

Empire State Development News

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NEW JOBS SLATED FOR THE ROCHESTER AREA

ESD commits \$100,000 in grants to two local businesses

Empire State Development Upstate Chairman Daniel C. Gundersen today announced that \$100,000 in grants have been committed to American Recycling and Manufacturing and Lanovara Specialty Foods Inc.

"Monroe County has identified job creation and retention as two of its economic development goals," stated Chairman Gundersen. "Both of these projects play a role in reaching that goal. In aggregate, these two Rochester companies will make a positive economic impact through the pledging of 28 new jobs and the retention of 55 jobs, while also fronting their own investment in the area."

American Recycling and Manufacturing (ARM) was awarded a \$75,000 grant to seek new business opportunities as its largest customer for the past 15 years, Eastman Kodak, downsizes and moves business offshore. The total investment for this project is \$450,000, including the retention of 22 employees and the pledged creation of an additional 18 new employees.

Part of ARM's strategy continues to be one of seeking new opportunities in the United States and Canada to offset losses. As a result, there are now five new business opportunities for ARM. However, all five require some level of retooling, equipment purchasing and transition.

ARM provides industrial packaging, assembly, conversion and just-in-time warehousing services; manufacturers and distributes packaging components; and manages reverse logistics programs for the recycling and return of packaging and product components throughout the United States and Canada. Cost containment was a major factor in ARM's decision on where to locate this investment. The City of Rochester and Monroe County also provided incentives to the project.

Lanovara Specialty Foods was awarded a \$25,000 grant to support the cost of the company's investment, which includes asset purchasing, job retention and job creation. Lanovara Specialty Foods is a commercial bakery and "direct-store-delivery" food distribution company. The company distributes both food products it manufactures as well as grocery items it purchases from others. Lanovara services many of the leading grocery retailers in the northeast, including Wegmans, Tops, P&C, Giant Food Stores and numerous independent grocery outlets.

As a result of this project, the company has pledged to retain 33 jobs and they have also pledged to add 10 new full time positions over a period of three years.

When the former owner of Lanovara decided to sell the company he was considering several different options including selling the company to an out-of-state buyer, which may have resulted in loss of local jobs. Selling the company to a local businessman who had plans to grow the business in the Rochester location became the preferred option as a result of the state's involvement.

Empire State Development is New York's chief economic development agency, encompassing business, workforce and community development. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit www.nylovesbiz.com.

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