



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

December 9, 2024

OFFICIAL FILE COPY	
No.	240460
Not to be removed from the Office of the Legislature Of Monroe County	
Committee Assignment	
URGENT	-L

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

Subject: Amend Resolution 144 of 2011, as Amended by Resolution 313 of 2020, Resolution 427 of 2021, Resolution 283 of 2022, and Resolution 394 of 2023 to Provide Funding to The Lilac Festival, Inc. and to Extend the Term of the Agreement to Produce the Lilac Festival in Highland Park; and Authorize an Intermunicipal Agreement with the City of Rochester

Honorable Legislators:

I recommend that Your Honorable Body amend Resolution 144 of 2011, as amended by Resolution 313 of 2020, Resolution 427 of 2021, Resolution 283 of 2022, and Resolution 394 of 2023 to provide \$200,000 to The Lilac Festival, Inc. and to extend the term of the agreement to produce the Lilac Festival in Highland Park; and authorize an intermunicipal agreement with the City of Rochester to accept \$50,000.

Through the above-referenced resolutions, Your Honorable Body authorized a license agreement with The Lilac Festival, Inc., a not-for-profit corporation, to produce the Lilac Festival in Highland Park. Under the license agreement, The Lilac Festival, Inc. has the sole and exclusive right to direct, produce, and sponsor the annual Lilac Festival through December 31, 2025. For the past several years, The Lilac Festival, Inc. has worked with a promotor to operate, manage, produce, and promote the Lilac Festival. In the Fall of 2023, the prior promotor determined that it would no longer produce the Lilac Festival and Your Honorable Body provided up to \$150,000 to The Lilac Festival, Inc. to produce the 2024 Lilac Festival with the assistance of two co-promoters. In the Summer of 2024, a request for proposals was issued to seek qualified candidates to provide long-term promotional services to ensure the Lilac Festival continues to be a success. To meet this goal, the City of Rochester and Monroe County will provide a one-time payment to help defray start-up costs, as well as extend the agreement with The Lilac Festival, Inc. to coincide with the promoter agreement. Monroe County will provide \$150,000 and the City of Rochester will provide \$50,000.

The specific legislative action required are:

1. Amend Resolution 144 of 2011, as amended by Resolution 313 of 2020, Resolution 427 of 2021, Resolution 283 of 2022, and Resolution 394 of 2023, to extend the term of the agreement with The Lilac Festival, Inc. through August 31, 2029, together with up to two (2) three-year renewals, and provide \$200,000 to The Lilac Festival, Inc. to produce the Lilac Festival in Highland Park in 2025.
2. Authorize the County Executive, or his designee, to enter into an intermunicipal agreement with the City of Rochester to accept \$50,000 and provide it to The Lilac Festival, Inc.

3. Amend the proposed 2025 operating budget of the Parks Department by appropriating the sum of \$50,000 into general fund 9001, funds center 8805010000, Horticultural Administration.

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.

Partial funding for this contract is included in the proposed 2025 operating budget of the Parks Department, general fund 9001, funds center 8805010000, Horticultural Administration. The appropriated amount will adjust the current funding to that established by the intermunicipal agreement. No additional net County support is required in the current Monroe County budget.

The Lilac Festival, Inc. is a not-for-profit agency and the records of the Office of the Monroe County Treasury have indicated that it does not owe any delinquent Monroe County property taxes.

I recommend that this matter receive favorable action by Your Honorable Body.

Sincerely,



Adam J. Bello
Monroe County Executive

By Legislators Blankley, Baynes and Maffucci

Intro. No. _____

RESOLUTION NO. _____ OF 2024

AMENDING RESOLUTION 144 OF 2011, AS AMENDED BY RESOLUTION 313 OF 2020, RESOLUTION 427 OF 2021, RESOLUTION 283 OF 2022, AND RESOLUTION 394 OF 2023 TO PROVIDE FUNDING TO THE LILAC FESTIVAL, INC. AND TO EXTEND TERM OF AGREEMENT TO PRODUCE LILAC FESTIVAL IN HIGHLAND PARK; AUTHORIZING INTERMUNICIPAL AGREEMENT WITH CITY OF ROCHESTER

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

Section 1. Section 1 of Resolution 144 of 2011, as amended by Resolution 313 of 2020, Resolution 427 of 2021, Resolution 283 of 2022, and Resolution 394 of 2023 is amended as follows:

The County Executive, or his designee, is hereby authorized to execute a license agreement, and any amendments thereto, with The Lilac Festival, Inc., to produce the annual Lilac Festival in Highland Park, for the period of January 1, 2012 through ~~December 31, 2025~~ August 31, 2029, together with up to two (2) three-year renewals, and provide \$150,000 to The Lilac Festival, Inc. to produce the Lilac Festival in Highland Park in 2024 and \$200,000 to The Lilac Festival, Inc. to produce the Lilac Festival in Highland Park in 2025.

Section 2. The County Executive, or his designee, is hereby authorized to enter into an intermunicipal agreement with the City of Rochester to accept \$50,000 and provide it to The Lilac Festival, Inc.

Section 3. The 2025 operating budget of the Parks Department is hereby amended by appropriating the sum of \$50,000 into general fund 9001, funds center 8805010000, Horticultural Administration.

Section 4. Partial funding for this contract is included in the 2025 operating budget of the Parks Department, general fund 9001, funds center 8805010000, Horticultural Administration. The appropriated amount will adjust the current funding to that established by the intermunicipal agreement.

Section 5. This resolution shall take effect in accordance with Section C2-7 of the Monroe County Charter.

Matter of Urgency
File No. 24-0413

ADOPTION: Date: _____

Vote: _____

Added language is underlined
Deleted language is ~~stricken~~