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
List of other addresses and telephone numbers attached \_\_\_\_\_

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

President	_____	Treasurer	_____
Chairman of Board	_____	Shareholder	_____
Chief Exec. Officer	_____	Secretary	_____
Chief Financial Officer	_____	Partner	_____
Vice President	<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.

25% 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? Y  
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 Inc

Name of submitting business

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

Joseph Kenny [EDMOOREADV@AOL.COM]

Vice President

Title

02/21/2019 05:16:22 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: 02/25/2019

- 1) Proposer's Legal Name: Ed Moore Advertising Agency, Inc
- 2) Address of Place of Business: [REDACTED]  
City: [REDACTED] State: [REDACTED] Zip Code: [REDACTED]
- 3) Mailing Address (If different): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Does the business own or rent its facilities? Own \_\_\_\_\_ If other, please provide details: \_\_\_\_\_
- 4) Dun and Bradstreet number: [REDACTED]
- 5) Federal I.D. Number: [REDACTED]
- 6) The proposer is a: Corporation (Describe) \_\_\_\_\_
- 7) Does this business share office space, staff, or equipment expenses with any other business?  
YES ☐ NO ☒ 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 ☒

Is the proposer an individual?

YES ☐ NO ☒ 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.

Edward V Moore 1701 Greenway, Woodbury, NY 17797 (president) 50%

Christine A Kenny 10 Village Drive West, Dix Hills, NY 11746 (VP) 25%

Joseph Kenny 10 Village Drive West, Dix Hills, NY 11746 (VP) 25%

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

Edward V Moore 1701 Greenway, Woodbury, NY 17797 (president) 50%

Christine A Kenny 10 Village Drive West, Dix Hills, NY 11746 (VP) 25%

Joseph Kenny 10 Village Drive West, Dix Hills, NY 11746 (VP) 25%

iv) State of incorporation (if applicable);

NY

v) The number of employees in the firm;

3

vi) Annual revenue of firm;

2100000

vii) Summary of relevant accomplishments

Agency has been in business on LI for 45 years handling large accounts like Adventureland, Splish



services or who are qualified to evaluate the Proposer's capability to perform this work.

Company Adventureland  
Contact Person Steve Gentile  
Address [REDACTED]  
City [REDACTED] State [REDACTED]  
Telephone [REDACTED]  
Fax # [REDACTED]  
E-Mail Address Steven.Gentile@adventureland.us

Company Dublin Deck  
Contact Person Frank Gentile  
Address [REDACTED]  
City [REDACTED] State [REDACTED]  
Telephone [REDACTED]  
Fax # [REDACTED]  
E-Mail Address [REDACTED]

Company San Giuseppe Wines  
Contact Person Frank Gentile  
Address [REDACTED]  
City [REDACTED] State [REDACTED]  
Telephone [REDACTED]  
Fax # [REDACTED]  
E-Mail Address [REDACTED]

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

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Name of submitting business: Ed Moore Advertising Agency, Inc

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

Vice President  
Title

02/25/2019 02:15:52 PM  
Date

Resume for Ed Moore Advertising Agency

Edward V Moore  
President

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Joseph R. Kenny  
Vice President

DOB: 2-16-64  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Christine A. Kenny  
Vice President

DOB: 11-26-66  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

### 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

## Attachment

1. Date of Formation: 1974
2. 3 Shareholders  
Joseph Kenny, [REDACTED] (B)  
Christine Kenny, [REDACTED]  
Edward Moore, [REDACTED]
3. 3 Officers of Company  
Joseph Kenny, [REDACTED]  
Christine Kenny, [REDACTED]  
Edward Moore, [REDACTED]
4. Incorporated in New York
5. 3 Full Time Employees
6. Gross Annual Revenue [REDACTED]
7. Relevant Accomplishments  
Place Advertising for the following Events
  - a) Great South Bay Music Fest
  - b) NYCB Westbury Music Theater
  - c) Port Jefferson Village
  - d) Patchogue Riverfront Campaigns
  - e) Brookhaven Amphitheater
  - f) North Coast Golf Shows through out the country
  - g) Ace Comic Con Events through out the country
  - h) Restaurants including Prime, H2O, Tellers, Monsoon, Black Forest, Verace
8. Licensed to do Business in all 50 States  
(no Specific State License or permits)

### Scope of Advertising Services Provided

Ed Moore Advertising will work directly with the Nassau County Parks staff to custom tailor each campaign depending on the particular event.

Based upon the event location, audience demographics, capacity attendance, we will make recommendations utilizing traditional media (Print, Radio, TV, Outdoor signage) and new media (online geo-targeted ads & Facebook). You will get an un-biased recommendation of what works. Suggested schedules will be presented for approval.

Ed Moore Advertising will coordinate placement of ads along with writing scripts and providing artwork... If artwork is not provided, one of our graphic artist will create the ad for approval. All placement and times of ads will be tracked to insure all ran correctly.

Ed Moore Advertising will coordinate all billing and payments to the media being used. They will also provide station affidavits and tear sheets to insure ads ran correctly..

Ed Moore Advertising does NOT charge any retainer fees or service charges for providing these services.... Ed Moore Advertising is compensated by the Media being used ONLY. (IE. If you run \$1000 in radio spots on WBAB. You receive Ed Moore Advertising's Lowest rate available and pay \$1000. The agency receives a 15% commission for coordinating placement, scripts, and handling billing from the station)

Call one person, Get Lowest Rate, and Pay Nothing Additonal

## 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 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 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

## 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  
Nuttty 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  
Palmers  
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  
Boening Bros Beer Distributor  
Gold Coast Bank  
Patchogue C of C  
Napoli Marble  
Alistar 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



## Advertising Schedule

Below is an example of the advertising placements that Ed Moore Advertising placed to promote the different events at the Nassau Parks Feb 2018 to Feb 2019. Similar advertisements will be placed in 2019-2020 per contract dates.

Week 10 Mon 2/26- Sun 3/4

\$2610 LI Travel Guide 1/2 Page Spring Issue (OBVR)

Week 11 Mon 3/5 - Sun 3/11

Week 12 Mon 3/12 - Sun 3/18

Week 13 Mon 3/19 - Sun 3/25

Week 14 Mon 3/26 - Sun 4/1

\$1500 Pre-Roll Digital Video 3/30 - 4/27 50,000 views (Life Guards)

Week 15 Mon 4/2- Sun 4/8

\$1000 News12 Ads 4/2 - 4/22 15 second Spots (Life Guards)

Week 16 Mon 4/9 - Sun 4/15

Week 17 Mon 4/16 - Sun 4/22

Week 18 Mon 4/23 - Sun 4/29

Week 19 Mon 4/30 - Sun 5/6

Week 20 Mon 5/7 - 5/13

*Womens Suffrage at OBVR 5/13 Mothers Day??*

Week 21 Mon 5/14 - 5/20

\$1657 Newsday Funbook Sun 5/20 Full Page Color Nas/Que (All Parks)

Week 22 Mon 5/28 - Sun 6/3

*International Night (Indian) Eisenhower Park Sun 6/3 7pm*

Week 23 Mon 6/4 - Sun 6/10

*International Night (Israeli) Eisenhower Park Sun 6/10 7pm*

Week 24 Mon 6/11 - Sun 6/17

**Week 25 Mon 6/18 - Sun 6/24**

*International Night (South Asian) Eisenhower Park Sat 6/23 7pm*

*Band of Long Island Eisenhower Park Sun 6/24 8pm*

\$2012 Newsday 1/2 Page Vert Nassau/Queens Fri 6/22 (Eisenhower All Concert listing)

\$25 social media ads for occupied long island (OBVR)

\$200 Social Media ads for OBVR Independence Day to Run 6/25-7/3 (OBVR)

**Week 26 Mon 6/25 - Sun 7/1**

*International Night (Italian) Eisenhower Park Mon 6/25 7pm*

*The Real Diamond (Neal Tribute) Eisenhower Park Fri 6/29 8pm*

*TD Bank "Celebrate America" Fireworks Eisenhower Sat 6/30 545pm start*

\$700 News12 spots Mon 6/25 – Fri 6/29 Eisenhower (Real Diamond & Fireworks)

\$300 FIOS1 15 sec Mon 6/25 – Fri 6/29 Eisenhower (Real Diamond & Fireworks)

\$500 WKJY 98.3 30 second Tue 6/26 – Sat 6/30 Eisenhower (Neil, Fireworks, Movin)

\$500 Max 103.1 30 second Tue 6/26 – Sat 6/30 Eisenhower (Neil, Fireworks, Movin)

\$1006 Newsday ¼ Page All Nassau/Que thu 6/28 (Eisenhower concerts)

\$500 WBAB 30 second Fri 6/29 – Tue 7/3 Eisenhower (Movin Out)

\$1000 News 12 spots Monday 6/25-Sunday 7/1 OBVR July 4<sup>th</sup> (obvr)

\$500 WKJY 98.3 30 second spot Tuesday 6/26-Sunday 7/1 independence day (obvr)

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

\$300 Cox Digital Service Banner ads for that weeks Events 30,000 impressions

**Week 27 Mon 7/2 - Sun 7/8**

*Movin Out (Billy Joel Tribute) Eisenhower Park Tue 7/3 8pm*

*OBVR 1862 Independence day Wed 7/4*

*Oldies Show Eisenhower Park Sat 7/7 8pm*

*International Night (Poland & Greece) Eisenhower Park Sun 7/8 7pm*

\$700 News12 spots Thu 6/28 – Tue 7/2 Eisenhower (Movin Out & Oldies)

\$300 FIOS1 15 sec Thu 6/28 – Tue 7/2 Eisenhower (Movin Out & Oldies)

\$500 Max 103.1 30 second Tue 7/3 – Fri 7/6 Eisenhower (Oldies)

\$150 WHLI 60 second Tue 7/3 – Fri 7/6 Eisenhower (Oldies)

\$1006 Newsday ¼ Page All Nassau/Que thu 7/5 (Eisenhower concerts)

\$275 Seaford Herald ¼ page Thu 7/5 for Cedar Creek Movies Next Tues

\$250 News 12 spots Monday 7/2-Tuesday 7/3 OBVR independence day (OBVR)

\$450 News12 spots Wed 7/4-Fri 7/7 OBVR Murder Myster dinner (OBVR)

\$250 Social Media OBVR Escape Room 7/2-23 (OBVR)

\$100 Social Media Murder Mystery Dinner @ OBVR (obvr/fair)

\$250 Newsday.com 25,000 Imp Nassau County (weekends show) \$1000 for Month

\$300 Cox Digital Banner ads for weeks Events 30,000 impressions(\$1200 month)

**Week 28 Mon 7/9 - Sun 7/15**

*International Night (German) Eisenhower Park Mon 7/9 7pm*

*Cedar Creek Movies in Park Tue 7/10*

*Noontime Concert (Tangerine) @ Eisenhower Parks Wed 7/11 Noon*

*Eisenhower Movies in Park Thur 7/12*

*Nickerson Movies at Beach Fri 7/13*

*Disco Unlimited Eisenhower Park Fri 7/13 8pm*

*Elevation Band (U2 Tribute) Eisenhower Park Sat 7/14 8pm*

*International Night (African American) Eisenhower Park Sun 7/15 7pm*

*Nickerson Movies at Beach Sun 7/15*

- \$700 News12 spots Mon 7/9 – Fri 7/13 Eisenhower (Disco Unlimited & Elevation)
- \$300 FIOS1 15 sec Mon 7/9 – Fri 7/13 Eisenhower (Disco Unlimited & Elevation)
- \$500 Max 103.1 30 second Tue 7/10 – Fri 7/13 Eisenhower (Disco & Elevation)
- \$500 WKJY 30 second Tue 7/10 – Fri 7/13 Eisenhower (Disco & Elevation)
- \$500 WBAB 30 second Tue 7/10 – Fri 7/13 Eisenhower (Disco & Elevation)
- \$1006 Newsday ¼ Page All Nassau/Que thu 7/12 (Eisenhower concerts)
- \$225 East Meadow Herald & ¼ page Thu 7/12 (eisenhower movies)
- \$105 Westbury Times ¼ page Thu 7/12 (eisenhower movies)
- \$225 Nassau Herald ¼ page Color Thu 7/12 Woodmere Pk (Next Tues Movie)
- \$225 Long Beach Herald ¼ page Thu 7/12 for Nickerson Movies
- \$575 Herald ¼ Page West Zone Thu 7/12 (Grant Park 7/17 concert)
- \$700 News12 spots Mon 7/9-Friday 7/13 OBVR Escape Rooms (OBVR)
- \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show) \$1000 July
- \$300 Cox Digital Banner ads for that weeks Events 30,000 impressions \$1200 July

