



Via e-mail: DMingoia@amherstida.com

June 19, 2018

Mr. David Mingoia
Executive Director / CEO
Amherst Industrial Development Agency
4287 Main Street
Amherst, NY 14226

Re: Hampton by Hilton at Northtown Center at Amherst – Project Application

Dear Dave:

Thanks to you and the AIDA board members for taking time to meet with the Uniland team yesterday to discuss the recently submitted application for inducement of the Northtown Center Hampton by Hilton project. This next phase of the complex will strengthen the Northtown Center as a major regional tourism destination.

Based on the feedback received yesterday, Uniland is resubmitting its application via this letter to ensure that all supplemental documentation is included with the final application provided to the AIDA board members.

The supplemental documentation contains supporting information that establishes eligibility of the project as a tourist destination pursuant to § 862 of New York State General Municipal Law, and therefore is crucial to the application in its entirety. Based on the attached information, the proposed on-site hotel will attract more tournaments and events to the Northtown Center, thereby attracting a significant number of visitors from outside the economic development region.

Specifically, USA Hockey has committed to make the Northtown Center the home of its sled hockey divisions, if the proposed on-site hotel is built. This commitment to new tournaments, events, camps and training programs at the Northtown Center will bring an estimated 7,800 attendees per year to the Northtown Center with an estimated annual economic impact of \$3,175,000. USA Hockey is attracted to this opportunity due to the proposed hotel's on-site proximity to the ice rinks and the proposed hotel's Universal Design features accommodating people of all abilities.

The attached application and supporting information represents the final submission of the application for the project, being submitted for consideration at the AIDA Board of Directors Meeting scheduled for July 20th, 2018.

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Attached please find the following documents being submitted as the project application:

- 1.) Project Application provided on 5/18/18
- 2.) Additional Information provided with Project Application on 5/18/18
 - a.) USA Hockey Letter of Support - Home of USA Hockey Disabled Disciplines
 - b.) Competitive Case Study - New England Sports Center
 - c.) Northtown Center Ice Sheet Utilization Analysis
 - d.) Northtown Center Letter of Support
- 3.) Short Environmental Assessment Form (SEAF)
- 4.) SEQR Negative Declaration
- 5.) Additional Information provided on 6/8/18
 - a.) Visit Buffalo Niagara (VBN) Event Impact Calculations
 - b.) E-mail from VBN on Attendee Calculations
 - c.) E-mail from Northtown Center on Attendee Calculation
 - d.) USA Hockey Letter on Attendee Calculations
- 6.) ** New information submitted with this e-mail **
 - a.) E-mail from Northtown Center regarding local vs. out-of-town determination

Also attached is the HVS Market Study which is submitted with the understanding that it will be reviewed and used by AIDA board members only. The HVS Market Study constitutes trade secrets or confidential commercial or financial information that Uniland believes to be exempt from disclosure under the Freedom of Information Act. Uniland requests that this market study not be disclosed to the public, except as may be required by law.

Uniland asks that you replace the previously submitted application with the attached PDF, along with forwarding the attached application to the AIDA board members for their review.

If you have any questions, please give me a call at (716) 512-6416.

Sincerely,



Matthew S. Drosendahl
Senior Loan Analyst / Portfolio Manager
Uniland Development Company

Enclosures
CC: File # 8314-C





Northtown Center Complex

Section I: Applicant Background Information

Applicant Information - Company Receiving Benefit

Project Name Northtown Center Complex
Applicant Name Willowbrook Hospitality, LLC
Applicant Address 100 Corporate Parkway, Suite 500
Applicant Address 2
Applicant City Amherst
Applicant State New York
Applicant Zip 14226
Phone (716) 834-5000
Fax (716) 834-5034
E-mail
Website uniland.com
Federal ID# 45-1960778
NAICS Code 721110
Will a Real Estate Holding Company be utilized to own the Project property/facility No
What is the name of the Real Estate Holding Company
Federal ID#
State and Year of Incorporation/Organization
List of stockholders, members, or partners of Real Estate Holding Company

Individual Completing Application

Name Matthew Drosendahl
Title Senior Loan Analyst / Portfolio Manager
Address 100 Corporate Parkway, Suite 500
Address 2
City Amherst
State New York
Zip 14226

5/23/2018

The Erie County Industrial Development Agency (ECIDA)

Phone

(716) 834-5000 ext. 416

Fax

(716) 834-5034

E-Mail

mdrosendahl@uniland.com

Company Contact (if different from individual completing application).

