



COUNTY OF MONROE
COMIDA
INDUSTRIAL DEVELOPMENT AGENCY

BOARD MEETING AGENDA

September 23, 2025

12:00 p.m. CityPlace Building

- A. Call Meeting to Order
- B. Pledge of Allegiance
- C. Approval of Minutes – August 19, 2025
- D. Public Comments
- E. Local Labor Monitoring Report – August – Kevin Loewke
- F. Local Labor Exemptions Report – August – Kevin Loewke
- G. Financial Report – August – Gregg Genovese
- H. Applications for Consideration
 - 1. IT Insights of Rochester
- I. Project Modifications
 - 1. The Marketplace Mall – PILOT Modification
- J. Executive Director Discussion Items
 - Camp Good Days and Special Times, Courage Bowl Event – Marketing Request
 - Genesee Country Village & Museum, Agricultural Fair – Marketing Request
 - Greater Rochester Enterprise – Economic Gardening – Support Request
 - Monroe County Upstate NY Apex Accelerator – Annual Update and Budget Request
 - Dashboard
 - Election of Officers and Committee Assignments
- K. Chair Discussion Items
- L. Adjourn Meeting

Next meeting: Tuesday, October 21, 2025



COUNTY OF MONROE
COMIDA
INDUSTRIAL DEVELOPMENT AGENCY

BOARD MEETING MINUTES
August 19, 2025

Time & Place: 12:00 p.m. at City Place

Board Present: A. Burr, R. King, N. Jones, L. Bolzner, R. Ryerse, B. Hickey

Board Absent: T. Tolefree

Also Present: A. Liss, H. Maffucci, R. Finnerty, A. Sepulveda, G. Genovese, K. Loewke, S. Maier, Esq.

Chair Burr called the meeting to order at 12:02 p.m. and R. Ryerse led the board in the Pledge of Allegiance.

On motion by N. Jones, second by R. King, all aye, minutes of the July 15, 2025 meeting were approved.

K. Loewke presented the local labor monitoring report for July 2025.

K. Loewke presented the local labor exemption report for July 2025.

G. Genovese presented the financial report for July 2025.

Executive Director Liss presented the following project for consideration:

George W. Long, Inc

George W. Long, Inc. is planning to purchase a new water slide for Seabreeze Amusement Park, the 4th oldest amusement park in the country. Seabreeze is considered “retail” under Section 862 of the General Municipal Law. To qualify for benefits, Seabreeze, a time-honored summer destination located near Lake Ontario in the town of Irondequoit, has demonstrated that a substantial portion of its annual patrons travel from outside the designated economic development region. The new attraction, to be introduced in 2026, will include a water slide complex featuring two racing innertube slides starting from a 50-foot tower. Seabreeze employs hundreds of workers each year and plans to add new lifeguards as a result of this purchase. The \$2.7 million project is seeking a sales tax exemption only. The cost benefit ratio is 7:1.

The applicant was represented by Rob Norris, President. The applicant confirmed awareness of the local labor policy and that exemptions must be requested 45 days in advance. The applicant does anticipate local labor exemptions and has been in touch with Kevin Loewke. R. Finnerty stated that there was a comment by the Irondequoit Town Assessor at the public hearing which was held on August 14, 2025. The assessor commented on and questioned language used in COMIDA’s PILOT agreement. He has no issues with the project.

The board considered the following resolution: RESOLUTION OF THE COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY (i) APPOINTING GEORGE W. LONG, INC. D/B/A SEABREEZE PARK, OR A RELATED ENTITY FORMED OR TO BE FORMED (COLLECTIVELY, THE "COMPANY") AS ITS AGENT TO UNDERTAKE A CERTAIN PROJECT AS MORE FULLY DESCRIBED BELOW; (ii) MAKING A DETERMINATION WITH RESPECT TO THE PROJECT PURSUANT TO SEQRA; (iii) APPOINTING THE COMPANY AS AGENT OF THE AGENCY; (iv)

AUTHORIZING FINANCIAL ASSISTANCE TO THE COMPANY IN THE FORM OF A SALES AND USE TAX EXEMPTION FOR PURCHASES AND RENTALS RELATED TO THE ACQUISITION AND INSTALLATION OF THE IMPROVEMENTS AT SEABREEZE AMUSEMENT PARK; AND (v) AUTHORIZING THE EXECUTION AND DELIVERY OF A PROJECT AGREEMENT AND RELATED DOCUMENTS.

On motion by L. Bolzner, second by R. King, for inducement and final resolution approving a sales tax exemption, a roll call vote resulted as follows and the motion carried:

T. Tolefree	Absent	R. King	Yea
L. Bolzner	Yea	A. Burr	Yea
N. Jones	Yea	R. Ryerse	Yea
B. Hickey	Yea		

McAlpin Industries, Inc.

McAlpin Industries, Inc. proposes the construction of a 300,000 square foot manufacturing facility in the Town of Webster. Completed in phases, phase one will encompass the construction of the initial 240,000 square feet. This facility will support McAlpin's sheet metal fabrication business and house production lines capable of metal laser cutting, forming, welding, and powder coat finishing while also creating additional warehousing space. McAlpin has over 200 existing employees across Monroe and Wayne Counties and plans to create 32 new FTEs at the proposed facility in Webster. The \$34 million project is seeking a real property tax abatement, mortgage recording tax exemption, and sales tax exemption. The cost benefit ratio is 7:1.

The applicant was represented by Matt McAlpin, President. The applicant confirmed awareness of the local labor policy and that exemptions must be requested 45 days in advance, and does not anticipate any local labor exemptions at this time. R. Finnerty stated that there were no comments at the public hearing which was held on August 14, 2025.

The board considered the following resolution: RESOLUTION OF THE COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY (i) ACKNOWLEDGING THE PUBLIC HEARING HELD BY THE AGENCY ON AUGUST 14, 2025, WITH RESPECT TO A CERTAIN PROJECT BEING UNDERTAKEN BY MCALPIN INDUSTRIES INC., OR A RELATED ENTITY FORMED OR TO BE FORMED (COLLECTIVELY, THE "COMPANY"); (ii) MAKING A DETERMINATION WITH RESPECT TO THE PROJECT PURSUANT TO SEQRA; (iii) APPOINTING THE COMPANY AS AGENT OF THE AGENCY; (iv) AUTHORIZING FINANCIAL ASSISTANCE TO THE COMPANY IN THE FORM OF (A) A SALES AND USE TAX EXEMPTION FOR PURCHASES AND RENTALS RELATED TO THE ACQUISITION, CONSTRUCTION AND EQUIPPING OF THE PROJECT, (B) A PARTIAL MORTGAGE RECORDING TAX EXEMPTION AND (C) A REAL PROPERTY TAX ABATEMENT STRUCTURED THROUGH A PAYMENT-IN-LIEU-OF-TAX AGREEMENT ("PILOT AGREEMENT"); AND (v) AUTHORIZING THE NEGOTIATION, EXECUTION AND DELIVERY OF A PROJECT AGREEMENT, LEASE AGREEMENT, LEASEBACK AGREEMENT, PILOT AGREEMENT AND RELATED DOCUMENTS WITH RESPECT TO THE PROJECT.

On motion by B. Hickey, second by N. Jones, for inducement and final resolution approving a real property tax abatement, mortgage recording tax exemption and sales tax exemption, a roll call vote resulted as follows and the motion carried:

T. Tolefree	Absent	R. King	Yea
L. Bolzner	Yea	A. Burr	Yea

N. Jones Yea R. Ryerse Yea
B. Hickey Yea

Executive Director Liss presented the following modifications for consideration:

Li-Cycle North American Hub Inc./GBR HubCo LLC – Assumption

Li-Cycle North America Hub, Inc. proposed to construct a manufacturing operation in the Town of Greece to process black mass concentrate, which is a product generated from the recycling of lithium-ion batteries. Originally approved for a sales tax exemption in December 2021, the board also approved a custom real property tax abatement in January 2022. In October 2024, the board approved an extension of the sales tax exemption through December 31, 2026. Recently, GBR HubCo LLC, an affiliate of Glencore Canada Corporation, acquired most of the Li-Cycle assets through bankruptcy, including the Hub in the Town of Greece. At this time, GBR HubCo LLC, is requesting approval to assume the sales tax exemption and real property tax abatement.

The applicant was represented by Ajay Kochar and Chris Biederman, Chief Engineer for Glencore.

The board considered the following resolution: RESOLUTION OF THE COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY (THE "AGENCY") AUTHORIZING THE ASSIGNMENT BY LI-CYCLE NORTH AMERICA HUB, INC. OF CERTAIN FINANCIAL ASSISTANCE AND DOCUMENTS IN CONNECTION WITH A CERTAIN PROJECT LOCATED AT 205 MCLAUGHLIN ROAD IN THE TOWN OF GREECE, NEW YORK, TO GRB HUBCO LLC OR AN ENTITY FORMED OR TO BE FORMED ON ITS BEHALF; AND THE EXECUTION OF RELATED DOCUMENTS.

On motion by R. King, second by R. Ryerse, all aye, motion carried to approve the sale of the facility and assignment of the real property tax abatement.

39 Jetview Drive LLC – Extension

In 2015, 50 Chestnut Ventures LLC was approved for a Shelter Rent abatement, partial mortgage recording tax exemption and sales tax exemption for the largely vacant 165,000 sq ft, 13-story building in the City of Rochester. The project renovated existing apartments and converted office space into 75 new market rate apartments. In 2018, the PILOT agreement was terminated due to unpaid PILOT payments. In 2020, the new owners of 50 Chestnut Ventures LLC, requested reinstatement of the PILOT Agreement, which was approved. At this time, Columbus Building Apartments LLC, has entered into an agreement to purchase the building, and is requesting approval to assume the real property tax abatement.

The board considered the following resolution: RESOLUTION OF THE COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY (THE "AGENCY") AUTHORIZING THE ASSIGNMENT BY 50 CHESTNUT VENTURES LLC OF CERTAIN FINANCIAL ASSISTANCE AND DOCUMENTS IN CONNECTION WITH A CERTAIN PROJECT LOCATED AT 40-52 CHESTNUT STREET IN THE CITY OF ROCHESTER, NEW YORK, TO COLUMBUS BUILDING APARTMENTS LLC OR AN ENTITY FORMED OR TO BE FORMED ON ITS BEHALF; AND THE EXECUTION OF RELATED DOCUMENTS.

On motion by R. King, second by N. Jones, all aye, motion carried to approve an extension of the sales tax exemption through December 31, 2026.

Executive Director Liss introduced Tyrone Reeves and Ti'ona McCauley from YAMTEP to review the results from the program last year and present their 2025-2026 program request.

On motion by R. King, second by N. Jones, all aye, motion carried to approve the execution and delivery of a contract with YAMTEP, Inc to support the Workforce Development program in an amount not to exceed \$300,000 for one year.

Executive Director Liss introduced Anna Vulaj Fitzsimmons from MCFL APEX to announce that the program territory has been expanded to include Erie and Niagara counties which now complements the I-90 Tech Hub Corridor. With this expansion, the program will now be known as Monroe County-Upstate NY APEX Accelerator.

Executive Director Liss acknowledged the recent resignation from Chair Burr and thanked her for her service and leadership. County Executive Adam Bello spoke about Chair Burr's legacy over the past 20 years as a COMIDA Board member. He then announced that the business center conference room where the COMIDA Board meetings take place will be renamed the Ann L. Burr Business Center.

There being no further business to discuss, on motion by N. Jones, second by R. King, all aye, the regular meeting of the Board was adjourned at 1:09 p.m.



