

Introduced by Presiding Officer, on request of the County Executive and Legislator Krupski

RESOLUTION NO. 291 -2013, ADOPTING LOCAL LAW NO. 23 -2013, A LOCAL LAW TO AMEND LOCAL LAW NO. 36-2012 TO AMEND ADVERTISING IN THE COUNTY TAX MAP ALBUM AND SET BULK PURCHASE ADVERTISING RATES

WHEREAS, there was duly presented and introduced to this County Legislature at a regular meeting held on March 5, 2013, a proposed local law entitled "**A LOCAL LAW TO AMEND ADVERTISING IN THE COUNTY TAX MAP ALBUM AND SET BULK ADVERTISING RATES;**" and said local law in final form is the same as when presented and introduced; now, therefore be it

RESOLVED, that said local law be enacted in form as follows:

LOCAL LAW NO. 23 -2013, SUFFOLK COUNTY, NEW YORK

A LOCAL LAW TO AMEND ADVERTISING IN THE COUNTY TAX MAP ALBUM AND SET ADVERTISING RATES

BE IT ENACTED BY THE COUNTY LEGISLATURE OF THE COUNTY OF SUFFOLK, as follow:

Section 1. Legislative Intent.

This Legislature hereby finds and determines that the 2013 Operating Budget was amended to authorize advertising in the County's Tax Map Album and to set rates for such advertisements.

This Legislature also finds and determines that advertisements in the Tax Map Albums will provide needed revenue to ensure that the budget remains in balance.

Therefore, the purpose of this law is to authorize bulk purchases of advertisements in the County's Tax Map Album and set the discounted rates for such advertisements.

Section 2. Amendments.

- A. Section 3. of Resolution Nos. 1224-2011 and 423-2012 are hereby amended to read as follows:**

Section 3.

Advertising Rates Established.

The schedule of rates for the display of advertising on the County Real Property Tax Service Agency Tax Map Albums is hereby previously established and currently AMENDED for bulk rates as follows:

Annual Display Advertising Rates for Annual Suffolk County Tax Map Albums			
	Back Cover	Inside Back Cover	Inside Front Cover
Full Page	\$1,500	\$1,000	\$1,250
Half Page	\$1,000	\$600	\$750
Quarter Page	\$750	\$300	\$500
Eighth Page	\$400	\$200	\$300
*Shelter Island Rates:			
Full Page Only	\$750	\$500	\$650
FULL PAGE - FULL COUNTY	Back Cover	Inside Back Cover	Inside Front Cover
	\$8,000	\$6,000	\$7,000
All rates are for black and white ads.			

The Suffolk County Real Property Tax Service Agency is hereby authorized to sell bulk advertising space in the County's annual Tax Map Albums at discounted rates.

Section 3. Applicability

This law shall apply to all actions occurring on or after the effective date of this law.

Section 4. Severability.

If any clause, sentence, paragraph, subdivision, section, or part of this law or the application thereof to any person, individual, corporation, firm, partnership, entity, or circumstance shall be adjudged by any court of competent jurisdiction to be invalid or unconstitutional, such order or judgment shall not affect, impair, or invalidate the remainder thereof, or part of this law, or in its application to the person, individual, corporation, firm, partnership, entity, or circumstance directly involved in the controversy in which such order or judgment shall be rendered.

Section 5. SEQRA Determination.

This Legislature, being the State Environmental Quality Review Act (SEQRA) lead agency, hereby finds and determines that this law constitutes a Type II action pursuant to Sections 617.5(c) (20) and (27) of the NEW YORK CODE OF RULES AND REGULATIONS (NYCRR) and within the meaning of Section 8-0109(2) of the NEW YORK ENVIRONMENTAL CONSERVATION LAW as a promulgation of regulations, rules, policies, procedures, and legislative decisions in connection with continuing agency administration, management and information collection. The Suffolk County Council on Environmental Quality (CEQ) is hereby directed to circulate any appropriate SEQRA notices of determination of non-applicability or non-significance in accordance with this law.

Section 6. Effective Date.

This law shall take effect immediately upon filing of the Office of the Secretary of State.

DATED: April 23, 2013

APPROVED BY:

/s/ Steven Bellone
County Executive of Suffolk County

Date: May 15, 2013

After a public hearing duly held on May 8, 2013
Filed with the Secretary of State on May 31, 2013