Name Peter Sayadoff
Title Director of Capital Markets Group
Address 100 Corporate Parkway, Suite 500
Address 2
City Amherst
State New York
Zip 14226
Phone (716) 834-5000 ext. 414
Fax (716) 834-5034
E-Mail psayadoff@uniland.com

Company Counsel

Name of Attorney Susan Hassinger
Firm Name Uniland Development Company
Address 100 Corporate Parkway, Suite 500
Address 2
City Amherst
State New York
Zip 14226
Phone (716) 834-5000 ext. 411
Fax (716) 834-5034
E-Mail shassinger@uniland.com

Identify the assistance being requested of the Agency.

Exemption from Sales Tax Yes
Exemption from Mortgage Tax Yes
Exemption from Real Property Tax Yes
Tax Exempt Financing* No

* (typically for not-for-profits & small qualified manufacturers)

Business Organization

Type of Business Limited Liability Company
Type of Ownership
Year Established 2011
State of Organization New York

List all stockholders, members, or partners with % of ownership greater than 20%

Please include name and % of ownership.

Willowbrook Hospitality, LLC is an affiliate of Uniland Development Company. A managing and controlling interest in excess of 80% is held by the Montante family.

Applicant Business Description

Describe in detail company background, products, customers, goods and services. Description is critical in determining eligibility

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

Estimated % of sales within Erie County	0
Estimated % of sales outside Erie County but within New York State	0
Estimated % of sales outside New York State but within the U.S.	0
Estimated % of sales outside the U.S.	0

(*Percentage to equal 100%)

What percentage of your total annual supplies, raw materials and vendor services are purchased from firms in Erie County? Include list of vendors, raw material suppliers and percentages for each. Provide supporting documentation of the estimated percentage of local purchases

Section II: Eligibility Questionnaire - Project Description & Details

Project Location

Municipality or Municipalities of current operations

Not currently operating, the project is a new operation.

Will the Proposed Project be located within a Municipality identified above?

Yes

In which Municipality will the proposed project be located

Town of Amherst

Address

1615 Amherst Manor Drive, Amherst, NY 14221

Will the completion of the Project result in the removal of an industrial or manufacturing plant of the project occupant from one area of the state to another area of the state OR in the abandonment of one or more plants or facilities of the project occupant located within the state?

No

If the Proposed Project is located in a different Municipality than that Municipality in which current operations are being undertaken, is it expected that any of the facilities in any other Municipality will be closed or be subject to reduced activity?

No

(If yes, you will need to complete the Retail Section of this application)

SBL Number for Property upon which proposed Project will be located

55.03-1-1.1 (proposed project to be located on Northtown Center tax parcel)

What are the current real estate taxes on the proposed Project Site

\$68,047.27 (per Town of Amherst Comprehensive Property Information system)

Assessed value of land

\$2,220,000

Assessed value of building(s)

\$6,700,000

Are Real Property Taxes current?

Yes

If no please explain

Town/City/Village of Project Site

Town of Amherst

School District of Project Site

Sweet Home Central

Does the Applicant or any related entity currently hold fee title to the Project site?

No

If No, indicate name of present owner of the Project Site

Town of Amherst

Does Applicant or related entity have an option/contract to purchase the Project site?

No

Describe the present use of the Proposed Project site

Vacant land with a water detention pond owned by Town of Amherst. Applicant would lease 2.95 acres of land from Town of Amherst on a long-term basis.

