



County of Monroe Industrial Development Agency

**APPLICATION SUMMARY**

**DATE:** April 21, 2020

**APPLICANT:**

Action Towing of Rochester, Inc. 275 Marketplace Drive. Rochester, NY 14623
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**PROJECT SUMMARY:**

Action Towing of Rochester, Inc. (Action), located in the Town of Henrietta, provides auto repair, towing and emergency road services throughout Monroe County. Action, who has been serving the public since 2002, currently has contracts with AAA and the Monroe County Sheriff's Dept. Action is proposing to purchase a 2020 International Tow Truck, due to their continued growth. The \$105,220 project is projected to create 2 new FTEs, while current employment is 43. Action has been approved for a GreatRate on the equipment purchase through the Monroe County Industrial Development Corporation and is seeking approval of the EquiPlus sale tax exemption through COMIDA. The Benefit/Incentive ratio is 20:1
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**PROJECT AMOUNT:**

\$105,220 – Sales Tax Exemptions Only
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**SALES TAX EXEMPTION:**

\$8,418
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**JOBS: EXISTING:** 43 FTEs  
**NEW:** 2 FTEs  
**GREATRATE REQUIREMENT:** 2 FTEs

43	FTEs
2	FTEs
2	FTEs

**BENEFIT TO INCENTIVE RATIO:**

20 : 1
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**SEQR:**

Type II Action under SEQR Section 617.5
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**ELIGIBILITY:**

APPROVED GREATRATE/REBATE - EQUIPLUS ONLY
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**APPROVED PURPOSE:**

JOB CREATION
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# Cost-Benefit Analysis for Action Towing of Rochester, Inc. - 2020 Equiplus

Prepared by Imagine Monroe using InformAnalytics

# Executive Summary

### INVESTOR

**Action Towing of Rochester - Sales Tax Exemption Only (GreatRate)**

### TOTAL INVESTED

**\$105.2 Thousand**

### LOCATION

**275 Marketplace Drive, Rochester NY 14623**

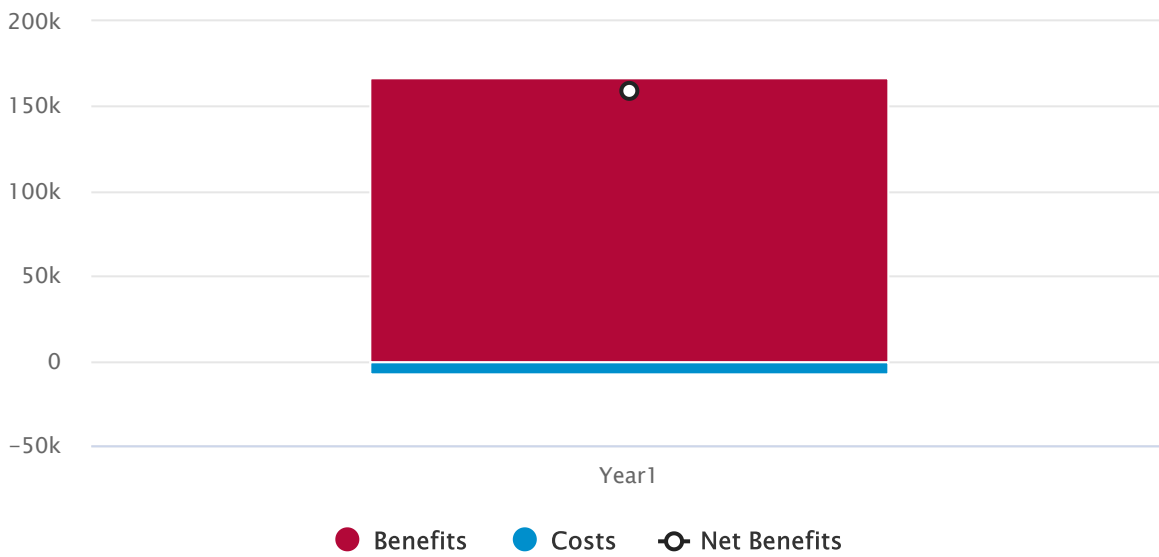
### TIMELINE

**1 Years**

F1 FIGURE 1

Discounted\* Net Benefits for Action Towing of Rochester, Inc. - 2020 Equiplus by Year

