



# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
County Executive

February 10, 2026

OFFICIAL FILE COPY	
No. 260057	
Not to be removed from the	
Office of the	
Legislature Of	
Monroe County	
Committee Assignment	
URGENT	
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To The Honorable  
Monroe County Legislature  
407 County Office Building  
Rochester, New York 14614

**Subject:** Authorize a Naming Rights Agreement with ESL Federal Credit Union and Rochester Community Baseball, Inc. Concerning Naming Rights for the Stadium Located at One Morrie Silver Way in the City of Rochester

Honorable Legislators:

I recommend that Your Honorable Body authorize a naming rights agreement with ESL Federal Credit Union (“ESL”) and Rochester Community Baseball, Inc. (“RCB”) concerning naming rights for the stadium located at One Morrie Silver Way in the City of Rochester (the “Stadium”), for a term of ten years, with the option to extend the agreement for up to four additional five-year periods, for a naming rights fee in the amount of \$550,000 in the first year, with increases of two percent (2%) per year, compounded annually, in each subsequent year of the contract, including all extensions.

In 1994, the Greater Rochester Outdoor Sports Facility Corporation (the “SFC”) entered into an agreement with Frontier Communications (“Frontier”) to allow Frontier to purchase the naming rights to what became known as Frontier Field. That agreement was amended in 2015 and in 2022 and expired under its terms on November 15, 2025. The assets and liabilities of the SFC were assumed by the County in 2018, as authorized by Resolution 452 of 2017. In 2022, as authorized by Resolution 331 of 2022, Innovative Data Processing Solutions LLC (“Innovative Solutions”) assumed many of the rights and responsibilities of Frontier under the naming rights agreement. The Stadium then became known as Innovative Field. Following the expiration of the prior naming rights agreement with Innovative Solutions, and pursuant to Local Law 7 of 2025, the County amended its lease with RCB for RCB to act as the County’s marketing agent in connection with identifying a new naming rights partner for the Stadium.

Under the proposed naming rights agreement, ESL, a federal credit union founded and headquartered in Rochester that has deep ties to the community, and which provides variety of banking and financial services to its members in the Rochester area and beyond, would become the new naming rights partner for the Stadium. The stadium would then be called ESL Ballpark. Pursuant to the proposed agreement, ESL would pay \$550,000 for the naming rights in the first year of the contract. The County would receive 82% of the annual revenue, or \$451,000 in the first year, increasing each subsequent year at a rate of two percent (2%) per year, compounded annually, while RCB would receive 18% of the annual revenue for the remainder of its Stadium lease term.

**The specific legislative actions required are:**

1. Authorize the County Executive, or his designee, to execute a naming rights agreement, and any amendments thereto, with ESL Federal Credit Union and Rochester Community Baseball, Inc. concerning naming rights for the stadium located at One Morrie Silver Way in the City of Rochester.
2. Authorize the County Executive, or his designee, to execute and deliver any and all agreements, amendments thereto, and documents necessary to effectuate such naming rights agreement.

The legislative action requested in this referral is not an "Action," as that term is defined in 6 NYCRR § 617.2(b), and is not subject to review under the State Environmental Quality Review Act.

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

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

Sincerely,  
  
Adam J. Bello  
Monroe County Executive

By Legislators Hughes-Smith and Maffucci

Intro. No. \_\_\_\_

RESOLUTION NO. \_\_\_\_ OF 2026

**AUTHORIZING A NAMING RIGHTS AGREEMENT WITH ESL FEDERAL CREDIT UNION AND ROCHESTER COMMUNITY BASEBALL, INC. CONCERNING NAMING RIGHTS FOR THE STADIUM LOCATED AT ONE MORRIE SILVER WAY IN THE CITY OF ROCHESTER**

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

Section 1. Authorize the County Executive, or his designee, to execute a naming rights agreement, and any amendments thereto, with ESL Federal Credit Union and Rochester Community Baseball, Inc. concerning naming rights for the stadium located at One Morrie Silver Way in the City of Rochester.

Section 2. Authorize the County Executive, or his designee, to execute and deliver any and all agreements, amendments thereto, and documents necessary to effectuate such naming rights agreement.

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

Matter of Urgency  
File No. 26-0

ADOPTION: Date: \_\_\_\_\_ Vote: \_\_\_\_\_

**ACTION BY THE COUNTY EXECUTIVE**

APPROVED: \_\_\_\_\_ VETOED: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

EFFECTIVE DATE OF RESOLUTION: \_\_\_\_\_