



*News From*

# **Maggie Brooks**

## *Monroe County Executive*

**For Immediate Release**  
Tuesday, April 17, 2007

### **BROOKS ANNOUNCES PROJECTS APPROVED BY COMIDA**

Monroe County Executive Maggie Brooks announced that the County of Monroe Industrial Development Agency (COMIDA) today approved incentives for eight local economic development projects.

*“These projects reflect the momentum in our local economy and indicate that we continue to move in a positive direction,”* said **Brooks**. *“COMIDA is proud to be a partner in the creation of new jobs in Monroe County.”*

The following projects were approved by COMIDA:

**Wiljeff, LLC** (Lease/leaseback)  
**1265 Scottsville Road**  
**Rochester, NY 14624**

Project Address: RIT Campus  
Jefferson Road/John Street

The applicant is proposing to acquire a 60 acre parcel located at the corner of Jefferson Road and John Street in the Town of Henrietta for the construction of a 300 apartment/student housing complex. The complex of approximately 636,000 square feet will include related mixed use retail space of 67,000 square feet, including an anchor book store of 40,000 square feet. The complex will be called Collegetown at RIT and is being constructed pursuant to a Request for Proposal issued by Rochester Institute of Technology in response to a shortage of student housing. The total project cost is approximately \$72 million with over \$51 million of the project for student housing. The businesses anticipated to occupy the complex expect to create over 270 jobs. The company seeks approval of the Shelter Rent and JobsPlus PILOTS.

**Mirror Show Properties** (Lease/leaseback with JobsPlus)  
**439 Central Avenue**  
**Rochester, NY 14605**

Project Address: 925 Publishers Parkway  
Webster, NY 14580

Mirror Show Management, Inc. (MSM) is an exhibit design and trade show management firm. MSM designs and manufactures custom trade show exhibits and provides trade show management. The company has outgrown its existing space and is purchasing a 126,000 square foot building at 925 Publishers Parkway in the Town of Webster for \$1.8 million.

The applicant will be adding a 25,000 square foot addition to the facility at a cost of \$2.7 million and will be equipping the facility for approximately \$258,000. MSM currently employs 50 and expects to increase employment by 15 over the next five years. The applicant seeks approval of the JobsPlus tax abatement. The JobsPlus job creation requirement is five.

**2245 BHTL LLC** (Lease/leaseback with JobsPlus)  
**P.O. Box 230**  
**Henrietta, NY 14467**

Project Address: 2245 Brighton Henrietta Town Line Road  
Rochester, NY 14623

2245 BHTL LLC is purchasing 4.2 acres at 2245 Brighton Henrietta Town Line Road and constructing a 42,500 square foot facility which will be leased to Tyco Electronics/ELO Touchsystems (ELO). ELO is a global leader in the manufacture of touchscreen display systems used in diverse applications such as industrial, medical, point-of-sale, kiosks, retail, hospitality, transportation, office automation, and gaming. This \$3.9 million project will impact 37 full-time jobs and is projected to create 20 new full-time jobs within five years. The applicant is seeking approval of the JobsPlus tax abatement. The JobsPlus job creation requirement is four.

**Continuing Development Services, Inc.** (Civic Facility Bond)  
**71 Perinton Parkway**  
**Fairport, NY 14450**

Project Address: Hard Road  
Webster, NY 14580

Continuing Developmental Services, Inc. (CDS) is a non-profit human services organization that provides services to over 2,100 individuals with developmental disabilities in Monroe County and surrounding areas. CDS operates 22 residences, employment programs, day services programs and family support services. CDS is proposing to build a 60,000 square foot building on 10 acres in the Town of Webster to house a work-training program, a day-hab program, and corporate and program administrative staff. The project will utilize up to \$10 million in Tax Exempt Bond financing, will impact 182 existing employees and result in the creation of 28 new full-time jobs over the next five years.

