## APPLICATION SUMMARY

**DATE:** February 19, 2013

**APPLICANT:**
College Town Rochester LLC  
1138 W. 9th Street  
Cleveland, OH  44113

**TENANT & PROJECT ADDRESS:**
University of Rochester, et al  
1351 Mount Hope Avenue  
Rochester, New York  14620

**PROJECT SUMMARY:**
College Town Rochester LLC (CTR) is proposing a mixed-use development adjacent to the University of Rochester, in the City of Rochester. CTR, in partnership with the City of Rochester, will redevelop the 14 acre site to include the demolition of all existing structures and construction of a new, mixed use development, including retail, office, residential, hotel and parking facilities. The redevelopment plan seeks to strengthen surrounding neighborhoods, increase tax revenues and create jobs while establishing a vibrant mixed-use environment that will become a regional magnet for those that live, work, shop, visit and study nearby. Anchor tenants will include Barnes & Noble and the University of Rochester. The $60.8 million is projected to create 180 new FTEs over the next three years. The City of Rochester has requested that COMIDA provide a custom abatement for the project.

**PROJECT AMOUNT:**
$60,800,000–Lease/Leaseback w/custom abatement

**NEW JOBS:**
180 FTEs

**PUBLIC HEARING DATE:**
February 19, 2013

**RECOMMENDATION:**
Staff recommends Board approval of incentives for this project based on the following: The redevelopment plan will strengthen surrounding neighborhoods, increase tax revenues and create jobs. The project has a benefit/incentive ratio of 1.4:1. The net increase in property taxes or PILOTS paid is approximately $4,852,250 over a ten year period. Staff has reviewed the Lead Agency’s SEQR documents and has determined that the SEQR process is complete.
### Table 1: Basic Information

<table>
<thead>
<tr>
<th>Project Applicant</th>
<th>College Town Rochester LLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Name</td>
<td>College Town</td>
</tr>
<tr>
<td>Project Industry</td>
<td>Mixed Use</td>
</tr>
<tr>
<td>Municipality</td>
<td>Rochester</td>
</tr>
<tr>
<td>School District</td>
<td>Rochester</td>
</tr>
<tr>
<td>Type of Transaction</td>
<td>Lease</td>
</tr>
<tr>
<td>Project Cost</td>
<td>$60,800,000</td>
</tr>
<tr>
<td>Mortgage Amount</td>
<td>$34,500,000</td>
</tr>
<tr>
<td>Employment at Application</td>
<td>0</td>
</tr>
<tr>
<td>Projected Direct Employment</td>
<td>180</td>
</tr>
</tbody>
</table>

### Table 2: Estimated State & Regional Benefits / Estimated Project Incentives Analysis (Discounted Present Value)

<table>
<thead>
<tr>
<th>Total State &amp; Regional Benefits</th>
<th>$21,514,595</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Project Incentives</td>
<td>$14,957,800</td>
</tr>
<tr>
<td>Projected Employment</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td>Region</td>
</tr>
<tr>
<td>Total Employment</td>
<td>727</td>
</tr>
<tr>
<td>Direct*</td>
<td>180</td>
</tr>
<tr>
<td>Indirect**</td>
<td>19</td>
</tr>
<tr>
<td>Induced***</td>
<td>32</td>
</tr>
<tr>
<td>Temporary Construction (Direct and Indirect)</td>
<td>496</td>
</tr>
</tbody>
</table>

### Table 3: Estimated State & Regional Benefits (Discounted Present Value)

<table>
<thead>
<tr>
<th>Total State &amp; Regional Benefits</th>
<th>$21,514,595</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Tax Revenue</td>
<td>$1,810,853</td>
</tr>
<tr>
<td>Property Tax Revenue</td>
<td>$17,852,250</td>
</tr>
<tr>
<td>Sales Tax Revenue</td>
<td>$1,851,492</td>
</tr>
</tbody>
</table>

### Table 4: Estimated Project Incentives (Discounted Present Value)

<table>
<thead>
<tr>
<th>Total Project Incentives</th>
<th>$14,957,800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mortgage Tax</td>
<td>$345,000</td>
</tr>
<tr>
<td>Property Tax Incentive</td>
<td>$13,000,000</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>$1,612,800</td>
</tr>
</tbody>
</table>

*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:        February 19, 2013

APPLICANT:   Morgan Depot Plaza LLC
              1170 Pittsford-Victor Road, Suite 100
              Pittsford, New York 14534

TENANT & PROJECT ADDRESS:          Tops Markets
                                   999 East Ridge Road
                                   Rochester, New York 14609

