

22.

By Legislators Maffucci and Yudelson

Intro. No. ____

RESOLUTION NO. ____ OF 2024

AUTHORIZING CONTRACT WITH GAME PLAN MARKETING, INC. TO PROVIDE MEDIA BUYING SERVICES FOR DEPARTMENTS OF MONROE COUNTY

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

Section 1. The County Executive, or his designee, is hereby authorized to execute a contract, and any amendments thereto, with Game Plan Marketing, Inc. to provide media buying services for departments of Monroe County in an amount not to exceed \$50,000 for the period of August 1, 2024 through August 1, 2025, with the option to renew for four (4) additional one-year terms at rates increasing annually in an amount not to exceed 3.0%.

Section 2. Funding for the first year of this contract is included in the 2024 operating budget of Department of Communications and Special Events, general fund 9001, funds center 1801010000, Communications, and will be requested in future years budgets.

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

Ways and Means Committee; September 24, 2024 - CV: 10-0
File No. 24-0308

ADOPTION: Date: _____ Vote: _____

ACTION BY THE COUNTY EXECUTIVE

APPROVED: _____ VETOED: _____

SIGNATURE: _____ DATE: _____

EFFECTIVE DATE OF RESOLUTION: _____