



APPLICATION SUMMARY

DATE: January 15, 2019

APPLICANT: Butler/Till Media Services Inc.
1565 Jefferson Rd., Building 200, Suite 280
Rochester, NY 14623

TENANT & PROJECT ADDRESS: 1565 Jefferson Road
Rochester, New York 14623

PROJECT SUMMARY: 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.

PROJECT AMOUNT: EXEMPTIONS: \$521,275 – Sales Tax Exemptions Only
\$ 41,702

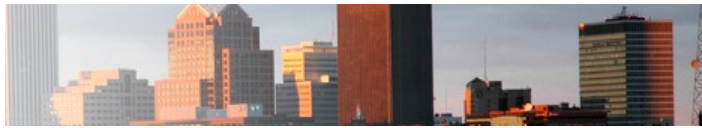
JOBS: EXISTING: 131 FTEs
NEW: 12 FTEs
REQUIREMENT: 2 FTEs

BENEFIT TO INCENTIVE RATIO: 21.2 : 1

SEQR: TYPE II ACTION UNDER SEQR SECTION 617.5

ELIGIBILITY: REHABILITATION OF EXISTING COMMERCIAL BUILDING

APPROVED PURPOSE: JOB CREATION



Board Report

Table 1: Basic Information

Project Applicant	Butler/Till Media
Project Name	Butler Till Media
Project Industry	Other Information Services
Type of Transaction	Tax Exemptions
Project Cost	\$521,275
Employment at Application (Annual FTEs)	131
Direct Employment Expected to Result from Project (Annual FTEs)	12
Direct Employment Required for PILOT (Annual FTEs)	13

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

Total State and Regional Benefits	\$885,317	
Total Project Incentives	\$41,702	
State and Regional Benefits to Incentives Ratio	21.2:1	
Projected Employment	State	Region
Total Employment	37	37
Direct ^{**}	12	12
Indirect ^{***}	16	16
Induced ^{****}	9	9
Temporary Construction (Direct and Indirect)	0	0

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

Total State and Regional Benefits	\$885,317
Income Tax Revenue	\$535,199
Sales Tax Revenue	\$347,162
IDA Fee	\$2,956

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

Total Project Incentives	\$41,702
Sales Tax	\$41,702

* Figures over 10 years and discounted by 2%

** Direct - The recipient of IDA assistance adds new jobs to the regional economy and/or retains jobs at risk of being lost to another region. Investments that result in displacing existing jobs (e.g., most retail and many service sector industries) do not fall under this definition.

*** Indirect - The recipient of IDA assistance makes purchases from regional firms, which stimulates suppliers to add jobs and payroll that are new to the regional economy or are saved from being lost to competitors outside the region.

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