



## APPLICATION SUMMARY

**DATE:** January 15, 2013

**APPLICANT:**

1020 John Street LLC  
240 Commerce Drive  
Rochester, New York 14623

**TENANT & PROJECT ADDRESS:**

DDS Companies  
45 Hendrix Road  
Henrietta, New York 14467

**PROJECT SUMMARY:**

1020 John Street LLC is proposing to purchase and furnish an existing 75,000 square foot building located on 5.75 acres in the Town of Henrietta to house The DDS Companies (DDS). DDS, a related entity which provides commercial and industrial construction, civil engineering and utilities construction services, has outgrown their existing space. The \$4,115,000 project will impact 215 FTEs and is projected to create 60 new FTEs over the next three years. The applicant is seeking approval of sales and mortgage tax exemption only.

**PROJECT AMOUNT:**

\$4,115,000—Sales & Mortgage Tax Exemptions Only

**JOBS:**

**EXISTING:**

215FTEs

**NEW:**

60 FTEs

**RECOMMENDATION:**

Staff recommends Board approval of incentives for this project based on the following: A project qualifies if creates jobs within Monroe County. The project has a benefit/incentive ratio of 33.2:1. Project is acquisition and furnishing only and is therefore exempt from the SEQR process.



# Board Report

Table 1: Basic Information

Project Applicant	1020 John Street LLC
Project Name	DDS Companies
Project Industry	Construction
Municipality	Henrietta Town
School District	Rush-Henrietta
Type of Transaction	Tax Exemptions
Project Cost	\$4,115,000
Mortgage Amount	\$3,258,000
Employment at Application (Annual FTEs)	215
Direct Employment Expected to Result from Project (Annual FTEs)	60

Table 2: Estimated State & Regional Benefits / Estimated Project Incentives Analysis (Discounted Present Value<sup>\*</sup>)

<b>Total State and Regional Benefits</b>	<b>\$2,329,620</b>	
<b>Total Project Incentives</b>	<b>\$70,180</b>	
<b>State and Regional Benefits to Incentives Ratio</b>	<b>33.2:1</b>	
<b>Projected Employment</b>	<b>State</b>	<b>Region</b>
<b>Total Employment</b>	<b>103</b>	<b>103</b>
Direct <sup>**</sup>	60	60
Indirect <sup>***</sup>	18	18
Induced <sup>****</sup>	24	24
Temporary Construction (Direct and Indirect)	0	0

Table 3: Estimated State & Regional Benefits (Discounted Present Value<sup>\*</sup>)

<b>Total State and Regional Benefits</b>	<b>\$2,329,620</b>
Income Tax Revenue	\$1,397,354
Property Tax/PILOT Revenue	\$0
Sales Tax Revenue	\$932,267

Table 4: Estimated Project Incentives (Discounted Present Value<sup>\*</sup>)

<b>Total Project Incentives</b>	<b>\$70,180</b>
Mortgage Tax	\$32,580
Sales Tax	\$37,600

\* Figures over 10 years and discounted by 3.49%

\*\* Direct - The recipient of IDA assistance adds new jobs to the regional economy and/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 industries) do not fall under this definition.

\*\*\* Indirect - The recipient of IDA 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 IDA assistance by adding to and/or retaining payroll stimulates household spending that is new to the regional economy and/or saved from being lost to competitors outside the region.



## APPLICATION SUMMARY

**DATE:** January 15, 2013

**APPLICANT:**

Laureland 2010 LLC  
205 St. Paul Street, Suite 200  
Rochester, New York 14604

**TENANT & PROJECT ADDRESS:**

Rochester General Hospital  
2010 Empire Blvd.  
Webster, New York 14580

**PROJECT SUMMARY:**

Laureland 2010 LLC (Laureland) is proposing to redevelop an existing 10,000 square foot building on approximately 1/2 acre in the Town of Webster. The building will be leased to Rochester General Hospital (RGH) to house a new hemodialysis unit to serve the Fairport, Penfield, East Rochester, Webster and Wayne county markets. The \$1,300,000 project is projected to create 17 new FTEs over the next three years. The applicant is seeking approval of the LeasePlus property tax abatement. The job creation requirement is 1 FTE.

**PROJECT AMOUNT:**

**APPLICANT:**

\$1,300,000 – Lease/Leaseback with LeasePlus

**JOBS:**

**NEW:**

17 FTEs

**REQUIREMENT:**

1 FTE

**PUBLIC HEARING DATE:**

January 14, 2013

**RECOMMENDATION:**

Staff recommends Board approval of incentives for this project based on the following: A project qualifies if it creates jobs within Monroe County. The project has a benefit/incentive ratio of 6.5:1. The net increase in property taxes or PILOTS paid is approximately \$83,872 over a ten year period. Staff has reviewed the Lead Agency's SEQR documents and has determined that the SEQR process is complete.