August 2025 Monthly C.O.M.I.D.A. Report

September 2nd, 2025

1. This report covers our site visits between August 1st, 2025 and August 31st, 2025.
2. During this period Loewke Brill made 56 monthly site visits.
3. During this period Loewke Brill made "1" Follow up visits.
4. Loewke Brill checked for residence with 1752 workers.
5. Of those workers, there were "2" non-compliant.
 - a. 0- No proof of residence
 - b. 2 - Out of Area
 - i. Fairlife, LLC - 08/12/25 - 2 workers from Boulder Industrial out of area. Waivers submitted for the workers after which was approved.
 - c. 0 - Invalid ID
6. There were "0" new COMIDA sign(s) delivered

August 2025 COMIDA Verified Local Labor Exemption Report

Board Meeting – September 16th, 2025

The following Verified Local Labor Exemption Requests were processed in August 2025

- Fairlife, LLC – Boulter Industrial/Local 1163 –Lack of Local Labor - Millwrights Local 1163 on behalf of Boulter Industrial is asking for an exemption for two millwrights on the Fairlife, LLC project. Millwrights Local 1163 has provided a letter for each worker (Both Oswego County) stating their experience and skill level as necessary for the project.
- Fairlife, LLC – Schadler Industrial –Price Point - Schadler Industrial, LLC, located in Kutztown, Pennsylvania, will be fabricating and installing the utility process piping at Fairlife, LLC project located at 1900 Tebor Road in Webster. Fairlife posted the scope of work on robex on 6/26/25 to attempt to obtain local contractors to perform the work. Two local contractors, and two non-local contractors provided quotes. Schadler Industrial provided the best price for this scope or work. It should be noted that Schadler is already working on this project in a different capacity, and have awareness and familiarity with this project.
- Fairlife, LLC – Local 5/Frank Lil & Sons –Lack Of Local Labor - Boilermakers Local 5 on behalf of Frank Lill & Son, Inc is asking for an exemption for one welder on the Fairlife, LLC project. Local 5 has provided a letter for the worker (from Local 5 Zone 175 – Fort Drum, NY) stating their experience and skill level as necessary for the project.
- George W Long., Inc. – USA, Inc –Specialty/Warranty - USA, Inc, located in Downers Grove Illinois, will be installing the new waterslide at the George W Long, Inc. project (Seabreeze Amusement Park) located at 4600 Culver Road in Rochester. The manufacturer of the waterslide, Proslide Technology, Inc (based in Ottawa Ontario, Canada) provides a warranty for their equipment as long as it is installed by certified vendors. They utilize 4 different contractors for their equipment installation, none of which are within the COMIDA defined local area, or in New York State for that matter. USA, Inc is asking for an exemption for 7 total workers, and those workers will be working with other local contractors in getting the waterslides ready for the 2026 season.



COMIDA
Statement of Financial Position

	Year To Date 08/31/2025	Year Ending 12/31/2024
	Actual	Actual
Assets		
Current Assets		
Cash and Cash Equivalents	638,202	5,197,148
Cash - Grant Funding	1,038,920	5,046,811
Accounts Receivable, Net	50,623	29,159
Short Term Investments	17,411,501	13,670,805
Prepaid Expenses	95,074	20,989
Other Current Assets	188,181	115,790
Total Current Assets	19,422,501	24,080,702
Long-term Assets		
Property & Equipment	544,325	633,184
Other Long-term Assets	195,009	195,009
Total Long-term Assets	739,334	828,193
Total Assets	20,161,835	24,908,895
Liabilities and Net Assets		
Liabilities		
Short-term Liabilities		
Accounts Payable	204,151	320,850
Accrued Liabilities	632,489	249,741
Grant Liabilities	1,038,919	5,045,095
Total Short-term Liabilities	1,875,559	5,615,686
Long Term Liabilities	294,797	294,797
Total Liabilities	2,170,356	5,910,483
Net Assets		
Net Assets	18,998,413	17,980,966
Change In Net Assets	(1,006,934)	1,017,446
Total Net Assets	17,991,479	18,998,412
Total Liabilities and Net Assets	20,161,835	24,908,895

Summary Statement of Activities - All Funds with Prior Year

	Year To Date 08/31/2025	Year To Date 08/31/2025	Prior Year To Date 08/31/2024
	Actual	Budget	Actual
Revenue			
Fee Income	587,947	392,503	513,825
Interest Income	544,502	320,000	478,611
Gain on Sale of Fixed Assets	46,524	0	0
Total Revenue	1,178,973	712,503	992,436
Expenses			
Payroll	336,260	293,493	267,367
Program & Community Development	1,326,074	2,192,757	1,582,014
General & Administrative	541,384	498,050	511,471
APEX Activity, Net	(17,812)	0	(20,931)
Total Expenses	2,185,907	2,984,300	2,339,922
Change In Net Assets	(1,006,934)	(2,271,797)	(1,347,486)



APPLICATION SUMMARY

DATE: September 16, 2025

APPLICANT: IT Insights of Rochester
1150 Penfield Road
Rochester, NY 14625

PROJECT LOCATION: 339 East Avenue
Suite 200
Rochester, NY 14604

PROJECT SUMMARY: IT Insights of Rochester is planning to relocate to and renovate 5,000 square feet of office space located at 339 East Ave in the City of Rochester. IT Insights, a provider of managed IT services, proposes a complete buildout including setup and furnishing of offices, breakroom facilities, conference rooms, and cubicles to accommodate the addition of new positions. IT Insights plans to create 16 FTEs in addition to its existing 11 FTEs. The \$230,000 project is seeking a sales tax exemption through the small business sales tax exemption program. The cost benefit ratio is 831:1.

PROJECT AMOUNT: \$230,000 - Sales Tax Exemption only
EXEMPTIONS \$14,400

JOBS: EXISTING: 11 FTEs
NEW: 16 FTEs

BENEFIT TO INCENTIVE RATIO: 831:1

ELIGIBILITY: REHABILITATION OF EXISTING COMMERCIAL BUILDING VACANT FOR A LONG TIME

APPROVED PURPOSE: JOB CREATION

County of Monroe Industrial Development Agency

MRB Cost Benefit Calculator



Date: September 16, 2025
 Project Title: IT Insights of Rochester
 Project Location: 339 East Avenue, Suite 200, Rochester, NY 14604

Economic Impacts

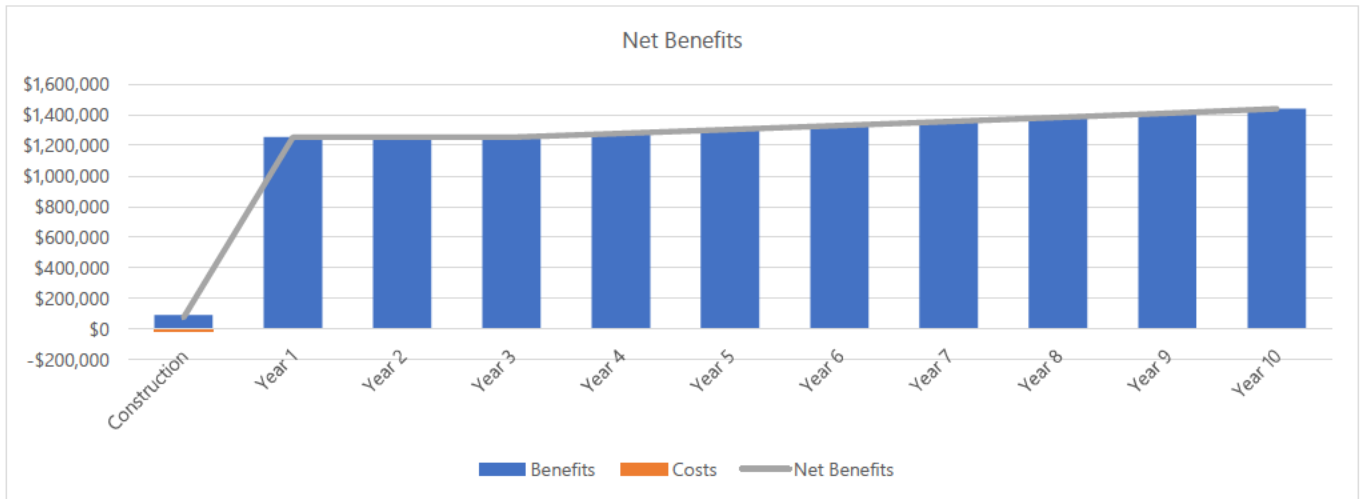
Summary of Economic Impacts over the Life of the PILOT

Project Total Investment
 \$230,000

Temporary (Construction)			
	Direct	Indirect	Total
Jobs	1	0	1
Earnings	\$70,910	\$13,454	\$84,364
Local Spend	\$184,000	\$45,801	\$229,801

Ongoing (Operations)			
Aggregate over life of the PILOT			
	Direct	Indirect	Total
Jobs	16	3	19
Earnings	\$10,159,650	\$2,356,811	\$12,516,461

Figure 1



Net Benefits chart will always display construction through year 10, irrespective of the length of the PILOT.

Figure 2

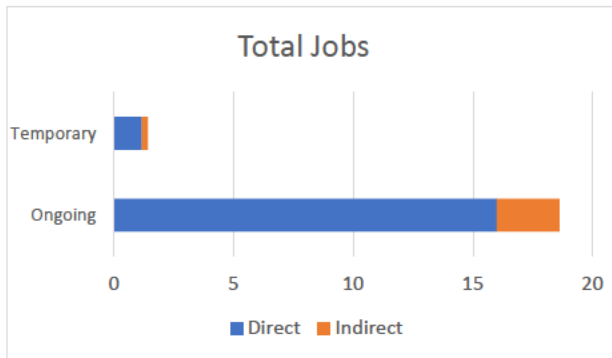
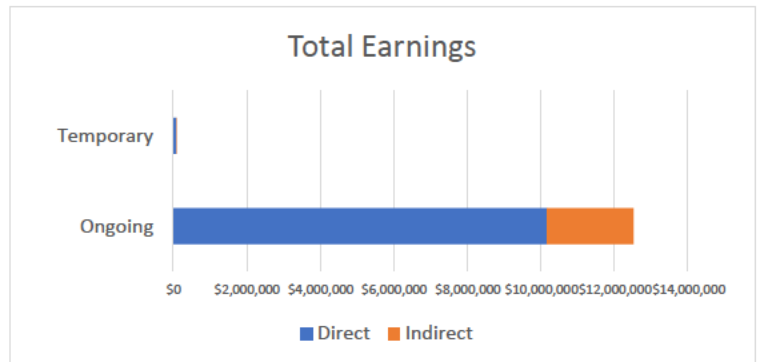


Figure 3



Fiscal Impacts



Cost-Benefit Analysis Tool powered by MRB Group

Estimated Costs of Exemptions

	Nominal Value	Discounted Value*
Property Tax Exemption	\$0	\$0
Sales Tax Exemption	\$14,400	\$14,400
Local Sales Tax Exemption	\$7,200	\$7,200
State Sales Tax Exemption	\$7,200	\$7,200
Mortgage Recording Tax Exemption	\$0	\$0
Local Mortgage Recording Tax Exemption	\$0	\$0
State Mortgage Recording Tax Exemption	\$0	\$0
Total Costs	\$14,400	\$14,400

State and Local Benefits

	Nominal Value	Discounted Value*
Local Benefits	\$12,689,031	\$11,375,586
To Private Individuals	\$12,600,825	\$11,296,511
Temporary Payroll	\$84,364	\$84,364
Ongoing Payroll	\$12,516,461	\$11,212,147
Other Payments to Private Individuals	\$0	\$0
To the Public	\$88,206	\$79,076
Increase in Property Tax Revenue	\$0	\$0
Temporary Jobs - Sales Tax Revenue	\$591	\$591
Ongoing Jobs - Sales Tax Revenue	\$87,615	\$78,485
Other Local Municipal Revenue	\$0	\$0
State Benefits	\$655,243	\$587,419
To the Public	\$655,243	\$587,419
Temporary Income Tax Revenue	\$3,796	\$3,796
Ongoing Income Tax Revenue	\$563,241	\$504,547
Temporary Jobs - Sales Tax Revenue	\$591	\$591
Ongoing Jobs - Sales Tax Revenue	\$87,615	\$78,485
Total Benefits to State & Region	\$13,344,274	\$11,963,005

Benefit to Cost Ratio

	Benefit*	Cost*	Ratio
Local	\$11,375,586	\$7,200	1580:1
State	\$587,419	\$7,200	82:1
Grand Total	\$11,963,005	\$14,400	831:1

*Discounted at 2%

Additional Comments from IDA

This is a good project.

