



COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY

**AGENDA – AGENCY MEETING OF AUGUST 21, 2012  
EBENEZER WATTS CONFERENCE CENTER– 12:00 NOON**

1. Call meeting to order
2. Pledge of Allegiance
3. Public Comments
4. Loewke Brill Report

Applications:

**Gardens at Town Center LLC (Lease/Leaseback)  
3027 & 3057 Latta Road  
Rochester, New York 14612**

Gardens at Town Center LLC proposes to construct a 193,750 square foot senior apartment building on approximately 12 acres of vacant land in the Town of Greece. The project will offer affordable housing, with 80% of the 176 units available to households with incomes at or below 80% of area median income. The remaining 20% of the units will be priced at market rate. The \$24.9 million project will be ADA compliant and includes three elevators, wireless emergency response system, community rooms, computer room, common laundry and tenant gardens and greenhouse. The project is expected to create 4 new FTEs in three years. The applicant seeks approval of the Shelter Rent property tax abatement. The Town of Greece identified this project in its CDBG Plan and strongly supports the development.

**Jefferson Hotel Associates LLC (Lease/Leaseback with JobsPlus)  
382 East Second Street  
Corning, New York 14830**

**Tenant/Project Address: Home2 Suites Hotel Project  
999 Jefferson Road  
Rochester, New York 14623**

The applicant, Jefferson Hotel Associates LLC, is proposing to construct a four-story 53,585 square foot hotel on 2.145 acres of vacant land located at 999 Jefferson Road in the Town of Henrietta. Home2 Suites, a Hilton brand hotel, will include 89 rooms and 95 parking spaces. The \$7.1 million project is projected to create 19 FTEs. The applicant seeks approval of JobsPlus property tax abatement. The JobsPlus job creation requirement is 1 FTE. The Town of Henrietta provided a letter of support for the project.

**Wright Real Estate LLC (Lease/Leaseback with JobsPlus)**  
**3165 Brighton Henrietta TL Road**  
**Rochester, New York 14623**

**Tenant/Project Address: Wright Wisner Distributing Corp.**  
**3165 Brighton Henrietta Town Line Road**  
**Rochester, New York 14623**

Wright Real Estate LLC is proposing to build a 29,000 square foot addition to the current 131,000 square foot facility located in the Town of Henrietta which houses a related entity, Wright-Wisner Distributing Corp. (WW). WW is a beverage distributor serving over 1500 businesses in upstate New York. The expansion is in response to the growth in craft and wine brand segments of their markets. The \$3,200,000 project is projected to create 13 new full time jobs within 3 years. The applicant is also seeking approval of the JobsPlus property tax abatement.

**1350 SR LLC \$5,774,418 (Lease/Leaseback with JobsPlus)**  
**1 S. Washington St. \$1,000,000 (Sales Tax Only-ATD)**  
**Rochester, NY 14614**

**Tenant/Project Address: American Tire Distributors, Inc.**  
**1350 Scottsville Road**  
**Rochester, NY 14624**

1350 SR LLC is proposing to construct a 124,850 square foot building on 6.44 acres located at 1350 Scottsville Rd. in the Town of Chili to be leased to American Tire Distributors (ATD), Inc. ATD is a publicly-traded company headquartered in Hunterville, North Carolina that provides tires and auto parts to the nation's tire dealers, service repair shops and automotive performance shops. ATD has outgrown its current location and will be leasing 100% of the new building consisting of 4,500 square feet of office space and 120,350 square feet of warehouse space. ATD currently employs 28 in Monroe County. The \$5.8 million project is projected to result in the creation of 3 new FTE in three years. The applicant seeks approval of the JobsPlus property tax abatement. The JobsPlus job creation requirement is 3 FTE. ATD will also be investing \$1 million to equip and furnish the new location and is seeking sales tax exemption for these purposes.

**Direct 2 Market Sales Solutions (\$127,236 for EquiPlus)**  
**105 Despatch Drive**  
**East Rochester, New York 14445**

Direct 2 Marketing Sales Solutions (D2MSS), established in 2007, is a sales and marketing consulting firm that provides a variety of services consisting of lead generation, database development that includes a proprietary web enabled integrated sales system and project management. As part of the \$297,077 project cost to renovate new and expanded space and improve service delivery, D2MSS will be investing \$127,236 to upgrade its information technology capabilities. D2MSS currently employs 47 FTE and expects to hire another 4 FTE within the next year. D2MSS has been approved for the GreatRate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program. D2MSS received previous approval for the GreatRate with EquiPlus programs in 2007 when the company started with 10 FTEs.

**SWBR Architecture, Engineering & Landscape PC (EquiPlus)  
387 East Main Street  
Rochester, New York 14604**

SWBR Architecture, Engineering & Landscape PC (SWBR), established in 1969, offers services for architectural design, interior design, structural engineering and project management. As part of a larger project that will renovate their leased office space to facilitate collaboration and improve production workflow, SWBR will be investing \$200,000 to upgrade information technology equipment and furniture systems and \$700,000 in leasehold improvements. The improvements will allow SWBR to remain in the center city location. SWBR currently employs 73 FTE and expects to hire another 4 FTE within the next year. SWBR has been approved for the GreatRate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

5. Approval of July 17, 2012 Minutes
6. Chairman Mazzullo – discussion item
  - PILOT Compliance Committee Report
7. Executive Director Seil – discussion items
8. Legal Counsel Townsend – discussion items:

**Miscellaneous:**

- Gallina Cambridge/Approve new tenant
- Thomas Creek/Tenant – Caitlin Enterprises Inc./Approve sales tax exemption on \$34,000 equipment purchase
- Strong Museum/ Replacement of Remarketing Agent and substitute Letter of Credit

**Termination:**

- Knowlton Associates – Expiration of PILOT term

The next meeting of the Agency will be held on **Tuesday, September 18, 2012**

Adjournment