



*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 assistance for twelve local economic development projects.

*“These twelve projects signify the positive momentum we are seeing in our local economy,”* said **County Executive Maggie Brooks**. *“COMIDA is proud to partner with these companies as they make significant investments in equipment and infrastructure and thank them for their commitment to growing and expanding their business in Monroe County.”*

The following projects were approved by COMIDA:

**Semrock, a Unit of IDEX Corp.** [EquiPlus)  
**3625 Buffalo Road, Suite 6**  
**Rochester, New York 14624**

Semrock proposes to build out 5,000 square feet of additional office space at 3625 Buffalo Road to free up room for additional manufacturing space. Semrock manufactures, in volume, quality optical filters for biotech and analytical instrumentation applications. Semrock currently leases 20,000 square feet at 3625 Buffalo Rd. in the Town of Gates. The cost of the renovations is approximately \$200,000. In addition, Semrock will be purchasing \$1.3 million of manufacturing equipment. The company was founded in 2000 and has grown from 4 employees to 94 and expects to create an additional 10 new jobs as a result of this project. Semrock has been approved for the GreatRebate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

**Choice One Development-Unity II, LLC** (Lease/Leaseback with LeasePlus)  
**642 Kreag Road, Suite 210**  
**Pittsford, New York 14534**

**Tenant: Unity Hospital of Rochester**

Choice One Development - Unity II, LLC (CO) proposes to construct a single story medical building consisting of 21,000 square feet on 3.1 acres in the Town of Chili. The facility will consist of a primary care medical center, to be leased by Unity Family Medicine which will be relocating from its current location on Chili Ave. It will also have a dialysis treatment center and a medical laboratory collection center. The \$5.9 million project is projected to

create 11 new FTE within three years. The applicant seeks approval of LeasePlus property tax abatement. The LeasePlus job creation requirement is 4 FTE.

**Vampiro Ventures, LLC** (Lease/Leaseback with JobsPlus)  
**452 Lee Road**  
**Rochester, New York 14606**

**Tenant/Project Address: New York Commercial Flooring, Inc.**  
**1770 Emerson Street**  
**Rochester, New York 14606**

Vampiro Ventures, LLC proposes to construct an 8,000 square foot building at 1770 Emerson Street in the City of Rochester. The building will consist of 5,500 square feet of warehouse space and 2,500 square feet of office space and will be leased to New York Commercial Flooring, Inc (NYCF). NYCF is a commercial flooring contractor specializing in the sale and installation of commercial carpet and vinyl floor products. Their customers are general contractors, real estate developers, health care facilities and other commercial end-users. NYCF currently leases office and warehouse space in three facilities, which is both costly and inefficient. The \$642,500 expansion project will allow them to consolidate all of their operations into one location. NYCF currently employs 24 and project to create 3 new FTE within three years. NYCF seeks approval of JobsPlus property tax abatement. The JobsPlus job creation requirement is 3 FTE.

**314 Hogan Road, LLC** (Lease/Leaseback with JobsPlus)  
**78 Nettlecreek Road**  
**Fairport, New York 14450**

**Tenant/Project Address: Applied Measurement & Controls, Inc.**  
**314 Hogan Road**  
**Fairport, New York 14450**

314 Hogan Road, LLC proposes to renovate and expand a 3,200 square foot building at 314 Hogan Road in the Town of Perinton. The facility will be leased to Applied Measurement & Controls, Inc (AM&C), a manufacturers' representative and distributor to the process control and instrumentation industry. AM&C has outgrown the facility they currently occupy in the Town of Victor. The \$695,200 project consists of renovations to the existing structure and a 3,000 square foot warehouse addition. AM&C currently employs 8 and project to create 4 new FTE within three years. AM&C seeks approval of JobsPlus property tax abatement. The JobsPlus job creation requirement is 1 FTE.

**ETA Chapter 2, LLC** (Lease/Leaseback with JobsPlus)  
**3817 West Henrietta Road**  
**Rochester, New York 14623**

**Tenant/Project Address: Upstate Auto Credit**  
**3485 West Henrietta Road**  
**Rochester, New York 14623**

ETA Chapter 2, LLC (ETA) proposes to renovate and expand an existing 1800 square foot facility on West Henrietta Road in the Town of Henrietta. The facility will be leased to Upstate Auto Credit for its corporate headquarters. Upstate Auto Credit provides automobile purchase financing. The project cost for the 1320 square foot addition is \$594,000. Upstate Auto Credit currently employs 8 Full-time, and expects to create 2 new Full-time positions within three years. ETA seeks approval of JobsPlus property tax abatement. The JobsPlus job creation requirement is 1 FTE.