Does the IDA believe that the project can be accomplished in a timely fashion? Yes

Motion By: _____
Seconded By: _____

RESOLUTION
(IT Insights of Rochester LLC Project)
OSC Code 2602-25-027A

A regular meeting of the County of Monroe Industrial Development Agency (the "Agency"), was held at the Agency's offices located at 50 West Main Street, Rochester, New York 14614, on September 16, 2025 at 12:00 p.m.

After the meeting had been duly called to order, the Chair announced that among the purposes of the meeting was to consider and take action on certain matters pertaining to a certain Project more particularly described below.

RESOLUTION OF THE COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY (i) APPOINTING IT INSIGHTS OF ROCHESTER LLC, OR A RELATED ENTITY FORMED OR TO BE FORMED (COLLECTIVELY, THE "COMPANY") AS ITS AGENT TO UNDERTAKE A CERTAIN PROJECT AS MORE FULLY DESCRIBED BELOW; (ii) MAKING A DETERMINATION WITH RESPECT TO THE PROJECT PURSUANT TO SEQRA (AS DEFINED BELOW); (iii) APPOINTING THE COMPANY AS AGENT OF THE AGENCY; (iv) AUTHORIZING FINANCIAL ASSISTANCE TO THE COMPANY IN THE FORM OF A SALES AND USE TAX EXEMPTION FOR PURCHASES AND RENTALS RELATED TO THE PROJECT; AND (v) AUTHORIZING THE EXECUTION AND DELIVERY OF A PROJECT AGREEMENT AND RELATED DOCUMENTS.

WHEREAS, by Title I of Article 18-A of the General Municipal Law of the State of New York, as amended and Chapter 55 of the Laws of 1972 of the State of New York (collectively, the "Act"), the Agency was created with the authority and power among other things, to assist with the acquisition of certain industrial development projects as authorized by the Act; and

WHEREAS, **IT INSIGHTS OF ROCHESTER LLC**, a New York limited liability company for itself or a related entity formed or to be formed (collectively, the "Company") has requested that the Agency assist with a certain Project (the "Project"), consisting of: (A) the renovation and modernization of an approximately 5,000 square-foot space located in the building at 339 East Avenue in the City of Rochester, New York 14604 and all other lands in the City of Rochester where, by license or easement or other agreement, the Company or its designees are making improvements that benefit the Project (the "Land") including, but not limited to, the buildout of the break room facilities, set up and furnishing of all offices and cubicles and the creation of three conference/breakout rooms (collectively, the "Improvements"); and (B) the acquisition and installation therein, thereon or thereabout of certain machinery, equipment and related personal property (collectively, the "Equipment" and, together with the Land and the Improvements, the "Facility"), all for use by the Company in its business as a IT services supplier; and

WHEREAS, the Act authorizes and empowers the Agency to promote, develop, encourage and assist projects such as the Project and to advance the job opportunities, health, general prosperity and economic welfare of the people of the State of New York; and

WHEREAS, it is contemplated that the Agency will (i) negotiate a project agreement (the "Project Agreement"), pursuant to which the Agency will appoint the Company as its agent for the purpose of undertaking the Project and (ii) provide financial assistance (the "Financial Assistance") to the Company in the form of sales and use tax exemptions for purchases and rentals related to the Project; and

WHEREAS, pursuant to the New York State Environmental Quality Review Act, Article 8 of the Environmental Conservation Law and the regulations adopted pursuant thereto at 6 N.Y.C.R.R. Part 617, as amended (collectively referred to as "SEQRA"), the Agency must satisfy the applicable requirements set forth in SEQRA, as necessary, prior to making a final determination whether to undertake the Project.

NOW, THEREFORE, BE IT RESOLVED by the County of Monroe Industrial Development Agency as follows:

Section 1. The Company has presented an application in a form acceptable to the Agency. Based upon the representations made by the Company to the Agency in the Company's application and other correspondence submitted by the Company to the Agency, the Agency hereby finds and determines that:

(a) By virtue of the Act, the Agency has been vested with all powers necessary and convenient to carry out and effectuate the purposes and provisions of the Act and to exercise all powers granted to it under the Act; and

(b) The Project constitutes a "project", as such term is defined in the Act; and

(c) It is desirable and in the public interest for the Agency to appoint the Company as its agent for purpose of undertaking the Project; and

(d) The action to be taken by the Agency will induce the Company to undertake the Project, thereby increasing employment opportunities in Monroe County and otherwise furthering the purposes of the Agency as set forth in the Act; and

(e) The Project will not result in the removal of a civic, commercial, industrial, or manufacturing plant of the Company or any other proposed occupant of the Project from one area of the State of New York (the "State") to another area of the State or result in the abandonment of one or more plants or facilities of the Company or any other proposed occupant of the Project located within the State; and the Agency hereby finds that, based on the Company's application, to the extent occupants are relocating from one plant or facility to another, the Project is reasonably necessary to discourage the Project occupants from removing such other plant or facility to a location outside the State and/or is reasonably necessary to preserve the competitive position of the Project occupants in their respective industries; and

(f) Pursuant to SEQRA, the Project constitutes a "Type II Action" as said term is defined in SEQRA, and therefore no further action is required to be taken under SEQRA.

Section 2. The Agency hereby approves the cost/benefit report submitted by the Company listing the proposed cost/benefits of the Project.

Section 3. Subject to the Company executing the Project Agreement and the delivery to the Agency of a binder, certificate or other evidence of liability insurance policy for the Project satisfactory to the Agency, the Agency hereby authorizes the Company to proceed with the acquisition, renovation and equipping of the Project and hereby appoints the Company as the true and lawful agent of the Agency to acquire, renovate and equip the Facility, and such appointment includes the following activities as they relate to the construction, erection, completion, use, repair and maintenance of the Improvements and the purchase, use, lease, placement, installation, repair, maintenance and replacement of the Equipment, whether or not any materials or supplies described below are incorporated into or become an integral part of the Improvements or the Equipment: (i) all purchases, leases, rentals and other uses of tools, machinery and equipment in connection with acquiring, renovating, equipping, repairing and maintaining the Facility, (ii) all purchases, rentals, uses or consumption of supplies, materials and services of every kind and description in connection with acquiring, renovating, equipping, repairing and maintaining the Facility, and (iii) all purchases, leases, rentals and uses of equipment, machinery, and other tangible personal property (including installation costs with respect thereto), installed or placed in, upon or under the Improvements, Land or the Equipment, including all repairs, maintenance and replacement of all such property. Said agents are authorized to make, execute, acknowledge and deliver any contracts, orders, receipts, writings and instructions, as the stated agents for the Agency, and in general to do all things which may be requisite or proper for completing the Facility, all with the same powers and with the same validity as the Agency could do if acting on its own behalf. As agent of the Agency, the Company is authorized to delegate such agency, in whole or in part, to agents, subagents, contractors, subcontractors, contractors and subcontractors of such agents and subagents and to such other parties as the Company chooses; provided, however, the Project Agreement shall expire on **December 31, 2026** (unless extended for good cause by the Executive Director, Deputy Director, Chairman or Vice Chairman of the Agency).

Section 4. Based upon the representation and warranties made by the Company in its application for financial assistance, the Agency hereby authorizes and approves (i) the Company as its agent, to make purchases of goods and services relating to the Project and that would otherwise be subject to New York State and local sales and use tax in an amount up to **\$180,000**, which result in New York State and local sales and use tax exemption benefits ("sales and use tax exemption benefits") not to exceed **\$14,400**. The Agency agrees to consider any requests by the Company for increase to the amount of sales and use tax exemption benefits authorized by the Agency upon being provided with appropriate documentation detailing the additional purchases of property or services.

Section 5. Pursuant to Section 875(3) of the New York General Municipal Law, the Agency may recover or recapture from the Company, its agents, consultants, subcontractors, or any other party authorized to make purchases for the benefit of the Project, any sales and use tax exemption benefits taken or purported to be taken by the Company, its agents, consultants, subcontractors, or any other party authorized to make purchases for the benefit of the Project, if it

is determined that: (i) the Company, its agents, consultants, subcontractors, or any other party authorized to make purchases for the benefit of the Project, is not entitled to the sales and use tax exemption benefits; (ii) the sales and use tax exemption benefits are in excess of the amounts authorized to be taken by the Company, its agents, consultants, subcontractors, or any other party authorized to make purchases for the benefit of the Project; (iii) the sales and use tax exemption benefits are for property or services not authorized by the Agency as part of the Project; or (iv) the sales and use tax exemption benefits are taken in cases where the Company, its agents, consultants, subcontractors, or any other party authorized to make purchases for the benefit of the Project, fails to comply with a material term or condition to use property or services in the manner approved by the Agency in connection with the Project. As a condition precedent of receiving sales and use tax exemption benefits, the Company, its agents, consultants, subcontractors, or any other party authorized to make purchases for the benefit of the Project, shall (i) cooperate with the Agency in its efforts to recover or recapture any sales and use tax exemption benefits, and (ii) promptly pay over any such amounts to the Agency that the Agency demands.

Section 6. The Executive Director, Deputy Director, Chairman or Vice Chairman of the Agency are hereby authorized, on behalf of the Agency, to negotiate the Project Agreement, pursuant to which the Agency will appoint the Company as its agent for the purpose of undertaking the Project.

Section 7. The Executive Director, Deputy Director, Chairman or Vice Chairman of the Agency are hereby authorized and directed for and in the name and on behalf of the Agency to do all acts and things required and to execute and deliver all such certificates, instruments and documents, to pay all such fees, charges and expenses and to do all such further acts and things as may be necessary or, in the opinion of such Executive Director, Deputy Director, Chairman or Vice Chairman of the Agency acting, desirable and proper to effect the purposes of the foregoing resolutions and to cause compliance by the Agency with all of the terms, covenants and provisions of the documents executed for and on behalf of the Agency.

Section 8. This resolution shall take effect immediately.

The question of the adoption of the foregoing Resolution was duly put to vote on roll call, which resulted as follows:

	<u><i>Yea</i></u>	<u><i>Nay</i></u>	<u><i>Absent</i></u>	<u><i>Abstain</i></u>
Lisa Bolzner				
Rhett King				
Norman Jones				
Truman Tolefree				
Raymond A. Ryerse Jr.				
Brian Hickey				

The Resolutions were thereupon duly adopted.

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STATE OF NEW YORK)
COUNTY OF MONROE) ss.:

I, the undersigned Executive Director of the County of Monroe Industrial Development Agency, DO HEREBY CERTIFY:

That I have compared the annexed extract of the minutes of the meeting of the County of Monroe Industrial Development Agency (the "Agency"), including the resolutions contained therein, held on September 16, 2025, with the original thereof on file in my office, and that the same is a true and correct copy of the proceedings of the Agency and of such resolutions set forth therein and of the whole of said original insofar as the same related to the subject matters therein referred to.

I FURTHER CERTIFY that public notice of the time and place of said meeting was duly given to the public and the news media in accordance with Sections 103 and 104 of the New York Public Officers Law (Open Meetings Law) that all members of the Agency had due notice of the meeting and that the meeting was in all respects duly held.

IN WITNESS WHEREOF, I have hereunto set my hand on this 16th day of September, 2025.

Ana J. Liss, Executive Director



COUNTY OF MONROE
COMIDA
 INDUSTRIAL DEVELOPMENT AGENCY

APPLICATION FOR ASSISTANCE

Each applicant seeking assistance must complete this application and provide required supplemental forms/documentation.

Please answer all questions. Use "None" or "Not Applicable" where necessary. Information in this application may be subject to public review under New York State Law, except for information that is considered deniable by the Freedom of Information Law. This form is available at www.monroecountybusiness.org/application.

Please send completed application via email to EconomicDevelopment@monroecounty.gov. A non-refundable application fee of \$350.00 is required. Please see page 12 for additional information on costs and fees.

