



News From

Maggie Brooks

Monroe County Executive

For Immediate Release
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BROOKS ANNOUNCES PROJECTS APPROVED BY COMIDA

Monroe County Executive Maggie Brooks announced that the County of Monroe Industrial Development Agency (COMIDA) today approved incentives for six local economic development projects.

“COMIDA’s support of these projects reflects Monroe County’s strong commitment to energize our economy and help local businesses grow and create jobs,” said **Brooks**.

The following projects were approved by COMIDA:

Riverview Equity-1, LLC (Lease/leaseback with Shelter Rents Pilot)
6105 Transit Road, Suite 140
East Amherst, NY 14051

Project Address: 1218-1300 South Plymouth Avenue
Rochester, NY 14614

Riverview Equity-1, LLC proposes to develop a five building, 120 unit apartment complex on a six acre parcel in the City of Rochester. The project, adjacent to the Brooks Landing project, will be leased to the University of Rochester for student housing to address the growing demand for off campus housing. The developer has worked closely with the City of Rochester and other community groups to obtain the properties and required zoning approvals. The \$30 million privately funded project is projected to create two new jobs. The applicant seeks approval of a Shelter Rents PILOT agreement.

Casey Properties LLC (Lease/leaseback with JobsPlus)
101 Despatch Drive
East Rochester, NY 14445

Project Address: Leo’s Elite Bakery
101 Despatch Drive
East Rochester, NY 14445

Leo’s Elite Bakery is a full service commercial bakery located at 101 Despatch Drive in East Rochester. Leo’s is known for their home-style pies, cakes and pastries which are distributed to restaurants and grocers throughout New York. Leo’s has recently experienced increased demand for their frozen pies and is proposing an expansion to its 11,500 square foot facility to accommodate the growth.

The expansion will include a warehouse, freezer and loading dock. The cost of the project is \$625,000 and will impact 26 existing jobs and result in the creation of six new jobs within three years. The company seeks approval of JobsPlus based on the manufacturing use. The JobsPlus job creation requirement is three.

Dehco, Inc. (Lease/leaseback with JobsPlus)
P.O. Box 411828
Kansas City, MO 64141

Project Address: Samuel, Son & Co., Inc.
21 Marway Circle
Rochester, NY 14624

Dehco, Inc. is a real estate holding company which owns a 50,000 square foot facility in the Town of Gates that houses Samuel, Son & Co., Inc. (SS). SS is a processor and distributor of ferrous and non-ferrous metals and is one of the top ten processors in North America. Due to the continued growth of SS, the building will be expanded by 15,000 square feet with a new warehouse. The total project cost is \$2.2 million with \$935,000 for equipment to be used by SS. The project will impact 38 existing employees and will create four new jobs within three years. The company seeks approval of JobsPlus based on the manufacturing use. The JobsPlus job creation requirement is four.

Asia Food Market, Inc. (EquiPlus)
1885 Brighton Henrietta Town Line Road
Rochester, NY 14623

Asia Food Market (AFM) is a new wholesale Asian food supplier. AFM intends to purchase two new Mitsubishi refrigerated trucks for a combined cost of \$117,000. The company will be creating five new full-time positions. AFM has been approved for a GreatRate through the Monroe County Industrial Development Corporation and is seeking approval of EquiPlus.

Blue Heron Consulting Corp. (EquiPlus)
90 Air Park Drive, Suite 200
Rochester, NY 14624

Blue Heron Consulting (BHC) provides businesses with services relating to integration, strategic evaluation and selection of technology systems, as well as data warehousing and storage. BHC has a nationwide client base primarily centered in utilities, health care, government and higher education. BHC is purchasing computer equipment, software and furniture. The combined cost of the equipment is \$120,000. BHC employs 11 and will be creating one new full-time position. BHC has been approved for a GreatRate through the Monroe County Industrial Development Corporation and is seeking approval of EquiPlus.

Mercury Print Productions, Inc. (EquiPlus)
50 Holleder Parkway
Rochester, NY 14615

Project Address: 515 Lee Road
Rochester, NY 14606

Mercury Print Productions (MP) is a full service commercial printer located in the City of Rochester. MP recently started a print book division in a 70,000 square foot leased facility at 515 Lee Road. The division offers on-demand printing and binding of textbooks for the educational market. MP will be purchasing \$264,294 in new computer equipment, racking and printers for the division. MP has 168 employees with 60 working in the book division. MP will be creating four new jobs. MP has been approved for a GreatRebate through the Monroe County Industrial Development Corporation and is seeking approval of EquiPlus. MP has also used the GreatRate program.

The EquiPlus program combines the investment incentives of the GreatRate and GreatRebate programs with the sales tax exemptions offered through COMIDA. Companies that receive GreatRate or GreatRebate benefits through MCIDC for the purchase of equipment can receive an additional sales tax exemption on the purchase of that equipment through COMIDA.

JobsPlus is a tax abatement program that, in addition to sales tax exemption and/or mortgage tax exemption, provides 90% abatement on increased assessment associated with the project in the first year, decreasing 10% per year for a ten-year period.

COMIDA is a not-for-profit, public benefit corporation and governmental agency. Its purpose is to actively promote, encourage, attract and develop job opportunities in the community, by encouraging established businesses to expand locally and attracting new industries to the Monroe County area. COMIDA incentives apply toward the purchase of land and construction of new facilities, the expansion of existing buildings, the purchase of new machinery and equipment, as well as the renovation of existing facilities.

COMIDA does not lend any money to these projects, and projects receiving assistance are required to use 100% local labor. Assistance is provided through tax exemptions and abatements, and access to lower interest rates through tax-exempt bond issues. COMIDA provides this assistance without any taxpayer dollars. Income is generated by the fees charged to applicants. These monies have been reinvested in the community to advance economic growth and job creation.

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