# Board Report

Table 1: Basic Information

Project Applicant	Laureland 2010 LLC
Project Name	RGH Dialysis
Project Industry	Ambulatory Health Care Services
Municipality	Penfield Town
School District	Penfield
Type of Transaction	Lease
Project Cost	\$1,300,000
Employment at Application (Annual FTEs)	0
Direct Employment Expected to Result from Project (Annual FTEs)	17
Direct Employment Required for PILOT (Annual FTEs)	1

Table 2: Estimated State & Regional Benefits / Estimated Project Incentives Analysis (Discounted Present Value<sup>\*</sup>)

<b>Total State and Regional Benefits</b>	<b>\$840,339</b>	
<b>Total Project Incentives</b>	<b>\$128,442</b>	
<b>State and Regional Benefits to Incentives Ratio</b>	<b>6.5:1</b>	
<b>Projected Employment</b>	<b>State</b>	<b>Region</b>
<b>Total Employment</b>	<b>40</b>	<b>40</b>
Direct **	17	17
Indirect ***	3	3
Induced ****	7	7
Temporary Construction (Direct and Indirect)	13	13

Table 3: Estimated State & Regional Benefits (Discounted Present Value<sup>\*</sup>)

<b>Total State and Regional Benefits</b>	<b>\$840,339</b>
Income Tax Revenue	\$459,572
Property Tax/PILOT Revenue	\$83,872
Sales Tax Revenue	\$283,545
IDA Fee	\$13,350

Table 4: Estimated Project Incentives (Discounted Present Value<sup>\*</sup>)

<b>Total Project Incentives</b>	<b>\$128,442</b>
Property Tax Above 485-b	\$86,842
Sales Tax	\$41,600

\* Figures over 10 years and discounted by 3.49%

\*\* Direct - The recipient of IDA assistance adds new jobs to the regional economy and/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 industries) do not fall under this definition.

\*\*\* Indirect - The recipient of IDA 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 IDA assistance by adding to and/or retaining payroll stimulates household spending that is new to the regional economy and/or saved from being lost to competitors outside the region.



## APPLICATION SUMMARY

**DATE:** January 15, 2013

**APPLICANT:**

Brand Networks Inc.  
180 Canal Street  
Boston, MA 01944

**PROJECT ADDRESS:**

61 Commercial Street  
Rochester, New York 14614

**PROJECT SUMMARY:**

Brand Networks Inc. (BNI), founded in 2007, is a leading provider of social software, marketing services and comprehensive analytics for the world's largest brands such as GE, Starbucks, American Express, JetBlue, P&G and AT&T. Notably, BNI is one of only twelve companies to earn Facebook's distinction of Strategic Preferred Marketing Developer (SPMD) which enables BNI to manage, monitor and measure brand presence on the Facebook Platform. BNI, headquartered in Boston, maintains offices in Los Angeles, New York City and Rochester, NY.

BNI has outgrown its existing 5,000 square feet of space at 250 South Avenue and is proposing to relocate to 15,000 square feet in the High Falls district located in the City of Rochester. BNI will be investing approximately \$772,460 in equipment, furniture and fixtures. The project will impact 46 FTEs and is projected to create 75 new FTEs over the next two years. The applicant is seeking approval of sales tax exemption, and has been approved for the GreatRate program.

**PROJECT AMOUNT:**

\$772,460 – Sales Tax Exemptions Only

**JOBS:**

**EXISTING:**

46 FTEs

**NEW:**

75 FTEs

**GREATRATE REQUIREMENT:**

4 FTEs

**RECOMMENDATION:**

Staff recommends Board approval of incentives for this project based on the following: A project qualifies if it creates jobs within Monroe County. The project has a benefit/incentive ratio of 5.6:1. The project is equipment only and therefore exempt from SEQR.



# Board Report

Table 1: Basic Information

Project Applicant	Brand Networks Inc.
Project Name	Relocation & Expansion
Project Industry	Other Information Services
Municipality	Rochester City
School District	Rochester
Type of Transaction	Tax Exemptions
Project Cost	\$772,460
Employment at Application (Annual FTEs)	46
Direct Employment Expected to Result from Project (Annual FTEs)	4

Table 2: Estimated State & Regional Benefits / Estimated Project Incentives Analysis (Discounted Present Value<sup>\*</sup>)

<b>Total State and Regional Benefits</b>	<b>\$348,912</b>	
<b>Total Project Incentives</b>	<b>\$61,797</b>	
<b>State and Regional Benefits to Incentives Ratio</b>	<b>5.6:1</b>	
<b>Projected Employment</b>	<b>State</b>	<b>Region</b>
<b>Total Employment</b>	<b>12</b>	<b>12</b>
Direct <sup>**</sup>	4	4
Indirect <sup>***</sup>	5	5
Induced <sup>****</sup>	3	3
Temporary Construction (Direct and Indirect)	0	0

