



## APPLICATION SUMMARY

**DATE:** August 21, 2012

**APPLICANT:**

Gardens at Town Center LLC  
3027 & 3057 Latta Road  
Rochester, New York 14612

**PROJECT SUMMARY:**

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.

**PROJECT AMOUNT:**

**\$24,887,673 (Lease/Leaseback)**

**JOBS:**

EXISTING

0

NEW

4

JOBSPLUS REQUIREMENT

1

**PROPERTY TAX ABATEMENT:**

**Shelter Rent**

**PUBLIC HEARING DATE:**

**August 20, 2012**

**RECOMMENDATION:**

Staff recommends Board approval of this proposal based on the following: A project is eligible if it promotes job growth in Monroe County. The project has a benefit/cost ratio of 1.94 to 1. The net increase in property taxes or PILOTS paid is approximately \$3,803,850 over a 20-year period. Staff has reviewed the SEQR documents of the Lead Agency and has determined that the SEQR process has been completed.



### Board Presentation

#### Basic Information

Project Applicant	Gardens a Town Center LLC
Project Title/Description	New Building/ Senior
Project Industry	Real Estate (NAICS 531)
Municipality	Greece
School District	Greece
Project Type	New Facility
Transaction Type	Lease Leaseback
Project Cost	\$24,887,673
Mortgage Amount	\$17,000,000
Employment at Application (Annual FTEs)	0
Projected Direct Employment Expected to Result from Project (Annual FTEs)	4

#### Estimated Community Benefits

Discounted Present Value for 10 years	
<b>Total State &amp; Local Benefits</b>	<b>\$4,397,172</b>
Sales Tax	\$434,626
Income Tax	\$896,108
PILOT/Prop Tax	\$2,941,650
Transaction Costs	\$124,788

#### Estimated Applicant Incentives

Discounted Present Value for 10 years	
<b>Total Incentives</b>	<b>\$475,481</b>
Property Tax (over 485-b)	\$0
Sales Tax	\$305,481
Mortgage Tax	\$170,000

#### Incentive/Benefit Analysis

Discounted Present Value for 10 years	
Total State & Local Benefits	\$4,397,172
Total Incentives	\$475,481
State & Local Benefits to Incentives Ratio	9.2 to 1
Projected Permanent New Employment (Annual FTEs)	
Direct*	4
Indirect**	5
Induced***	9
Temporary Construction (Direct and Indirect)	91

\* **Direct** – The recipient of COMIDA assistance adds jobs new to the regional economy or retains jobs at risk of being lost to another region. Investments that result in displacing existing jobs (e.g., most retail and many service sector projects) do not fall under this definition.

\*\* **Indirect** – The recipient of COMIDA assistance makes purchases from regional firms, which stimulates suppliers to add jobs and payroll that are new to the regional economy or are saved from being lost to competitors outside the region.

\*\*\* **Induced** – The recipient of COMIDA assistance, by adding to payroll – either through new jobs or retention of jobs at risk – stimulates household spending that is new to the regional economy or saved from being lost to competitors outside the region.



## APPLICATION SUMMARY

**DATE:** August 21, 2012

**APPLICANT:**

Jefferson Hotel Associates LLC 382 East Second Street Corning, New York 14830
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**TENANT/PROJECT ADDRESS:**

Home2 Suites Hotel Project 999 Jefferson Road Rochester, New York 14623
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**PROJECT SUMMARY:**

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 has provided a letter of support for the project.
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**PROJECT AMOUNT:**

\$7,100,000 (Lease/Leaseback with JobsPlus)
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**JOBS:**

<b>EXISTING</b>	0 FTEs
<b>NEW</b>	19 FTEs
<b>REQUIRED BY PILOT</b>	1 FTE

**PROPERTY TAX ABATEMENT**

JobsPlus
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**PUBLIC HEARING DATE:**

August 21, 2012
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**RECOMMENDATION:**

Staff recommends Board approval of this proposal based on the following: A project qualifies if it results in the creation of new jobs in Monroe County. The project has a benefit/cost ratio of 1.6 to 1. The net increase in property taxes or PILOTS paid is approximately \$600,793 over a 10 year period. Staff has reviewed the SEQR documents and determined that the process is complete.
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### Board Presentation

#### Basic Information

Project Applicant	Jefferson Hotel Associates LLC
Project Title/Description	Home2 Suites/ New building
Project Industry	Accommodation (NAICS 721)
Municipality	Henrietta
School District	Rush-Henrietta
Project Type	New Facility
Transaction Type	Lease Leaseback
Project Cost	\$7,100,000
Mortgage Amount	\$5,250,000
Employment at Application (Annual FTEs)	0
Projected Direct Employment Expected to Result from Project (Annual FTEs)	19
Jobs to be Required by PILOT	1