**Week 29 Mon 7/16 - Sun 7/22**

*North Woodmere Movies in Park Tue 7/17*

*Who Loves You (4 seasons) Grant Park Tue 7/17 7pm*

*Noontime Concert (Tommy Sullivan) @ Eisenhower Parks Wed 7/18 Noon*

*Eisenhower Movies in Park Thur 7/19*

*80s Explosion Eisenhower Park Fri 7/20 8pm*

- \$500 WKJY 98.3 30 sec Fri 7/13 – Tue 7/17 (Grant Pk concert 4 seasons)
- \$100 WHLI 60 sec Fri 7/13 – Tue 7/17 (Grant Pk concert 4 seasons)
- \$700 News12 spots Mon 7/16 – Fri 7/20 Eisenhower (80s Explosion)
- \$300 FIOS1 15 sec Mon 7/16 – Fri 7/20 Eisenhower (80s Explosion)
- \$500 WKJY 30 second Tue 7/17 – Fri 7/20 Eisenhower (80s Explosion)
- \$1006 Newsday ¼ Page All Nassau/Que thu 7/19 (Eisenhower concerts)
- \$225 East Meadow Herald & ¼ page Thu 7/19 (eisenhower movies)
- \$105 Westbury Times ¼ page Thu 7/19 (eisenhower movies)
- \$225 Seaford Herald ¼ page Thu 7/19 for Cedar Creek Movies Next Tues
- \$349 Anton North Zone ¼ Page Color Thu 7/19 (Chris Morley concert 7/24)
- \$500 WKJY 30 second Fri 7/20 – Tue 7/24 Chris Morley Concert Beatles
- \$700 News12 spots Mon 7/16-Fri 7/20 Murder mystery dinner (OBVR)
- \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show) \$1000 July
- \$300 Cox Digital Banner ads for that weeks Events 30,000 impressions \$1200 July

**Week 30 Mon 7/23 - Sun 7/29**

*Harry Chapin Tribute Eisenhower Park Mon 7/23 8pm*

*Beyond Fab (Beatles) Chris Morley Park Tue 7/24 7pm*

*Cedar Creek Movies in Park Tue 7/24*

*Eisenhower Movies in Park Thur 7/26*

*Nickerson Movies at Beach Fri 7/27*

*Tramps Like Us (Springstein Tribute) Eisenhower Park Fri 7/27 8pm*

*Oldies Show Eisenhower Park Sat 7/28 8pm*

*Nickerson Movies at Beach Sun 7/29*

- \$700 News12 spots Mon 7/23 – Fri 7/27 Eisenhower (Tramps & Oldies)
- \$300 FIOS1 15 sec Mon 7/23 – Fri 7/27 Eisenhower (Tramps & Oldies)
- \$500 WKJY 30 second Tue 7/24 – Fri 7/27 Eisenhower (Tramps & Oldies)
- \$500 WBAB 30 second Tue 7/24 – Fri 7/27 Eisenhower (Tramps & Oldies)
- \$1006 Newsday ¼ Page All Nassau/Que thu 7/26 (Eisenhower concerts)
- \$225 East Meadow Herald & ¼ page Thu 7/26 (eisenhower movies)
- \$105 Westbury Times ¼ page Thu 7/26 (eisenhower movies)
- \$225 Nassau Herald ¼ page Color Thu 7/26 Woodmere Pk (Next Tues Movie)
- \$225 Long Beach Herald ¼ page Thu 7/26 for Nickerson Movies
- \$450 Blank Slate / Litmor ¼ page (11 papers) Thu 7/26 Chelsea Tours
- \$500 WKJY 30 second Wed 7/25 – Fri 7/27 Chelsea Tours
- \$50 Social media ads for Old Time baseball tournament 7/23-8/3 (OBVR)
- \$100 Social media ads for Escape Room OBVR 7/23-8/5 (OBVR)
- \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show) \$1000 July
- \$300 Cox Digital Banner ads for that weeks Events 30,000 impressions \$1200 July

**Week 31 Mon 7/30 - Sun 8/5**

*Nassau Pops Eisenhower Park Mon 7/30 8pm*

*North Woodmere Movies in Park Tue 7/31*

*Eisenhower Movies in Park Thur 8/2*

*Salute to Vets Desert Hwy (eagles tribute) Eisenhower Park Sat 8/4 645pm*

*OBVR Old Time Baseball Touranment 8/4, 8/5*

*Garvies Point Day August 4<sup>th</sup>*

- \$700 News12 spots Tue 7/31 – Sat 8/4 Eisenhower (Salute to Vets)
- \$300 FIOS1 15 sec Tue 7/31 – Sat 8/4 Eisenhower (Salute to Vets)
- \$500 Max 103.1 30 second Tue 7/31 – Fri 8/3 Eisenhower (Eagles)
- \$500 WBAB 30 second Tue 7/31 – Fri 8/3 Eisenhower (Eagles)
- \$1006 Newsday ¼ Page All Nassau/Que thu 8/2 (Eisenhower concerts)
- \$225 East Meadow Herald & ¼ page Thu 8/2 (eisenhower movies)
- \$105 Westbury Times ¼ page Thu 8/2 (eisenhower movies)
- \$225 Seaford Herald ¼ page Thu 8/2 for Cedar Creek Movies Next Tues
- \$359 Anton East Zone Thu 8/2 for Chelsea (Concert 8/8)
- \$359 Anton Thu 8/2 Garvies Point Day (Garvies Point)
- \$700 News 12 spots Mon 7/30-Fri 8/3 Old Time base ball tournament (OBVR)
- \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
- \$300 Cox Digital Service Banner ads for that weeks Events 30,000 impressions

**Week 32 Mon 8/6 - Sun 8/12**

*International Night (Irish) Eisenhower Park Mon 8/6 7pm*  
*Cedar Creek Movies in Park Tue 8/7*  
*Nassau Pops @ Chelsea Mansion Wed 8/8 7pm*  
*Noontime Concert (Sountrac) @ Eisenhower Parks Wed 8/8 Noon*  
*Eisenhower Movies in Park Thur 8/9*  
*Nickerson Movies at Beach Fri 8/10*  
*Swingtime Big Band Eisenhower Park Fri 8/10 8pm*  
*International Night (Latino) Eisenhower Park Sat 8/11 7pm*  
*International Night (Pakistan) Eisenhower Park Sun 8/12 7pm*  
*Nickerson Movies at Beach Sun 8/12*

\$500 WKJY 98.3 30 second Fri 8/3 – Wed 8/8 Chelsea (Nassau Pops)  
\$700 News12 spots Mon 8/6 – Fri 8/10 Eisenhower (Swingtime Big Band)  
\$300 FIOS1 15 sec Mon 8/6– Fri 8/10 Eisenhower (Swingtime Big Band)  
\$150 WHLI 60 second Tue 8/7 – Fri 8/10 Eisenhower (Swingtime)  
\$1006 Newsday ¼ Page All Nassau/Que thu 8/9 (Eisenhower concerts)  
\$225 East Meadow Herald & ¼ page Thu 8/9 (eisenhower movies)  
\$105 Westbury Times ¼ page Thu 8/9 (eisenhower movies)  
\$225 Nassau Herald ¼ page Color Thu 8/9 Woodmere Pk (Next Tues Movie).  
\$225 Long Beach Herald ¼ page Thu 8/9 for Nickerson Movies  
\$575 Herald ¼ Page West Zone Thu 8/9 (Grant Park 8/14 concert)  
\$250 Social Media buys Long Island Fair Entries and Volunteers needed (LI Fair)  
\$320 Newsday Online impressions 8/6-8/12 Escape Room (OBVR)  
\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)  
\$300 Cox Digital Service Banner ads for that weeks Events 30,000 impressions

**Week 33 Mon 8/13 - Sun 8/19**

*Endless Summer (beach boys) Grant Park Tue 8/14 7pm*  
*North Woodmere Movies in Park Tue 8/14*  
*Eisenhower Movies in Park Thur 8/16*  
*Dr K's Motown Review Eisenhower Park Fri 8/17 8pm*  
*CBS FM Saturday in the Park Eisenhower Park Sat 8/18*  
*International Night (Punjabi) Eisenhower Park Sun 8/19 7pm*  
\$500 Max103.1 30 sec Fri 8/10 – Tue 8/14 (Grant Pk concert Endless beach boys)  
\$100 WHLI 60 sec Fri 8/10 – Tue 8/14 (Grant Pk concert Endless beach boys)  
\$700 News12 spots Mon 8/13 – Fri 8/17 Eisenhower (Motown & CBS in Park)  
\$300 FIOS1 15 sec Mon 8/13– Fri 8/17 Eisenhower (Motown & CBS in Park)  
\$500 Max 103.1 30 second Tue 8/14 – Fri 8/17 Eisenhower (Motown)  
\$500 WKJY 30 second Tue 8/14 – Fri 8/17 Eisenhower (Motown)  
\$1006 Newsday ¼ Page All Nassau/Que thu 8/16 (Eisenhower concerts)  
\$275 East Meadow Herald & ¼ page Thu 8/16 (eisenhower movies)  
\$105 Westbury Times ¼ page Thu 8/16 (eisenhower movies)  
\$359 Anton East Zone Thu 8/16 for Chelsea (Concert 8/22)  
\$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)  
\$300 Cox Digital Service Banner ads for that weeks Events 30,000 impressions

**Week 34 Mon 8/20 - Sun 8/26**

*Plaza? Funny Girl Concert @ Chelsea Mansion Wed 8/22 7pm*

*Eisenhower Movies in Park Thur 8/23*

*That 70s Band Eisenhower Park Fri 8/24 8pm*

*Lamar Peters/Elvis Tribute Eisenhower Park Sat 8/25 8pm*

*International Night (Korean) Eisenhower Park Sun 8/26 7pm*

- \$500 WKJY 98.3 30 second Fri 8/17 – Wed 8/22 Chelsea (Funny Girl)
- \$700 News12 spots Mon 8/20 – Fri 8/24 Eisenhower (That 70s Band & Lamar)
- \$300 FIOS1 15 sec Mon 8/20– Fri 8/24 Eisenhower (That 70s Band & Lamar)
- \$500 Max 103.1 30 second Tue 8/21 – Fri 8/24 Eisenhower (That 70s & Lamar)
- \$500 WKJY 30 second Tue 8/21 – Fri 8/24 Eisenhower (That 70s & Lamar)
- \$1006 Newsday ¼ Page All Nassau/Que thu 8/23 (Eisenhower concerts)
- \$275 East Meadow Herald & ¼ page Thu 8/23 (eisenhower movies)
- \$105 Westbury Times ¼ page Thu 8/23 (eisenhower movies)
- \$700 News12 Spots Monday 8/20-Friday 8/24 Old Time Music (OBVR)
- \$50 Social Media purchases for Old Time Music Weekend (OBVR)
- \$700 News12 spots Monday 8/20-Friday 8/24 Fair entries and volunteers (LI fair)
- \$1200 Digital Banner ads for Long Island Fair 8/20-9/21 various websites (LI fair)
- \$250 Newsday.com 25,000 Imp Nassau County Wed-Fri (weekends show)
- \$300 Cox Digital Service Banner ads for that weeks Events 30,000 impressions

**Week 35 Mon 8/27 - Sun 9/2**

*Eisenhower Movies in Park Thur 8/30*

*Genessa (Selena Tribute) Eisenhower Park Fri 8/31 8pm*

*International Night (Bangladeshi) Eisenhower Park Sat 9/1 7pm*

- \$700 WQBU 92.7 Radio 30 secs Mon 8/27 – Fri 8/31 for Eisenhower (Selena)
- \$1006 Newsday ¼ Page All Nassau/Que thu 8/30 (Eisenhower concerts)
- \$275 East Meadow Herald & ¼ page Thu 8/30 (eisenhower movies)
- \$105 Westbury Times ¼ page Thu 8/30 (Eisenhower movies)

