



**COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY**

**AGENDA – AGENCY MEETING OF FEBRUARY 17, 2015  
EBENEZER WATTS CONFERENCE CENTER– 12:00 NOON**

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

Applications:

**DiMarco Family Empire LLC  
1950 Brighton Henrietta  
Townline Road  
Rochester, New York 14623**

**(\$2,457,200 – Lease/Leaseback with Lease Plus  
Approval up to \$100,000 pending Public Hearing)**

**Tenant & Project Address:**

**Highland Hospital/University of Rochester  
1900 Empire Blvd.  
Webster, New York 14580**

DiMarco Family Empire LLC, a local real estate development company, is proposing the construction of a 9,200 square foot medical office building on 4.1 acres in the Town of Penfield. The facility will be lease 85% of the space to Highland Hospital for its family medicine practices & the remaining 15% to the University of Rochester for a blood lab. The \$2,457,200 project will impact 17 FTEs and is projected to create 4 new FTEs over the next three years. The applicant is seeking approval of LeasePlus property tax abatement. The job creation requirement is 2 FTEs. The Benefit/Incentive ratio is 2.1:1.

**Yellow Page City, Inc.  
280 Kenneth Drive, suite 300  
Rochester, New York 14623**

**(\$281,000 – Sales Tax Exemptions Only)**

Yellow Page City, Inc. (YPC) provides a network of over 2,600 online phone books specifically designed to resemble the print directories delivered to homes and businesses. Due to continued growth, in 2011 YPC relocated its 41 employees to 13,000 square feet at 280 Kenneth Drive in the Town of Henrietta and COMIDA approved sales tax exemptions on \$500,000 in equipment. YPC continues to grow and will be leasing and equipping an additional 5,000 square feet to provide additional telemarketing space. YPC will be investing \$281,000 in new office equipment and furniture. YPC currently employs 51 FTE and expects to create 10 FTE within the next two years. YPC has been approved for the GreatRate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program. The Benefit/Incentive ratio is 8.9:1

**Platinum Vinyl Company, LLC**  
**595 Trabold Road**  
**Rochester, New York 14624**

**(\$75,000 – Sales Tax Exemptions Only)**

Platinum Vinyl Company LLC (PVC) is a manufacturer of vinyl fence and railing products which are sold to fence distributors and installers and at the retail level through Lowes. PVC, formed in 2014, is leasing a 78,000 square foot facility in the Town of Gates. PVC is proposing a \$2.2 Million project to purchase the assets of the former Boundary Fence company and \$75,000 to furnish and equip the location. PVC currently employs 17 FTEs and projects to create 20 new FTE jobs over the next year. The applicant seeks approval of sales tax exemption on \$75,000 to furnish and equip the location. PVC has been approved for the GreatRate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program. The Benefit/Incentive ratio is 32.4:1

6. Approval of Minutes – Agency meeting January 27, 2015
7. Chair Mazzullo – Discussion Items
8. Executive Director Seil – Discussion Items
9. Legal Counsel – Discussion Items

**Miscellaneous:**

- Carestream Health – Amend application to include roof replacement and other structural renovations
- 280 Kenneth Drive LLC – Increase in project costs of \$200,000 re expansion of tenant Yellow Page City from 12,000 sq. ft. to 17,000 sq. ft.
- Quality Vision International, Inc. – Increase in project costs of \$207,250
- Tech Park Owner – approve new tenants – McKesson and Barilla

**Termination:**

- Dodge Street
- West End Business Center

The next meeting of the Agency will be held on Tuesday, **March 17, 2015**  
Adjournment