**Garden Trends Inc., dba Harris Seeds (EquiPlus)**  
**355 Paul Road**  
**Rochester, New York 14624**

Since 1879, Harris Seeds has marketed vegetable and flower seeds as well as plants and growing supplies to gardeners and professional growers throughout the USA. Harris Seeds conducts extensive vegetable and flower variety trials in Rochester as well as many other areas of the Northeast. A germination lab inside its Rochester facility ensures that the seeds it sells are of the highest quality. Harris Seed will be investing \$86,000 to update their warehouse with energy efficient lighting, additional racking and shelving. They will be adding office cubicles to support customer care personnel and upgrading their IT server to consolidate and support all computer functions. Harris Seeds currently employs 36 FTEs and expects to create 2 new full-time positions. Harris Seeds has been approved for the GreatRebate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

**WorldGate Communications (EquiPlus)**  
**15 Schoen Place**  
**Pittsford, New York 14534**

WorldGate Communications, Inc. (WorldGate) designs, manufactures and distributes personal video phones which offer high-quality, real time, two-way video communications. WorldGate was founded in Trevese, Pennsylvania in 1996 and expects to open an office at 15 Schoen Place in the Town of Pittsford. WorldGate will be investing \$61,494 to equip and furnish the space and expects to create 5 new full-time positions in the next two years. WorldGate has been approved for the GreatRebate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

**DB-705 Calkins, LLC (EquiPlus)**  
**20 Losson Road, Suite 215**  
**Cheektowaga, New York 14427**

**Project Address: 705 Calkins Road**  
**Rochester, New York 14623**

DB – 705 Calkins, LLC will operate DoodleBugs! day care center at a newly constructed 11,352 square foot building in the Town of Henrietta, adjacent to the Wegmans supermarket. The Doodlebugs! day care center will have classrooms, a two-story interior play village, computer lab, parent’s lounge, and large outdoor playground. The total cost

of equipment and furnishings is \$250,000 and will result in the creation of 45 FTEs. The company seeks approval of EquiPlus. The EquiPlus job creation requirement is 1 FTE.

**Monroe Motor Products Corp.** (EquiPlus)  
**40 Joseph Avenue**  
**Rochester, New York 14605**

Monroe Motor Products Corp. (MMP) is a distributor of automobile aftermarket parts. The company services New York State and Northern Pennsylvania. MMP will be updating their warehouse inventory control system, investing \$184,000 in servers, software and infrastructure. MMP currently employs 155 and expects to create 3 new full-time positions. MMP has been approved for the GreatRebate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

**Innovative Data Processing Solutions, LTD** (EquiPlus)  
**3495 Winton Place Building C, Suite 2**  
**Rochester, New York 14623**

Innovative Data Processing Solutions, LTD (IDPS) is a technology service provider that develops software and provides network and web solutions to businesses in upstate New York. IDPS will be investing \$126,059 to update their phone system, servers and software. IDPS employs 48 and expects to create 3 new full-time positions. IDPS has been approved for the GreatRebate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

\*IDPS was previously approved for the GreatRate program in 2007, at which time the company employed 32 FTE.

**Signs Now of Rochester, Inc.** (EquiPlus)  
**3333 West Henrietta Road**  
**Rochester, New York 14623**

Signs Now of Rochester, Inc (Signs Now) is a woman-owned business that provides cut vinyl graphics, large format printing, vehicle wraps and lighted and dimensional signs. Signs Now serves the Western New York area as well as several national accounts. Signs Now intends to lease approximately 7,000 square feet of space at 275 Marketplace Drive in the Town of Henrietta. The cost of the equipment and renovations is approximately \$100,000. The company was founded in 1999 and has 4 employees and will create one additional job as a result of this project. Signs Now has been approved for the GreatRate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus program.

**Alleson of Rochester, Inc.** (EquiPlus)  
**2921 Brighton-Henrietta TL Road**  
**Rochester, New York 14623**

Alleson of Rochester, Inc., is a manufacturer and distributor of athletic apparel, which has been in Monroe County for over 70 years. Alleson's will be renovating their offices to expand their call center and purchasing New equipment. The total project cost is

\$600,000, with \$300,000 for renovations and \$300,000 for equipment. Alleson's operates out of a 128,000 square foot facility in the Town of Henrietta on Brighton Henrietta TL Road. Alleson employs 100. Alleson projects to create 10 new Jobs. Alleson has been approved for the GreatRebate program through Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus 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.

COMIDA also offers property tax abatement through JobsPlus, Green JobsPlus and LeasePlus. The property tax abatement applies only to an increase in assessment in property value for each project.

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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