**Week 36 Mon 9/3 - Sun 9/9**

- \$2012 Sun 9/9 Newsday ad Long Island Fair full run Nassau/Suffolk/queens (LI Fair)
- \$700 News12 spots Mon 9/3-Fri 9/7 Long Island fair (LI Fair).
- \$1000 Social Media buys LI Fair 9/3- 9/21
- \$500 WKJY 30 second spots LI 9/3-9/9 Fair (LI FAIR)
- \$450 Blank Slate / Litmor ¼ page (11 papers) Thu 9/7 (LI Fair)

**Week 37 Mon 9/10 - Sun 9/16**

*LI Fair Sept 15, 16, 22, 23 @ OBVR*

\$500 Snap Chat Filter for all 4 days of the fair (LI Fair)  
\$500 WKJY 30 second spots LI 9/10-9/16 Fair (LI FAIR)  
\$1375 Epoch Chinese Newspaper Thu 9/14 ½ Page B&W (LI FAIR)  
\$1000 News12 spots for Fair. 9/10-9/16 (LI Fair)  
\$2012 Newsday Nassau/Queens ½ Vertical ad for Fri 9/14fair (LI Fair)  
\$300 online digital ads for fair (LI Fair)  
\$450 Blank Slate / Litmor ¼ page (11 papers) Thu 9/14 (LI Fair)  
\$375 WJVC 96.1 60 second spots LI 9/10-9/16 Fair (LI FAIR)  
\$1175 WBLI 106.1 30 second spots LI 9/10-9/16 Fair (LI FAIR)  
\$750 WBAB 102.3 30 second spots LI 9/10-9/16 Fair (LI FAIR)  
\$375 FIOS1 News 15 Second spots for Fair. 9/10-9/16 (LI Fair)

**Week 38 Mon 9/17 - Sun 9/23**

*LI Fair Sept 22, 23 @ OBVR*

\$500 WKJY 30 second spots LI 9/17-9/21 Fair (LI FAIR)  
\$1375 Epoch Chinese Newspaper Thu 9/14 ½ Page B&W (LI FAIR)  
\$1000 News12 spots for Fair 9/17-9/21 (LI Fair)  
\$2012 ¼ page full run Nassau, Suffolk, queens, for fair Fri 9/21 (LI Fair)  
\$300 online digital ads for Fair (LI Fair)  
\$375 WJVC 96.1 60 second spots 9/17-9/22 (LI FAIR)  
\$1075 WBLI 106.1 30 second spots 9/17-9/22 (LI FAIR)  
\$750 WBAB 102.3 30 second spots 9/17-9/22 (LI FAIR)  
\$375 FIOS1 News 15 Second spots for 9/17-9/22 (LI Fair)

**Week 39 Mon 9/24 - Sun 9/30**

**Week 40 Mon 10/1 - Sun 10/7**

\$500 Herald Oyster Bay Festival Guide Full Pg Color (OBVR TG/Halloween/Candle)  
\$500 Herald Oyster Bay Festival Guide Full Pg Color (Chelsea Mansion)

**Week 41 Mon 10/8-Sun 10/14**

\$700 news12 spots OBVR Haunted Escape Room (OBVR)

**Week 42 Mon 10/15-Sun 10/21**

*Chelsea Mansion Haunted Mansion Dinner Sat 10/20*

\$750 WKJY 98.3 30 second Thu 10/18-Sat 10/20 Chelsea (haunted mansion)  
\$1006 Newsday ¼ Page All Nassau/Que Fri 10/19 (Haunted mansion)

**Week 43 Mon 10/22-Sun 28**

*OBVR 1880s Halloween*

\$700 News12 spots Mon 10/22-Fri 10/26 OBVR 1880s Halloween (OBVR)  
\$100 Social media ad buys 1880s Halloween (OBVR)

Week 44 Mon 10/29-Sun 11/1

Week 45 Mon 11/2-Sun 11/11

Week 46 Mon 11/12- Sun 11/18

*Garvies Point Native American feast 11/17 & 11/18*

\$700 News 12 spots Mon 11/12-Friday 11/16 (garvies)

\$359 Anton 11/15 (garvies)

Week 47 Mon 11/19-Sun 11/25

*OBVR 1880s Thanksgiving*

\$100 social media ad purchases for thanksgiving (OBVR)

Week 48 Mon 11/26-Sun 12/2

Week 49 Mon 12/3- Sun 12/9

Week 50 Mon 12/10-Sun 12/16

\$500 social media ad purchases for Candlelight Evenings 12/10-12/27 (OBVR)

Week 51 Mon 12/17-Sun 12/23

*OBVR Candlelight Evenings 12/21, 12/22, 12/23, 12/27, 12/28, 12/29*

\$700 news12 ads Mon 12/17-Fri 12/21 for candlelight evenings (OBVR)

\$500 WKJY 30 sec spots 12/17-12/21 candlelight evenings (obvr)

\$320 Newsday digital ads candlelight (OBVR)

\$300 digital ads various online shopping websites for candlelight (OBVR)

Week 52 Mon 12/24-Sun 12/30

*OBVR Candlelight Evenings 12/27, 12/28, 12/29*

\$700 news12 ads Tue Wed 12/26-Saturday 12/29 candlelight evenings (OBVR)

\$500 WKJY 30 second spots Candlelight 12/24-12/28 (OBVR)

Week 1 Mon 12/31-Sun 1/6

\$6000 WCBS 101.1 Radio 30 Sec Spots Jan 3-21 (LI Marathon)

Week 2 Mon 1/7-Sun 1/13

Week 3 Mon 1/14-Sun 1/20

Week 4 Mon 1/21-Sun 1/27

Week 5 Mon 1/28-Sun 2/3

Week 6 Mon 2/4-Sun 2/10



Week 7 Mon 2/11-Sun 2/17

Week 8 Mon 2/18-Sun 2/24

Week 9 Mon 2/25-Sun 3/1

\$2616 LI Travel Guide 2/28 1/2 Page Spring Issue (OBVR & GOLF)

\$100 Cleardevil art design Create artwork for LI Travel Guide

COUNTY OF NASSAU

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

1. Name of the Entity: Ed Moore Advertising Agency, Inc

Address: [REDACTED]

City: [REDACTED] State: [REDACTED] Zip Code: [REDACTED]

2. Entity's Vendor Identification Number: [REDACTED]

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):

See attached file(s):

YES ☐ NO ☒

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.

Edward V Moore President Woodbury, NY 50% ownership  
Christine A Kenny VP Dix Hills, NY 25% ownership  
Joseph R Kenny VP Dix Hills, NY 11746 25% 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]

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Dated: 02/21/2019 05:38:33 PM

Title: Vice President

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

AMENDMENT NO. 1

This AMENDMENT, dated as of the date last executed by the parties hereto, (together with any exhibits hereto, this "Amendment"), between (i) Nassau County, a municipal corporation having its principal office at One West Street, Mineola, New York 11501 (the "County"), acting for and on behalf of the County Department of Parks, Recreation & Museums,, having its principal office at the Administration Building, Eisenhower Park, East Meadow, New York 11554 (the "Department"), and (ii) and (ii) Ed Moore Advertising Agency, Inc., having its principal address at [REDACTED] (the "Contractor").

WITNESSETH:

WHEREAS, pursuant to CQPK18000005 between the County and the Contractor, executed on behalf of the County on August 13, 2018; (the "Original Agreement"), the Contractor provides advertising , including, but not limited to print, radio, and internet advertising for Nassau County events.

WHEREAS, the term of the Original Agreement was from March 1, 2018 and terminates on February 28, 2019; and may be renewed upon the same terms and conditions for a period of one (1) year commencing March 1, 2019 and terminating February 29, 2020, unless sooner terminated as provided for herein.

WHEREAS, the maximum amount that the County agreed to reimburse the Contractor for Services under the Original Agreement, as full compensation for the Services, is One Hundred Thousand Dollars (\$100,000.00) and;

WHEREAS; the County and the Contractor desire to amend the Original Agreement; to Amend the Term as follows:

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

1. Amended Term. The Contract for Services Agreement shall be amended, so that the term of the Agreement, as amended by this Amendment (the "Amended Agreement"), shall be March 1, 2019 through February 29, 2020.

2. Payment. (a) Amount of Consideration. Section 3(a) (Payment) of the Agreement is hereby amended as follows: The maximum amount to be paid to the Contractor, in Amendment No.1, shall be increased by One Hundred Thousand dollars (\$100,000.00) so that at 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 hundred Thousand (\$200,000.00) (the "Amended Maximum Amount").

3. 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.

4. 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.

5. 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 remainder of the Amended Agreement.

IN WITNESS WHEREOF, the parties have executed this Amendment as of the date first above written.

ED MOORE ADVERTISING AGENCY, INC.

By: [Signature]  
Name: Joseph Kenny  
Title: V.P.  
Date: 2/26/19

NASSAU COUNTY

By: [Signature]  
Name: ADRIAN J. SCHNEIDER  
Title: DEPUTY COUNTY EXECUTIVE  
Date: JULY 12, 2019

PLEASE EXECUTE IN BLUE INK

STATE OF NEW YORK)

)ss.:

COUNTY OF ~~NASSAU~~

*Suffolk*

On the 20 day of Feb in the year 2019 before me personally came Joseph Kelly 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 V.P. of Ed Moore Adh, 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

*Andrea Huff*

Andrea Huff  
Notary Public-State of N.Y.  
# 01HU4741931 - Suffolk County  
Term Expires May 31, 2019

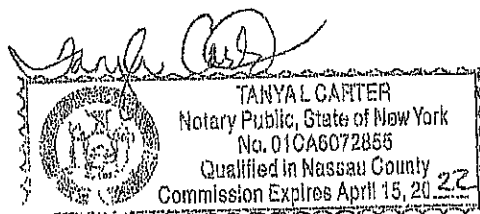
STATE OF NEW YORK)

)ss.:

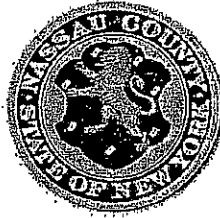
COUNTY OF NASSAU)

On the 12 day of July in the year 2019 before me personally came Brian J. Schneider 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







COUNTY OF NASSAU  
DEPARTMENT OF PARKS, RECREATION & MUSEUMS  
EISENHOWER PARK - EAST MEADOW, NEW YORK 11554  
[www.nassaucountyny.gov/parks](http://www.nassaucountyny.gov/parks)

*Inter-Departmental Memo*

TO: Robert Cleary  
FROM: Eileen Krieb  
DATE: February 26, 2019  
SUBJECT: DELAY OF EXPLANATION - ED MOORE ADVERTISING  
AGENCY, INC. - AMENDMENT 1

NAME: ED MOORE ADVERTISING AGENCY, INC.  
TERM: MARCH 1, 2019-FEBRUARY 29, 2020  
AMOUNT OF GRANT: \$100,000.00

The delay in processing Amendment 1 was due primarily to the new Vendor Portal system. The vendor had problems locating/completing the disclosures forms, as well as navigating through the system. In addition, once the forms were completed, edits needed to be made by the vendor.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
6/28/2018

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 - Onelda  
706 N Clinton Street  
Syracuse NY 13204

CONTACT  
NAME: OneSelect Bronze  
PHONE (A/C No. Exp): 315-413-4420 FAX (A/C No.): 315-457-7902  
E-MAIL: dball@onegroup.com  
ADDRESS: dball@onegroup.com

INSURED  
Ed Moore Advertising Agency, Inc.  
[REDACTED]

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: 343555026

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 (INSR) 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 checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	01SBMAZ1686	6/1/2018	6/1/2019	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 - COM/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 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)

Certificate holder, Nassau County, is included as Additional Insured pursuant to written contract. AC OCEAN WALK, LLC, Ocean Resort Casino, and each of their subsidiaries and the officers, directors, agents, employees and assigns of each.