PROJECT SUMMARY: Morgan Depot Plaza LLC (MDP) is proposing to redevelop the former Kmart plaza on East Ridge Road in the Town of Irondequoit. MDP proposes to demolish a portion of the plaza and to construct a new 52,000 square foot grocery store to be occupied by Tops Markets, which will be relocating from its current location at 1455 Ridge Road East. The new location will include a fueling station. Without the relocation, TOPS, a supermarket chain of 153 stores operating in New York, Pennsylvania and Vermont, would exit the Irondequoit market, as their current business model requires the fueling station which is prohibited at their current location. The $16 Million project will retain 79 FTEs and is projected to create 18 new FTEs over the next three years. MDP is seeking approval of mortgage tax and sales tax exemption on $10.7 Million in construction and renovations. TOPS Market is seeking sales tax exemption on $2 Million in renovations and equipment. The Town of Irondequoit has provided a letter of support for this project.

PROJECT AMOUNT:

APPLICANT:   $14,000,000– Lease/Leaseback w/custom abatement

TENANT:      $ 2,000,000– Sales Tax Exemptions Only

JOBS:

EXISTING:    79 FTEs

NEW:         18 FTEs

PUBLIC HEARING DATE:       February 19, 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 2.6:1. The net increase in property taxes or PILOTS paid is approximately $376,871 over a ten year period. Staff has reviewed the Lead Agency’s SEQR documents and has determined that the SEQR process is complete.
Table 1: Basic Information

<table>
<thead>
<tr>
<th>Project Applicant</th>
<th>Morgan Depot Plaza LLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Name</td>
<td>Tops – Irondequoit</td>
</tr>
<tr>
<td>Project Industry</td>
<td>Food and Beverage Stores</td>
</tr>
<tr>
<td>Municipality</td>
<td>Irondequoit</td>
</tr>
<tr>
<td>School District</td>
<td>East Irondequoit</td>
</tr>
<tr>
<td>Type of Transaction</td>
<td>Lease</td>
</tr>
<tr>
<td>Project Cost</td>
<td>$16,000,000</td>
</tr>
<tr>
<td>Mortgage Amount</td>
<td>$12,000,000</td>
</tr>
<tr>
<td>Employment at Application (Annual FTEs)</td>
<td>79</td>
</tr>
<tr>
<td>Projected Direct Employment Expected to Result from Project (Annual FTEs)</td>
<td>95 (17 created and 78 retained)</td>
</tr>
</tbody>
</table>

Table 2: Estimated State & Regional Benefits / Estimated Project Incentives Analysis (Discounted Present Value)

| Total State & Regional Benefits | $1,970,358 |
| Total Project Incentives       | $771,865   |
| State & Regional Benefits to Incentives Ratio | 2.6:1 |

<table>
<thead>
<tr>
<th>Projected Employment</th>
<th>State</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employment</td>
<td>220</td>
<td>220</td>
</tr>
<tr>
<td>Direct*</td>
<td>95 (17 created and 78 retained)</td>
<td></td>
</tr>
<tr>
<td>Indirect**</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Induced***</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Temporary Construction (Direct and Indirect)</td>
<td>95</td>
<td>95</td>
</tr>
</tbody>
</table>

Table 3: Estimated State & Regional Benefits (Discounted Present Value)

| Total State & Regional Benefits | $1,970,358 |
| Income Tax Revenue             | $733,639   |
| Property Tax Revenue           | $376,871   |
| Sales Tax Revenue              | $859,848   |

Table 4: Estimated Project Incentives (Discounted Present Value)

| Total Project Incentives | $771,865 |
| Mortgage Tax            | $120,000 |
| Property Tax Above 485b | $101,465 |
| Sales Tax               | $550,400 |

* 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:** February 19, 2013

**Applicant:** Pharma-Smart International Inc.  
3495 Winton Place, Bldg. A. Suite 1  
Rochester, New York 14623

**Project Address:**  
Rochester Technology Park  
773 Elmgrove Road, Building #2  
Rochester, New York 14624

**Project Summary:** Pharma-Smart International Inc., a designer and manufacturer of blood pressure screening equipment, has outgrown its existing location and is proposing to relocate to the Rochester Tech Park in the Town of Gates. Pharma-Smart will be investing $145,000 to equip the new location which will include fiber optic wiring, wireless network hubs, material handling equipment and a bar code system. Pharma-Smart currently employs 29 FTEs and expects to create 2 new full-time positions. Pharma-Smart has been approved for the GreatRebate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

