



NEWS FROM THE OFFICE OF  
**ADAM J. BELLO**  
MONROE COUNTY EXECUTIVE

**For Immediate Release**  
**Monday, February 5, 2024**

## **COUNTY EXECUTIVE BELLO ANNOUNCES LAUNCH OF ONLINE COMMUNITY FESTIVAL APPLICATION**

*Applications due on March 5, 2024, Monroe County commits at least \$250,000 to support local festivals and events.*

**ROCHESTER, NY** — Monroe County Executive Adam Bello today announced the launch of an online application portal for Community Festival Funding. This is the second year Monroe County has set aside funding for community festivals. The 2024 Monroe County Budget allocates at least \$250,000 to support community festivals, an increase of \$50,000 from the previous year.

The application deadline for community festivals that will take place this year 5:00 PM on Tuesday, March 5, 2024. Details are available at [monroecounty.gov/festival-funding](https://monroecounty.gov/festival-funding).

“We continue to make investments in Monroe County’s creative economy because it is critical to the success of our region. It’s no secret that Monroe County loves its festivals, and our residents take full advantage of any opportunity to join together, whether it is to honor our history, celebrate the diverse cultures that comprise our community, or enjoy live performances, **said Monroe County Executive Adam Bello**. “Last year we invested in close to two dozen festivals and events that took place all across Monroe County, and we can’t wait to start celebrating festival season again.”

Festivals and events must meet a set of basic qualifications to be considered for support these requirements include:

- Festivals must fit into one or more of the following categories: (1) armistice, memorial, or other recognized national patriotic observance; (2) commemorate historical events of countywide interest and concern; (3) showcase music, dance, arts, or other artistic performance; and/or (4) publicize the advantages of Monroe County.
- Festivals must have a free public component.
- Festivals must serve a minimum of 1,000 individuals.
- Festivals must take place in Monroe County between January 1, 2024 and December 31, 2024.

- Festivals must provide proof of insurance (general liability, automobile liability, workers compensation, disability benefits and paid family leave benefits) to be able to receive county funding.

A virtual webinar for individuals interested in learning more about the Community Festival Funding application will be held on Monday, February 12, 2024 at 5:30 PM. To register to attend this event, review of list Frequently Asked Questions (FAQs) and eligibility criteria please go to [monroecounty.gov/festivalfunding](https://monroecounty.gov/festivalfunding).

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