## CERTIFICATE HOLDER

County of Nassau  
1550 Franklin Ave.  
Mineola NY 11501

## CANCELLATION

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

AGENCY CUSTOMER ID: EDMOO

LOG #:



### ADDITIONAL REMARKS SCHEDULE

Page 1 of 1

AGENCY OneGroup NY, Inc.		NAMED INSURED Ed Moore Advertising Agency, Inc.
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



E-70-18  
original  
contract

NIFS ID: CQPK18000005 Department: Parks

Capital:

SERVICE: Professional Services

Contract ID #: CQPK 18000005 NIFS Entry Date: 28-FEB-18 Term: from 01-MAR-18 to 28-FEB-19

New
Time Extension:
Addl. Funds:
Blanket Resolution:
RES#

1) Mandated Program:	N
2) Comptroller Approval Form Attached:	Y
3) CSEA Agmt. § 32 Compliance Attached:	N
4) Vendor Ownership & Mgmt. Disclosure Attached:	Y
5) Insurance Required	Y

Vendor Info:	
Name: Ed Moore Advertising Agency, Inc.	Vendor ID#: [REDACTED]
Address: [REDACTED]	Contact Person: Joe Kenny
[REDACTED]	Phone: [REDACTED]

Department:
Contact Name: Eileen Krieb
Address: Administration Bldg. Eisenhower Park East Meadow, NY 11554 Phone: 516-572-0272

### Routing Slip

Department	NIFS Entry: X	28-FEB-18 -- PABUFFOLINO
Department	NIFS Approval: X	14-MAR-18 -- LBARKER
DPW	Capital Fund Approved:	
OMB	NIFA Approval: X	25-APR-18 -- APERSICH
OMB	NIFS Approval: X	25-APR-18 -- JDEVITO1
County Atty.	Insurance Verification: X	15-MAR-18 -- DGRIPPO
County Atty.	Approval to Form: X	14-MAR-18 -- DMCDERMOTT
Dep. CE	Approval: X	01-JUN-18 -- BSCHNEIDER

Leg. Affairs	Approval/Review: X	02-MAY-18 -- MREYNOLDS
Legislature	Approval: X	26-JUN-18 -- LVOCATURA
Comptroller	NIFS Approval: X	03-AUG-18 -- MCOHEN
NIFA	NIFA Approval: X	07-AUG-18 -- KSTELLA

## Contract Summary

Purpose: To provide the development and implementation of a comprehensive strategy for purchasing multiple forms of media advertising, including but not limited to, websites, print, radio, television and internet advertising for those events requiring such promotional activities and strategies.
Method of Procurement: RFP #PK0122-1801 issued January 22, 2018
Procurement History: RFP #PK0122-1801 issued January 22, 2018
Description of General Provisions: Ed Moore Agency will provide the development and implementation of a comprehensive strategy for purchasing multiple forms of media advertising, including but not limited to, websites, print, radio, television and internet advertising for those events requiring such promotional activities and strategies. On a per event basis, the Department shall work with the contractor in procuring such promotional advertising as the Department shall deem most effective and cost efficient.
Impact on Funding / Price Analysis: None- Hotel/Motel Tax Grant Program \$ 100,000.00
Change in Contract from Prior Procurement: n/a
Recommendation: (approve as submitted)

## Advisement Information

BUDGET CODES		FUNDING SOURCE	AMOUNT	LINE	INDEX/OBJECT CODE	AMOUNT
Fund:	grt					
Control:	pk	Revenue		1	pkgen1800de500	
Resp:	gen1800	Contract:				\$ 0.00
Object:	de500	County	\$ 0.00			\$ 0.00
Transaction:	103	Federal	\$ 0.00			\$ 0.00
Project #:		State	\$ 0.00			\$ 0.00
Detail:		Capital	\$ 0.00			\$ 0.00
		Other				\$ 0.00
		TOTAL			TOTAL	
RENEWAL						
%						
Increase						
%						
Decrease						

E-70-18

RULES RESOLUTION NO. 90-2018

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

Passed by the Rules Committee  
Nassau County Legislature  
By Voice Vote on 6-25-18  
YEAS: 7 NAYS: 0 ABSTAINED: 0 RESIGNED: 0  
Legislators present: 7

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

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

CH-2-1-18

Jack Schnirman  
Comptroller



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

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

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

CONTRACTOR NAME: Ed Moore Advertising Agency, Inc.

CONTRACTOR ADDRESS: [REDACTED]

FEDERAL TAX ID #: [REDACTED]

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

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

II. ☒ The contractor was selected pursuant to a Request for Proposals.  
The Contract was entered into after a written request for proposals was issued on January 22, 2018. Potential proposers were made aware of the availability of the RFP by advertisement in Newsday on January 22, 2018 and by publication on the County procurement website. Proposals were due on February 9, 2018. Three hundred eighty-four (384) of potential proposers received notice of the RFP. Eighteen (18) of potential proposers opened the documents and one (1) accepted and requested a copy of the RFP on the Nassau County website. Proposals were due on February 9, 2018. Two (2) proposals were received and evaluated. The evaluation committee consisted of Four (4) employees of the Department of Parks, Recreation & Museums; Linda Barker, Michael D'Ambrosio, Andrew Goldman and Patti Buffolino. The proposals were scored and ranked. As a result of the scoring and ranking, the highest-ranking proposer was selected. Ed Moore Advertising Agency, Inc. was the awarded Proposer.



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

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

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

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

☐ A. The contract has been awarded to the proposer offering the lowest cost proposal; OR:

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

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

☐ A. There are only one or two providers of the services sought or less than three providers submitted proposals. The memorandum describes how the contractor was determined to be the sole source provider of the personal service needed or explains why only two proposals could be obtained. If two proposals were obtained, the memorandum explains that the contract was awarded to the lowest cost proposer, or why the selected proposer offered the higher quality proposal, the proposer's unique and special experience, skill, or expertise, or its availability to perform in the most immediate and timely manner.

☐ B. The memorandum explains that the contractor's selection was dictated by the terms of a federal or New York State grant, by legislation or by a court order. (Copies of the relevant documents are attached).

☐ C. Pursuant to General Municipal Law Section 104, the department is purchasing the services required through a New York State Office of General Services contract no. \_\_\_\_\_, and the attached memorandum explains how the purchase is within the scope of the terms of that contract.

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

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

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

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


Instructions with respect to Sections VIII, IX and X: All Departments must check the box for VIII. Then, check the box for either IX or X, as applicable.

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

IX. ☐ Department MWBE responsibilities. To ensure compliance with MWBE requirements as outlined in Exhibit "EE", Department will require vendor to submit list of sub-contractor requirements prior to submission of the first claim voucher, for services under this contract being submitted to the Comptroller.

X. ☒ Vendor will not require any sub-contractors.

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

  
Eileen Krieb, Commissioner  
2/28/18  
Date

NOTE: Any information requested above, or in the exhibit below, may be included in the county's "staff summary" form in lieu of a separate memorandum.  
Compt. form Pers./Prof. Services Contracts: Rev. 01/18 3

Exhibit A



COUNTY OF NASSAU

POLITICAL CAMPAIGN CONTRIBUTION DISCLOSURE FORM

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

None

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

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

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

Vendor: Ed Moore Advertising Agency, Inc

Dated: 2/20/2018

Signed: Joseph Kenny

Print Name: Joseph Kenny

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 Joseph Kenny  
Date of birth [REDACTED]  
Home address [REDACTED]  
City/state/zip [REDACTED]  
Business address [REDACTED]  
City/state/zip [REDACTED]  
Telephone [REDACTED]  
Other present address(es) None  
City/state/zip NA  
Telephone NA  
List of other addresses and telephone numbers attached

2. Positions held in submitting business and starting date of each (check all applicable)  
President / / / Treasurer / / /  
Chairman of Board / / / Shareholder / / /  
Chief Exec. Officer / / / Secretary / / /  
Chief Financial Officer / / / Partner / / /  
☒ Vice President 8/1/1996 / / /  
(Other)

3. Do you have an equity interest in the business submitting the questionnaire?  
YES ☒ NO 25% If Yes, provide details.
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 not-for-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 details for each such instance.
  - b. Been declared in default and/or terminated for cause on any contract, and/or had any contracts cancelled for cause? YES ☐ NO ☒ If Yes, provide details for each such instance.
  - c. Been denied the award of a contract and/or the opportunity to bid on a contract, including, but not limited to, failure to meet pre-qualification standards? YES ☐ NO ☒ If Yes, provide details for each such instance.
  - d. Been suspended by any government agency from entering into any contract with it, and/or is any action pending that could formally debar or otherwise affect such business's ability to bid or propose on contract? YES ☐ NO ☒ If Yes, provide details for each such instance.
8. Have any of the businesses or organizations listed in response to Question 5 filed a bankruptcy petition and/or been the subject of involuntary bankruptcy proceedings during the past 7 years, and/or for any portion of the last 7 year period, been in a state of bankruptcy as a result of bankruptcy proceedings initiated more than 7 years ago and/or is any such business now the subject of any pending bankruptcy proceedings, whenever initiated? If "Yes", provide details for each such instance. (Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.)
- a) Is there any felony charge pending against you? YES ☐ NO ☒ If Yes, provide details for each such charge.
  - b) Is there any misdemeanor charge pending against you? YES ☐ NO ☒ If Yes, provide details for each such charge.
  - c) Is there any administrative charge pending against you? YES ☐ NO ☒ If Yes, provide details for each such charge.
  - d) In the past 10 years, have you been convicted, after trial or by plea, of any felony, or of any other crime, an element of which relates to truthfulness or the underlying facts of which related to the conduct of business? YES ☐ NO ☒ If Yes, provide details for each such conviction.

e) In the past 5 years, have you been convicted, after trial or by plea, of a misdemeanor? YES ☐ NO ☒ If Yes, provide details for each such conviction.

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

9. In addition to the information provided in response to the previous questions, in the past 5 years, have you been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency and/or the subject of an investigation where such investigation was related to activities performed at, for, or on behalf of the submitting business entity and/or an affiliated business listed in response to Question 5? YES ☐ NO ☒ If Yes, provide details for each such investigation.

10. In addition to the information provided, in the past 5 years has any business or organization listed in response to Question 5, been the subject of a criminal investigation and/or a civil anti-trust investigation and/or any other type of investigation by any government agency, including but not limited to federal, state, and local regulatory agencies while you were a principal owner or officer? YES ☐ NO ☒ If Yes, provide details for each such investigation.

11. In the past 5 years, have you or this business, or any other affiliated business listed in response to Question 5 had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? YES ☐ NO ☒ If Yes, provide details for each such instance.

12. For the past 5 tax years, have you failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? YES ☐ NO ☒ If Yes, provide details for each such year.

CERTIFICATION

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

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

Sworn to before me this 17<sup>th</sup> day of May, 2018

Notary Public

September 15, 2021

Ed Morse Advertising Agency, Inc.

Name of submitting business

Joseph L. Kenny

Print name

Signature

Title

Date

5, 17, 2018



### 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 Edward Moore  
Date of birth [REDACTED]  
Home address [REDACTED]  
City/state/zip [REDACTED]  
Business address [REDACTED]  
City/state/zip [REDACTED]  
Telephone [REDACTED]  
Other present address(es) [REDACTED]  
City/state/zip [REDACTED]  
Telephone [REDACTED]  
List of other addressees and telephone numbers attached

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

☒ President 7/1/1974 Treasurer / / /  
Chairman of Board / / / Shareholder / / /  
Chief Exec. Officer / / / Secretary / / /  
Chief Financial Officer / / / Partner / / /  
Vice President / / /  
(Other) / / /

(President July 1974)

3. Do you have an equity interest in the business submitting the questionnaire?  
YES ☒ NO ☐ If Yes, provide details: 50%

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

e) In the past 5 years, have you been convicted, after trial or by plea, of a misdemeanor? YES ☐ NO ☒ If Yes, provide details for each such conviction.