**Project Amount:** $145,000 – Sales Tax Exemptions Only

**Jobs:**  
- **Existing:** 29 FTEs  
- **New:** 2 FTEs  
- **GreatRebate Requirement:** 2 FTEs

**Sales Tax Exemption:** $11,600

**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 23.5:1. The project is equipment only and therefore exempt from SEQR.
Table 1: Basic Information

<table>
<thead>
<tr>
<th>Project Applicant</th>
<th>Pharma-Smart International Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Name</td>
<td>Equiplus</td>
</tr>
<tr>
<td>Project Industry</td>
<td>Computer and Electronic Product Manufacturing</td>
</tr>
<tr>
<td>Municipality</td>
<td>Gates Town</td>
</tr>
<tr>
<td>School District</td>
<td>Gates-Chili</td>
</tr>
<tr>
<td>Type of Transaction</td>
<td>Tax Exemptions</td>
</tr>
<tr>
<td>Project Cost</td>
<td>$145,000</td>
</tr>
<tr>
<td>Employment at Application (Annual FTEs)</td>
<td>29</td>
</tr>
<tr>
<td>Direct Employment Expected to Result from Project (Annual FTEs)</td>
<td>2</td>
</tr>
</tbody>
</table>

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

| Total State and Regional Benefits | $273,061 |
| Total Project Incentives         | $11,600  |

State and Regional Benefits to Incentives Ratio 23.5:1

Projected Employment

<table>
<thead>
<tr>
<th>Total Employment</th>
<th>State</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct**</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Indirect***</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Induced****</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Temporary Construction (Direct and Indirect) 0 0

Table 3: Estimated State & Regional Benefits (Discounted Present Value *)

| Total State and Regional Benefits | $273,061 |

Income Tax Revenue $173,988
Property Tax/PILOT Revenue 0
Sales Tax Revenue $99,073

Table 4: Estimated Project Incentives (Discounted Present Value *)

| Total Project Incentives | $11,600 |

Sales Tax $11,600

* 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.

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**APPLICATION SUMMARY**

**DATE:** February 19, 2013

**APPLICANT:**

<table>
<thead>
<tr>
<th>Merlin International Corp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Bermar Park</td>
</tr>
<tr>
<td>Rochester, New York 14624</td>
</tr>
</tbody>
</table>

**PROJECT SUMMARY:** Merlin International Corp., provides high quality on-demand four color printing and related services. Merlin will be investing $103,220 to purchase a new Tango Document Production system and to renovate their existing space. Merlin currently employs 17 FTEs and expects to create 2 new full-time positions. Merlin has been approved for the GreatRebate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

**PROJECT AMOUNT:**

| $103,220 – Sales Tax Exemptions Only |

**JOBS:**

<table>
<thead>
<tr>
<th>EXISTING:</th>
<th>17 FTEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW:</td>
<td>2 FTEs</td>
</tr>
<tr>
<td>GREATREBATE REQUIREMENT:</td>
<td>2 FTEs</td>
</tr>
</tbody>
</table>

**SALES TAX EXEMPTION:** $3,186

**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 30.4:1. The project is equipment and internal renovations only and therefore exempt from SEQR.
**Board Report**

**Table 1: Basic Information**

<table>
<thead>
<tr>
<th>Project Applicant</th>
<th>Merlin International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Name</td>
<td>2013 Equiplus</td>
</tr>
<tr>
<td>Project Industry</td>
<td>Printing and Related Support Activities</td>
</tr>
<tr>
<td>Municipality</td>
<td>Gates Town</td>
</tr>
<tr>
<td>School District</td>
<td>Gates-Chili</td>
</tr>
<tr>
<td>Type of Transaction</td>
<td>Tax Exemptions</td>
</tr>
<tr>
<td>Project Cost</td>
<td>$103,220</td>
</tr>
<tr>
<td>Employment at Application (Annual FTEs)</td>
<td>29</td>
</tr>
<tr>
<td>Direct Employment Expected to Result from Project (Annual FTEs)</td>
<td>2</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Total State and Regional Benefits</th>
<th>$96,967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Project Incentives</td>
<td>$3,186</td>
</tr>
<tr>
<td>State and Regional Benefits to Incentives Ratio</td>
<td>30.4:1</td>
</tr>
</tbody>
</table>

**Projected Employment**

<table>
<thead>
<tr>
<th>Projected Employment</th>
<th>State</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employment</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Direct**</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Indirect***</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Induced****</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Temporary Construction (Direct and Indirect)</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Table 3: Estimated State & Regional Benefits (Discounted Present Value*)**