Table 3: Estimated State & Regional Benefits (Discounted Present Value<sup>\*</sup>)

<b>Total State and Regional Benefits</b>	<b>\$348,912</b>
Income Tax Revenue	\$218,874
Sales Tax Revenue	\$130,038

Table 4: Estimated Project Incentives (Discounted Present Value<sup>\*</sup>)

<b>Total Project Incentives</b>	<b>\$61,797</b>
Sales Tax	\$61,797

\* Figures over 10 years and discounted by 3.49%

\*\* Direct - The recipient of IDA assistance adds new jobs to the regional economy and/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 industries) do not fall under this definition.

\*\*\* Indirect - The recipient of IDA 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 IDA assistance by adding to and/or retaining payroll stimulates household spending that is new to the regional economy and/or saved from being lost to competitors outside the region.



## APPLICATION SUMMARY

**DATE:** January 15, 2013

**APPLICANT:**

1225 Jefferson LP  
400 Andrews Street, Suite 500  
Rochester, New York 14604

**TENANT & PROJECT ADDRESS:**

Tops Markets LLC  
1225 Jefferson Road  
Henrietta, New York 14623

**PROJECT SUMMARY:**

1225 Jefferson LP is proposing to renovate approximately 55,000 square feet of the Frontier Commons Plaza in the Town of Henrietta. The space, currently occupied by Frontier Communications, will house a TOPS supermarket which is relocating from their current location at 1100 Jefferson Road. The newly renovated location will include a new store front, vestibule and canopy and a fueling station. Without the relocation, TOPS, a supermarket chain of 153 stores operating in New York, Pennsylvania and Vermont, would exit the Henrietta market, as their current business model requires the fueling station which is prohibited at their current location. The \$2,320,000 project will retain 79 FTEs and is projected to create 18 new FTEs over the next three years. 1225 Jefferson LP is seeking approval of sales tax exemption on \$320,000 in renovations. TOPS Market is seeking sales tax exemption on \$2 Million in renovations and equipment. The Town of Henrietta has requested COMIDA assistance for this project.

**PROJECT AMOUNT:**

**APPLICANT:**

**TENANT:**

\$ 320,000 – Sales Tax Exemptions Only  
\$2,000,000 – Sales Tax Exemptions Only

**JOBS:**

**EXISTING:**

**NEW:**

79 FTEs  
18 FTEs

**PUBLIC HEARING DATE:**

January 14, 2013

**RECOMMENDATION:**

Staff recommends Board approval of incentives for this project based on the following: A project qualifies as it creates jobs and increases the tax base of the community. The project has a benefit/incentive ratio of 8.7:1. Staff has reviewed the Lead Agency's SEQR documents and has determined that the SEQR process is complete.



# Board Report

Table 1: Basic Information

Project Applicant	1225 Jefferson LP
Project Name	TOPS Relocation
Project Industry	Food and Beverage Stores
Municipality	Henrietta Town
School District	Rush-Henrietta
Type of Transaction	Tax Exemptions
Project Cost	\$2,320,000
Employment at Application (Annual FTEs)	79
Direct Employment Expected to Result from Project (Annual FTEs)	97 (18 created and 79 retained)

Table 2: Estimated State & Regional Benefits / Estimated Project Incentives Analysis (Discounted Present Value<sup>\*</sup>)

<b>Total State and Regional Benefits</b>	<b>\$1,054,164</b>	
<b>Total Project Incentives</b>	<b>\$121,600</b>	
<b>State and Regional Benefits to Incentives Ratio</b>	<b>8.7:1</b>	
<b>Projected Employment</b>	<b>State</b>	<b>Region</b>
<b>Total Employment</b>	<b>110</b>	<b>110</b>
Direct <sup>**</sup>	97 (18 created and 79 retained)	97 (18 created and 79 retained)
Indirect <sup>***</sup>	0	0
Induced <sup>****</sup>	0	0
Temporary Construction (Direct and Indirect)	13	13

Table 3: Estimated State & Regional Benefits (Discounted Present Value<sup>\*</sup>)

<b>Total State and Regional Benefits</b>	<b>\$1,054,164</b>
Income Tax Revenue	\$556,183
Property Tax/PILOT Revenue	\$0
Sales Tax Revenue	\$474,431
IDA Fee	\$23,550

Table 4: Estimated Project Incentives (Discounted Present Value<sup>\*</sup>)

<b>Total Project Incentives</b>	<b>\$121,600</b>
Sales Tax	\$121,600

\* Figures over 10 years and discounted by 3.49%

\*\* Direct - The recipient of IDA assistance adds new jobs to the regional economy and/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 industries) do not fall under this definition.

\*\*\* Indirect - The recipient of IDA 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.

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