



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

September 25, 2025

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

OFFICIAL FILE COPY
No. 250301
Not to be removed from the Office of the Legislature Of Monroe County
Committee Assignment
AGENDA/CHARTER -L
WAYS & MEANS

Subject: Enact a Local Law Authorizing a Lease Amendment by Negotiation with Rochester Community Baseball, Inc. to Serve as Marketing Agent for Stadium Naming Rights, and an Amendment to Continue to Provide WIFI at the Stadium

Honorable Legislators:

I recommend that Your Honorable Body enact a Local Law authorizing an amendment of Monroe County's stadium lease with Rochester Community Baseball, Inc. ("RCB") dated March 1, 2018 and amended March 27, 2025 ("Lease") by negotiation to permit RCB to serve as the County's marketing agent for naming rights for the County's Stadium located at 1 Morrie Silver Way, Rochester, New York, and an amendment to allow the County to continue to provide WIFI at the Stadium.

The County's current naming rights agreement with Innovative Data Processing Solutions LLC and Frontier Communications of Rochester, Inc. authorized by Your Honorable Body pursuant to Resolution 331 of 2022 will expire on November 15, 2025. Neither company expressed an interest in a long-term renewal of the naming rights agreement. RCB has expressed a desire to serve as the County's agent to search the marketplace and secure one or more suitable companies that would compensate the County for naming rights to the Stadium.

The Rochester Red Wings began playing baseball in 1899 and is the oldest continuously operating AAA professional baseball franchise in the United States. RCB has owned and operated the Rochester Red Wings since 1957, is the sole operator of the Stadium, and possesses extensive and unique knowledge of the operations and management of professional baseball and of the Stadium.

The County's Lease with RCB expires at the close of the Red Wings' 2027 baseball season. Under the terms proposed, for remainder of the Lease's term, RCB would be paid a fee for its marketing services not to exceed 18% of the Stadium naming rights revenue received by the County during the Lease term from the company selected. Additionally, the County would extend its existing obligation to provide WIFI at the Stadium for the remainder of the Lease term.

The specific legislative actions required are:

1. Schedule and hold a Public Hearing on the proposed Local Law.

2. Enact a Local Law authorizing the County Executive, or his designee, to execute a lease amendment by negotiation on behalf of Monroe County, and any amendments thereto, with Rochester Community Baseball, Inc. to permit Rochester Community Baseball, Inc. to serve as the County's marketing agent for Stadium naming rights, and to be paid a commission for its marketing services for the remainder of the Lease's term in an amount not to exceed 18% of the Stadium naming rights revenue received by the County during the Lease term from the company selected, and to permit the County to continue to provide WIFI at the Stadium for the remainder of the Lease term.

This 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 further review under the State Environmental Quality Review Act.

Funding for the WIFI is included in the 2025 operating budget of Finance-Unallocated, general fund 9001, funds center 1209060600, Baseball Field.

The Lease amendment is revenue generating. No additional net County support is required in the current Monroe County budget.

The records of the Monroe County Treasury have indicated that neither Rochester Community Baseball, Inc., nor any of its officers, owes any delinquent Monroe County property taxes. The officers of Rochester Community Baseball, Inc. are:

President – Naomi Silver
Chairman of the Board – Gary Larder
Treasurer – Paul Ozminkowski, and
Clint Campbell – Corporate Secretary

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

By Legislators _____ and _____

Intro. No. _____

LOCAL LAW NO. ____ OF 2025

ENACTING LOCAL LAW ENTITLED “AUTHORIZING LEASE AMENDMENT BY NEGOTIATION WITH ROCHESTER COMMUNITY BASEBALL, INC. TO SERVE AS COUNTY’S MARKETING AGENT FOR STADIUM NAMING RIGHTS AND AN AMENDMENT TO CONTINUE TO PROVIDE WIFI AT STADIUM”

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

Section 1. The County Executive, or his designee, is hereby authorized to execute a lease amendment by negotiation on behalf of Monroe County, and any amendments thereto, with Rochester Community Baseball, Inc. to permit Rochester Community Baseball, Inc. to serve as the County’s marketing agent for Stadium naming rights and to be paid a commission for its marketing services not to exceed 18% of the Stadium naming rights revenue received by the County from the company selected for the remainder of the lease term, and to permit the County to continue to provide WIFI at the Stadium for the remainder of the lease term.

Section 2. This local law shall take effect in accordance with the provisions of the Municipal Home Rule Law and the Monroe County Charter.

File No. 25-____. LL

ADOPTION: Date: _____, 2025

Vote: _____

ACTION BY THE COUNTY EXECUTIVE

APPROVED: _____ VETOED: _____

SIGNATURE: _____ DATE: _____

EFFECTIVE DATE OF LOCAL LAW: _____