I. APPLICANT

A. Applicant Information

Name: IT Insights of Rochester
 Address: 1150 Penfield Road
 City/State/Zip: Rochester, NY 14625
 Tax Id No.: [REDACTED]
 Contact Name: Christopher Sirianni
 Title: President and Founder
 Telephone: [REDACTED]
 E-Mail: [REDACTED]

B. Applicant's Legal Counsel

Name: David Hastings
 Firm: Hastings Law Office, P.C.
 Address: 1150 Penfield Road
 City/State/Zip: Rochester, NY 14625
 Telephone: [REDACTED]
 Email: [REDACTED]

C. Owners of Applicant Company (must total 100%). If an LLC, LP or similar, all members/partners must be listed

Name	%	Corporate Title
<u>Christopher Sirianni</u>	<u>87</u>	<u>President and Founder</u>
<u>Christopher Bierasinski</u>	<u>3</u>	<u>VP/Partner</u>
<u>Adam Baker</u>	<u>10</u>	<u>Silent Partner</u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

D. Is the business applying for assistance certified as an MWBE or service-disabled veterans' agency? Yes No

II. PROJECT

A. Address of proposed project facility

Address: 339 East Avenue, Suite 200

Tax Map Parcel Number: 121.26-1-40

City/Town/Village: Rochester

School District: City of Rochester

Zip: 14604

Current Legal Owner of Property:

FLG Valley LLC

B. Benefits Requested (Check all that apply)

- Sales Tax Exemption
- Mortgage Recording Tax Exemption
- Real Property Tax Abatement
- Industrial Revenue Bond Financing

C. Description of project (check all that apply)

- New Construction
- Existing Facility
 - Acquisition
 - Expansion
- Renovation/Modernization
- Acquisition of machinery/equipment
- Other (specify) _____

D. Proposed User(s)/Tenant(s) of the Facility

If there are multiple Users/Tenants, please attach additional pages.

Are the user and owner related entities? Yes No

Company Name: _____

Address: _____

City/State/Zip: _____

Tax ID No: _____

Contact Name: _____

Title: _____

Telephone: _____

Email: _____

% of facility to be occupied by user/tenant _____

E. Owners of User/Tenant Company (must total 100%)

If an LLC, LP or similar, all members/partners must be listed

Name	%	Corporate Title
------	---	-----------------

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

F. Project Timeline

Proposed Date of Acquisition: 9/1/2025

Proposed Commencement Date of Construction: 9/20/2025

Anticipated Completion Date: 3/1/2026

G. Contractor(s)

R-Options, TBD

II.PROJECT (cont'd)

H. DESCRIPTION OF THE PROJECT AND BACKGROUND ON USER(S) OF THE FACILITY

NAICS Code: **541513** _____

IT Insights is expanding from their current 1,200 sq ft Penfield location to approximately 5,000 sq ft at 339 East Avenue in downtown Rochester - a quadrupling of their office space. The project is scheduled to begin in September 2025, with completion expected by December 2025 to February 2026 (4-6 month timeline).

The \$95,000 furniture, fixtures, and equipment budget will cover a complete buildout of the break room facilities, setup and furnishing of all offices and cubicles, creation of three conference/breakout rooms, and workspace preparation for 14 new positions expected over the next 18-24 months.

The company is investing \$290,000 in total project funding through a combination of current cash, line of credit, and bank loan. This includes \$95,000 for FF&E, \$500,000 in working capital for operational expenses and marketing efforts, and \$25,000 in soft costs covering moving, legal, accounting, and loan setup expenses.

The expansion supports planned growth from 15 to 30+ employees over three years, with expected revenue generation of approximately \$3 million annually from the new hires. The downtown location provides better regional access for client service and positions the company as a committed participant in Rochester's urban business community. The landlord has indicated enthusiasm for the tenancy and willingness to provide early access to facilitate the buildout process.

II.PROJECT (cont'd)

- I. Would the project be undertaken without financial assistance from the Agency?** Yes No

Please explain why financial assistance is necessary.

This Financial Assistance would enable us to elevate the project from a basic functional buildout to a truly exceptional workspace that benefits both our employees and the East Avenue Corridor. With COMIDA support, we can invest in enhanced collaborative spaces, modern amenities, and improvements that will attract top talent to contribute to the neighborhood revitalization.

- J. Are other facilities or related companies located within New York State?**

Yes No

Location:

Will the Project result in the removal of an industrial or manufacturing plant of the Project occupant from one area of the state to another area of the state? Yes No

Will the Project result in the abandonment of one or more plants or facilities of the Project occupant located within the state?

Yes No

If Yes to either question, explain how the Agency's Financial Assistance is required to prevent the Project from relocating out of the State, or is reasonably necessary to preserve the Applicant or User's competitive position in its respective industry:

- K. State Environmental Quality Review (SEQR) Act Compliance**

COMIDA, in granting assistance to the Applicant, is required to comply with the New York State Environmental Quality Review Act (SEQR).

Does the proposed project require discretionary permit, license or other type of approval by the state or local municipality?

YES - Include a copy of any SEQR documents related to this Project including Environmental Assessment Form, Final Determination, Local Municipality Negative Declaration, etc.

NO

III. PROPERTY TAX ABATEMENT/PAYMENT IN LIEU OF TAX AGREEMENT (PILOT)

Check One:

JOBSPLUS

Requirements:

- Applicant must commit to a 10% increase in full-time equivalent employment, measured on the existing impacted employee base, over a 3 year period. The required number of jobs is _____.

LEASEPLUS

Requirements:

- University and/or medical related facilities in which a 501(c)3 entity leases from a for-profit entity.
- Company must commit to a 10% increase in full-time equivalent employment, measured on the existing impacted employee base, over a 3 year period. The required number of jobs is _____.

ENHANCED JOBSPLUS

Requirements:

- A minimum \$15 million investment **AND**
- A minimum of 100 new jobs

GREEN JOBSPLUS

Requirements:

- LEED® Certification – Project must be rated as Certified, Gold, Silver or Platinum by the United States Green Building Council's Leadership in Energy and Environmental Design (LEED®) Green Building Rating System.
- Company must commit to a 10% increase in full-time equivalent employment, measured on the existing impacted employee base, over a 3 year period. The required number of jobs is _____.

SHELTER RENT

For student housing or affordable housing projects.

Local Tax Jurisdiction Sponsored PILOT

NO PROPERTY TAX ABATEMENT IS SOUGHT FOR THIS PROJECT

IV. APPLICANT PROJECT COSTS

A. Estimate the costs necessary for the construction, acquisition, rehabilitation, improvement and/or equipment of the project by the APPLICANT.

Building Construction or Renovation

- a. Materials a. \$ 10,000
- b. Labor b. \$ 5,000

Site Work

- c. Materials c. \$ 5,000
- d. Labor d. \$ 20,000
- e. Non-Manufacturing Equipment e. \$ 30,000
- f. Manufacturing Equipment f. \$ 0
- g. Equipment Furniture and Fixtures g. \$ 125,000
- h. Land and/or Building Purchase h. \$ 0
- i. Soft Costs (Legal, Architect, Engineering) i. \$ 25,000
- Other (specify) j. Misc Equipment j. \$ 10,000
- k. _____ k. \$ _____
- l. _____ l. \$ _____
- m. _____ m. \$ _____

Total Project Costs (must equal Total Sources) \$ 230,000

B. Sources of Funds for Project Costs:

- a. Tax-Exempt Industrial Revenue Bond a. \$ 0
- b. Taxable Industrial Revenue Bond b. \$ 0
- c. Bank Financing c. \$ 130,000
- d. TOTAL Public Sources d. \$ 40,000

Identify below each state and federal grant/credit totaling the amount for d.)

City of Rochester \$ 40,000
 _____ \$ _____
 _____ \$ _____
 _____ \$ _____

- e. Equity e. \$ 60,000
- TOTAL SOURCES (must equal Total Project Costs) \$ 230,000**

C. Has the applicant made any arrangements for the financing of this project

Yes No

If yes, please specify bank, underwriter, etc.

GRB finalizing term note

V. COMPLETE FOR EACH USER/TENANT THAT IS SEEKING SALES TAX EXEMPTIONS USER(S)/TENANT(S) PROJECT COSTS

Use additional sheets as necessary

Company Name _____

A. Estimate the costs necessary for the construction, acquisition, rehabilitation, improvement, and/or equipping of the project by the user(s)/tenant(s) for which a sales tax exemption is requested.

Estimated Costs Eligible for Sales Tax Exemption Benefit

- a. Materials a. \$ _____
- b. Labor b. \$ _____
- c. Non-Manufacturing Equipment c. \$ _____
- d. Manufacturing Equipment d. \$ _____
- e. Furniture and Fixtures e. \$ _____
- Other (specify): f. _____ f. \$ _____
- g. _____ g. \$ _____
- h. _____ h. \$ _____
- i. _____ i. \$ _____

Total Project Costs \$ _____

Value of Incentives
IT Insights of Rochester

A. IDA PILOT Benefits:	
Current Assessment	\$890,000
Value of New Construction & Renovation Costs	\$15,000
Estimated New Assessed Value Subject to IDA	\$905,000
Current Taxes	\$0
Current Taxes Escalator	2%
PILOT Terms - Years	10
County Tax rate/\$1,000	
Local Tax Rate* Tax Rate/\$1,000	
School Tax Rate /\$1,000	
Total Tax Rate	0.00000
B. Sales Tax Exemption Benefit:	
Estimated value of Sales Tax exemption:	\$14,400
Estimated duration of ST exemption:	12/31/2026
C. Mortgage Recording Tax Exemption (MRTE) Benefit:	
Estimated Value of MRTE:	\$0
D. Industrial Revenue Bond Benefit	
IRB inducement amount:	\$0
E. Percentage of Project Costs financed from Public Sector sources:	
Total Value of Incentives:	\$14,400
Project Construction Costs:	\$230,000
	6.26%

PILOT Schedule

PILOT Year	% Abatement	County PILOT Amount	Local PILOT Amount	School PILOT Amount	Total PILOT Amount	Full Tax Payment w/o PILOT***	Net Exemption**
	Total	\$0	\$0	\$0	\$0	\$0	\$0
1	90%	\$0	\$0	\$0	\$0	\$0	\$0
2	80%	\$0	\$0	\$0	\$0	\$0	\$0
3	70%	\$0	\$0	\$0	\$0	\$0	\$0
4	60%	\$0	\$0	\$0	\$0	\$0	\$0
5	50%	\$0	\$0	\$0	\$0	\$0	\$0
6	40%	\$0	\$0	\$0	\$0	\$0	\$0
7	30%	\$0	\$0	\$0	\$0	\$0	\$0
8	20%	\$0	\$0	\$0	\$0	\$0	\$0
9	10%	\$0	\$0	\$0	\$0	\$0	\$0
10	0%	\$0	\$0	\$0	\$0	\$0	\$0

VII. PROJECTED EMPLOYMENT

Complete for each Applicant or User/Tenant

Company Name: IT Insights of Rochester, LLC

Applicant: or User/Tenant:

Applicant/Tenant creating jobs must submit most recent NYS-45 or equivalent.

	Current # of jobs at proposed project location or to be relocated to project location	IF FINANCIAL ASSISTANCE IS GRANTED – project the number of FTE and PTE jobs to be RETAINED	IF FINANCIAL ASSISTANCE IS GRANTED – project the number of FTE and PTE jobs to be CREATED upon THREE Years after Project completion	Estimate number of residents of the Labor Market Area in which the Project is located that will fill the FTE and PTE jobs to be created upon THREE Years after Project Completion **
Full time (FTE)	11	11	15	15
Part Time (PTE)	0	0	2	2
Total	11	11	16	16

** For purposes of this question, please estimate the number of FTE and PTE jobs that will be filled, as indicated in the third column, by residents of the Labor Marker Area, in the fourth column. The Labor Marker Area includes: Monroe County, Orleans County, Genesee County, Wyoming County, Livingston County, Ontario County, Wayne County, Yates County, and Seneca County chosen at the Agency's discretion.

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VIII. LOCAL LABOR

To be completed by all Applicants and Users/Tenants of Projects which include the construction of new, expanded or renovated facilities:

Company Name IT Insights or Rochester, LLC

Applicant: and/or User/Tenant:

The County of Monroe Industrial Development Agency (IDA) was established for the purpose of creating employment opportunities for, and to promote the general prosperity and economic welfare of the residents of Monroe County. The IDA offers economic incentives and benefits to qualified applicants who wish to locate or expand their businesses or facilities in Monroe County. When the IDA approves a project, it enters into agreements to extend these incentives and benefits to the applicant.

