

D. COMIDA – Rochester Procurement Technical Assistance Center (W687)

September 17, 2009

Grantee: County of Monroe Industrial Development Agency (“COMIDA” or the “Organization”)

ESD Investment: A grant of up to \$100,000 to be used for a portion of operating expenses of the Procurement Technical Assistance Center (“PTAC” or the “Center”), assisting small businesses in accessing procurement opportunities.

Project Locations: Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, and Wayne Counties

NYS Empire Zone (or equivalent): N/A

Project Completion: September 30, 2010

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Project Team:

Project Management	Medina Napier
Affirmative Action	Helen Daniels
Environmental	Soo Kang

Project Description:

Background

The County of Monroe Industrial Development Agency was created with the express goal to promote, encourage, attract, and develop job and recreational opportunities and economically sound commerce and industry throughout Monroe County, for the purpose of preventing unemployment and economic deterioration.

COMIDA provides assistance to qualified applicants/projects. The Organization does not lend any money to these projects; rather, this assistance is provided through tax exemptions, real property tax abatements and access to lower interest rates through tax-exempt bond issues. Assistance is available for acquiring, constructing, reconstructing, improving, maintaining, equipping, and furnishing industrial, manufacturing, warehousing, commercial, research, and recreational facilities.

The Rochester Procurement Technical Assistance Center has been offering procurement technical assistance since 2003, under the auspices of the County of Monroe Industrial Development Agency, and is the leading provider of government procurement services in Upstate New York.

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Since 2006, ESD administered \$300,000 in Community Projects Fund grants for the PTAC. The 2006 and 2007 projects were successfully completed, and ESD’s funds were fully disbursed. The 2008 project reached out to over 2,900 diverse businesses through workshops and outreach events, and retained an active client base of over 500 businesses. Efforts of the 2008 project also included a Rochester PTAC meeting with firms in one-on-one consulting sessions, in-person, telephone, and e-mail. Last year, Rochester PTAC assisted clients in obtaining over \$20 million in federal contracts.

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. The Organization’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, and marketing and maintenance of the PTAC database and Web site by consultants. The project is expected to commence October 1, 2009 and will be administered by PTAC staff.

As a result of this project, Rochester PTAC aims to increase its active client base to 600 companies, each employing 500 or fewer employees.

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 & Fringes	\$101,920	ESD Grant	\$100,000	42%
Marketing	\$15,308	DoD Grant	\$111,255	46%
Rent/Office Operations	\$72,906	COMIDA In-Kind	\$29,396	12%
Travel/Conferences/Memberships	\$23,072	Contributions		
Database/Web site Consultants	\$27,445			
Total Project Costs	\$240,651	Total Project Financing	\$240,651	100%

Statutory Basis – Community Projects Fund:

The project is authorized in the 2009 - 2010 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

Disclosure and Accountability Certifications:

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. Grantee’s certifications indicate that Grantee has no conflict of interest or good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.