



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

November 7, 2025

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

OFFICIAL FILE COPY	
No.	<u>250351</u>
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
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WAYS & MEANS	

Subject: Authorizing a License Agreement with Bella Events Group, LLC for the 2026 Rochester Pride Festival

Honorable Legislators:

I recommend that Your Honorable Body authorize a License Agreement with Bella Events Group, LLC for the 2026 Rochester Pride Festival to be held at the festival grounds at Beikirch Park, formerly Highland Park South, on July 18, 2026.

The Rochester Pride Festival has been held as a celebration of and for our community's LGBTQ+ members after Rochester's Pride Parade since at least 1996. Bella Events Group, LLC is organizing this festival as a ticketed, paid admission event in a County park. Under County Code, this commercial use of County park facilities requires the approval of the County Legislature.

Rochester Pride events have a long history of being held in July, instead of with most national events in June, dating back to the original July 1971 "Gay-In" picnic at Genesee Valley Park. Details of the 2026 Pride Festival are still being developed, but will include food and drink, vendors, booths for community organizations and businesses, and live music.

The specific legislative action required is to authorize a license agreement with Bella Events Group, LLC for the 2026 Rochester Pride Festival to be held at the festival grounds at Beikirch Park, formerly Highland Park South, on July 18, 2026.

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 is not subject to further review under the State Environmental Quality Review Act.

This license agreement is revenue generating and no net County support is required in the current Monroe County budget.

The records of the Office of the Monroe County Treasury have indicated that neither Bella Events Group, LLC nor its principal officer, Jenna Knauf, owe any delinquent Monroe County property taxes.

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