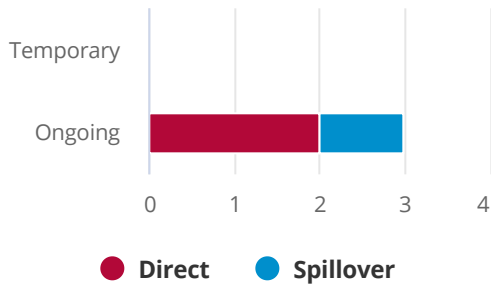
Total Net Benefits: \$159,000



Discounted at 2%

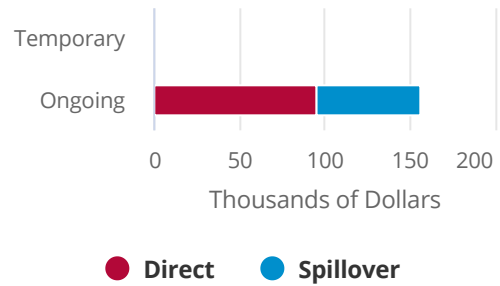
F2 FIGURE 2

Total Jobs



F3 FIGURE 3

Total Payroll



# Proposed Investment

Action Towing of Rochester - Sales Tax Exemption Only (GreatRate) proposes to invest \$105.2 thousand at 275 Marketplace Drive, Rochester NY 14623 over 1 years. Imagine Monroe staff summarize the proposed with the following: Sales Tax Exemption Only - proposing to add another vehicle to support their commercial services offered

T1 TABLE 1

## Proposed Investments

Description	Amount
<b>OTHER SPENDING</b>	
2020 International MV Tow	\$105,000
<b>Total Investments</b>	<b>\$105,000</b>
Discounted Total (2%)	\$105,000

May not sum to total due to rounding.

F4 FIGURE 4

## Location of Investment



# Cost-Benefit Analysis

A cost-benefit analysis of this proposed investment was conducted using InformAnalytics, an economic impact model developed by CGR. The report estimates the impact that a potential project will have on the local economy based on information provided by Imagine Monroe. The report calculates the costs and benefits for specified local taxing districts over the first 1 years, with future returns discounted at a 2% rate.

T2 TABLE 2

## Estimated Costs or Incentives

Imagine Monroe is considering the following incentive package for Action Towing of Rochester - Sales Tax Exemption Only (GreatRate).

Description	Nominal Value	Discounted Value*
Sales Tax Exemption	\$8,000	\$8,000
<b>Total Costs</b>	<b>\$8,000</b>	<b>\$8,000</b>

**May not sum to total due to rounding.**

\* Discounted at 2%

T3 TABLE 3

**State & Regional Impact (Life of Project)**

The following table estimates the total benefits from the project over its lifetime.

Description	Direct	Spillover	Total
<b>REGIONAL BENEFITS</b>	<b>\$96,000</b>	<b>\$62,000</b>	<b>\$158,000</b>
<b>To Private Individuals</b>	<b>\$95,000</b>	<b>\$61,000</b>	<b>\$156,000</b>
Ongoing Payroll	\$95,000	\$61,000	\$156,000
<b>To the Public</b>	<b>\$1,000</b>	<b>\$764</b>	<b>\$2,000</b>
Ongoing Sales Tax Revenue	\$1,000	\$764	\$2,000
<b>STATE BENEFITS</b>	<b>\$5,000</b>	<b>\$4,000</b>	<b>\$9,000</b>
<b>To the Public</b>	<b>\$5,000</b>	<b>\$4,000</b>	<b>\$9,000</b>
Ongoing Income Tax Revenue	\$4,000	\$3,000	\$7,000
Ongoing Sales Tax Revenue	\$1,000	\$778	\$2,000
<b>Total Benefits to State &amp; Region</b>	<b>\$102,000</b>	<b>\$66,000</b>	<b>\$167,000</b>
<b>Discounted Total Benefits (2%)</b>	<b>\$102,000</b>	<b>\$66,000</b>	<b>\$167,000</b>

**May not sum to total due to rounding.**

T4 TABLE 4

**Benefit to Cost Ratio**

The following benefit to cost ratios were calculated using the discounted totals.

Description	Benefit*	Cost*	Ratio
Region	\$158,000	\$4,000	38:1
State	\$9,000	\$4,000	2:1
<b>Grand Total</b>	<b>\$167,000</b>	<b>\$8,000</b>	<b>20:1</b>

**May not sum to total due to rounding.**

\* Discounted at 2%

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