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

9. In addition to the information provided in response to the previous questions, in the past 5 years, have you been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency and/or the subject of an investigation where such investigation was related to activities performed at, for, or on behalf of the submitting business entity and/or an affiliated business listed in response to Question 5? YES ☐ NO ☒ If Yes, provide details for each such investigation.

10. In addition to the information provided, in the past 5 years has any business or organization listed in response to Question 5, been the subject of a criminal investigation and/or a civil anti-trust investigation and/or any other type of investigation by any government agency, including but not limited to federal, state, and local regulatory agencies while you were a principal owner or officer? YES ☐ NO ☒ If Yes, provide details for each such investigation.

11. In the past 5 years, have you or this business, or any other affiliated business listed in response to Question 5 had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? YES ☐ NO ☒ If Yes, provide details for each such instance.

12. For the past 5 tax years, have you failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? YES ☐ NO ☒ If Yes, provide details for each such year.

**CERTIFICATION**

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

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

Sworn to before me this 16<sup>th</sup> day of May, 2018.

[Signature]  
Notary Public

E.D. Moore Advertising Agency, Inc  
Name of submitting business

Edward Moore  
Print name

[Signature]  
Signature

President  
Title

5/16/18  
Date

LOIS E BURGH  
Notary Public - State of New York  
NO. 018UG289740  
Qualified in Nassau County 3/01  
My Commission Expires Sep 30, 2021

# 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 [REDACTED]  
Home address [REDACTED]  
City/state/zip [REDACTED]  
Business address [REDACTED]  
City/state/zip [REDACTED]  
Telephone [REDACTED]  
Other present address(es) (none)  
City/state/zip N/A  
Telephone [REDACTED]  
List of other addresses and telephone numbers attached \_\_\_\_\_
2. Positions held in submitting business and starting date of each (check all applicable):  
President / / Treasurer / /  
Chairman of Board / / Shareholder / /  
Chief Exec. Officer / / Secretary / /  
Chief Financial Officer / / Partner / /  
Vice President XX 1/9/1986  
(Other) \_\_\_\_\_
3. Do you have an equity interest in the business submitting the questionnaire?  
YES X NO    If Yes, provide details. 25%
4. Are there any outstanding loans, guarantees or any other form of security or lease or any other type of contribution made in whole or in part between you and the business submitting the questionnaire? YES    NO X If Yes, provide details.
5. Within the past 3 years, have you been a principal owner or officer of any business or not-for-profit organization other than the one submitting the questionnaire? YES    NO X 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 details for each such instance.
- b. Been declared in default and/or terminated for cause on any contract, and/or had any contracts cancelled for cause? YES \_\_\_ NO ☒ If Yes, provide details for each such instance.
- c. Been denied the award of a contract and/or the opportunity to bid on a contract, including, but not limited to, failure to meet pre-qualification standards? YES \_\_\_ NO ☒ If Yes, provide details for each such instance.
- d. Been suspended by any government agency from entering into any contract with it, and/or is any action pending that could formally debar or otherwise affect such business's ability to bid or propose on contract? YES \_\_\_ NO ☒ If Yes, provide details for each such instance.

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

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

e) In the past 5 years, have you been convicted, after trial or by plea, of a misdemeanor? YES ☐ NO ☒ If Yes, provide details for each such conviction.

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

9. In addition to the information provided in response to the previous questions, in the past 5 years, have you been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency and/or the subject of an investigation where such investigation was related to activities performed at, for, or on behalf of the submitting business entity and/or an affiliated business listed in response to Question 5? YES ☐ NO ☒ If Yes, provide details for each such investigation.

10. In addition to the information provided, in the past 5 years has any business or organization listed in response to Question 5, been the subject of a criminal investigation and/or a civil anti-trust investigation and/or any other type of investigation by any government agency, including but not limited to federal, state, and local regulatory agencies while you were a principal owner or officer? YES ☐ NO ☒ If Yes, provide details for each such investigation.

11. In the past 5 years, have you or this business, or any other affiliated business listed in response to Question 5 had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? YES ☐ NO ☒ If Yes, provide details for each such instance.

12. For the past 5 tax years, have you failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? YES ☐ NO ☒ If Yes, provide details for each such year.

CERTIFICATION

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

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

Sworn to before me this 16 day of Aug, 2018

[Signature]  
Notary Public

Ed Moore Advertising Agency, Inc  
Name of submitting business

Christine Kenny  
Print name

[Signature]  
Signature

V.P.  
Title  
5-1-16-18  
Date

LOIS E BURCH  
Notary Public - State of New York  
NO. D1805229740  
Qualified in Nassau County DD-10  
My Commission Expires Sep 30, 2020



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: 2/1/18

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

2) Address of Place of Business: [REDACTED]

List all other business addresses used within last five years: (none)

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

Phone: 631-667-5525

Does the business own or rent its facilities? OWN

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

5) Federal I.D. Number: [REDACTED]

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

7) Does this business share office space, staff, or equipment expenses with any other business? Yes No ☒ 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, 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. \_\_\_\_\_

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. \_\_\_\_\_

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 charge. \_\_\_\_\_

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

c) In the past 10 years, you been convicted, after trial or by plea, of any felony and/or any other crime, an element of which relates to truthfulness or the underlying facts of which related to the conduct of business? Yes \_\_\_ No ☒

----- If-Yes, provide details for each such conviction -----

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 conviction. \_\_\_\_\_

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 occurrence. \_\_\_\_\_

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

16) For the past (5) tax years, has this business failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? 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. \_\_\_\_\_

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.

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.

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

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

(see attached)

- B. Indicate number of years in business. 44 years

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

(see attached)

- 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, Adventuraland

Contact Person Steve Gentile

Address \_\_\_\_\_

City/State \_\_\_\_\_

Telephone \_\_\_\_\_

Fax # \_\_\_\_\_

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

Company..... Dublin Deck

Contact Person Mark Miller

Address \_\_\_\_\_

City/State \_\_\_\_\_

Telephone \_\_\_\_\_

Fax # \_\_\_\_\_

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

Company..... San Giuseppe Wines

Contact Person Frank Gentile

Address \_\_\_\_\_

City/State \_\_\_\_\_

Telephone \_\_\_\_\_

Fax # \_\_\_\_\_

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

## Attachment

1. Date of Formation: 1974
2. 3 Shareholders  
Joseph Kenny, [REDACTED]  
Christine Kenny, [REDACTED]  
Edward Moore, [REDACTED]
3. 3 Officers of Company  
Joseph Kenny, [REDACTED]  
Christine Kenny, [REDACTED]  
Edward Moore, [REDACTED]
4. Incorporated in New York
5. 3 Full Time Employees
6. Gross Annual Revenue \$2,100,000
7. Relevant Accomplishments  
Place Advertising for the following Events
  - a) Great South Bay Music Fest
  - b) NYCB Westbury Music Theater
  - c) Port Jefferson Village
  - d) Patchogue Riverfront Campaigns
  - e) Brookhaven Amphitheater
  - f) North Coast Golf Shows through out the country
  - g) Ace Comic Con Events through out the country
  - h) Restaurants including Prime, H2O, Tellers, Monsoon, Black Forest, Verace
8. Licensed to do Business in all 50 States  
(no Specific State License or permits)

CERTIFICATION

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

Sworn to before me this 1<sup>st</sup> day of May 2018

Notary Public

September 15, 2021

Name of submitting business: Ed Moore Advertising Agency, Inc

By: Joseph Kenny

Print name

Signature

V.P.

Title

5/1/18  
Date

### 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, Malibblue)
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



## Ed Moore Advertising

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

Date: 2/1/2018.

Re: Disclosure Statement

Corporate Officers Below:

Edward V Moore  
President

DOB: 5-10-81

SSN: 061 061 1710

1701 [REDACTED]

W [REDACTED]

F [REDACTED]

Joseph R Kenny  
Vice President

DOB: 01-16-64

SSN: 005 51 0153

10 Village Drive West

Dix Hills, NY 11746

631 667-5525

Christine A. Kenny  
Vice President

DOB: 11-06-71

SSN: 107 10 0001

10 Village Drive West

Dix Hills, NY 11746

631 667-7277

### Scope of Advertising Services Provided

Ed Moore Advertising will work directly with the Nassau County Parks staff to custom tailor each campaign depending on the particular event.

Based upon the event location, audience demographics, capacity attendance, we will make recommendations utilizing traditional media (Print, Radio, TV, Outdoor signage) and new media (online geo-targeted ads & Facebook). You will get an un-biased recommendation of what works. Suggested schedules will be presented for approval.

Ed Moore Advertising will coordinate placement of ads along with writing scripts and providing artwork... If artwork is not provided, one of our graphic artist will create the ad for approval. All placement and times of ads will be tracked to insure all ran correctly.

Ed Moore Advertising will coordinate all billing and payments to the media being used. They will also provide station affidavits and tear sheets to insure ads ran correctly..

Ed Moore Advertising does **NOT** charge any retainer fees or service charges for providing these services.... Ed Moore Advertising is compensated by the Media being used **ONLY**. (IE. If you run \$1000 in radio spots on WBAB. You receive Ed Moore Advertising's Lowest rate available and pay \$1000. The agency receives a 15% commission for coordinating placement, scripts, and handling billing from the station)

Call one person, Get Lowest Rate, and Pay Nothing Additonal

## 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

## Client Profile

### Restaurants

Prime Steak House, Tellers Steak House, Harbor Crab, H2O, Salt  
K Pacho, Refuge, J&R Steak House, Monsoon Steak & Sushi  
Danfords, Black Forest Brew Haus, Hudsons on Mile, TGI Fridays

### Bars/Clubs

Dublin Deck, Lily Flanagans, Nutty Irishman, Nappertandys,  
Stereo, Schafers, Beach Bar, Flynns, Malibblue, Revolution  
Winners Circle, Parlay Gastro

### Retail

Miller Beer, San Giuseppe Wines, Suburban Exterminators  
Cactus Salons, Sam Ash Music, Adventureland, Coral House,  
Milleridge Inn, The Sands, Bridgeview Yacht Club, Gold Coast Bank

### Events

NYCB Westbury Concerts, Nassau County Craft Shows, Port Jefferson Bid,  
Brookhaven Amphitheater, Paramount Concerts, Nassau Parks Dept,  
Patchogue Chamber, Great South Music Festival, LGBT Pride Events

## CLIENT PORTFOLIO

### 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  
Farlay 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  
Passlone  
Mesita  
Tellers Chop House  
Irish Coffee Pub  
Harbor Crab  
J&R Steakhouses  
Verace  
K Pacho  
Monsoon  
Black Forest Brew Haus  
Palmers  
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  
Boening 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: [REDACTED]  
City, State and Zip Code: [REDACTED]
2. Entity's Vendor Identification Number: [REDACTED]
3. Type of Business: ☐ Public Corp ☐ Partnership ☐ Joint Venture  
☒ Ltd. Liability Co ☐ Closely Held Corp ☐ Other (specify)

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

President Edward V. Moore [REDACTED]  
V.P. Joseph R. Kenny [REDACTED]  
V.P. Christina A. Kenny [REDACTED]

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

Edward V Moore 50%  
Joseph R Kenny 25%  
Christina A Kenny 25%

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

None

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

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

None

Page 3 of 4

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

None

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

None

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

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

Dated: 2-1-18

Signed: Joseph Kenny

Print Name: Joseph Kenny

Title: V.P.



Page 4 of 4:

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.

## 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 [REDACTED] (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") #PK0122-1801, issued January 22, 2018; and

WHEREAS, the RFP provided for an Agreement term of one (1) year with the possibility of a one (1) year renewal period; 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, 2018 and shall terminate on February 28, 2019, unless sooner terminated as provided for herein. The County may, in its sole discretion and upon at least thirty (30) days notice to Contractor prior to the expiration date, elect to renew the term of this agreement, on the same terms and conditions, for a period of one (1) year commencing March 1, 2019 and terminating February 29, 2020, unless sooner terminated as provided for herein.

2. Program. The services to be provided by the Contractor under this Agreement shall consist of providing advertising, including, but not limited to print, radio and

internet advertising for the Nassau County Events, per example as described in Attachment "A".