Please provide narrative of the proposed project and the purpose of the proposed project (new build, renovations, and/or equipment purchases). Identify specific uses occurring within the project. Describe any and all tenants and any/all end users: (This information is critical in determining project eligibility)

The Hampton by Hilton will be the next phase of the Northtown Center at Amherst and Amherst Audubon Recreation Complex, a tourist destination with significant number of visitors coming from outside the economic development area. The new-build hotel located on the same parcel as the existing sports and event facilities will enhance the marketability and strengthen the applications to attract out-of-town events and tournaments to this multi-use complex offering hotel, ice rinks, event space, softball and baseball diamonds, sport fields, a skate park, sports training facility, pro shop, and restaurant. The project will have 105 rooms and will be designed to include enhanced features for groups and sports teams such as a double-sized meeting space, double-sized breakfast area, enlarged pool, and a greater number of Queen-double rooms than a typical hotel. The block and plank core construction will have higher-quality sound proofing and will better sustain the increased wear-and-tear from sports teams and families as compared to the more typical wood construction. The site work involves more work than normal to relocate an existing detention pond and remove existing berms. The project will also embrace Universal Design standards making its spaces more inclusive of people of all ability levels. The ease of access to the event and sports facilities from the hotel results in a limited need for transportation services. This, coupled with Universally Designed facilities, will attract groups and teams of all ability levels.

If the Project could be undertaken without Financial Assistance provided by the Agency, then provide a statement in the space provided below indicating why the Project should be undertaken by the Agency:

The project could not be undertaken but for the financial assistance being provided by the agency. While the "but for" is not a criteria for eligibility under either the New York General Municipal Law or Amherst IDA Uniform Tax Exemption Policy, the proposed project will experience economic challenges and AIDA tax abatements are necessary for the project's financial structure. Some of the economic challenges the project will encounter were previously mentioned: doubled meeting space, doubled breakfast area, enlarged pool, increased number of Queen-double rooms, Universal Design, block and plank construction, and added site work. Furthermore, the Ground Lease Agreement is contingent upon receiving the needed incentives. This phase of the Northtown Center complex should be undertaken by the agency because it will attract a significant number of visitors from outside the economic development region. Northtown Center General Manager Eric Guzdek and Recreation Supervisor Brad Waltz stated that over the past two years, the Northtown Center has hosted over 110 international, national and regional events, with an estimated attendance of over 200,000 people and approximately 67% of attendees have been from outside of our economic development region. The completion of the next phase of the Northtown Center will enhance the marketability of the project and strengthen the applications to attract out-of-town events and tournaments, therefore increasing the number, size and caliber of events. A greater number of events will generate a higher economic impact on the area. Peter Harvey, Director of Sports Development for Visit Buffalo Niagara (VBN), leads the area's efforts in attracting sports tournaments. While the total projected increase in events is difficult to pinpoint, Peter estimated that just one typical 40-team regional 3-day hockey tournament will produce over \$680,000 in total spending impact to the local economy. With five new hockey events, that figure grows to \$3,400,000. Likewise, a typical 70-team regional softball tournament will produce over \$1,600,000 in total spending impact to the local economy. The potential increase in economic impact to the area from an increase in events is significant. Furthermore, there will be economic impact resulting from the construction of the project and its ongoing operations. Invest Buffalo Niagara (IBN) used IMPLAN to prepare an economic impact analyses of 1) the construction of the hotel (one-time benefit to the community) and 2) the operation of the hotel (on-going, annual figure). IMPLAN is an industry standard software used across the country to identify economic impacts. The construction phase of the hotel will generate a total economic impact of \$23 million to the community, which is comprised of direct effect of \$14.3 million, indirect effect of \$3.5 million, and induced effect of \$5.3 million. IMPLAN estimated that 105 direct full-time equivalent jobs (FTEs) will be required during the construction phase. The ongoing operation of the project is estimated to generate an annual economic impact of approximately \$5 million worth of goods and services to the community (direct, indirect, and induced impacts). The operations of the project is estimated require 19.25 full-time equivalent jobs (FTEs).