#### Estimated Community Benefits

Discounted Present Value for 10 years	
<b>Total State &amp; Local Benefits</b>	<b>\$1,117,336</b>
Sales Tax	\$221,852
Income Tax	\$241,091
PILOT/Prop Tax	\$600,793
Transaction Costs	\$53,600

#### Estimated Applicant Incentives

Discounted Present Value for 10 years	
<b>Total Incentives</b>	<b>\$717,613</b>
Property Tax (over 485-b)	\$441,913
Sales Tax	\$223,200
Mortgage Tax	\$52,500

#### Incentive/Benefit Analysis

Discounted Present Value for 10 years	
Total State & Local Benefits	\$1,117,336
Total Incentives	\$717,613
State & Local Benefits to Incentives Ratio	1.6 to 1
Projected Permanent New Employment (Annual FTEs)	
Direct*	19
Indirect**	5
Induced***	4
Temporary Construction (Direct and Indirect)	47

\* **Direct** – The recipient of COMIDA assistance adds jobs new to the regional economy or retains jobs at risk of being lost to another region. Investments that result in displacing existing jobs (e.g., most retail and many service sector projects) do not fall under this definition.

\*\* **Indirect** – The recipient of COMIDA assistance makes purchases from regional firms, which stimulates suppliers to add jobs and payroll that are new to the regional economy or are saved from being lost to competitors outside the region.

\*\*\* **Induced** – The recipient of COMIDA assistance, by adding to payroll – either through new jobs or retention of jobs at risk – stimulates household spending that is new to the regional economy or saved from being lost to competitors outside the region.



## APPLICATION SUMMARY

**DATE:** August 21, 2012

**APPLICANT:**

Wright Real Estate LLC  
3165 Brighton Henrietta TL Road  
Rochester, New York 14623

**TENANT/PROJECT ADDRESS**

Wright Wisner Distributing Corp.  
3165 Brighton Henrietta Town Line Rd.  
Rochester, NY 14623

**PROJECT SUMMARY:**

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.

**PROJECT AMOUNT:**

\$3,200,000 Lease/Leaseback with JobsPlus

**JOBS:**

EXISTING

125 FTEs

NEW

13 FTEs

**JOBSPLUS REQUIREMENT**

12 FTE

**PROPERTY TAX ABATEMENT:**

JobsPlus

**PUBLIC HEARING DATE:**

**RECOMMENDATION:**

Staff recommends Board approval of this proposal based on the following: A project qualifies if it results in the creation or retention of jobs in Monroe County. The project has a benefit/cost ratio of 2 to 1. The net increase in property taxes or PILOTS paid is approximately \$271,938 over a 10 year period. Staff has reviewed the SEQR documents and determined that the process is complete.



### Board Presentation

#### Basic Information

Project Applicant	Wright Real Estate LLC
Project Title/Description	3165 Brighton Henrietta TL/Expansion
Project Industry	Wholesale Trade (NAICS 42)
Municipality	Henrietta
School District	Rush-Henrietta
Project Type	Renovation, Expansion, and Equipment Purchase
Transaction Type	Lease Leaseback
Project Cost	\$3,200,000
Mortgage Amount	\$2,450,000
Employment at Application (Annual FTEs)	125
Projected Direct Employment Expected to Result from Project (Annual FTEs)	13
Jobs to be Required by PILOT	12

#### Estimated Community Benefits

Discounted Present Value for 10 years	
<b>Total State &amp; Local Benefits</b>	<b>\$734,864</b>
Sales Tax	\$179,112
Income Tax	\$259,464
PILOT/Prop Tax	\$271,938
Transaction Costs	\$24,350

#### Estimated Applicant Incentives

Discounted Present Value for 10 years	
<b>Total Incentives</b>	<b>\$365,324</b>
Property Tax (over 485-b)	\$200,024
Sales Tax	\$140,800
Mortgage Tax	\$24,500

#### Incentive/Benefit Analysis

Discounted Present Value for 10 years	
Total State & Local Benefits	\$734,864
Total Incentives	\$365,324
State & Local Benefits to Incentives Ratio	2 to 1
Projected Permanent New Employment (Annual FTEs)	
Direct*	13
Indirect**	1
Induced***	4
Temporary Construction (Direct and Indirect)	21

\* **Direct** – The recipient of COMIDA assistance adds jobs new to the regional economy or retains jobs at risk of being lost to another region. Investments that result in displacing existing jobs (e.g., most retail and many service sector projects) do not fall under this definition.