3. Payment. (a) Amount of Consideration. The maximum amount to be paid to the Contractor as full consideration for the services under this Agreement shall be One Hundred thousand dollars (\$100,000.00). This amount is inclusive of any and all expenses, including, travel.

(b) Vouchers; Voucher Review, Approval and Audit. All Payments shall be made in accordance with Section 3(a) above and shall be contingent upon (i) the Contractors submitting Vouchers in a form satisfactory to the County that: (a) states with reasonable specificity the services to be provided and the payment requested as consideration for such services, (b) certifies that the services to be rendered and the payment requested are in accordance with this Agreement, and (c) is accompanied by documentation satisfactory to the County supporting the amount claimed, and (ii) review, approval and audit of the Voucher by the Department and/or the County Comptroller or his or her duly designated representative (the "Comptroller").

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

17. Administrative Service Charge. The Contractor agrees to pay the County an administrative service charge of Two Hundred sixty six dollars (\$266.00) for the processing of this Agreement pursuant to Ordinance Number 74-1979, as amended by Ordinance Number 128-2006. The administrative service charge shall be due and payable to the County by the Contractor upon signing this Agreement.

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

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

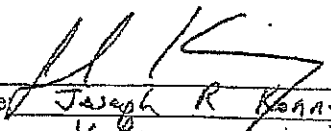
19. Entire Agreement. This Agreement represents the full and entire understanding and agreement between the parties with regard to the subject matter hereof and supercedes all prior agreements (whether written or oral) of the parties relating to the subject matter of this Agreement.

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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:   
Name: Joseph R. Kenny  
Title: V.P.  
Date: 2-23-18

NASSAU COUNTY

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

PLEASE EXECUTE IN BLUE INK

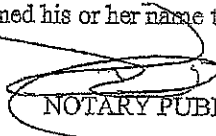
STATE OF NEW YORK)

)ss.:

COUNTY OF ~~NASSAU~~

Suffolk

On the 23rd day of February in the year 2018 before me personally came Joseph R. Henry 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 V.P. of Edmore Advertising Agency, Inc. 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

DARRYL L. JONES  
Notary Public, State of New York  
Qualified in Suffolk County  
Reg. No. 01J08130220  
My Commission Expires July 11, 2021

September 15, 2021

STATE OF NEW YORK)

)ss.:

COUNTY OF NASSAU )

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

NOTARY PUBLIC

Attachment "A"

Exhibit A below is an example of the advertising placements that Ed Moore Advertising placed to promote the different events at the Nassau Parks in 2016. Similar advertisements will be placed during 2017/2018.

Week 19-22 Mon 5/2- Sun 5/29

\$1787 AAA Horizons CT 5/2 (OBVR)  
\$2329 AAA Car & Traveler NY 5/2 (OBVR)  
\$820 AAA NJ 5/2 (OBVR)  
\$2665 LI Travel Guide 1/2 Page Spring Issue (OBVR Historic Day)  
\$3535 LI Travel Guide 1/3 Page Spring Issue (OBVR LI Fair)  
\$460 Cleardevil Art Design Flyers, ads

Week 25 Mon 6/13- Sun 6/19

*Korean War Memorial Sat 6/18 Eisenhower Park*  
*Garvies Path Thru History Sat 6/18*  
\$2012 Newsday 1/2 Page Nassau/Queens Fri 6/17 for (OBVR Parks Coupon)

Week 26 Mon 6/20- Sun 6/26

*Town Of Hempstead Fireworks Nickerson Beach Sat 6/25*

Week 27 Mon 6/27- Sun 7/3

*Tramps Like Us Fri 7/1 Eisenhower Park 7pm*  
*Celebrate America Fireworks Sat 7/2 Eisenhower Park Dark (7/3 raindate)*  
\$2012 Newsday 1/2 Page Nassau/Queens Thu 6/30 for (Eisenhower concert listing)  
\$1006 Newsday ¼ Page All Nassau Fri 7/1 for OBVR Independence day  
\$700 News12 Billboards Mon 6/27 – Fri 7/1 for Eisenhower (Tramps Like Us)  
\$300 FIOS 1 News 15 sec spots Mon 6/27 – Fri 7/1 Eisenhower (Tramps Like Us)  
\$500 WKJY 98.3 30 second Mon 6/27 – Fri 7/1 Eisenhower (Tramps Like Us)  
\$700 News12 Billboards Wed 6/29 – Sun 7/3 for OBVR independence  
\$300 FIOS 1 News 15 second Spots Wed 6/29 – Sun 7/3 OBVR independence  
\$675 Herald ¼ Page Nassau, Lynbrook/E Rock, VS Thu 6/30 (Grant Park 7/6 concert)

**Week 28 Mon 7/4- Sun 7/10**

*Independence Day 1861 at OBVR Mon 7/4*

*Tuesday: Movie Night Cedar Creek 7/5 Book of Life*

*North Shore Pops Concert Grant Park Wed 7/6*

*Thursday: Movie Night Eisenhower Park 7/7 Peanuts Movie*

*Friday: Movies Nickerson beach 7/8 Hotel Transylvania*

*Disco Unlimited Fri 7/8 Eisenhower 7pm*

*Dean Karahalidis Sat 7/9 Eisenhower 7pm*

\$225 East Meadow Herald & ¼ page Thu 7/7 (eisenhower movies)

\$93 Westbury Times ¼ page Thu 7/7 (eisenhower movies)

\$1006 Newsday ¼ Page All Nassau Thu 7/7 for Eisenhower (disco & dean)

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

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

\$500 WKJY 30 second Spots Mon-Fri for Eisenhower (Disco)

\$150 WHLI 60 second Spots Mon-Sat for Eisenhower (Dean)

\$225 Long Beach Herald ¼ page Thu 7/7 for Nickerson Movies

\$225 Nassau Herald ¼ page Color Thu 8/6 Woodmere Pk (Tues Movies 7/12)

\$150 WHLI 60 second Spots Mon-Wed for Grant Pk Concert (Pops)

\$300 WKJY 30 second Spots Mon-Wed for Grant Park Conert (pops)

\$675 Herald ¼ Page Nassau, Lynbrook/E Rock, VS Thu 7/7 (Grant Park 7/12 concert)

\$225 Anton Zone 2 Thu 7/7 for (Chelsea Tours)

\$350 WBZO 60 second Spots Mon-Wed for Grant Park Conert (pops)

**Week 29 Mon 7/11- Sun 7/17**

*All Shook Up Music of Elvis Mon 7/11 Eisenhower*

*Tuesday: Movies N Woodmere 7/12 Kung Fu Panda*

*Woodstock Revisted Grant Park Concert Tue 7/12*

*Wednesday Noon Concert Wed 7/13 Eisenhower Park tamgerine*

*Thursday: Movie Night Eisenhower Park 7/14 Hotel Transylvania*

*NY Review Clusters /NY Skyline Fri 7/15 Eisenhower 7pm*

*Robert Davi Sat 7/16 Eisenhower 7pm*

*80s Explosion with Alisha Sun 7/17 Eisenhower Park*

*Sunday: Movies Nickerson Beach Sun 7/17 Despicable Me*

\$1006 Newsday ¼ Page All Nassau Thu 7/14 for Eisenhower (skyline/davi/alisha)

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

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

\$500 WKJY 30 second Spots Mon-Fri for Eisenhower (skyline & davi)

\$150 WHLI 60 second Spots Mon-Sat for Eisenhower (skyline & davi)

\$225 East Meadow Herald ¼ page Thu 7/14 (eisenhower movies)

\$93 Westbury Times ¼ page Thu 7/14 (eisenhower movies)

\$225 Long Beach Herald ¼ page Thu 7/14 for Nickerson Movies

\$225 Anton Zone 2 Thu 7/14 for (Chelsea Movies next wed & tour)

\$350 WBZO 60 second Spots Sat-Tues for Grant Park Conert (woodstock)

**Week 30 Mon 7/18-- Sun 7/24**

*Harry Chapin Tribute Mon 7/18 Eisenhower*

*Tuesday: Movies Cedar Creek 7/19 Despicable Me 2*

*Wednesday Noon Concert Wed 7/20 Brian Lewis*

*Wednesday: Movies Chelsea Mansion 7/20 Casablanca*

*Thursday: Eisenhower Movies Park 7/21 Minions*

*Nassau Pops Fri 7/22 Eisenhower 7pm*

*Friday: Movies Nickerson beach Fri 7/22 Kung Fu Panda*

*Tough Mudder July 23-24 OBVR (direct)*

*Fresh 102.7 in the Park Sat 7/23 Eisenhower 7pm*

*Elvis / Beatles Tribute Day Sun 7/24 Eisenhower*

*W Hempstead Concert Series Halls Pond Sun 7/24 (direct)*

\$1006 Newsday ¼ Page All Nassau Thu 7/21 for Eisenhower (Nassau Pops / Fresh)

\$700 News12 Billboards Mon-Fri for Eisenhower (Fresh 102.7)

\$300 FIOS 1 News 15 second Spots for Eisenhower (Fresh 102.7)

\$500 WKJY 30 second Spots Mon-Fri for Eisenhower (Pops & tribute)

\$150 WHLI 60 second Spots Mon-Fri for Eisenhower (Pops)

\$225 East Meadow Herald ¼ page Thu 7/21 (eisenhower movies)

\$93 Westbury Times ¼ page Thu 7/21 (eisenhower movies)

\$225 Long Beach Herald ¼ page Thu 7/21 for Nickerson Movies

\$225 Nassau Herald ¼ page Color Thu 7/21 Woodmere Pk (Tues Movies 7/26)

\$700 WQBU 92.7 Radio 30 secs Wed 7/20 -Mon 7/25 for Eisenhower (Selena)

\$225 Anton Zone 2 Thu 7/21 for (Chelsea Tours)

**Week 31 Mon 7/25-- Sun 7/31**

*Selena Experience Mon 7/25 Eisenhower Park 7pm*

*Tuesday: Movies N Woodmere 7/26 Paddington*

*Wednesday: Noon Concerts Eisenhower Park 7/ 27 Midnight Rose*

*Thursday: Movie Night Eisenhower Park 7/28 Home*

*Shania Twain / Tim McGraw Tribute Fri 7/29 Eisenhower 7pm*

*Oldies Show Sat 7/30 Eisenhower*

*Sunday: Movies Nickerson Beach 7/31 Megamind*

*Beach Boys Tribute Sun 7/31 Wantagh Park*

\$1006 Newsday ¼ Page All Nassau Thu 7/28 for Eisenhower (Shania/Tim & Oldies)

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

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

\$700 Nash 94.7 30 second Spots Mon-Fri for Eisenhower (Shania)

\$500 WBZO 60 second Spots Mon-Fri for Eisenhower (Oldies)

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

\$503 Newsday 1/4 Page Regional ZN2 Fri 7/29 for Wantagh Park (beach Boys)

\$900 Bell/Mer/Seaford, Wantagh Herald ¼ Color Thu 7/28 (Wantagh Pk beach Boys)

\$225 East Meadow Herald ¼ page Thu 7/28 (eisenhower movies)

\$93 Westbury Times ¼ page Thu 7/28 (eisenhower movies)

\$225 Long Beach Herald ¼ page Thu 7/28 for Nickerson Movies

\$225 Anton Zone 2 Thu 7/28 for Chelsea Movies next wed

\$450 Blank Slate 11 Papers Thu 7/28 ¼ Page Color Eisenhower(Shania/Tim & Oldies)

Week 32 Mon 8/1– Sun 8/7

*Tuesday: Movies Cedar Creek 8/2 Alexandr & the Terrible*

*Wednesday: Movies Chelsea Mansion 8/3 Citizen Cane*

*Wednesday: Noon Concerts Eisenhower Park 8/3 The Tercels*

*Thursday: Movie Night Eisenhower Park 8/4 Kung Fu Pandas*

*Friday: Movies Nickerson Beach 8/5 Journey to Center of Earth*

*Dark Strides Sat 8/6 Cedar Creek?*

*Old Time Baseball Tournament August 6-7 at OBVR*

*Salute to Vets / Tony Orlando Sat 8/6 Eisenhower 7pm*

*W Hempstead Concert Series Halls Pond Sun 8/7 direct*

*Garvies Point Day (glencove) Sat 8/6*

*5 Towns Pops & Dean Karahlis Sun 8/7 OBVR*

\$1006 Newsday ¼ Page All Nassau Thu 8/4 for Eisenhower (Tony orlando)

