

**Additional Proposed Legislation for the
January 28, 2025 City Council Meeting**

*** * Please Note * ***

For questions, call the City Clerk's Office at 585-428-7421



**City of Rochester, NY
Rochester City Council**

City Hall Room 301A • 30 Church Street • Rochester, New York 14614-1290

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Sponsor: Councilmember **Michael A. Patterson**, Northeast District

Co-Sponsors: President **Miguel A. Meléndez, Jr.**, At-Large; Vice President **LaShay D. Harris**, South District; Councilmembers **Mitch Gruber**, At-Large; and **Bridget A. Monroe**, Northwest District

January 6, 2025

TO THE COUNCIL

Ladies and Gentlemen:



Re: Community Cannabis Support Initiative –
Appropriation and Professional Services Agreement

Council Priority: Creating and Sustaining a Culture of
Vibrancy

Comprehensive Plan 2034 Initiative Area: Reinforcing
Strong Neighborhoods, Fostering Prosperity and
Opportunity

Transmitted herewith for your approval is legislation relating to a Community Cannabis Support Initiative to provide services to Rochester residents seeking to be a part of the emerging “legal” cannabis industry under an agreement with BLOOM ROC.

This local organization provides unique strategic solutions to invest and pool resources, talents, and expertise in the emerging cannabis industry. BLOOM ROC’s overarching aim is to create and protect sustainable economic development in marginalized communities by fostering tangible and lasting enhancements in the early stages of cannabis businesses using a model they call S.E.E. (Social and Economic Equity).

This legislation will:

- 1) Amend the 2024-25 Budget of the Office of the Mayor by appropriating \$50,000 in fund balance that this Council previously committed to Emerging Community Initiatives in Resolution No. 2024-28.
- 2) Authorize a professional services agreement with BLOOM ROC to provide direct educational and other support services to Rochester residents seeking to be a part of the emerging “legal” cannabis industry and BLOOM ROC shall provide thereafter a report to the City that summarizes their progress, including the number of residents served. The maximum compensation for the agreement will be \$50,000, funded by the 2024-25 Budget of the Office of the Mayor from the funds authorized above.

BLOOM ROC has a well-established curriculum to support those seeking to be a part of the emerging “legal” cannabis industry and the city’s funding will support city residents’ access to and continuation of BLOOM ROC’s Incubator Program; Town Halls; and other educational programs and community outreach.

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Prior Bloom ROC programming included:

- **8 Week Incubator Program** – Focused on Adult-Use Application Preparation and Support using a hybrid model (In-Person/Virtual); Individualized Education; One on One's; using a Community Hub Model; Professional Development and Support from Ancillary Partners; Networking with clients/customers and like-minded individuals in the Canna-Community.
 - Supported 140 potential S.E.E. applicants with small group and 1-on-1 technical assistance programming.
 - Submitted 25 applications representing the Finger Lakes and the Western regions over four licensing types.
 - 7 Applicants engaged throughout the Technical Assistance Provider program.
 - 5 Non-provisional applicants, two provisional applicants.
 - 5 Non-Provisional Application deficiencies were cured.
- **Town Halls** – Community gatherings held to keep stakeholders informed and updated on BLOOM ROC's cannabis education.
 - Hosted 6 Town-halls designed to inform residents of industry updates locally, regionally, and throughout the state.
- **Education** – focused on cannabis and Public Health; Public Health Data and Trends; all focused on the impact of cannabis legalization on public health and strategies for promoting responsible use and reducing potential harms.
 - 3 monthly educational learning experiences held.
 - Includes participation in government and civic engagement focused on the Finger Lakes Region of New York.
 - Overview of the Cannabis Advisory Board and funding expectations focused on the Cannabis Advisory Board and other funding expectations from New York State.
- **Community Outreach** –
 - Spent 275 hours directly engaging Rochester's disproportionately impacted East/West/North-side communities, touching over 67 streets, 5 regional dispensaries, and 7 NY licensees.
 - Engaged over 564 residents in the region.
 - Engaged community giveback that supported 25 vulnerable families with essential items.
 - Tabled at the Science of Cannabis Symposium in Rochester, New York.
 - Exhibited at the Cannabis World Business Expo in New York.

