

PROJECT SUMMARY
Mayer Bros. Apple Products, Inc.



Applicant:	Mayer Bros. Apple Products, Inc.	
Project Location:	7389 Lake Road, Town of Somerset	
Assistance:	15 year real property tax abatement Sales tax abatement	
Description:	<p>Mayer Bros. is a manufacturer of bottled beverages including apple cider, fruit juices, water and other related beverage products. The company started operations in West Seneca, NY in 1852, and has operated a plant in Somerset since 1986. The customer base includes local, regional and nationally based companies in the food and beverage industry including Wegmans, Tops (C&S), Walmart, Aldi, Pepsico, Coca Cola, Arizona Beverages, USDA, Giant Eagle, Rite-Aid, Tastee, Golub and numerous others.</p> <p>The proposed building expansion planned in Somerset will provide additional juice bottling production and distribution space. The expansion will almost double existing production area and will allow Mayer Bros. to add a second bottling line to keep up with new customer demands. The expansion will also enable the Company to increase its efficiencies and enhance its quality assurance standards. Three additional loading docks will facilitate efficient pickup and delivery of finished products. Improved operations as a result of this expansion will enable Mayer Bros. to achieve additional economies of scale by saving on labor and overhead costs per case to be more competitive in the market place.</p>	
Project Costs:	New construction	\$1,125,000
	Manufacturing equipment	\$2,000,000
	Soft costs	\$ 30,000
	TOTAL	\$3,155,000
Employment:	Existing jobs in Niagara County	81
	New jobs	26 FTE's
	Skills: Production	

REGIONAL ECONOMIC IMPACT ANALYSIS
Mayer Bros. Apple Products, Inc.

Estimated State & Regional Benefits / Estimated Project Incentives Analysis		
Total State and Regional Benefits	\$15,313,632	
Total Project Incentives	\$ 306,937	
Benefit to Cost Ratio	49:1	
Projected Employment	State	Region
Total Employment	438	438
Direct*	107	107
Indirect**	182	182
Induced***	138	138
Temporary Construction (Direct and Indirect)	11	11

Estimated State and Regional Benefits	
Total State and Regional Benefits	\$15,313,632
Income Tax Revenue	\$ 9,141,550
Property Tax/PILOT Revenue	\$ 166,486
Sales Tax Revenue	\$ 6,005,596

Estimated Project Incentives	
Total Project Incentives	\$306,937
Property Tax	\$ 249,737
Sales Tax	\$ 57,200

** 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.

Utilizing informANALYTICS modeling software, an economic impact analysis was conducted to measure new investment and employment for the project. This software is a widely accepted and an industry standard for economic impact modeling measuring employment and salary impacts and facility output on the community for a given project.