Construction jobs are vital to the overall employment opportunities and economic growth in Monroe County. The IDA believes that companies benefiting from its incentive programs should employ local laborers, mechanics, craft persons, journey workers, equipment operators, truck drivers and apprentices ("construction workers"), during the construction phase of projects.

X

100% Local Labor

Applicants receiving IDA benefits *must* ensure that the it and/or its contractor/developer hire **100% of its construction workers from the local labor market.**

X

Local Labor Market

For the purpose of this policy, the local labor market is defined as construction workers residing in the following counties in New York State: Monroe, Genesee, Livingston, Orleans, Ontario, Seneca, Steuben, Wayne, Wyoming and Yates.

X

Bid Processing

Local participation in qualified projects receiving IDA economic incentives and benefits is vital to the economic growth of Monroe County. As such, all applicants/contractors/developers of a qualified project with a minimum \$5,000,000 investment must place any and all invitations to bid in the Builders Exchange of Rochester Plan Room (<https://robex.com/planroom/>) two weeks before the bids are due.

X

Monitoring

A third-party auditing firm ("Project Monitor") will be engaged to monitor construction work commencing on the date benefits are granted by resolution of the IDA Board.

Once approved for IDA benefits, all applicants will be required to provide to the Project Monitor and the Exemption Processor (as hereinafter defined) the following information:

1. Contact information for the applicant's representative who will be responsible and accountable for providing information about the bidding and awarding of construction contracts relative to the applicant's project; and
2. Description of the nature of construction jobs created by the project, including in as much detail as possible, the number, type and duration of construction positions.

All Monroe County IDA projects are subject to local monitoring by the IDA and the Project Monitor. Proof of residency or copy of drivers' license shall be checked by the Project Monitor during the Project Monitor's periodic inspection of the project.

The Project Monitor shall issue a report to the IDA staff immediately when an applicant or applicant's contractor is not in compliance with this labor policy. IDA staff shall advise the IDA Board of non-compliance by email or at the next scheduled meeting. If a violation of policy has occurred, the Project Monitor shall notify the applicant and contractor of such non-compliance and give applicant a warning of violation and 72 hours in which to correct such violation. Upon evidence of continued non-compliance or additional violations, the IDA and/or the Project Monitor shall notify the applicant that the project is in violation of the Monroe County IDA Labor Policy and is subject to IDA Board action which may result in the revocation, termination and/or recapture of any or all benefits conferred by the IDA.

X

Signage

The applicant/contractor/developer of an IDA approved project shall be required to maintain a sign, provided by the Project Monitor, on the project site at all times during construction. This sign shall be located in an area that is accessible to onsite workers and visitors, which should be clear and legible.

X

Exemption Process

In some instances, use of 100% local labor may not be possible for any of the following reasons:

- o Warranty issues related to installation of specialized equipment whereby the manufacturer requires installation by only approved installers (a copy of the equipment warranty confirming the use of specific installers must be provided). The granting of an exemption for the use of non-local labor on warranty related grounds is expressly conditioned on either (i) said non-local sub-contractors being enrolled in a New York State certified apprenticeship program (proof of such enrollment shall be provided to the IDA upon request) or (ii) the hiring of an apprentice/apprentices or local construction laborer(s) to assist in the installation.
- o Specialized construction is required and no local contractors or local construction workers have the required skills, certifications or training to perform the work (proof of communication with local contractors, or details of the specialized construction must be provided);
- o Significant cost differentials in bids whereby use of local labor significantly increases the cost of the project. Three (3) bids are required and a cost differential of 25% is deemed significant. Where there is a significant cost differential, that if the local labor contractor agrees to reduce the bid to the average of the two bids, no waiver will be granted. However, if the average is still 25% or more, a waiver will be granted (copies of all bids/proposals received, including pricing, must be provided to confirm cost differential).
- o No local labor available for the project (if local bids were solicited with no response, please provide a copy of the bid, explain how it was advertised, and list who the bids were requested from).

The request to secure an exemption for the use of non-local labor must be received from the applicant on the exemption form provided by the IDA or the 3rd party exemption monitor (the "Exemption Processor") and received by the Exemption Process forty-five (45) days in advance of work commencing. The request will be reviewed by the Exemption Processor and forwarded to the IDA, at which time the IDA's Executive Director shall have the authority to approve or disapprove the exemption. The Exemption Processor shall report each authorized exemption to the Board of Directors at its monthly meeting.

The applicant has read the Labor Policy and agrees to adhere to it without changes and shall require its construction manager, general contractor and sub-contractors who are not exempt to acknowledge the same.

The foregoing terms have been read, reviewed and understood by the Applicant or User/Tenant and all appropriate personnel. Furthermore, the undersigned agrees and understands that the information contained herein must be transmitted and conveyed in a timely fashion to all applicable subcontractors, suppliers and materialman. Furthermore, the undersigned agrees to post and maintain a sign, provided by COMIDA, in a prominent, easily accessible location, identifying the project as a recipient of COMIDA assistance and the local labor requirements associated with this assistance.

Furthermore, the undersigned realizes that failure to abide by the terms herein could result in COMIDA revoking all or any portion of benefits it deems reasonable in its sole discretion for any violation hereof.

IT Insights of Rochester, LLC

(APPLICANT COMPANY)

(TENANT COMPANY)

Chris Sirianni President 8/21/2025

Signature , Title Date

(TENANT COMPANY)

Signature , Title Date

IX. FEES

Transaction Type	Fees
Real Property Tax Abatement (PILOT Agreement) including Sales Tax Exemption* and/or partial Mortgage Recording Tax Exemption.	Application Fee: Non-refundable \$350.00 IDA Fee: 0.75% of the total project cost Legal Fee: 33% of the IDA fee. Minimum fee of \$4,000.
Sales Tax Exemption* and/or partial Mortgage Recording Tax Exemption	Application Fee: Non-refundable \$350.00 IDA Fee: 0.50% of the total project cost Legal Fee: 33% of the IDA fee. Minimum fee of \$4,000 if transaction includes mortgage recording tax exemption. Minimum fee of \$750 if transaction is sales tax exemption only.
Small Business Sales Tax Exemption (Non-retail projects with total project costs under \$500,000)	Application Fee: Non-refundable \$350.00 IDA Fee: Flat fee of \$750 (\$500 for certified M/WBE or certified service disabled Veterans) Legal Fee: Flat fee of \$750
Bond: Taxable or Tax-Exempt Including any/all of the following: 1. PILOT Agreement 2. Sales Tax Exemption 3. Partial Mortgage Recording Tax Exemption	Application Fee: Non-refundable \$350.00 IDA Fee: 1.25% of the total project cost Legal Fee: 33% of the IDA fee. Designated Bond Counsel fee is based on the complexity and amount of the transaction.
Bond: Taxable or Tax-Exempt	Application Fee: Non-refundable \$350.00 IDA Fee: 1.00% of the total project cost Legal Fee: 33% of the IDA fee. Designated Bond Counsel fee is based on the complexity and amount of the transaction.

*If the sales tax benefits are required prior to closing, a non-refundable twenty-five percent (25%) of the IDA fee and Legal fees are payable at that time. This amount will be applied towards the IDA fee and Legal fee.

IT Insights of Rochester, LLC

(APPLICANT COMPANY)

(TENANT COMPANY)

Chris Sirianni

President 8/2182025

Signature

, Title

Date

Signature

, Title

Date

X. CERTIFICATION

The undersigned company officer and/or user/tenant officer each hereby certifies, on behalf of the company and/or user/tenant, respectively (each singularly and together, the "Applicant"), as follows:

- A. The information contained in this Application, including employment information, is true and correct. The Applicant is aware that any material misrepresentation made in this Application constitutes an act of fraud, resulting in revocation of COMIDA benefits.
- B. The undersigned, on behalf of the Applicant, hereby certifies that the Applicant, and all parties which have ownership of the Applicant are current and will remain current on all real property, federal, state, sales, income and withholding taxes throughout the term of any agreements made in connection with this Application.
- C. Absence of Conflicts of Interest – The Applicant has received from the Agency a list of the members, officers and employees of the Agency. No member, officers or employees of the Agency has an interest, whether direct or indirect, in any transaction contemplated by this Application, except as herein described: _____
- D. Compliance with N.Y. GML Sec. 862(1): Applicant understands and agrees that the provisions of Section 862(1) of the New York General Municipal Law, as provided below, will not be violated if Financial Assistance is provided for the proposed Project:
§ 862. Restrictions on funds of the agency. (1) No funds of the agency shall be used in respect of any project if the completion thereof would result in the removal of an industrial or manufacturing plant of the project occupant from one area of the state to another area of the state or in the abandonment of one or more plants or facilities of the project occupant located within the state, provided, however, that neither restriction shall apply if the agency shall determine on the basis of the application before it that the project is reasonably necessary to discourage the project occupant from removing such other plant or facility to a location outside the state or is reasonably necessary to preserve the competitive position of the project occupant in its respective industry.
- E. Compliance with Applicable Laws: The Applicant confirms and acknowledges that the owner, occupant, or operator receiving Financial Assistance for the proposed Project is in substantial compliance with applicable local, state and federal tax, worker protection and environmental laws, rules and regulations.
- F. False and Misleading Information: The Applicant confirms and acknowledges that the submission of any knowingly false or knowingly misleading information may lead to the immediate termination of any Financial Assistance and the reimbursement of an amount equal to all or part of any tax exemption claimed by reason of the Agency's involvement the Project.
- G. Recapture: Should the Applicant not expend as projected or hire as presented, the Agency may view such information/status as failing to meet the established standards of economic performance. In such events, some or all of the benefits taken by the Applicant will be subject to recapture.
- H. Pay Equity: The Applicant and/or user/tenant officer certifies on behalf of the company and/or user/tenant (the Applicant) has not been the subject of an adverse finding under the equal pay laws within the previous five years, has disclosed any pending equal pay claims against the company at time of application, and shall disclose to COMIDA any pending claims or adverse findings under the equal pay laws during the term of COMIDA financial assistance agreement.
- I. Applicant hereby releases the COMIDA ("Agency") from, agrees that the Agency shall not be liable for, and agrees to indemnify, defend and hold the Agency harmless from and against any and all liability arising from or expense incurred by (A) the Agency's examination and processing of, and action pursuant to or upon, this Application, regardless of whether or not this Application or the Project described herein or the tax exemptions and other assistance requested herein are favorably acted upon by the Agency; (B) the Agency's acquisition, construction, renovation and/or equipping of the Project described herein; and (C) any further action taken by the Agency with respect to the Project; including, without limiting the generality of the foregoing, all causes of action and attorneys' fees and any other expenses incurred in defending any suits or actions which may arise as a result of any of the foregoing. Applicant hereby understands and agrees, in accordance with Section 875(3) of the New York General Municipal Law, that any New York State and local sales and use tax exemption claimed by the Applicant and approved by the Agency in connection with the Project may be subject to recapture by the Agency under such terms and conditions as will be set forth in the Agent Agreement to be entered into by and between the Agency and the Applicant. The Applicant further represents and warrants that the information contained in this Application, including without limitation, information regarding the amount of New York State and local sales and use tax exemption benefits, is true, accurate and complete.

APPLICANT COMPANY

IT Insights of Rochester, LLC

Chris Sirianni President 8/21/2025
Signature, Title Date

TENANT COMPANY

Signature, Title Date



MODIFICATION SUMMARY – PILOT Modification

DATE: September 16, 2025

APPLICANT:

The Marketplace 1265 Scottsville Road Rochester, NY 14625

PROJECT LOCATION:

West Henrietta Road and Miracle Mile Drive Rochester, NY 14623

ORIGINAL APPROVAL DATE:

December 17, 2013

Modification Request:

The Marketplace has requested that the Agency amend the PILOT Agreement payment schedule with respect to the 2026 Town of Henrietta and Monroe County tax year and the 2025-2026 Rush-Henrietta Central School District tax year for all of the parcels that comprise the site. The Town and School District have each granted their respective support of the Agency and the Marketplace to amend and modify the terms of the PILOT agreement.

