

**PROJECT SUMMARY**  
**9745 Rochester Road LLC**



<b>Applicant:</b>		
<b>Project Location:</b>	9745 Rochester Rd. Middleport, NY 14105	
<b>Assistance:</b>	15 Year PILOT Sales Tax Abatement Mortgage Recording Tax Abatement	
<b>Description:</b>	<p>Brent Industries is the home of two large online retail stores, KJM Motorsports and Outdoor Furnace Supply. Both entities are large worldwide e-commerce distributors that supply parts to the powersport, outdoor boiler, solar and geothermal industries. Brent Industries, (9745 Rochester Road LLC), has outgrown their existing space and will be constructing a new 107,500 facility for distribution and assembly at Roberts Way / 9745 Rochester Rd., Middleport, NY.</p> <p>The facility will have 30' clear height in the warehouse, fulfillment, assembly space, with a relatively small showroom (2,500 sq. ft.) and office space (7,500 sq. ft.). Significant site and construction work will be required to complete the project due to its overall size and scale. Targeted completion and occupancy is mid 2022.</p>	
<b>Project Costs:</b>	Acquisition	\$ 100,000
	Construction/Improvements	\$ 9,000,000
	Furniture, Fixtures & Equipment	\$ 1,950,000
	Other	\$ 1,575,000
	TOTAL	\$12,625,000
<b>Employment:</b>	Current jobs in Niagara County:	27 FTE
	New Jobs in Niagara County within 3 years:	12 FTE
	Estimated Annual Payroll for New Jobs:	\$1,933,000
	Skills: Management, office/sales professional, production	
<b>Evaluative Criteria:</b>	Regional Wealth Creation, Retention	

**REGIONAL ECONOMIC IMPACT ANALYSIS**  
**9745 Rochester Road LLC**

Estimated Project Benefits / Incentives Analysis

<b>Total Project Benefits</b>	<b>\$ 3,374,339</b>
<b>Total Project Incentives</b>	<b>\$ 1,418,573</b>
<b>Community Benefit to Cost Ratio</b>	<b>2:1</b>
<b>Projected Employment</b>	<b>77</b>
Direct**	39
Indirect***	31
Temporary Construction (Direct and Indirect)	7

Estimated Project Benefits

<b>Total Project Benefits</b>	<b>\$ 3,374,339</b>
Income Tax Revenue	\$ 2,133,000
Property Tax Revenue	\$ 582,339
Sales Tax Revenue	\$ 659,000

Estimated Project Incentives

<b>Total Project Incentives</b>	<b>\$ 1,418,573</b>
Property Tax	\$ 819,042
Sales Tax	\$ 516,000
Mortgage Tax	\$ 83,531

\*\* 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.

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.