\$700 News12 Billboards Mon-Fri for Eisenhower ( Tony Orlando )

\$300 FIOS 1 Billboards Mon-Fri for Eisenhower (Tony Orlando )

\$500 WBZO 60 second Spots Mon-Fri for Eisenhower (Tony Orlando)

\$150 WHLI 60 second Spots Mon-Fri for Eisenhower (Tony Orlando)

\$225 East Meadow Herald ¼ page Thu 8/4 (eisenhower movies)

\$93 Westbury Times ¼ page Thu 8/4 (eisenhower movies)

\$225 Long Beach Herald ¼ page Thu 8/4 for Nickerson Movies

\$225 Nassau Herald ¼ page Color Thu 8/6 Woodmere Pk (Tues Movies 8/9)

\$575 Herald ¼ Page West Zone Thu 8/4 (Grant Park 8/9 concert)

\$450 Blank Slate & Litmor 11 Papers Thu 8/4 ¼ Page Color (Tony Orlando)

\$1006 Newsday ¼ Page All Nassau/Queen Friday 8/5 for (OBVR Baseball)

\$503 Newsday ¼ Page Regional Fri 8/5 (north Suffolk ZS1) (OBVR Baseball)

\$150 WHLI 60 Second Spots Tue 8/2 – Fri 8/5 (OBVR Baseball)

\$660 Anton All 18 Papers ¼ Page Color Thu 8/4 (OBVR Baseball)

\$1006 Newsday ¼ Page All Nassau/Queen Friday 8/5 for (OBVR 5 Town Pops Sunday)

\$660 Anton All 18 Papers ¼ Page Color Thu 8/4 (OBVR 5 Town Pops Sunday)

\$330 Anton North Zone ¼ Page Color Thu 8/4 (Garvies Point Day)

**Week 33 Mon 8/8– Sun 8/14**

*Tuesday: Movies N Woodmere 8/9 Annie*

*Four Seasons Tribute Grant Park Concert Tues 8/9*

*42<sup>nd</sup> Infantry Band Wed 8/10 Eisenhower Park 7pm*

*Wednesday: Noon Concerts Eisenhower Park 8/10 Quickdraw*

*Thursday: Movie Night Eisenhower Park 8/11 Goosebumps*

*Dr Ks Motown Fri 8/12 Eisenhower 7pm*

*Historic Trades Weekend August 13-14 OBVR*

*Eddie Money / Taylor Dane CBS 8/13 Eisenhower 7pm*

*Sunday: Movies Nickerson Beach 8/14 Joureny to the center (2 movies)*

*Cowboy Mounted Shooting Show Sun 8/14 OBVR*

\$1006 Newsday ¼ Page All Nassau Thu 8/11 for Eisenhower (Eddie Money)

\$700 News12 Billboards Mon-Fri for Eisenhower (Eddie Money)

\$300 FIOS 1 News 15 second Spots for Eisenhower (Eddie Money)

\$500 WBZO 60 second Spots Mon-Fri for Eisenhower (Eddie Money & Motown)

\$500 WBAB 30 second Spots Mon-Fri for Eisenhower (Eddie Money)

\$225 East Meadow Herald ¼ page Thu 8/11 (eisenhower movies)

\$93 Westbury Times ¼ page Thu 8/11 (eisenhower movies)

\$225 Long Beach Herald ¼ page Thu 8/11 for Nickerson Movies

\$350 WBZO 60 second Spots Sat-Tues for Grant Park Conert (four seasons)

\$359 Anton Zone 1 Thu 8/11 for Chelsea Movies next wed

\$450 Blank Slate 11 Papers Thu 8/11 ¼ Page Color (Eisenhower Concerts)

\$1006 Newsday ¼ Page All Nassau/Queen Friday 8/12 for (OBVR Historic Trades)

\$503 Newsday ¼ Page Regional Fri 8/12 (north Suffolk ZS1) (OBVR Historic Trades)

\$700 News12 Billboards Mon 8/8-Fri 8/12 (OBVR Historic Trades)

\$300 FIOS 1 News Billboards Mon 8/8-Fri 8/12 (OBVR Historic Trades)

\$660 Anton All 18 Papers ¼ Page Color Thu 8/11 (OBVR Historic Trades)

**Week 34 Mon 8/15– Sun 8/21**

*Tuesday: Movies Cedar Creek 8/16 Charlie & Chocolate*

*Wednesday: Movies Chelsea 8/17 Sabrina*

*Thursday: Movie Night Eisenhower Park 8/18 PAN*

*Desert Highway Fri 8/19 Eisenhower 7pm*

*Jazz Gospel Sat 8/20 Eisenhower 7pm*

*W Hempstead Concert Series Halls Pond Sun 8/21*

\$1006 Newsday ¼ Page All Nassau Thu 8/18 for Eisenhower (Desert & Jazz)

\$700 News12 Billboards Mon-Fri for Eisenhower (Desert highway)

\$300 FIOS 1 News 15 second Spots for Eisenhower (Desert High)

\$500 WBZO 60 second Spots Mon-Fri for Eisenhower (Desert High)

\$295 East Meadow Herald ¼ page Thu 8/18 (eisenhower movies)

\$93 Westbury Times ¼ page Thu 8/18 (eisenhower movies)

\$450 Blank Slate 11 Papers Thu 8/18 ¼ Page Color (Eisenhower Concerts)

\$720 Kroma Print 16 Posters (OBVR LI Fair / Baseball / Halloween)

\$5640 LIRR 3 Sheet Posters 8/8 16 Posters (3 OBVR Events) 8/20– 9/20

**Week 35 Mon 8/22– Sun 8/28**

*Tuesday: Movie Reverend Mackay Park?? 8/23 inside out*

*Nochas de Alabanza Wed 8/24 Eisenhower*

*Thursday: Movie Night Eisenhower Park 8/25 Wizard of OZ*

*Oldies / Del Satins Fri 8/26 Eisenhower Park 7pm*

*Neil Berg's 100 years Sat 8/27 Eisenhower 1pm*

*Old Time Music Weekend August 27-28 OBVR*

\$1006 Newsday ¼ Page All Nassau Thu 8/25 for Eisenhower (Oldies & Neil)

\$700 News12 Billboards Mon-Fri for Eisenhower (Oldies & Neil)

\$300 FIOS 1 News 15 second Spots for Eisenhower (Oldies & Neil)

\$500 WBZO 60 second Spots Mon-Fri for Eisenhower (Oldies & Neil)

\$500 WKJY 30 second Spots Mon-Fri for Eisenhower (Oldies & Neil)

\$150 WHLI 60 second Spots Mon-Fri for Eisenhower (Oldies & Neil)

\$295 East Meadow Herald ¼ page Thu 8/25 (eisenhower movies)

\$93 Westbury Times ¼ page Thu 8/25 (eisenhower movies)

\$450 Blank Slate 11 Papers Thu 8/25 ¼ Page Color (Eisenhower Concerts)

\$1006 Newsday ¼ Page All Nassau/Queen Friday 8/26 for (OBVR Old Time Music)

\$503 Newsday ¼ Page Regional Fri 8/26 (north Suffolk ZS1) (OBVR Old Time)

\$150 WHLI 60 Second Spots Tue 8/23 – Fri 8/26 (OBVR Old Time)

\$660 Anton All 18 Papers ¼ Page Color Thu 8/25 (OBVR Old Time)

**Week 36 Mon 8/29– Sun 9/1**

*Victory Games Oldies Benefit Thu 9/1 Eisenhower*

*Wednesday 8/31 Concert Eisenhower Park 7pm (tramps like us)*

*Herb Flores Fri 9/2 Eisenhower Park 7pm*

\$1006 Newsday ¼ Page Nassau Tue 8/30 Eisenhower (Tramps Tues 8/31) billed in Sept

**Week 37 Mon 9/5– Sun 9/11**

*9/11 Ceremony Thu 9/8 Eisenhower*

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

*119<sup>th</sup> Civil War Encampment Sept 10-11 OBVR*

**Week 38 Mon 9/12– Sun 9/18**

*Dark Strides Fri 9/19 Nickerson Beach*

*Irish Feis Sun 9/18 Nickerson Beach*

\$0 Newsday ½ Page Full Run Fri Sports 9/16 (car show) Billed to Friends \$3850

\$1190 Anton ¼ page color (18) thu 9/15 (car show)

\$3690 News12 Billboards & 30 second spots Sept 8-24 (car show)

\$1200 Verizon Fios News Car Shows 30 second Ads Sept 8-24 (car show)

\$1000 Cablevision 30 Second Ads Sept 8-24 (car shows / History) (car show)

\$0 WBAB 30 second Radio Ads Sept 13-24 (car show) Billed to friends \$1000

\$500 Production of TV Spot (Blue Rock) (car show)

\$3850 Newsday ½ Page Color Full Run Sun 9/18 Main Section (OBVR LI Fair)

\$1190 Anton All 18 Papers 1/2 Page Color Thu 9/15 (OBVR LI Fair)



**Week 39 Mon 9/19-- Sun 9/25**

*Cruise to the Show Car show Sept 24-25 Eisenhower Park*

*LI Fair Sept 24-25, Sept 30, Oct 1 & 2 OBVR*

- \$3850 Newsday ½ Page Color Full Run Fri Sports 9/23 (car show)
- \$1200 NY Post ¼ Page color Thu 9/22 (car show)
- \$400 Daily News ½ page color Thu 9/22 (car show)
- \$400 Daily News ½ page color Fri 9/23 (car show)
- \$1200 NY Post ¼ Page color Thu 9/22 (OBVR LI Fair)
- \$400 Daily News ½ page color Thu 9/22 (OBVR LI Fair) Keep
- \$400 Daily News ½ page color Sun 9/25 Discovery Section (OBVR LI Fair)
- \$2012 Newsday 1/4 Page Color Full Run Thu 9/22 Main Section (OBVR LI Fair)
- \$2012 Newsday 1/4 Page Color Full Run Fri 9/23 Main Section (OBVR LI Fair)
- \$700 News12 Billboards Mon 9/19-Fri 9/23 (OBVR LI Fair)
- \$300 FIOS 1 News Billboards Mon 9/19-Fri 9/23 (OBVR LI Fair)
- \$500 WKJY 98.3 30 Second Spots Tue 9/20 – Fri 9/23 (OBVR LI Fair)
- \$500 WBAB 102.3 30 Second Spots Tue 9/20 – Fri 9/23 (OBVR LI Fair)
- \$2120 Anton All 18 Papers Full Page Color Thu 9/22 (OBVR LI Fair)
- \$450 Blank Slate 11 Papers Thu 9/22 ¼ Page Color (OBVR LI Fair)
- \$1015 CT Papers (5) ¼ Page Color Thu 9/22 (OBVR LI Fair)

**Week 40 Mon 9/26-- Sun 10/2**

*LI Fair Sept 30, Oct 1 & 2 OBVR*

- \$1006 Newsday ¼ Page All Nassau/Queen Friday 9/30 for (OBVR LI Fair)
- \$503 Newsday ¼ Page Regional Fri 9/30 (north Suffolk ZS1) (OBVR LI Fair)
- \$700 News12 Billboards Mon 9/26-Fri 9/30 (OBVR LI Fair)
- \$300 FIOS 1 News Billboards Mon 9/26-Fri 9/30 (OBVR LI Fair)
- \$500 WKJY 98.3 30 Second Spots Tue 9/27 – Fri 9/30 (OBVR LI Fair)
- \$500 WBAB 102.3 30 Second Spots Tue 9/27 – Fri 9/30 (OBVR LI Fair)
- \$1190 Anton All 18 Papers 1/2 Page Color Thu 9/29 (OBVR LI Fair)
- \$450 Blank Slate 11 Papers Thu 9/29 ¼ Page Color (OBVR LI Fair)
- \$1015 CT Papers (5) ¼ Page Color Thu 9/29 (OBVR LI Fair)
- \$503 Newsday ¼ Page Regional Sun 10/2 (north Suffolk ZS1) (Oktoberfest)
- \$1006 Newsday ¼ Page All Nassau/Queen Sun 10/2 (Oktoberfest)