Motion By: _____
Seconded By: _____

RESOLUTION
(The Marketplace Project)

A regular meeting of the County of Monroe Industrial Development Agency (the "Agency"), was held at the Agency's Offices located at 50 West Main Street, Rochester, New York 14614, on September 16, 2025, at 12:00 p.m.

After the meeting had been duly called to order, the Chair announced that among the purposes of the meeting was to consider and take action on certain matters more particularly described below.

RESOLUTION OF THE COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY AUTHORIZING THE MODIFICATION OF THE EXISTING PAYMENT-IN-LIEU-OF-TAX AGREEMENT, DATED AS OF FEBRUARY 1, 2014, BY AND BETWEEN THE AGENCY AND THE MARKETPLACE WITH RESPECT TO THE PAYMENT SCHEDULE THEREUNDER AND THE EXECUTION AND DELIVERY OF CERTAIN DOCUMENTS IN CONNECTION THEREWITH.

WHEREAS, by Title I of Article 18-A of the General Municipal Law of the State of New York, as amended and Chapter 55 of the Laws of 1972 of the State of New York (collectively, the "Act"), the Agency was created with the authority and power among other things, to assist with the acquisition of certain industrial development projects as authorized by the Act; and

WHEREAS, **THE MARKETPLACE** is the developer of an approximately 125.46 acres parcel of land (the "Land"), located in the Town of Henrietta (the "Town") leased to the Company by Hylan Enterprises, Inc., pursuant to a ground lease as described in a Memorandum of Lease recorded in the Monroe County Clerk's Office in Liber 4130 of Deeds, page 225; as amended by Memorandum of Lease recorded in Liber 4733 of Deeds, page 181, and a Memorandum of Lease recorded in Liber 4733 of Deeds, page 174, and has subleases on the Land with certain operating retail tenants; and

WHEREAS, the Company and the Agency executed and delivered a Sublease Agreement, a Sub-Leaseback Agreement and Payment in Lieu of Tax Agreement (the "Original PILOT" and, collectively with the Sublease Agreement and Sub-Leaseback Agreement, the "Documents"), each dated as of February 1, 2014, by and between the Agency and the Company; and

WHEREAS, the Documents were each amended by that certain Amendment to Agreements, by and between the Agency and the Company, dated as of February 26, 2020 and recorded in the Monroe County Clerk's Office on February 28, 2020 in Liber 12316 of Deeds, at page 210, to remove from the Original PILOT the newly formed University of Rochester Parcel; and

WHEREAS, the Documents were further each amended by that certain Amendment to Agreements, by and between the Agency and the Company, dated as of January 30, 2025 and

recorded in the Monroe County Clerk's Office on March 10, 2025 in Liber 13072 of Deeds, at page 318, to remove from the Original PILOT the Floor & Décor Parcel; and

WHEREAS, the Original PILOT was further modified and amended by (i) that certain Modification of PILOT Benefits for 2018, dated as of February 1, 2018, which amended the PILOT Agreement payment schedule with respect to 2018 Town and Monroe County (the "County") tax year and the 2018-2019 School Main Mall and Macy's PILOT payments only, (ii) that certain Modification of PILOT Benefits for 2019, dated as of January 1, 2019, which amended the PILOT Agreement payment schedule with respect to 2019 and 2020 Town and County tax years and the 2019-2020 School Main Mall and Macy's PILOT payments only, (iii) that certain Modification of PILOT Benefits to Remove Subdivided UR Parcel, dated as of February 26, 2020, (iv) that certain that certain Modification of PILOT Benefits for 2020, dated as of July 1, 2020, which amended the PILOT Agreement payment schedule with respect to the 2021 Town and County tax year and the 2020-2021 School tax year for the Main Mall and Macy's PILOT payments only, (v) that certain that certain Modification of PILOT Benefits for 2021, dated as of August 1, 2021, which amended the PILOT Agreement payment schedule with respect to the 2022 Town and County tax year and the 2021-2022 School tax year for the Main Mall and Macy's PILOT payments only, (vi) that certain Modification of PILOT Benefits for 2022-2023, dated as of August 1, 2022, which amended the PILOT Agreement payment schedule with respect to the 2023 Town and County tax year and the 2022-2023 School tax year, (vii) that certain Modification of PILOT Benefits to Remove the Cornerstone Parcel, dated as of November 18, 2022, (viii) that certain Modification of PILOT Benefits for 2023-2024, dated as of October 1, 2023, which amended the PILOT Agreement payment schedule with respect to the 2024 Town and County tax year and the 2023-2024 School tax year; (ix) that certain Modification of PILOT Benefits for 2024-2025, dated as of September 1, 2024, which amended the PILOT Agreement payment schedule with respect to the 2025 Town and County tax year and the 2024-2025 School tax year; and (x) that certain Modification of PILOT Benefits to Remove the Floor & Décor Parcel, dated as of January 30, 2025, which removed the Floor & Décor parcel from the Original PILOT (as so amended and modified, the "PILOT Agreement"); and

WHEREAS, the Town and the Rush-Henrietta Central School District (the "School District") have each granted their respective support for the Agency and the Company to further amend and modify the terms of the PILOT Agreement to establish payment schedules for all remaining tax parcels through the balance of the term of the Original PILOT Agreement; and

WHEREAS, the Agency desires to amend the PILOT Agreement payment schedule with respect to 2026 Town and County tax year and the 2025-2026 School tax year and all future tax years through the balance of the term of the Original PILOT Agreement.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY AS FOLLOWS:

Section 1. The Executive Director, Deputy Director, Chairman or Vice Chairman of the Agency are hereby authorized, on behalf of the Agency to negotiate, execute and deliver any and all documents necessary to modify and amend the PILOT Agreement with respect to 2026 Town and County tax year and the 2025-2026 School tax year and all future tax years through the balance of the term of the Original PILOT Agreement.

Section 2. The Executive Director, Deputy Director, Chairman or Vice Chairman of the Agency are hereby authorized and directed for and in the name and on behalf of the Agency to do all acts and things required and to execute and deliver all such certificates, instruments and documents, to pay all such fees, charges and expenses and to do all such further acts and things as may be necessary or, in the opinion of such Executive Director, Deputy Director, Chairman or Vice Chairman of the Agency acting, desirable and proper to effect the purposes of the foregoing resolutions and to cause compliance by the Agency with all of the terms, covenants and provisions of the documents executed for and on behalf of the Agency.

Section 3. These Resolutions shall take effect immediately.

[Remainder of Page Intentionally Left Blank]

The question of the adoption of the foregoing Resolution was duly put to vote on roll call, which resulted as follows:

	<u><i>Yea</i></u>	<u><i>Nay</i></u>	<u><i>Absent</i></u>	<u><i>Abstain</i></u>
Lisa Bolzner				
Rhett King				
Norman Jones				
Truman Tolefree				
Raymond A. Ryerse Jr.				
Brian Hickey				

The Resolutions were thereupon duly adopted.

STATE OF NEW YORK)
COUNTY OF MONROE) ss.:

I, the undersigned Executive Director of the County of Monroe Industrial Development Agency, DO HEREBY CERTIFY:

That I have compared the annexed extract of the minutes of the meeting of the County of Monroe Industrial Development Agency (the "Agency"), including the resolutions contained therein, held on September 16, 2025, with the original thereof on file in my office, and that the same is a true and correct copy of the proceedings of the Agency and of such resolutions set forth therein and of the whole of said original insofar as the same related to the subject matters therein referred to.

I FURTHER CERTIFY that public notice of the time and place of said meeting was duly given to the public and the news media in accordance with Sections 103 and 104 of the New York Public Officers Law (Open Meetings Law) that all members of the Agency had due notice of the meeting and that the meeting was in all respects duly held.

IN WITNESS WHEREOF, I have hereunto set my hand on this 16th day of September, 2025.

Ana J. Liss, Executive Director

**THE MARKETPLACE
1265 Scottsville Rd.
Rochester, New York 14625
(585) 464-9400**

September 9, 2025

County of Monroe Industrial Development Agency
City Place Suite 1150
50 W. Main Street
Rochester, NY 14614

Attn: Ana J. Liss, Executive Director
AnaLiss@monroecounty.gov

(Via Email)


Dear Ms. Liss:

As counsel to The Marketplace, I am requesting the County of Monroe Industrial Development Agency ("COMIDA") amend the existing Application, to modify the current Original PILOT and related lease and leaseback for the 2025/2026 school and tax years for the Marketplace Mall parcels per the attached Pilot analysis which has been approved by both the Town of Henrietta and School Boards.

We are requesting that this modification be put on the September COMIDA meeting agenda. Please contact me with any questions.

Thank you for your consideration and attention to this matter.

Sincerely,



Cecilia Bonaccio, Esq.

Senior Counsel

Cc : Rachel Baranello, Lori Palmer, G. Hofmann, Stephen Schultz, Robin Finnerty



REQUEST FOR SUPPORT APPLICATION

We are pleased to be able to collaborate with many innovative and impactful organizations throughout Monroe County to further community prosperity. Please fill in all information below to be considered for program support. For questions and applications submissions please email Allison Clark at allisonclark@monroecounty.gov or call (585) 753-2006.

Organization/Program Name: Camp Good Days and Special Times Courage Bowl
Contact Name: James R. McCauley Jr. Contact Phone: [REDACTED]
Contact Email: [REDACTED] Year program started: 2005
Address: 1332 Pittsford-Mendon Rd. City: Mendon State: NY Zip: 14506

Please describe your program's mission and target audience. Use additional pages if necessary.

To provide an opportunity for children dealing with cancer the experience of attending an actual college football game. The atmosphere, excitement, the competition, Things they may never have done, up close and personal. This involves two of our premier Universities, St. John Fisher and Brockport, and all proceeds support the programs of Camp Good Days. Those in attendance come from all demographics, from all over Monroe County and beyond. It is a unique opportunity to provide exposure for two prestigious institutions and also tell the story of our wonderful community

What makes your program unique and how will it have an impact on the community in Monroe County?

It is specifically geared toward kids who are dealing with cancer. All the players, from each University, spend a day at our recreational facility in Brockport, interacting with the children and having lunch. These kids participate in a team practice and the team meal , prior to the game. They also receive team jerseys signed by every member of the team

How do you plan to measure the success of your program? If this program has been active longer than one program year, please also attach past performance metrics.

The amount of tickets and merchandise sold, the amount of media exposure garnered, and more importantly the number of children that we are able to provide this opportunity. Last year's game was held at Brockport, we had approximately 5,000 people in attendance and we fully expect the same this year at St. John Fisher college.

How is your program directly linked to job creation in Monroe County?

The dynamics of putting something together like this can be overwhelming. It takes a tremendous amount of collaboration and communication, between all involved, we have had several students return to say that many of the skills that they learned from this game, they still utilize to this day.

How does your program advance the job opportunities, health, general prosperity, and/or economic welfare of the people of Monroe County?

It provides children dealing with cancer an opportunity that they may never have.
It brings the stark reality of a disease that kills 566,000 people, each year, to the forefront.
It shows each and every one of us that we can make a difference

Funding is limited, so applicants are encouraged to provide evidence of matching contributions from other sources.

Amount of funding requested: \$10,000 _____

Please indicate how these dollars would be used as well as a copy of the operating budget.

These funds will be used for refreshments, transportation, promotional materials and advertisement.
Further, we will provide St. John Fisher University and Brockport University students, who are involved with this project a stipend. The purpose of this is to inspire creativity and develop business acumen, through budgeting, communication, and time management.



REQUEST FOR SUPPORT APPLICATION

We are pleased to be able to collaborate with many innovative and impactful organizations throughout Monroe County to further community prosperity. Please fill in all information below to be considered for program support. For questions and applications submissions please email Allison Clark at allisonclark@monroecounty.gov or call (585) 753-2006.

Organization/Program Name: Genesee Country Village & Museum / 2025 Agricultural Fair
 Contact Name: Christine DiMuro Contact Phone: [REDACTED]
 Contact Email: [REDACTED] Year program started: 1980
 Address: 1410 Flint Hill Rd., PO Box 310 City: Mumford State: NY Zip: 14511

Please describe your program’s mission and target audience. Use additional pages if necessary.

