



CITY OF MOUNT VERNON, N.Y.
MOUNT VERNON YOUTH BUREAU

SHAWYN PATTERSON-HOWARD
Mayor

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DEBBIE BURRELL-BUTLER, MBA
Executive Director

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Deputy Director

September 16, 2024

Honorable Members of the City Council
Through the Office of the Mayor
City Hall – One Roosevelt Square
Mount Vernon, New York 10550

Dear Honorable Members:

This letter comes to respectfully request that City Council enact legislation that will authorize the Mayor to retroactively enter into an agreement with Bedroc Entertainment to provide videography services at events, create content for social media and create a *READY4Life* program commercial. The contract period is July 24, 2024, through December 31, 2024. This referral request is retro due to late submission of all required documents from the vendor.

Bedroc Entertainment will provide a comprehensive videography service which is tailored to produce high-quality content for social media platforms and create a commercial for promotion. They will offer creative storytelling with technical experience to deliver videos that effectively communicate the desired message, engage viewers, and enhance the Youth Bureau READY program's brand visibility to increase recruitment opportunities. The consultation and planning will include discussion of scripting, storyboarding, and outlining the programs key messages and visuals by using professional-grade cameras, lighting, and sound equipment, to capture high-quality footage that will bring the concept to life.

In an ordinance dated November 12, 2020, the Mount Vernon Youth Bureau was approved to accept a grant from the Administration of Children and Families/ The Office of Family Assistance, for the *Ready 4 Life* program, in the amount of \$745,235.00 annually from September 1, 2017 – June 30, 2025, for an amount not to exceed 3,726,175.00.

The total cost for the videography services and final product will not exceed **\$4,500.00**. The allocation of funds should be made available in Budget Code A7335.458.

Sincerely,

Dena T. Williams

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Cc: Shawyn Patterson Howard, Mayor
Dr. Darren Morton, Comptroller
Brian Johnson, Corporation Counsel