\*\* **Indirect** – The recipient of COMIDA assistance makes purchases from regional firms, which stimulates suppliers to add jobs and payroll that are new to the regional economy or are saved from being lost to competitors outside the region.

\*\*\* **Induced** – The recipient of COMIDA assistance, by adding to payroll – either through new jobs or retention of jobs at risk – stimulates household spending that is new to the regional economy or saved from being lost to competitors outside the region.



## APPLICATION SUMMARY

**DATE:** August 21, 2012

**APPLICANT:**

1350 SR LLC  
1 S. Washington Street  
Rochester, NY 14614

**TENANT/PROJECT ADDRESS:**

American Tire Distributors, Inc.  
1350 Scottsville Rd.  
Rochester, NY 14624

**PROJECT SUMMARY:**

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 Huntersville, 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.

**PROJECT AMOUNT:**

\$5,774,418 (Lease/Leaseback with JobsPlus)  
\$1,000,000 (Sales Tax Only – ATD)

**JOBS:**

EXISTING

28

NEW

3

JOBSPLUS REQUIREMENT

3

**PROPERTY TAX ABATEMENT**

JobsPlus

**PUBLIC HEARING DATE:**

August 20, 2012

**RECOMMENDATION:**

Staff recommends Board approval of this proposal based on the following: A project qualifies if it results in the creation of new jobs in Monroe County. The project has a benefit/cost ratio of 1.9 to 1. The net increase in property taxes or PILOTS paid is approximately \$814,704 over a 10 year period. Staff has reviewed the Lead Agency's SEQR documents and has determined that the SEQR process is complete.



### Board Presentation

#### Basic Information

Project Applicant	1350 SR LLC
Project Title/Description	New Building - American Tire Distributors
Project Industry	Wholesale Trade (NAICS 42)
Municipality	Chili
School District	Wheatland-Chili
Project Type	New Facility
Transaction Type	Lease Leaseback
Project Cost	\$6,504,418
Mortgage Amount	\$5,700,000
Employment at Application (Annual FTEs)	28
Projected Direct Employment Expected to Result from Project (Annual FTEs)	3
Jobs to be Required by PILOT	3

#### Estimated Community Benefits

Discounted Present Value for 10 years	
<b>Total State &amp; Local Benefits</b>	<b>\$1,094,873</b>
Sales Tax	\$93,867
Income Tax	\$137,168
PILOT/Prop Tax	\$814,704
Transaction Costs	\$49,133

#### Estimated Applicant Incentives

Discounted Present Value for 10 years	
<b>Total Incentives</b>	<b>\$583,015</b>
Property Tax (over 485-b)	\$296,658
Sales Tax	\$229,357
Mortgage Tax	\$57,000

#### Incentive/Benefit Analysis

Discounted Present Value for 10 years	
Total State & Local Benefits	\$1,094,873
Total Incentives	\$583,015
State & Local Benefits to Incentives Ratio	1.9 to 1
Projected Permanent New Employment (Annual FTEs)	
Direct*	3
Indirect**	0
Induced***	1
Temporary Construction (Direct and Indirect)	53

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\*\* **Indirect** – The recipient of COMIDA assistance makes purchases from regional firms, which stimulates suppliers to add jobs and payroll that are new to the regional economy or are saved from being lost to competitors outside the region.

\*\*\* **Induced** – The recipient of COMIDA assistance, by adding to payroll – either through new jobs or retention of jobs at risk – stimulates household spending that is new to the regional economy or saved from being lost to competitors outside the region.





## APPLICATION SUMMARY

**DATE:** August 21, 2012

**APPLICANT:**

Direct 2 Market Sales Solutions LLC  
105 Despatch Drive  
East Rochester, NY 14445

**PROJECT SUMMARY:**

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.

**PROJECT AMOUNT:**

**\$297,077 (\$127,236 for EquiPlus)**

**JOBS:**

**EXISTING**

47

**NEW**

4

**GREATRATE REQUIREMENT**

4

**SALES TAX EXEMPTION**

**\$10,179**

**RECOMMENDATION:**

Staff recommends approval of this proposal due to the following: The company qualifies for the GreatRate program and projects creation of 4 FTE. The benefit/cost ratio is 37.2 to 1. The project encompasses the purchase of equipment only and is exempt from the SEQR process.