Mission: Through immersive indoor and outdoor experiences, Genesee Country Village & Museum (GCV&M) enriches life today by connecting people with history, art, and nature.

Overview: GCV&M is the largest living history museum in New York State and third largest in the nation. A top Western New York cultural attraction with over 90,000 annual visitors. The Historic Village features nearly 70 19th-century structures with costumed interpreters demonstrating Genesee Valley life. Highlights include pottery, blacksmithing, and farming activities like plowing with oxen and harvesting crops.

The Nature Center offers hiking trails, educational programs, and maple syrup production. The John L. Wehle Gallery houses a renowned wildlife/sporting art and a 3,500-piece costume collection.

The annual 2-day Agricultural Fair (October 4-5, 2025) explores regional agricultural history and showcases local farmers and businesses. It supports the local economy by providing a platform for regional producers and growers. Attracting thousands of visitors, the fair

What makes your program unique and how will it have an impact on the community in Monroe County?

The Agricultural Fair provides a unique opportunity to highlight New York’s agricultural history while partnering with the community to showcase local farmers, producers and businesses. It benefits nearby economies by offering a venue for small businesses to market their products. The fair allows farmers and entrepreneurs to display their creativity, promote their offerings, and demonstrate their crucial contributions to the region’s landscape and economy.

How do you plan to measure the success of your program? If this program has been active longer than one program year, please also attach past performance metrics.

Success is measured quantitatively through attendance numbers (expected 4,000-4,300 over 2 days based on past data), revenue from food/retail sales, and vendor participation. Qualitative metrics include vendor feedback on the economic opportunities, new customer exposure, and networking the event provides. Vendors return year after year due to these benefits.

Year	# of Visitors
2024	4,037
2023	4,132
2022	3,964
2021	3,614
2020	2,693

How is your program directly linked to job creation in Monroe County?

The fair creates opportunities for new and emerging local food/beverage producers to market themselves and sell products, introducing their companies to new audiences. This exposure leads to awareness, collaboration prospects and future growth - ultimately creating more jobs. GCV&M itself employs over 50 year-round and 150+ seasonal staff as a major employer in Wheatland.

How does your program advance the job opportunities, health, general prosperity, and/or economic welfare of the people of Monroe County?

As an established agritourism event, the fair provides financial benefits by giving producers a direct marketing avenue to consumers. It educates residents about local agricultural businesses, enhances tourism by increasing visitors to the area, creates potential to grow the tax base, and allows new business enterprises to develop - helping the entire region prosper. Educational opportunities for preserving agricultural lands are also provided.

Funding is limited, so applicants are encouraged to provide evidence of matching contributions from other sources.

Amount of funding requested: \$5,000

Please indicate how these dollars would be used as well as a copy of the operating budget.

The requested \$5,000 from COMIDA would support costs associated with the Farmers' Market tent, which is the focal point featuring local vendors offering produce, baked goods, wines, maple products and more. COMIDA would receive 6 complementary vendor booths in this main tent area to promote Monroe County businesses.

GCV&M will communicate the opportunity to local Monroe County businesses and follow up on the requests, register the participants, and provide communications concerning the event. The COMIDA vendors will be listed and promoted on the GCV&M website and social media pages. COMIDA will be listed as an event sponsor on GCV&M's website and communications regarding the event.

GRE Economic Gardening
Budget Narrative
COMIDA 2025 Application

Greater Rochester Enterprise (GRE) is a not-for-profit corporation established to support business attraction and expansion, as well as entrepreneurship and innovation. GRE collaborates with businesses, universities, not-for-profit organizations, and government leaders to ensure a unified approach to regional economic development.

According to the National Center for Economic Gardening and MIT, up to 80% of economic growth comes from the expansion of existing businesses. GRE has collaborated with the National Center for Economic Gardening since 2012 to offer a regional Economic Gardening Program, aiming to accelerate the growth of local businesses.

Second-stage businesses are proven job generators, accounting for approximately 15% of companies, but 40% of the jobs in a metropolitan statistical area. They have survived the start-up phase and generally have a small executive staff. The program helps CEOs accelerate their growth by providing them with information to make strategic decisions regarding new markets, new products, strategic alliances, etc.

GRE Economic Gardening is a unique program that provides targeted research to help local businesses boost sales and marketing efforts through assistance with lead generation, market research, competitor analysis, and website optimization, ultimately leading to increased revenues and new job creation. This targeted effort requires significant staff time to identify, contact, enroll, and then guide participants through the engagement for successful outcomes.

Since 2012, the GRE Economic Gardening program has served **more than 310 businesses**, including 219 located in Monroe County. Approximately 24% of Monroe County's participating companies are MWBEs, which represent 53 companies. GRE surveys companies that have completed the program. Collectively, these companies have created **2,040 new jobs** and increased revenue by more than **\$852 million** since participating in the program. In addition, approximately 99% of participants would recommend this program to other CEOs.

The GRE Economic Gardening program also drives business expansion projects throughout the region. Many past participants have worked with GRE to expand their business in the region, including but not limited to Decocoa Chocolate Crafters, EEP Quality Group, Excelsus Solutions, Maximum Custom Cleaning, Nifty Bar, and Sunnking Sustainable Solutions. Additionally, as a conduit to these fast-growing companies, GRE has connected Monroe County-based GRE Economic Gardening participants with the Monroe County Industrial Development Corporation's **Equip Monroe Program**. This outreach effort directly connected Aurora Machines, Linden Digital Marketing, Lanovara Food Distributors, and Zweigles with Monroe County team members to support equipment purchases and company growth.

In September 2023, GRE received a Gold Award of Excellence from the International Economic Development Council (IEDC) in the Business Retention and Expansion Initiatives category for the GRE Economic Gardening program. Among 580 award submissions, GRE's program was also noted as a Best in Show nominee. This recognition from IEDC underscores the exceptional work that GRE delivers to the businesses in the Greater Rochester, NY region.

GRE is requesting \$50,000 of support to sustain this important small business growth program. This grant request reflects the increased personnel time required to recruit, enroll, and manage each GRE Economic Gardening engagement, as well as the follow-up work after program completion. The support provided through COMIDA also allows GRE to focus on serving more minority and women-owned firms through this unique program.

**GRE Economic Gardening Program Budget for COMIDA
2025 Estimate**

Categories Supported by COMIDA Funding	Estimated Amount
Strategic Research support is provided on an hourly basis for 8 Monroe County companies. (estimated at \$4,284 per company)	\$34,000
Personnel allocated to support business outreach, program management, reporting, and follow-up.	\$16,000
COMIDA Total Contribution	\$50,000

Total GRE Economic Gardening Program Budget

GRE Economic Gardening Total Program Costs	Estimated Amount
National Center for Economic Gardening 30 Companies per year at an estimated cost of \$4,284 each Strategic Research Information for each company	\$128,520
Program Management & Outreach	\$173,980
Program Marketing & Support	\$12,500
Total Program Cost	\$315,000
GRE Economic Gardening Program Funding – estimate	
William and Sheila Konar Foundation	\$100,000*
County of Monroe Industrial Development Agency	\$50,000*
Monroe County Industrial Development Corporation	\$50,000*
ESL Charitable Foundation	\$115,000*
Total Program Support	\$315,000

*Funding not secured.



REQUEST FOR SUPPORT APPLICATION

We are pleased to be able to collaborate with many innovative and impactful organizations throughout Monroe County to further community prosperity. Please fill in all information below to be considered for program support. For questions and applications submissions please email Allison Clark at allisonclark@monroecounty.gov or call (585) 753-2006.

Organization/Program Name: Greater Rochester Enterprise
Contact Name: Staci Henning Contact Phone: [REDACTED]
Contact Email: [REDACTED] Year program started: 2012
Address: _____ City: Rochester State: NY Zip: 14604

Please describe your program's mission and target audience. Use additional pages if necessary.

Greater Rochester Enterprise (GRE) is a not for profit corporation established to support business attraction and expansion, as well as entrepreneurship and innovation in Monroe County and the surrounding Greater Rochester, NY region.

GRE has worked with the National Center for Economic Gardening and local partners since 2012 to provide an Economic Gardening Program to accelerate the growth of second stage businesses.

Second stage companies are proven job creators. These privately held companies with \$1 million to \$50 million in revenue and 10 to 99 employees account for 15% of companies but 40% of the jobs in the Rochester, New York metropolitan statistical area. They have survived the start-up phase and generally have a small executive staff. The program helps CEOs accelerate their growth by providing them with technical assistance and the information necessary to make strategic decisions regarding new markets, new products, and services to increase revenue.

What makes your program unique and how will it have an impact on the community in Monroe County?

The GRE Economic Gardening program provides technical assistance to companies poised for growth and future expansion. These services include advanced, high-speed software and technical assistance to help small businesses identify qualified sales leads; facilitate targeted marketing using mapping technology; review innovation strategies to identify new markets; maximize the impact of social media; guide search engine optimization; and analyze employee temperament to strengthen management teams and leverage talent. This unique program can help companies identify new markets to grow revenue and increase profits, as outlined in the attached Economic Gardening Principles document.

In 2023, GRE received a Gold Award of Excellence from the International Economic Development Council (IEDC) in the Business Retention and Expansion Initiatives category for the GRE Economic Gardening program. Among 580 award submissions, GRE's program was also noted as a Best in Show nominee. This recognition from IEDC underscores the exceptional work that GRE delivers to the businesses in the Greater Rochester, NY region.

How do you plan to measure the success of your program? If this program has been active longer than one program year, please also attach past performance metrics.

Since 2012, the GRE Economic Gardening program has served more than 310 businesses, of which 219 businesses located in Monroe County. Approximately 24% of Monroe County's participating companies are MWBEs, which represent 53 companies.

Based on recent survey results, these businesses have collectively realized more than \$852 million of increased revenue and created 2,040 new jobs. Also, 99% of CEOs would recommend the program.

In addition, 22 Economic Gardening companies will be recognized in the 2024 Rochester Top 100 among top privately-held companies: Brite, CE Technologies, ComTec Solutions, Doyle Security Systems, eHealth Technologies, GP Flooring Solutions, Innovative Data Processing Solutions, Intivity, LMT Technology Solutions, Optimax, Panther Graphics, ProNexus, RCare, R-Options, RW Lindsay, Surmotech, Sydor Optics, Tactical Construction, Tiny Fish Printing, Upstate Door, Velocitii, and Wilmac Technologies

How is your program directly linked to job creation in Monroe County?

Many of the companies that have participated in the GRE Economic Gardening program since 2012 have announced expansions in Monroe County after program completion. Some recent examples of companies that have announced expansion projects are:

Decocoa Chocolate Crafters - \$7.9M, 22 new jobs, 10 retained jobs

EEP Quality Group - \$3.4M, 12 new jobs, 8 retained jobs

Maximum Custom Cleaners - \$1M, 13 new jobs, 23 retained jobs

SunnKing - \$550K, 7 new jobs, 83 retained jobs

Additionally, as a conduit to these fast growing companies, GRE has connected Monroe County-based GRE Economic Gardening participants with the Monroe County Industrial Development Corporation's Equip Monroe Program. This outreach effort directly connected Aurora Machines, Linden Digital Marketing, Lanovara Food Distributors, and Zweigles with Monroe County team members to support equipment purchases and company growth.

How does your program advance the job opportunities, health, general prosperity, and/or economic welfare of the people of Monroe County?

Past GRE Economic Gardening participants have experienced an average revenue growth of 30%, thereby enabling these companies to add new jobs in Monroe County. Through the GRE Economic Gardening program, business leaders gain access to new markets, qualified sales leads, and marketing advice to spur business growth and job creation.

According to Karla George, CEO, FLX AI, "The GRE Economic Gardening program provided our business with data-driven insights and valuable tools to help scale our business. I would highly recommend this program to other leaders looking to grow their businesses." And Lou Borrelli, General Manager, Polyshot, noted, "GRE and the Economic Gardening Program have provided our company with tools and knowledge to help us increase sales and grow our business."

Funding is limited, so applicants are encouraged to provide evidence of matching contributions from other sources.

