



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

May 8, 2023

OFFICIAL FILE COPY	
No.	230139
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
URGENT	-L

To The Honorable
Monroe County Legislature
407 County Office Building
39 W. Main Street
Rochester, New York 14614

Subject: Appropriate Unassigned Fund Balance to Provide Promotional Services Highlighting Regional Advantages and Authorize a Contract Amendment with Greater Rochester Visitors Association, Inc.

Honorable Legislators:

I recommend that Your Honorable Body appropriate unassigned fund balance in the amount of \$150,000 to provide promotional services for our County and authorize a contract amendment with Greater Rochester Visitors Association, Inc.

We have the unique opportunity to connect with hundreds of thousands of visitors flocking to our community for events including the 2023 PGA Championship and the 2024 Total Solar Eclipse. The Greater Rochester Visitors Association, Inc., better known as Visit Rochester, is the official tourism promotion agency for Monroe County. Tourism is a significant economic driver in Monroe County and the greater Rochester region, with an economic impact of nearly \$1 billion, employing over 15,000 people and welcoming 1.5 million visitors every year.

In 2023, Visit Rochester has been providing promotional and marketing activities related to the upcoming PGA Championship at Oak Hill Country Club expected to have an estimated \$200 million economic impact to the region and a corresponding increase in Monroe County's sales tax and hotel/motel tax receipts. In addition, Visit Rochester has already been working with a consortium of organizations preparing the community for the April 8, 2024 Total Solar Eclipse. These two once-in-a-generation events have the potential to drive significant numbers of visitors to our community.

Visit Rochester will utilize these funds to help attract new visitors for these events, enhance the visitor experience through community welcome and engagement activities, expose and immerse visitors to the high-quality attractions to which our region is home. In the immediate term this funding will allow Visit Rochester to maximize and extend the economic value of hosting the PGA Championship, by engaging the PGA, its networking affiliates, and its fan base by promoting the region and all it has to offer once the Championship has concluded.

The specific legislative actions required are:

1. Amend the 2023 operating budget by appropriating unassigned fund balance in the amount of \$150,000 into Cultural and Educational Services, general fund 9001, funds center 8902010000 Authorized Agencies.
2. Authorize the County Executive, or his designee, to amend the contract with Greater Rochester Visitors Association, Inc. to provide an increase in funding in the amount of \$150,000, from \$3,367,500 to \$3,517,500, to provide promotional services related to large scale events including the PGA Championship at Oak Hill Country Club and the 2024 Total Solar Eclipse.

This action is a Type II Action pursuant to 6 NYCRR §617.5(c)(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 review under the State Environmental Quality Review Act.

This contract amendment will require \$150,000 of net County support for which the appropriation of fund balance is requested.

I recommend that this matter receive favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello
Monroe County Executive

AJB:db

By Legislators _____ and _____

Intro. No. _____

RESOLUTION NO. ____ OF 2023

APPROPRIATING UNASSIGNED FUND BALANCE PROVIDING PROMOTIONAL SERVICES HIGHLIGHTING REGIONAL ADVANTAGES AND AUTHORIZING CONTRACT AMENDMENT WITH GREATER ROCHESTER VISITORS ASSOCIATION, INC.

BE IT RESOLVED BY THE LEGISLATURE OF THE COUNTY OF MONROE, as follows:

Section 1. The 2023 operating budget is hereby amended by appropriating unassigned fund balance in the amount of \$150,000 into Cultural and Educational Services, general fund 9001, funds center 8902010000, Authorized Agencies.

Section 2. The County Executive, or his designee, is hereby authorized to amend the contract with Greater Rochester Visitors Association, Inc. to provide an increase in funding in the amount of \$150,000, from \$3,367,500 to \$3,517,500, to provide promotional services related to large scale events including the PGA Championship at Oak Hill Country Club and the 2024 Total Solar Eclipse.

Section 3. This resolution shall take effect in accordance with Section C2-7 of the Monroe County Charter.

Matter of Urgency
File No. 23-0

ADOPTION: Date: _____ Vote: _____

ACTION BY THE COUNTY EXECUTIVE

APPROVED: _____ VETOED: _____

SIGNATURE: _____ DATE: _____

EFFECTIVE DATE OF RESOLUTION: _____