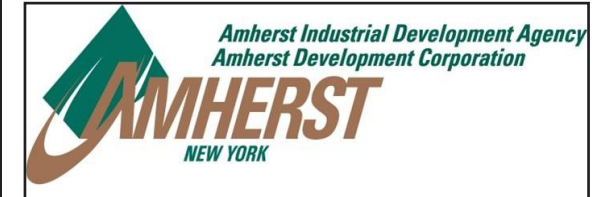


PROJECT PROFILE:

Northtown Center Complex/Willowbrook Hospitality. LLC (An Affiliate Of Uniland Development Company)

\$14,375,537

July 20, 2018



ELIGIBILITY

- Retail projects are ineligible for IDA benefits unless it meets an allowable exception under state law. In this case, the project is seeking approval as a tourism destination project, which is defined as a location or facility which is likely to attract a significant number of visitors from outside the economic development region.

COMPANY INCENTIVES

- Sales Tax = \$615,215
- Property Tax (est.) = \$469,131
- Mortgage Tax = \$66,825

PROJECT BENEFITS (EST.)

- PILOT = \$1,486,669
- Income Taxes = \$351,275
- Sales Taxes = \$315,656

EMPLOYMENT

- 10 New Full-Time and 14 Part-Time Jobs
- Annual Payroll of \$421,000

PROJECT SCHEDULE

- September 2018
- March 2019

Project Address:

1615 Amherst Manor Drive
Amherst, New York 14221
(Sweet Home Central School District)

Investment:

Construction: \$10,675,494
Equipment: \$1,038,858
Soft Costs: \$2,661,185

Company Description:

Willowbrook Hospitality, LLC is an affiliate of Uniland Development Company. Uniland Development engages in real estate development, construction, leasing and management of various properties throughout Western New York.

Project Description:

The applicant is seeking Agency assistance to construct a hotel on the site of the Town of Amherst owned Northtown Center, near the existing ice rink complex. The project will have 105 rooms and designed to include enhanced features for groups and sports teams such as double-sized meeting space, enlarged pool, and a greater number of Queen-double rooms than a typical hotel. The project is also including Universal Design standards making its spaces more inclusive of people of all ability levels.

The applicant notes in its application that the addition of the hotel to the Northtown Center and Audubon Recreation Complex will attract more visitors from outside of the area to use the facilities. USA Hockey indicates that the on-site hotel will result in its designation as the National Home of the USA Hockey National Sled Programs and additional camps and events for other disabled hockey disciplines. USA Hockey estimates that its programming will generate \$3.1 million in economic impact.

Visit Buffalo Niagara and The Town of Amherst Recreation Department indicated that the siting of a hotel on site will have a positive impact in attracting more sports tournaments and to the Northtown Center



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AIDA COMPANY HISTORY:

None for Hotel Development in conjunction with a Tourism Destination, but multiple projects including GEICO, Fidelis Care and Black Rock.

MATERIAL TERMS:

1. Creation within two (2) years of Project completion of 14.5 new full time equivalent jobs and the retention of such jobs throughout the Compliance Period;
2. Investment of not less than \$12,219,206.00 in the construction and equipping of the Project prior to Project completion;
3. Compliance with the Agency's Local Labor Policy in connection with the construction of the Project;
4. The inclusion of Universal Design standards in the design and construction of the Project to make the hotel more accessible to persons with disabilities, and the inclusion of enhanced features for sports teams and groups such as double-sized meeting space, enlarged pool and a higher percentage of queen double rooms than is typical;
5. The Company exercising its best efforts to cause the following to occur, it being understood that the Company does not control the operations of the Northtown Center complex or have a direct contractual relationship with USA Hockey:
 - (i) Having USA Hockey declare the Northtown Center as the "National Home of the USA National Sled Hockey Programs," with such designation to remain in effect throughout the Compliance Period;
 - (ii) Having USA Hockey Disabled Disciplines host at least three (3) tournaments at the Northtown Center during each year of the Compliance Period;
 - (iii) Having USA Hockey host annual training programs, camps and festivals at the Northtown Center during each year of the Compliance Period;
 - (iv) Having USA Hockey house the USA National Deaf/Hard of Hearing, Blind Hockey and Standing/Amputee Hockey teams for their training weeks during each year of the Compliance Period.