Describe the reasons why the Agency's Financial Assistance is necessary and how the Financial Assistance enables the company to undertake the Project to facilitate investment, job creation and/or job retention. Focus on competitiveness issues, project shortfalls, etc... Your eligibility determination will be based in part on your answer (attach additional pages if necessary)

The project will experience economic challenges and AIDA tax abatements are necessary for the project's financial structure. Furthermore, the Ground Lease Agreement is contingent upon receiving the needed incentives. While the hotel will strengthen the marketability of the sports and recreation complex as a whole, it comes at a higher cost than a prototypical hotel. Some of the economic challenges the project will encounter were previously mentioned: doubled meeting space, doubled breakfast area, enlarged pool, increased number of Queen-double rooms, Universal Design, block and plank construction, and added site work. Additionally, as the sports tourism industry grows and the competing event and sports facilities evolve to include lodging, it is

necessary to include an on-site hotel at the Northtown Center and Audubon Recreation Complex in order to maintain and increase Amherst's competitiveness in attracting these out-of-town tournaments and events.

Please confirm by checking the box, below, if there is likelihood that the Project would not be undertaken but for the Financial Assistance provided by the Agency

Yes

If the Applicant is unable to obtain Financial Assistance for the Project, what will be the impact on the Applicant and Erie County?

The impact would be that the Applicant would not move forward with the project, and any benefits to the county would not be realized, unless assistance can be provided in some other way. The Applicant as the sole respondent to the Town of Amherst's Request for Proposal for this project clearly indicates the difficulty of this project. The Ground Lease that has already been negotiated with the Town of Amherst is contingent on incentives to mitigate the economic challenges of the project.

Will project include leasing any equipment?

No

If yes, please describe equipment and lease terms.

Site Characteristics

Will the Project meet zoning/land use requirements at the proposed location?

Yes

Describe the present zoning/land use

The land is zoned GB - General Business and is presently vacant land with a detention pond.

Describe required zoning/land use, if different

If a change in zoning/land use is required, please provide details/status of any request for change of zoning/land use requirements

Is the proposed Project located on a site where the known or potential presence of contaminants is complicating the development/use of the property?

No

If yes, please explain

Has a Phase I Environmental Assessment been prepared, or will one be prepared with respect to the proposed Project Site?

No

If yes, please provide a copy.

Have any other studies, or assessments been undertaken with respect to the proposed Project Site that indicate the known or suspected presence of contamination that would complicate the site's development?

No

If yes, please provide copies of the study.

If you are purchasing new machinery and equipment, does it provide demonstrable energy efficiency benefits?

Yes

You may also attach additional information about the machinery and equipment at the end of the application.

Does or will the company or project occupant perform research and development activities on new products/services at the project location?

No

If yes, please explain.

What percentage of annual operating expenses are attributed to the above referenced research and development activities?

Select Project Type for all end users at project site (you may check more than one).

Will customers personally visit the Project site for either of the following economic activities? If yes with respect to either economic activity indicated below, complete the Retail Determination contained in Section IV of the Application.

Please check any and all end uses as identified below.

Retail Sales Yes **Services** Yes

For purposes of this question, the term "retail sales" means (i) sales by a registered vendor under Article 28 of the Tax Law of the State of New York (the "Tax Law") primarily engaged in the retail sale of tangible personal property (as defined in Section 1101(b)(4) (i) of the Tax Law), or (ii) sales of a service to customers who personally visit the Project.

- | | | |
|--|------------------------|---|
| No Manufacturing | No Multi-Tenant | No Mixed Use |
| No Acquisition of Existing Facility | No Commercial | No Facility for the Aging |
| No Housing | No Back Office | No Civic Facility (not for profit) |
| No Equipment Purchase | Yes Retail | No Other |

Project Information**Estimated costs in connection with project****Land and/or Building Acquisition**

\$ 0	square feet	acres
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New Building Construction

\$ 10,675,494	square feet	
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New Building addition(s)

\$ 0	square feet	
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Infrastructure Work

\$ 0		
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Renovation

\$ 0	square feet	
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Manufacturing Equipment

\$ 0		
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Non-Manufacturing Equipment: (furniture, fixtures, etc.)

\$ 1,038,858		
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Soft Costs: (professional services, etc.)

