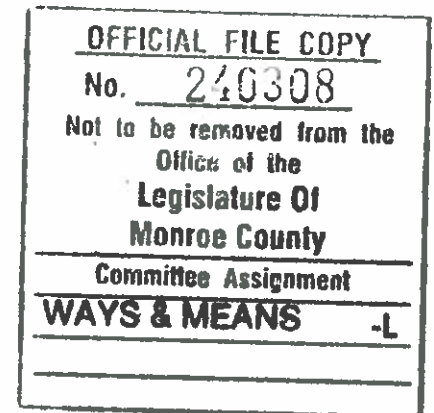




# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
*County Executive*



September 6, 2024

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

**Subject:** Authorize a Contract with Game Plan Marketing, Inc. to Provide Media Buying Services for Departments of Monroe County

Honorable Legislators:

I recommend that Your Honorable Body authorize a contract with Game Plan Marketing, Inc. in an amount not to exceed \$50,000 to provide media buying services for departments of Monroe County 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%.

To ensure appropriate reach of Monroe County's departmental public service announcements, commercials, and advertisement campaigns to its residents, it is necessary that Monroe County Communications and Special Events contract with a vendor that is able to provide media buying services, including but not limited to creative design, scriptwriting, talent acquisition, video and animation production, graphic design and visual effects, audio production and airtime management and acquisition for print, radio, television or online digital delivery as necessary to communicate key messages. The vendor must be prepared to deliver final productions of commercials, advertisements, or public announcements in Spanish language, as required by departments.

A Request for Proposals was issued, with Game Plan Marketing, Inc. as the successful respondent.

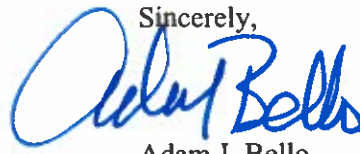
**The specific legislative action required** is to authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with Game Plan Marketing, Inc., 140 Superior Road, Rochester, New York 14625, to provide media buying services for departments of Monroe County in an 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%.

This action 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 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. No additional net County support is required in the current Monroe County budget.

The records in the Office of the Monroe County Treasury have indicated that neither Game Plan Marketing, Inc. nor its principal officer, Rachel Gordon, President, owe any delinquent Monroe County property taxes.

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

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