**Week 41 Mon 10/3-- Sun 10/9**

*Oktoberfest Eisenhower Park Oct 8,9,10*

- \$1006 Newsday ¼ Page All Nassau/Queen Fri 10/7 (Oktoberfest)
- \$503 Newsday ¼ Page Regional Fri 10/7 (north Suffolk ZS1) (Oktoberfest)
- \$700 News12 Billboards Mon 10/3-Fri 10/7 (oktoberfest)
- \$500 WKJY 98.3 30 Second Spots Tue 10/4 – Fri 10/7 (Oktoberfest)
- \$2012 Newsday ¼ Page All Full Run Sun 10/9 Main Section (OBVR Baseball & Battle)

**Week 42 Mon 10/10– Sun 10/16**

*Baseball & Battlefields Oct 15-16 OBVR*

- \$1006 Newsday ¼ Page All Nassau/Queen Friday 10/14 for (OBVR Baseball & Battle)
- \$2012 Newsday ¼ Page All Full Run Sun 10/16 Main Section (OBVR Halloween)
- \$1190 Anton All 18 Papers 1/2 Page Color Thu 10/13 (OBVR Baseball & Battle)
- \$300 FIOS 1 News Billboards Mon 10/10 – Fri 10/14 (OBVR Baseball & Battle)
- \$660 Anton All 18 Papers ¼ Page Color Thu 10/13 (OBVR Halloween)

**Week 43 Mon 10/17– Sun 10/23**

*Halloween Oct 21,22,23.... 28,29,30 OBVR*

- \$1006 Newsday ¼ Page All Nassau/Queen Thu 10/20 for (OBVR Halloween)
- \$503 Newsday ¼ Page Regional Fri 10/21 (north Suffolk ZS1) (OBVR Halloween)
- \$2012 Newsday ¼ Page All Full Run Sun 10/23 Main Section (OBVR Halloween)
- \$700 News12 Billboards Mon 10/17-Fri 10/21 (OBVR Halloween)
- \$300 FIOS 1 News Billboards Mon 10/17-Fri 10/21 (OBVR Halloween)
- \$500 WBLI 106.1 30 Second Spots Tue 10/18 – Fri 10/21 (OBVR Halloween)
- \$500 WKJY 98.3 30 Second Spots Tue 10/18 – Fri 10/21 (OBVR Halloween)
- \$2120 Anton All 18 Papers Full Page Color Thu 10/20 (OBVR Halloween)
- \$450 Blank Slate 11 Papers Thu 10/20 ¼ Page Color (OBVR Halloween)

**Week 44 Mon 10/24– Sun 10/30**

*Halloween Oct 21,22,23.... 28,29,30 OBVR*

- \$1006 Newsday ¼ Page All Nassau/Queen Thu 10/27 for (OBVR Halloween)
- \$503 Newsday ¼ Page Regional Fri 10/28 (north Suffolk ZS1) (OBVR Halloween)
- \$1006 Newsday ¼ Page All Nassau/Queen Sun 10/30 for (OBVR 1848 Election)
- \$503 Newsday ¼ Page Regional Sun 10/30 (north Suffolk ZS1) (OBVR 1848 Elect)
- \$700 News12 Billboards Mon 10/24-Fri 10/28 (OBVR Halloween)
- \$300 FIOS 1 News Billboards Mon 10/24-Fri 10/28 (OBVR Halloween)
- \$500 WBLI 106.1 30 Second Spots Tue 10/25 – Fri 10/28 (OBVR Halloween)
- \$500 WKJY 98.3 30 Second Spots Tue 10/25 – Fri 10/28 (OBVR Halloween)
- \$1190 Anton All 18 Papers 1/2 Page Color Thu 10/27 (OBVR Halloween)
- \$660 Anton All 18 Papers ¼ Page Color Thu 10/27 (OBVR Election)

**Week 45 Mon 10/31– Sun 11/6**

*1848 Election Nov 5-6 OBVR*

- \$700 News12 Billboards Mon 10/31-Fri 11/4 (OBVR 1848 Election)
- \$300 FIOS 1 News Billboards Mon 10/31-Fri 11/4 (OBVR 1848 Election)
- \$2120 Anton All 18 Papers Full Page Color Thu 11/3 (OBVR Election)

**Week 46 Mon 11/7– Sun 11/13**

**Week 47 Mon 11/14– Sun 11/20**

*Old Fashion Thanksgiving Nov 19-20...26-27 OBVR*

*Garvies Point Day Nov 19-20*

- \$503 Newsday ¼ Page Regional ZN1 Fri 11/18 for (Garvies Point Day)
- \$503 Newsday ¼ Page Regional ZN1 Fri 11/18 for (Chelsea Murder mystery)
- \$1006 Newsday ¼ Page All Nassau/Queen Fri 11/18 for (Holiday Spectacular)
- \$500 WKJY 98.3 30 Second Spots Wed 11/16 – Sat 11/26 (Holiday Spectacular)
- \$700 News12 Billboards Wed 11/16 – Sat 11/26 (Holiday Spectacular)
- \$300 FIOS 1 News Billboards Wed 11/16 – Sat 11/26 (Holiday Spectacular)

**Week 48 Mon 11/21– Sun 11/27**

*Old Fashion Thanksgiving Nov 19-20...26-27 OBVR*

*Holiday Spectacular Sun 11/27*

- \$1006 Newsday ¼ Page All Nassau/Queen Wed 11/23 for (Holiday Spectacular)
- \$1006 Newsday ¼ Page All Nassau/Queen Wed 11/23 for (OBVR Thanksgiving)

**Week 49 Mon 11/28– Sun 12/4**

- \$500 WKJY 98.3 30 Second Spots Tue 11/29 – Fri 12/2 (Chelsea Murder Mystery)

**Week 50 Mon 12/5– Sun 12/11**

- \$1006 Newsday ¼ Page Nas/Que Sun 12/11 for (OBVR Candlelight)

**Week 51 Mon 12/12– Sun 12/18**

*Candlelight Nights Dec 15-18 OBVR*

- \$1006 Newsday ¼ Page Nas/Que Thu 12/15 for (OBVR Candlelight)

Appendix L

Certificate of Compliance

In compliance with Local Law 1-2006, as amended, the Proposer/Bidder hereby certifies the following:

1. The chief executive officer of the Proposer/Bidder is:

Edward V Moore (Name)

[REDACTED] (Address)

[REDACTED] (Phone Number)

2. The Proposer/Bidder agrees to comply with the requirements of the Nassau County Living Wage Law, and with all applicable federal, state and local laws.

Yes

3. In the past five years, Proposer/Bidder        has X has not been found by a court or a government agency to have violated federal, state, or local laws regulating payment of wages or benefits, labor relations, or occupational safety and health. If a violation has been assessed by the Proposer/Bidder, describe below:

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

4. In the past five years, an administrative proceeding, investigation, or government body-initiated judicial action        has X has not been commenced against or relating to the Proposer/Bidder 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. Proposer/Bidder 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.

Yes

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.

Edward V Moore 2/15/18  
Dated

Signature of Chief Executive Officer

Edward V Moore  
Name of Chief Executive Officer

Sworn to before me this

5th day of February, 2018  
[Signature]  
Notary Public, State of New York  
Qualified in Suffolk County  
Reg. No. 01608100220  
My Commission Expires 12/31/2021

September 15, 2021

**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 EE, 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.

**CERTIFICATE OF LIABILITY INSURANCE**

DATE (MM/DD/YYYY)

5/10/2018

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 - Oneida  
706 N Clinton Street  
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CONTACT NAME: Rachelle Keator

NAME: Nathalie Rea  
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(A/C. No. Exp. 315-413-4420)

FAX  
I/A/C. No): 315-467-7902

E-MAIL ADDRESS: rkeator@onegroup.com

INSURER(S) AFFORDING COVERAGE:

NAIC #

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

EDMOG

INSURER A: Sentinel Insurance Company

11000

INSURER E

INSURER'S:

**INSURER E :**

INSURER F:

## COVERAGES

CERTIFICATE NUMBER: 1527048444

## 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		ADDITIONAL INSR LTR		POLICY NUMBER		POLICY EFF (MM/DD/YYYY)		POLICY EXP (MM/DD/YYYY)		LIMITS	
A	<input checked="" type="checkbox"/>	COMMERCIAL GENERAL LIABILITY		Y		01SBMAZ1666		5/1/2018	5/1/2019	EACH OCCURRENCE		\$2,000,000	
	<input type="checkbox"/>	CLAIMS-MADE	<input checked="" type="checkbox"/>							OCCUR	DAMAGE TO RENTED PREMISES (Ea occurrence)		\$1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:		MED EXP (Any one person)							\$10,000			
	<input checked="" type="checkbox"/>	POLICY	<input type="checkbox"/>							PRO-JECT	<input type="checkbox"/>	LOG	PERSONAL & ADV INJURY
		OTHER:								GENERAL AGGREGATE		\$4,000,000	
		AUTOMOBILE LIABILITY								PRODUCTS - COMP/OP AGG		\$4,000,000	
		<input type="checkbox"/> ANY AUTO										\$	
		<input type="checkbox"/> OWNED AUTOS ONLY								COMBINED SINGLE LIMIT (Ea accident)		\$	
		<input type="checkbox"/> HIRED AUTOS ONLY								BODILY INJURY (Per person)		\$	
		<input type="checkbox"/> SCHEDULED AUTOS ONLY								BODILY INJURY (Per accident)		\$	
		<input type="checkbox"/> NON-OWNED AUTOS ONLY								PROPERTY DAMAGE (Per accident)		\$	
		UMBRELLA LIAE										\$	
		EXCESS LIAE								EACH OCCURRENCE		\$	
		<input type="checkbox"/> OCCUR								AGGREGATE		\$	
		<input type="checkbox"/> CLAIMS-MADE										\$	
		DEDUCTIBLE								PER STATUTE			
		RETENTION \$								OTH-ER			
		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY								E.L. EACH ACCIDENT		\$	
		ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED?								E.L. DISEASE - FA EMPLOYEE		\$	
		(Mandatory in NH)								E.L. DISEASE - POLICY LIMIT		\$	
		If yes, describe under DESCRIPTION OF OPERATIONS below											
DESCRIPTION OF OPERATIONS below													

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
Certificate holder, Nassau County, is included as Additional Insured pursuant to written contract

**CERTIFICATE HOLDER**

County of Nassau  
1550 Franklin Ave.  
Mineola NY 11501

## CANCELLATION

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**

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

21402

ED. MOORE ADVERTISING  
AGENCY, INC.

4/20

2/7/18

\$ 266.00

Pay to the order of Treasurer of Kansas City  
for cash on hand \$ 1,000.00

CHASE

Morgan Chase Bank, N.A.  
www.chase.com

for Ed Moore P.P.

[Redacted Signature]

[Redacted Signature]

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COUNTY OF NASSAU  
DEPARTMENT OF PARKS, RECREATION & MUSEUMS  
EISENHOWER PARK - EAST MEADOW, NEW YORK 11554  
[www.nassaucountyny.gov/parks](http://www.nassaucountyny.gov/parks)

*Inter-Departmental Memo*

TO: Robert Cleary  
FROM: Eileen Krieb *EAK*  
DATE: May 30, 2018  
SUBJECT: DELAY OF EXPLANATION -- ED MOORE ADVERTISING  
AGENCY, INC.

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CQPK18000005

NAME: ED MOORE ADVERTISING AGENCY, INC.

TERM: MARCH 1, 2018-FEBRUARY 28, 2019

AMOUNT OF CONTRACT: \$100,000.00

Ed Moore Advertising Agency received their Contract documents for completion in February, 2018. Since that time, there were changes to contract regarding revised dates and fees, as well as legal questions regarding the payment mechanism that needed to be explained more clearly. The vendor needed to re-submit a corrected Certificate of Insurance, as well as needing to re-do various disclosure forms since the most recent templates were not being used. This meant the forms needed to be re-certified and notarized which took a bit of time.