



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

December 4, 2024

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No.	<u>240414</u>
Not to be removed from the Office of the Legislature of Monroe County	
Committee Assignment	
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To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Amend Resolution 264 of 2024 to Increase the Contract with Game Plan Marketing, Inc.
to Provide Media Buying Services for Departments of Monroe County

Honorable Legislators:

I recommend that Your Honorable Body Amend Resolution 264 of 2024 to increase the contract with Game Plan Marketing, Inc. from a total amount not to exceed \$50,000 to a total amount not to exceed \$313,000 to provide media buying services for departments of Monroe County.

Pursuant to Resolution 264 of 2024, Game Plan Marketing, Inc. provides 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. Through this amendment, Game Plan Marketing, Inc. will provide these services to support Monroe County's Stop the Stigma Campaign, the goal of which is to end the stigma surrounding addiction so that individuals and their support networks feel comfortable seeking help. The campaign will feature videos, TV, radio, digital ads, billboards, bus tails and social media on a variety of platforms.

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

The specific legislative action required is to amend Resolution 264 of 2024 to increase the contract with Game Plan Marketing, Inc. from a total amount not to exceed \$50,000 to a total amount not to exceed \$313,000 to provide media buying services for departments of Monroe County.

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 the Department of Communications and Special Events, general fund 9001, funds center 1801010000 Communications, and the Department of Public Health, funds center 5801120000, 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

AJB:db