Amount of funding requested: \$50,000.00

Please indicate how these dollars would be used as well as a copy of the operating budget.

GRE requests \$50,000 of support for the GRE Economic Gardening program.

Approximately \$34,000 of this funding would provide strategic research information to help small businesses identify qualified sales leads; facilitate targeted marketing using mapping technology; review innovation strategies to identify new markets; maximize the impact of social media; guide search engine optimization; and analyze employee temperament to strengthen management teams and leverage talent on an hourly basis for 8 Monroe County companies. The average cost is \$4,284 per company.

Approximately \$16,000 of this funding would support GRE professional business development staff support for program recruitment, enrollment, management, and ongoing follow-up to support business growth and connection to local resources.

See the attached operating budget document for additional details.



Economic Gardening Principles

The great public policy debate of our time has been about creating an economy that works for everyone. Economic Gardening contends that effective public policy is based on understanding how the system works. The three systems in which economic development is embedded are the national economy, the local community and the growth company. Following are the principles and beliefs of Economic Gardening.

THE NATIONAL ECONOMY

Free enterprise is a complex adaptive system

- Free enterprise was not designed; it is an emergent complex adaptive (biological) system with characteristic signatures.
- Among these are increasing returns and lock in (winners continue to win) and power laws (80/20 rules where a few account for much and many account for a little bit).
- The practical outcome of these signatures is that wealth tends to concentrate. It is a system characteristic, independent of people.
- Capital moves easily from one opportunity to another, and thus gets first call on value created.

Commoditization is the cause of poverty

- If products or services are identical (commoditized), then the only differentiator is price.
- If lowest price wins, then management focus is on reducing costs.
- Labor is a major cost item in most companies. Managers look for ways to lower labor cost by finding cheaper labor (non-union, abroad, rural areas) or robots.
- People are poor because they are a commoditized expense in commoditized industries.

Innovation is the source of wealth.

- Creating a new value with few or no competitors creates a temporary monopoly.
- Profit margins are temporarily higher because there are no other options.
- New products require the creation of new labor skills which command higher salaries and wages.
- Competitors will try to commoditize the new innovation by replicating it and making it cheaper.
- To maintain a high income over the long run requires constant innovation.
- The national economy has bursts of innovation, followed by consolidating commoditization.

THE COMMUNITY

In any community, the faucet has to run faster than the drain

- A bathtub is an analogy for a local economy, where the water is like the money.
- People in a community buy things from each other, moving water between various compartments (businesses) in the tub.
- The amount of water, however, is constant in the tub (the local market).
- A local market business is always limited by the size of the tub.
- However, some things are sold outside the community, bringing new money in (faucet)
- And some things are purchased from the outside world (e.g. autos), sending money out of the community (drain)
- If the wealth of a community is to grow, the faucet has to run faster than the drain.

Growing a community's jobs and wealth requires selling innovation to external markets

- Selling to external markets, brings in new money to the community.
- Selling innovation to external markets brings in more money than selling commodities
- Trying to compete by being the lowest cost place to do business drives down the standard of living.
- If other communities have even lower costs, then the cost of labor, land, power, taxes, etc. must be reduced, meaning salaries and wages are driven down. The tax base for essential public services like police, fire and streets is reduced.
- The community gets caught in a race to the bottom and a downward spiral of decreasing returns.

Stage 2 companies play an outsized role

- Stage 2 companies have proof of market (\$1 million in sales) and proof of management (10 employees).
- Stage 2 companies are beyond survival; they are focused on scaling.
- Stage 2 companies are about 10% of the total and yet account for about 40% of the jobs.
- Stage 2 companies need sophisticated information to make decisions.

THE COMPANY

Increased sales are at the heart of job and income growth.

- Economic development is about creating good jobs and new wealth, which in turn depends on local companies increasing sales.
- Increasing sales requires finding ripe markets and customers that are in volatile environments where change is going on.

Marketing and selling have changed from “creating motivation” to “finding motivation.”

- Old economy selling was based on cold calling a targeted company profile. The salesperson tried to create a motivation and then convince the prospect his solution was best.
- New economy selling works on the assumption that sales are difficult in stable environments and easier in volatile environments. In stable environments, people are happy with their product and their vendor. Proposing change introduces uncertainty that could go wrong and maybe even damage your career.
- In volatile environments, something has changed to create a motivation to make a purchase. It might be that the company was acquired by another, or a new CEO was hired, or a lawsuit was filed, or a new product was introduced by the competitors, or the existing product/service was getting too expensive to operate or maintain. Some change has motivated the prospective company to start the information search for a better product.
- New economy sales, then, are based on finding those who already have motivation (created by some change). The sales window has opened, and the clock is running.
- Economic Gardening looks for the public signals of volatility, which indicate the potential for higher probability sales calls.

IN A NUTSHELL

Economic Gardening gets consistent results because it understands and works within systems across all scales that affect economic development: the economy, the community and the company. The program can be summed up in a single sentence: Help local, stage 2 companies export innovation to customers in volatile environments. That sentence does the following:

- Focuses on innovation wealth creation, not commodity poverty creation
- Keeps the community faucet running faster than the drain
- Focuses on stage 2 companies, the big producer of jobs
- Focuses on high probability sales calls (ripe markets, volatile environments)



WHY ECONOMIC GARDENING WORKS

Over the years we have had two reactions to Economic Gardening. First, professionals comment that it has more depth, richness, complexity and unexpected elements than one might have guessed on the front end. Many people come into the program thinking it will be a simple business assistance operation (business plans, financial ratios, etc.) to grow local businesses, and they have no idea they will be introduced to complex adaptive systems, commodity traps, Stage 2 companies, temperament, mechanical v. biological systems, public signals of volatility, sales windows, unconsolidated markets and the sophisticated tools like database research, GIS mapping, digital marketing competitor charts, listening posts and network mapping.

The second reaction is the appreciation of how consistently the program produces good outcomes at a very low cost. This is no accident. The high success rate of the program comes from a deep understanding of the economic forces at three scales in our economy: the nation, the community and the company. We based the program on these beliefs:

THE NATIONAL ECONOMY

Free enterprise is a complex adaptive system

- Free enterprise was not designed; it is an emergent complex adaptive (biological) system with characteristic signatures.
- Among these are increasing returns and lock in (winners continue to win) and power laws (80/20 rules where a few account for much and many account for a little bit).
- The practical outcome of these signatures is that wealth tends to concentrate. It is a system characteristic, independent of people.
- Capital moves easily from one opportunity to another, and thus gets first call on value created.

Commoditization is the cause of poverty

- If products or services are identical (commoditized), then the only differentiator is price.
- If lowest price wins, then management focus is on reducing costs.
- Labor is a major cost item in most companies. Managers look for ways to lower labor cost by finding cheaper labor (non-union, abroad, rural areas) or robots.
- People are poor because they are a commoditized expense in commoditized industries.

Innovation is the source of wealth.

- Creating a new value with few or no competitors creates a temporary monopoly.
- Profit margins are temporarily higher because there are no other options.
- New products require the creation of new labor skills which command higher salaries and wages.
- Competitors will try to commoditize the new innovation by replicating it and then making it cheaper.
- To maintain a high income over the long run requires constant innovation.
- The national economy has bursts of innovation, followed by consolidating commoditization.

THE COMMUNITY

In any community, the faucet has to run faster than the drain

- A bathtub is an analogy for a local economy, where the water is like the money.
- People in a community buy things from each other, moving water between various compartments (businesses) in the tub.
- The amount of water, however, is constant in the tub (the local market).
- A local market business is always limited by the size of the tub.
- However, some things are sold outside the community, bringing new money in (faucet)
- And some things are purchased from the outside world (e.g. autos), sending money out of the community (drain)
- If the wealth of a community is to grow, the faucet has to run faster than the drain.

Growing a community's jobs and wealth requires selling innovation to external markets

- Selling to external markets, brings in new money to the community.
- Selling innovation to external markets brings in more money than selling commodities.
- Trying to compete by being the lowest cost place to do business drives down the standard of living.
- If other communities have even lower costs, then the cost of labor, land, power, taxes, etc. must be reduced, meaning salaries and wages are driven down. The tax base for essential public services like police, fire and streets is reduced.
- The community gets caught in a race to the bottom and a downward spiral of decreasing returns.

Stage 2 companies play an outsized role

- Stage 2 companies have proof of market (\$1 million in sales) and proof of management (10 employees).
- Stage 2 companies are beyond survival; they are focused on scaling.
- Stage 2 companies are about 15% of the total and yet account for about 40% of the jobs.
- Stage 2 companies need sophisticated information to make strategic decisions.

THE COMPANY

Increased sales are at the heart of job and income growth.

- Economic development is about creating good jobs and new wealth, which in turn depends on local companies increasing sales.
- Increasing sales requires finding ripe markets and customers that are in volatile environments where change is going on.

Marketing and selling have changed from “creating motivation” to “finding motivation.”

- Old economy selling was based on cold calling a targeted company profile. The salesperson tried to create a motivation and then convince the prospect his solution was best.
- New economy selling works on the assumption that sales are difficult in stable environments and higher probability in volatile environments. In stable environments, people are happy with their product and their vendor. Proposing change introduces uncertainty that could go wrong and maybe even damage your career.
- In volatile environments, something has changed to create a motivation to make a purchase. It might be that the company was acquired by another, or a new CEO was hired, or a lawsuit was filed, or a new product was introduced by the competitors, or the existing product/service was getting too expensive to operate or maintain. Some change has motivated the prospective company to start the information search for a better product.
- New economy sales, then, are based on finding those who already have motivation (created by some change). The sales window has opened, and the clock is running.
- Economic Gardening looks for the public signals of volatility, which indicate the potential for higher probability sales calls.

IN A NUTSHELL

Economic Gardening gets consistent results because it understands and works within all three economic scales that affect economic development: the nation, the community and the company. The program can be summed up in a single sentence: Provide strategic information and frameworks to help local, Stage 2 companies export innovation to customers in volatile environments. That sentence does the following:

- Focuses on wealth creating innovation, not poverty creating commoditization
- Focuses on the community faucet running faster than the drain
- Focuses on Stage 2 companies which are outsized producers of jobs
- Targets ripe markets (growth, disruption, unconsolidated)
- Identifies customers that are in the market, by looking for public signals of volatility
- Uses five strategic frameworks to identify and resolve root problems that prohibit growth

This is why Economic Gardening works.



COUNTY OF MONROE
COMIDA
 INDUSTRIAL DEVELOPMENT AGENCY

Dashboard

As of August 31, 2025

Incentives Summary

Sales Tax Exemptions		Mortgage Recording Tax Exemption		PILOTS		Total Company Investment	
Year To Date	Prior Year End	Year To Date	Prior Year End	Year To Date	Prior Year End	Year To Date	Prior Year End
20	22	8	13	9	12	\$140,947,864	\$340,047,153

Jobs Summary

Number of Total Projects		Existing Jobs Retained per Application		New Jobs Projected by Applicant		New Jobs Required*	
Year To Date	Prior Year End	Year To Date	Prior Year End	Year To Date	Prior Year End	Year To Date	Prior Year End
19	25	313	1245	395	704	35	168

Fees for Approved Projects (includes all app and agency fees)

Total		Paid to Date		Outstanding	
2025 Projects YTD	2024 Projects YE	2025 Projects YTD	2024 Projects YE	2025 Projects YTD	2024 Projects YE
\$1,018,428	\$2,260,486	\$155,319	\$680,195	\$863,109	\$1,580,291

Workforce Development Fund
 Beginning Balance \$2,500,000

Allocated Fee income		Committed Funds		Fund Balance	
2025 YE	2024 YE	2025	2024 YE	2025 YTD	2024 YE
\$58,795	\$1,403,284	\$3,756,089	\$2,479,000	\$985,363	\$82,079

Solar WD Fund

Fees Approved to Date	Fees Collected to Date	Allocated to Date	Balance
\$75,000	\$50,000	\$0	\$50,000

*Required jobs are calculated as 10% of the existing jobs, with a minimum of 1 job. Enhanced JobsPlus is 100 jobs with a minimum of \$15,000,000 investment. There is no job creation requirement for projects that only receive sales tax exemptions.