<table>
<thead>
<tr>
<th>Total State and Regional Benefits</th>
<th>$96,967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Tax Revenue</td>
<td>$59,385</td>
</tr>
<tr>
<td>Property Tax/PILOT Revenue</td>
<td>0</td>
</tr>
<tr>
<td>Sales Tax Revenue</td>
<td>$37,582</td>
</tr>
</tbody>
</table>

**Table 4: Estimated Project Incentives (Discounted Present Value*)**

<table>
<thead>
<tr>
<th>Total Project Incentives</th>
<th>$3,186</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax</td>
<td>$3,186</td>
</tr>
</tbody>
</table>

* 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.

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APPLICATION SUMMARY

DATE: February 19, 2013

APPLICANT:
Pontarelli Associates
367 Paul Road
Rochester, New York 14624

TENANT & PROJECT ADDRESS:
PKG Equipment Inc.
367 Paul Road
Rochester, New York 14624

PROJECT SUMMARY:
Pontarelli Associates (Pontarelli) is proposing to expand an existing 33,165 square foot manufacturing building in the Town of Chili which is leased to a related entity, PKG Equipment (PKG). PKG is a manufacturer of wet and dry process equipment. PKG has reached its manufacturing capacity and will utilize the additional 15,000 square feet to accommodate continued growth. The $712,800 project will impact 40 FTEs and is projected to create 6 new FTEs over the next three years. Pontarelli is seeking approval of the JobsPlus property tax abatement. The job creation requirement is 4 FTEs. PKG is seeking sales tax exemption on $100,000 purchasing and job costing software.

PROJECT AMOUNT:
APPLICANT: $712,800 – Lease/Leaseback with JobsPLUS
TENANT: $100,000 – Sales Tax Exemptions Only

JOBS:
EXISTING: 40 FTEs
NEW: 6 FTEs
REQUIREMENT: 4 FTEs

RECOMMENDATION:
Staff recommends Board approval of incentives for this project based on the following: A project qualifies as a manufacturer. The project has a benefit/incentive ratio of 7.3:1. The net increase in property taxes or PILOTS paid is approximately $143,292 over a ten year period. Staff has reviewed the Lead Agency's SEQR documents and has determined that the SEQR process is complete.
**Table 1: Basic Information**

<table>
<thead>
<tr>
<th>Project Applicant</th>
<th>Pontarelli Associates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Name</td>
<td>PKG Equipment Expansion</td>
</tr>
<tr>
<td>Project Industry</td>
<td>Machinery Manufacturing</td>
</tr>
<tr>
<td>Municipality</td>
<td>Chili</td>
</tr>
<tr>
<td>School District</td>
<td>Gates-Chili</td>
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<tr>
<td>Type of Transaction</td>
<td>Lease</td>
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<tr>
<td>Project Cost</td>
<td>$812,800</td>
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<tr>
<td>Mortgage Amount</td>
<td>$712,800</td>
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<tr>
<td>Employment at Application (Annual FTEs)</td>
<td>40</td>
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<tr>
<td>Projected Direct Employment Expected to Result from Project (Annual FTEs)</td>
<td>6</td>
</tr>
<tr>
<td>Direct Employment Required for PILOT (Annual FTEs)</td>
<td>4</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Total State &amp; Regional Benefits</th>
<th>$531,503</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Project Incentives</td>
<td>$73,157</td>
</tr>
<tr>
<td>State &amp; Regional Benefits to Incentives Ratio</td>
<td>7.3:1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Projected Employment</th>
<th>State</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employment</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Direct*</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Indirect**</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Induced***</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Temporary Construction (Direct and Indirect)</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

**Table 3: Estimated State & Regional Benefits (Discounted Present Value*)**

<table>
<thead>
<tr>
<th>Total State &amp; Regional Benefits</th>
<th>$531,503</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Tax Revenue</td>
<td>$237,027</td>
</tr>
<tr>
<td>Property Tax Revenue</td>
<td>$143,292</td>
</tr>
<tr>
<td>Sales Tax Revenue</td>
<td>$151,184</td>
</tr>
</tbody>
</table>

**Table 4: Estimated Project Incentives (Discounted Present Value*)**

<table>
<thead>
<tr>
<th>Total Project Incentives</th>
<th>73,157</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mortgage Tax</td>
<td>$7,128</td>
</tr>
<tr>
<td>Property Tax Above 485b</td>
<td>$38,579</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>$27,450</td>
</tr>
</tbody>
</table>

* 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.