

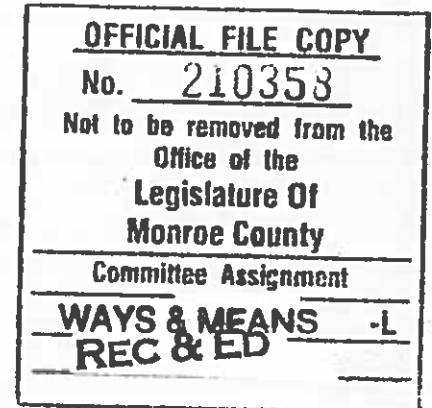


Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

September 10, 2021



To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Authorize an Increase to the Contract with Greater Rochester Visitors Association, Inc. to Provide Management, Planning, and Production of the Monroe County Bicentennial Celebration and Authorize an Interdepartmental Appropriation Transfer

Honorable Legislators:

I recommend that Your Honorable Body authorize an increase to the contract with Greater Rochester Visitors Association, Inc. ("Visit Rochester") in an amount not to exceed \$60,000 for the period of September 1, 2021 through August 31, 2022, for the management, planning, and production of the Monroe County Bicentennial Celebration and authorize an interdepartmental appropriation transfer of \$51,000.

The County of Monroe was founded on February 23, 1821 and its bicentennial year is this year, 2021. To celebrate Monroe County's history, heritage, and richness as a place to live, work, and raise a family, we are planning a series of bicentennial celebration events.

In collaboration with the Department of Communications and Special Events and the Department of Planning and Development, Visit Rochester will manage the planning and production of bicentennial celebration events, including all branding, marketing, promotion and fundraising / sponsorship activities. Funding for such activities will be supported by available, unencumbered appropriations in the 2021 operating budget.

The specific legislative actions required are to:

1. Authorize the County Executive or his designee to execute an amendment agreement to increase the contract with Greater Rochester Visitors Association, Inc., 45 East Avenue, Suite 400, Rochester, New York 14604, in an amount not to exceed \$60,000 for the period of September 1, 2021 through August 31, 2022 for the management, planning, and production of the Monroe County Bicentennial Celebration.
2. Amend the 2021 operating budget to transfer \$51,000 from the Department of Human Services, general fund 9001, funds center 5103010000, Financial Assistance Administration to Cultural and Educational Services, general fund 9001, funds center 8902010000, Authorized Agencies.

This action is a Type II action pursuant to 6 NYCRR §617.5(c)(21) (“minor temporary uses of land having negligible or no permanent impact on the environment”) and (26) (“routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment”) and is not subject to further review under the State Environmental Quality Review Act.

Funding for this contract is available in the 2021 operating budget of Cultural and Educational Services, general fund 9001, funds center 8902010000, Authorized Agencies, once the interdepartmental transfer is approved. No additional net County support is required in the Monroe County budget.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,


Adam J. Bello
Monroe County Executive

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