

Monroe County.  
Creating Jobs.  
Growing Our Economy.



# Business BRIEF



Maggie Brooks  
Monroe County Executive



## OTI Expands Here With Acquisition In New England

Optimation Technology, Inc. (OTI) a provider of engineering, automation, construction and maintenance services, has expanded its depth of services with the acquisition of the assets of the Kingsbury Corporation, a custom machine builder.

Kingsbury, which was in bankruptcy, operated for 135 years in Keene, NH. OTI moved Kingsbury's manufacturing component to Rochester, and is leasing 180,000 square feet – which nearly doubles their space at the Lexington Commerce Center, formerly a Kodak distribution center.

OTI created 45 new jobs and is expected to create an additional 70 over three years. OTI accessed various programs including Monroe Manufactures Jobs where OTI received 50% of training costs for 26 employees participating in the Apprenticeship Program at the Applied Technology Center at Monroe Community College. OTI now has 410 employees in Monroe County.

## Boston Firm Expands In Monroe

Brand Networks Inc. (BNI), headquartered in Boston, announced that it will expand in Monroe County and increase its workforce from 46 to more than 120 in two years.

With sales tax exemption assistance from COMIDA, BNI is purchasing \$772,000 furniture, fixtures and equipment and moving from 5,000 square feet to 15,000 square feet in the High Falls District downtown.

BNI, founded in 2007, is a leading provider of social media software, marketing services and comprehensive analytics for the world's largest brands such as GE, Starbucks, American Express, and JetBlue. Notably, BNI is one of only 12 companies to earn Facebook's distinction of Strategic Preferred Marketing Developer, which enables BNI to manage, monitor and measure brand presence on the Facebook Platform.

| continued on back...

## Big Numbers Round Out Monroe's 2012

In 2012, the Monroe County Planning and Economic Development Department approved 100 projects that will result in over \$358 million in new investment, the creation of over 1,600 new jobs and the retention of over 4,100 jobs in Monroe County. Throughout 2012, Monroe County continued to partner with local companies in their efforts to expand their workforce and increase their local investments. Other economic development highlights of the year include:

**Mercury Print Productions, Inc.**, a state-of-the-art commercial printer received assistance with the acquisition of a Kodak PROSPER 5000XL digital color inkjet press which will become a mainstay of the company's hard and soft cover book printing division. The Monroe County Economic Development Department provided access to the US Small Business Administration 504 loan program to assist in the \$4 million purchase of equipment. Mercury expects to create 40 jobs as it brings textbook work now produced in China back to Monroe County.

**Xerox** announced in January 2012 that it was investing \$4.3 million to renovate and equip approximately 20,000 square feet of space to accommodate a call center on the Xerox Campus in Webster, New York. The new center, which will provide business process outsourcing and IT outsourcing services for commercial and government organizations worldwide, received assistance through the County of Monroe Industrial Development Agency which approved the project for sales tax exemptions. The project is projected to create 350 new FTE jobs over the next three years.

**LiDestri Foods, Inc.** is a private label and contract manufacturer of food products, primarily sauces, dips and salsas. Headquartered in Fairport NY, LiDestri has manufacturing facilities in Fairport, Rochester, Pennsylvania, New Jersey and California. In October 2009, LiDestri purchased a former Kodak building in the Eastman Business Park in the Town of Greece, and relocated its Dundee, NY and Pennsauken, NJ operations to the new location. Since then, LiDestri has invested more than \$50 million

| continued on back...

## What's New With TEN

The Entrepreneurs Network (TEN) is Upstate New York's fastest growing initiative designed to bolster tech-based new ventures and growth-oriented established firms. TEN offers leadership and business strategy for navigating today's complex, competitive environment and charting a path for growth.

Charles Akers, founder of Isolation Sciences, is commercializing a patented technology platform to improve fume hood operations by significantly lowering energy consumption in academic and industrial laboratories and to lower safety risks by minimizing worker exposure to accidental splashes and effects of air turbulence. Akers acknowledged that TEN helped in developing a comprehensive sales and marketing strategy, leveraging its distribution channel with Siemens Business Technologies, to grow revenues to \$28 million by 2016. Isolation Sciences closed funding from Excell Partners while Akers participated in TEN Class XIII and is implementing its new strategy.

| continued on back...

**Boston Firm** | continued from front

Monroe County Executive Maggie Brooks said, "Brand Networks' decision to expand operations and employment in Downtown Rochester stands as yet another shining example of a technology-based company flourishing right here in our community. There is no doubt that advanced technology enterprises like Brand Networks will play a key role in the continued resurgence of our local economy, and I would like to thank the company for partnering with COMIDA to create jobs and enhance quality of life for our entire community."

**Big Numbers** | continued from front

to upgrade the facility into a state of the art spirits and sauce plant. In 2012, LiDestri announced that it would be acquiring another former Kodak facility at the Eastman Business Park. This 397,940 square foot facility will provide additional warehouse capacity and enable additional manufacturing and new business opportunities at the Lee Road campus. The \$11,050,000 project received assistance through the County of Monroe Industrial Development

Agency which approved the project for sales tax exemptions and real property tax abatements. LiDestri employs 584 locally and expects to create 70 new jobs over three years.

Monroe County government is proud to be a partner in ongoing, collaborative efforts to make the community a competitive destination for economic investment.

**What's New With TEN** | continued from front

This case study exemplifies the experience of TEN alumni, who reported strong metrics for profitable, scalable, sustainable growth in last year's survey responses:

- 16% have revenues of \$5 million or greater
- 20% have revenues over \$1 million
- 22% raised more than \$250,000
- 16% of TEN alumni raised \$50,000 to \$250,000

More than 71% of TEN alumni have added one to 20 employees.

TEN Class XIV will run March to June with an exclusive, members-only boot camp each month, providing significant hands-on exposure to, and interaction with national and regional business experts and funding sources. Entrepreneurs seeking to up their performance in 2013 are encouraged to apply. Visit <http://ten-ny.org/membership> for full details. Applications must be received by March 8.

