



APPLICATION SUMMARY

DATE: January 15, 2019

APPLICANT:

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| Butler/Till Media Services Inc. 1565 Jefferson Rd., Building 200, Suite 280 Rochester, NY 14623 |
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TENANT & PROJECT ADDRESS:

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| 1565 Jefferson Road Rochester, New York 14623 |
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PROJECT SUMMARY:

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| Butler/Till Media Services Inc. (B/T) is a full-service media planning and buying agency founded in 1998 by Sue Butler and Tracy Till. B/T relocated to Eagles Landing Business Park in the Town of Henrietta in 2010 and occupies over 22,000 square feet. Due continued growth in the company, B/T is proposing to expand to an additional 7,000 square feet and will be investing \$521,275 in wiring/cabling, IT equipment, networking switches, office equipment and furniture. B/T is seeking approval of sales tax exemption on purchases. The Benefit/Incentive ratio is 21.2:1. |
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PROJECT AMOUNT: EXEMPTIONS:

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| \$521,275 – Sales Tax Exemptions Only \$ 41,702 |
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**JOBS: EXISTING:
NEW:
REQUIREMENT:**

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| 131 | FTEs |
| 12 | FTEs |
| 2 | FTEs |

BENEFIT TO INCENTIVE RATIO:

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| 21.2 : 1 |
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SEQR:

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| TYPE II ACTION UNDER SEQR SECTION 617.5 |
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ELIGIBILITY:

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| REHABILITATION OF EXISTING COMMERCIAL BUILDING |
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APPROVED PURPOSE:

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| JOB CREATION |
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