**Monroe Village Associates, LLC** (Lease/leaseback with JobPlus)  
**415 Park Avenue**  
**Rochester, NY 14607**

Project Address: Village Square Blvd.  
Honeoye Falls, NY 14472

The applicant is proposing to construct a 10,000 square foot building on 1.1 acres at Village Square Boulevard in the Village of Honeoye Falls. The building will be leased to Custom Brewcrafters, a local microbrewery specializing in developing custom brews for local restaurants and tavern owners. The new facility will allow Custom Brewcrafters to add additional tanks and a bottling line.

This \$920,000 project will impact 13 full-time jobs and is projected to create five new full-time jobs within five years. The applicant is seeking approval of the JobsPlus tax abatement. The JobsPlus job creation requirement is two. Custom Brewcrafters is also applying for a GreatRate through the Monroe County Industrial Development Corporation for \$350,000 in new equipment.

**JJM Kreag Rd. LLC** (Lease/leaseback with JobsPlus)  
**845 Fairport Office Center**  
**Fairport, NY 14450**

Project Occupant Address: ECC Technologies, Inc.  
626 Kreag Road  
Pittsford, NY 14534

ECC Technologies, Inc. (ECC) is a full-service technology and communications consulting firm specializing in telecommunication planning and analysis. ECC designs and develops comprehensive network infrastructure associated with data, voice, video and security systems. JJM Kreag Rd. LLC recently purchased a 1,100 square foot facility at 626 Kreag Road in the Town of Perinton and is proposing to construct a 3,300 square foot addition. The completed facility will serve as the corporate offices of ECC and will accommodate future growth of the company. The total project cost is \$588,000 and will impact 12 existing full-time jobs and result in the creation of 10 full-time jobs within five years. The company seeks approval of the JobsPlus tax abatement based on the technology-based producer service use. The JobsPlus job creation requirement is two.

**Immediate Care East: Walk-In-Medical Treatment, PLLC** (EquiPlus)  
**1600 Moseley Road**  
**Victor, NY 14564**

Immediate Care East: Walk-In-Medical Treatment, PLLC (ICE) plans to open an after hours medical care office at 1600 Moseley Road in the Town of Perinton. ICE will offer after hour treatment for minor emergency problems including fevers, simple wounds, and flu. Similar health care services are currently not being offered in the immediate area. ICE will be purchasing an Electronic Medical Records (EMR) system for \$52,837 and is seeking approval of EquiPlus on the purchase. ICE has been approved for a GreatRate through the Monroe County Industrial Development Corporation and will be creating seven full-time jobs. The project serves a need in the community by relieving the burden on overcrowded emergency departments at area hospitals.

**Action Auto Wrecking** (EquiPlus)  
**7 Bolding Drive**  
**Rochester, NY 14623**

Action Auto Wrecking (AAW) recycles automobiles for reusable parts and materials. AAW will be purchasing a 2007 Ford F650 flatbed tow truck. The cost of the truck is \$60,000. AAW employs three full-time and will be creating one new full-time position. AAW has been approved for a GreatRate through the Monroe County Industrial Development Corporation and is seeking approval of EquiPlus.

The EquiPlus program combines the investment incentives of the GreatRate and GreatRebate programs with the sales tax exemptions offered through COMIDA. Companies that receive GreatRate or GreatRebate benefits through MCIDC for the purchase of equipment can receive an additional sales tax exemption on the purchase of that equipment through COMIDA.

JobsPlus is a tax abatement program that, in addition to sales tax exemption and/or mortgage tax exemption, provides 90% abatement on increased assessment associated with the project in the first year, decreasing 10% per year for a ten-year period.

COMIDA is a not-for-profit, public benefit corporation and governmental agency. Its purpose is to actively promote, encourage, attract and develop job opportunities in the community, by encouraging established businesses to expand locally and attracting new industries to the Monroe County area. COMIDA incentives apply toward the purchase of land and construction of new facilities, the expansion of existing buildings, the purchase of new machinery and equipment, as well as the renovation of existing facilities.

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**Media Inquiries, contact:**

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