### Board Presentation

#### Basic Information

Project Applicant	Direct2Market Sales Solutions LLC
Project Title/Description	GreatRebate/Equiplus
Project Industry	Administrative and Support Services (NAICS 561)
Municipality	East Rochester
School District	East Rochester Union Free
Project Type	Equipment Purchase
Transaction Type	Tax Exemption Only
Project Cost	\$297,077
Employment at Application (Annual FTEs)	47
Projected Direct Employment Expected to Result from Project (Annual FTEs)	4

#### Estimated Community Benefits

Discounted Present Value for 10 years	
<b>Total State &amp; Local Benefits</b>	<b>\$378,546</b>
Sales Tax	\$126,039
Income Tax	\$250,672
PILOT/Prop Tax	\$0
Transaction Costs	\$1,835

#### Estimated Applicant Incentives

Discounted Present Value for 10 years	
<b>Total Incentives</b>	<b>\$10,179</b>
Property Tax (over 485-b)	\$0
Sales Tax	\$10,179

#### Incentive/Benefit Analysis

Discounted Present Value for 10 years	
Total State & Local Benefits	\$378,546
Total Incentives	\$10,179
State & Local Benefits to Incentives Ratio	37.2 to 1
Projected Permanent New Employment (Annual FTEs)	
Direct*	4
Indirect**	2
Induced***	3
Temporary Construction (Direct and Indirect)	0

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\*\* **Indirect** – The recipient of COMIDA assistance makes purchases from regional firms, which stimulates suppliers to add jobs and payroll that are new to the regional economy or are saved from being lost to competitors outside the region.

\*\*\* **Induced** – The recipient of COMIDA assistance, by adding to payroll – either through new jobs or retention of jobs at risk – stimulates household spending that is new to the regional economy or saved from being lost to competitors outside the region.



## APPLICATION SUMMARY

**DATE:** August 21, 2012

**APPLICANT:**

SWBR Architecture, Engineering & Landscape PC  
387 East Main St.  
Rochester, NY 14604

**PROJECT SUMMARY:**

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.

**PROJECT AMOUNT:**

**\$900,000 (EquiPlus)**

**JOBS:**

**EXISTING**

73

**NEW**

4

**GREATRATE REQUIREMENT**

4

**SALES TAX EXEMPTION**

**\$38,400**

**RECOMMENDATION:**

Staff recommends approval of this proposal due to the following: The company qualifies for the GreatRate program and projects creation of 4 FTE. The benefit/cost ratio is 18.7 to 1. The project encompasses the purchase of equipment only and is exempt from the SEQR process.



### Board Presentation

#### Basic Information

Project Applicant	SWBR PC
Project Title/Description	GreatRate w/Equiplus
Project Industry	Administrative and Support Services (NAICS 561)
Municipality	Rochester
School District	Rochester City
Project Type	Equipment Purchase
Transaction Type	Tax Exemption Only
Project Cost	\$900,000
Employment at Application (Annual FTEs)	73
Projected Direct Employment Expected to Result from Project (Annual FTEs)	4

#### Estimated Community Benefits

Discounted Present Value for 10 years	
<b>Total State &amp; Local Benefits</b>	<b>\$719,561</b>
Sales Tax	\$133,627
Income Tax	\$261,836
PILOT/Prop Tax	\$319,248
Transaction Costs	\$4,850

#### Estimated Applicant Incentives

Discounted Present Value for 10 years	
<b>Total Incentives</b>	<b>\$38,400</b>
Property Tax (over 485-b)	\$0
Sales Tax	\$38,400

#### Incentive/Benefit Analysis

Discounted Present Value for 10 years	
Total State & Local Benefits	\$719,561
Total Incentives	\$38,400
State & Local Benefits to Incentives Ratio	18.7 to 1
Projected Permanent New Employment (Annual FTEs)	
Direct*	4
Indirect**	2
Induced***	3
Temporary Construction (Direct and Indirect)	7

\* **Direct** – The recipient of COMIDA assistance adds jobs new to the regional economy or retains jobs at risk of being lost to another region. Investments that result in displacing existing jobs (e.g., most retail and many service sector projects) do not fall under this definition.

\*\* **Indirect** – The recipient of COMIDA assistance makes purchases from regional firms, which stimulates suppliers to add jobs and payroll that are new to the regional economy or are saved from being lost to competitors outside the region.

\*\*\* **Induced** – The recipient of COMIDA assistance, by adding to payroll – either through new jobs or retention of jobs at risk – stimulates household spending that is new to the regional economy or saved from being lost to competitors outside the region.