

## **B. COMIDA – PTAC Working Capital (X206)**

November 18, 2010

**Grantee:** County of Monroe Industrial Development Agency (“COMIDA”)

**ESD Investment:** A grant of up to \$62,000 to be used for a portion of operating expenses of the Procurement Technical Assistance Center (“PTAC”).

**Project Location:** 50 West Main Street, Rochester, Monroe County

**ESD Incentive Offer Accepted:** September 1, 2010

**Project Completion:** August 2011

**Grantee Contact:** Paulette Birch, PTAC Director  
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Rochester, NY 14614  
Phone: (585) 753-2015 Fax: (585) 753-2028

<b>Project Team:</b>	Origination	Kevin Hurley
	Project Management	Edward Muszynski
	Affirmative Action	Helen Daniels
	Environmental	Soo Kang

### **Project Description:**

#### Background

The County of Monroe Industrial Development Agency was created to promote, encourage, attract, and develop job opportunities and economically sound commerce and industry throughout Monroe County. COMIDA provides assistance to qualified projects through tax exemptions, real property tax abatements and access to lower interest rates through tax-exempt bond issues. Assistance is available for acquiring, constructing, equipping, and furnishing industrial, commercial, research, recreational, and other types of facilities.

The Rochester Procurement Technical Assistance Center has been offering procurement technical assistance for more than five years and under the auspices of COMIDA since May 2007. PTAC is the leading provider of government procurement services in Upstate New York.

In each of four state fiscal years from 2006 through 2009, ESD administered a \$100,000 Community Projects Fund grant to PTAC. The first three of these grants, totaling \$300,000, have been disbursed, and the fourth has approximately \$29,000 remaining to be disbursed. In the past four years, PTAC has assisted 157 clients in competing for government contracts, with 2,132 awards totaling \$194,400,000.

Legislative-sponsored funds, such as those received by PTAC in the past, are no longer available. Therefore, without additional funds required to match the U.S. Department of Defense (“DoD”) funds, PTAC would not be able to continue. As a result, ESD provided an

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November 18, 2010

incentive offer to PTAC on August 24, 2010, for a \$62,000 Urban and Community Development Program working capital grant, which PTAC accepted September 1, 2010.

### The Project

PTAC has developed a four-step process to provide companies with the ability to win contracts. The steps include: information exchange; how to sell to the government/military; the bid process; and post-award assistance. PTAC will conduct this program through workshops, one-on-one counseling and outreach events. Through its outreach program, PTAC seeks to build relationships with area government, business and community entities to increase program awareness. PTAC's Web site also functions as an outreach mechanism to inform current and prospective clients about services provided and upcoming workshops and events. ESD funds will be used for a portion of salaries/benefits for PTAC staff, marketing, and maintenance of the PTAC database and Web site by consultants. The project commenced September 1, 2010, and will continue through August 2011.

As a result of this project, over 700 companies, each employing 500 or fewer employees, are expected to utilize PTAC services and compete for a share of the over \$500 billion government contract market, over \$100 billion of which went to small businesses last year.

Upon completion of the project, the Grantee will furnish a final report, describing the impact and effectiveness of the project.

Financing Uses	Amount	Financing Sources	Amount	Percent
Salaries & Fringe	\$116,165	ESD Grant	\$62,000	36%
Marketing	2,025	DoD Grant	86,229	50%
Rent/Office Operations	27,405	COMIDA In-Kind Contributions	24,229	14%
Travel/Conferences/Memberships	6,737			
Database/Web site Consultants	20,126			
Total Project Costs	\$172,458	Total Project Financing	\$172,458	100%

### **Financial Terms and Conditions:**

1. The Grantee will be obligated to advise ESD of a material adverse change in its financial condition prior to disbursement.
2. The Grantee will provide a minimum of 10% of the total project cost in the form of equity contributed after its written acceptance of ESD's offer. While equity is typically defined as cash, in this case the Grantee's in-kind services are considered a cash equivalent for this purpose.
3. Up to \$62,000 will be disbursed to Grantee during the course of the project, no more frequently than monthly, as reimbursement for project costs actually incurred by the Grantee. Payment will be made upon presentation to ESD of an invoice and such other

**COMIDA – PTAC Working Capital (X206)**

November 18, 2010

documentation as ESD may reasonably require. The final ten percent (10%) of the Grant shall not be disbursed by ESD until the project has been completed and the final report has been submitted. Expenses must be incurred on or after September 1, 2010, to be considered eligible project costs. All disbursements must be requested by April 1, 2012.

4. ESD may reallocate the project funds to another form of assistance, at an amount no greater than \$62,000, for this project if ESD determines that the reallocation of the assistance would better serve the needs of the Grantee and the State of New York. In no event shall the total amount of any assistance to be so reallocated exceed the total amount of assistance approved by the Directors.

**Statutory Basis – Urban and Community Development Program:**

This project is authorized under Sections 5(4) and 16-d of the New York State Urban Development Corporation Act (the “Act”) and satisfies the eligibility criteria for a Neighborhood and Community Partnership grant as set forth in the Act and the rules and regulations for the Urban and Community Development Program. No residential relocation is required as there are no families or individuals residing on the site.