The term for the Community Cannabis Support Initiative shall extend to December 31, 2025, and the deadline for providing all reporting shall be June 30, 2026.

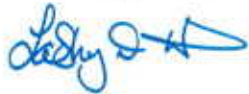
Respectfully submitted,



Michael Patterson
Northeast Councilmember



Miguel A. Meléndez, Jr., President
At-Large



LaShay D. Harris, Vice President
South District



Mitch Gruber
At-Large



Bridget A. Monroe
Northwest District

NO RFP JUSTIFICATION STATEMENT

Awarding a Professional Services Agreement Without a Request for Proposals

The Procurement of Professional Services Policy (Ord. No. 2012-318) requires an RFP to be issued under most circumstances. If it is determined that an RFP will not be issued, this form must be completed, signed by the Department Head, and kept on file (electronically or hard copy). It must also be submitted:

1. To City Council as an attachment to the transmittal letter for any PSA that exceeds \$10,000, and
2. To the contract record when entered in Munis.

Department: City Council & Clerk's Office

Vendor/Consultant selected: BLOOM ROC

How was the vendor selected?

City Council is seeking to start a Community Cannabis Support Initiative to provide services to Rochester residents seeking to be a part of the emerging "legal" cannabis industry. BLOOM ROC provides unique strategic solutions to invest and pool resources, talents, and expertise in the emerging cannabis industry. No other not-for-profit organization is providing the services in this area that BLOOM ROC does.

Why was no RFP issued for this service?

- Is there **previous experience** with the vendor? The City Council has had a positive relationship and history with BLOOM ROC since its inception and this organization has been an invaluable resource to the City as it has navigated the new territory of "legal" cannabis regulation.

Compensation Amount: \$50,000

How was this determined? Explain how it is a reasonable and best value for the City.

The agreement will provide \$50,000 for BLOOM ROC to provide direct educational and other support services to Rochester residents seeking to be a part of the emerging "legal" cannabis industry and BLOOM ROC shall provide thereafter a report to the City that summarizes their progress, including the number of residents served. BLOOM ROC has a well-established curriculum to support those seeking to be a part of the emerging "legal" cannabis industry and the city's funding will support city residents' access to and continuation of BLOOM ROC's Incubator Program; Town Halls; and other educational programs and community outreach. These services would include: Adult-Use Application Preparation and Support; Professional Development and Support; hosting Town Hall-style meetings; engaging Rochester's disproportionately impacted communities/neighborhoods; and additional community outreach/education/support.

The MWBE Officer has reviewed the proposed Agreement for MWBE and Workforce goals. MWBE Officer Initials: *ms* Date: 1/7/2025

Miguel A. Melendez Jr.

Department Head Signature

1/7/2025

Date

INTRODUCTORY NO.

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Ordinance No.

Appropriating funds, amending the 2024-25 Budget and authorizing an agreement for the Community Cannabis Support Initiative

BE IT ORDAINED, by the Council of the City of Rochester as follows:

Section 1. Ordinance No. 2024-200, the 2024-25 Budget of the City of Rochester, as amended, is hereby further amended by increasing the revenue estimates and appropriations to the Budget of the Office of the Mayor by \$50,000, which amount is hereby appropriated from a portion of the remaining Fund Balance of the 2023-24 Budget of City Council & Clerk that Council committed to emerging community needs in Resolution No. 2024-28.

Section 2. The Mayor is hereby authorized to enter into a professional services agreement with BLOOM ROC Inc. to provide direct educational and other support services to Rochester residents seeking to be a part of the emerging legal cannabis industry as part of a Community Cannabis Support Initiative. The term for these services shall extend to December 31, 2025, and the deadline for providing all reporting shall be June 30, 2026. The maximum compensation for the agreement shall be \$50,000, which shall be funded from the 2024-25 Budget of the Office of the Mayor.

Section 3. The agreement shall contain such additional terms and conditions as the Mayor deems appropriate.

Section 4. This Ordinance shall take effect immediately.