



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

**For Immediate Release**  
**Tuesday, May 9, 2023**

**MONROE COUNTY EXECUTIVE ADAM BELLO UNVEILS NEW DIGITAL  
VIDEOBOARD AT INNOVATIVE FIELD**

*The videoboard at the home of the Rochester Red Wings is part of an ongoing \$26 million project to improve ballpark facilities for fans and players*

**ROCHESTER, NY** — Monroe County Executive Adam Bello today, joined by Innovative Solutions CEO Justin Copie, Rochester Community Baseball President & CEO Naomi Silver and Rochester Red Wings General Manager Dan Mason, unveiled the new, state-of-the-art videoboard at Innovative Field for Rochester Red Wings fans to enjoy replays, videos and graphics. The upgrade is part of an ongoing of a three-year plan to improve ballpark facilities for fans and players.

The new digital videoboard measures 60 ft. wide and 34.8 ft. high and is nearly twice as large as the display it replaced. A second LED video screen atop the new display measures 7 feet high and 36 feet wide. The videoboards are part of a \$26 million investment announced last year by the County Executive, Monroe County Legislature and Governor Kathy Hochul. Under the Governor's 2023 budget, New York State contributed \$10 million toward the renovation work.

"There's no chance Red Wings fans will miss a highlight or homerun with this screen showing replays throughout the game," **said Monroe County Executive Adam Bello.** "And this is just a taste of what's to come: for the fans, we're installing new and upgraded seats, a bigger kitchen for better food choices and enhanced lighting; for players, we're adding a new building for batting practice and upgrading our clubhouses. Monroe County residents have cheered for the Red Wings for more than a century, and we will ensure that Monroe County remains the team's home for years to come."

"This new, state-of-the-art videoboard will allow us to display superior videos and graphics throughout Red Wings games, making games more fun and engaging for fans," **said Rochester Red Wings President and CEO Naomi Silver.** "While this videoboard is an obvious upgrade fans can see, numerous behind-the-scenes upgrades have also been made to ensure Innovative Field complies with Major League Baseball standards for minor league stadiums. Thank you to County Executive Bello for supporting these renovations and making certain a day at the ballpark remains a great experience for players and fans."

“At Innovative, technology is in our DNA. It is so great to see our community now to be able to benefit from investments like the state-of-the-art video board at Innovative Field,” **said Justin Copie, CEO of Innovative Solutions.**

The Innovative Field MLB Improvements and the Facility and Patron Improvement project combined with the two ongoing efforts total \$26 Million — including \$12 million in improvements required by Major League Baseball.

Ongoing work at Innovative Field includes: a new clubhouse for the growing number of women in baseball serving as coaches, trainers and nutritionists; a renovated clubhouse for visiting teams; renovations to the home team clubhouse; construction of a new batting practice building; exterior LED lighting; new seats and other amenities.

The full project is expected to be complete by the Red Wings’ opening day in 2025.

—30—

**Media inquiries:**

**Gary Walker, Director of Communications**

[GaryWalker@MonroeCounty.gov](mailto:GaryWalker@MonroeCounty.gov)

(585) 753-1064

**Meaghan M. McDermott, Deputy Director  
of Communications**

[MeaghanMcDermott@MonroeCounty.gov](mailto:MeaghanMcDermott@MonroeCounty.gov)

(585) 469-4365