\$ 1,019,499		
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Other Cost

\$ 1,641,686		
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Explain Other Costs

Project carrying costs, loan closing costs and upfront working capital requirements.

Total Cost

\$ 14,375,537		
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Project Refinancing; estimated amount (for refinancing of existing debt only)

\$ 0		
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Have any of the above costs been paid or incurred as of the date of this Application?

No

If Yes, describe particulars:Sources of Funds for Project Costs:**Equity (excluding equity that is attributed to grants/tax credits):**

\$ 5,465,537		
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Bank Financing:

\$ 8,910,000		
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Tax Exempt Bond Issuance (if applicable):

\$ 0		
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Taxable Bond Issuance (if applicable):

\$ 0		
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Public Sources (Include sum total of all state and federal grants and tax credits):

\$ 0

Identify each state and federal grant/credit:**Total Sources of Funds for Project Costs:**

\$14,375,537

Has a financing preapproval letter or loan commitment letter been obtained?

No

Mortgage Recording Tax Exemption Benefit:**Estimated Mortgage Amount (Sum total of all financing – construction and bridge).*****Amount of mortgage, if any, that would be subject to mortgage recording tax.**

\$ 8,910,000

Lender Name, if Known**Estimated Mortgage Recording Tax Exemption Benefit (% of estimated mortgage amount stated above):**

\$89,100

Construction Cost Breakdown:**Total Cost of Construction**

\$ 11,714,352

(sum of 2,3,4,5, and/or 7 in Question K, above)

Cost for materials

\$ 7,030,000

% sourced in Erie County

90%

% sourced in State

100% (including Erie County)

Gross amount of costs for goods and services that are subject to State and local sales and use tax- said amount to benefit from the Agency's sales and use tax exemption benefit

\$ 7,030,000

Estimated State and local Sales and Use Tax Benefit (product of 8.75% multiplied by the figure, above):

\$ 615,125.00

Real Property Tax Benefit:**Identify and describe if the Project will utilize a real property tax exemption benefit OTHER THAN the Agency's PILOT benefit:**For proposed facility please include # of sq ft for each of the uses outlined below

		Cost	% of Total Cost
Manufacturing/Processing	square feet	\$ 0	0
Warehouse	square feet	\$ 0	0
Research & Development	square feet	\$ 0	0
Commercial	square feet	\$ 0	0
Retail	62,000 square feet	\$ 14,375,537	100
Office	square feet	\$ 0	0
Specify Other	square feet	\$ 0	0

If you are undertaking new construction or renovations, are you seeking LEED certification from the US Green Building Council?

No

If you answered yes to question above, what level of LEED certification do you anticipate receiving? (Check applicable box)

<BLANK>

Provide estimate of additional construction cost as a result of LEED certification you are seeking

Will project result in significant utility infrastructure cost or uses

Yes

What is your project timetable (Provide dates).

Start date : acquisition of equipment or construction of facilities

9/1/2018

End date : Estimated completion date of project

3/1/2020

Project occupancy : estimated starting date of operations

3/1/2020

Have construction contracts been signed?

No

Have site plans been submitted to the appropriate planning department for approval?

Yes

Has the Project received site plan approval from the appropriate planning department?

No

Is project necessary to expand project employment?

Yes

Is project necessary to retain existing employment?

No

Employment Plan (Specific to the proposed project location):

	Current # of jobs at proposed project location or to be relocated at project location	IF FINANCIAL ASSISTANCE IS GRANTED – project the number of FTE and PT jobs to be RETAINED	IF FINANCIAL ASSISTANCE IS GRANTED – project the number of FTE and PT jobs to be CREATED upon TWO years after Project completion	Estimate number of residents of the Labor Market Area in which the Project is located that will fill the FTE and PT jobs to be created upon TWO Years after Project Completion **
Full time	0	0	10	10
Part time	0	0	14	14
Total	0	0	24	

** The Labor Market Area includes the Counties of Erie, Niagara, Genesee, Cattaraugus, Wyoming and Chautauqua. For the purposes of this question, please estimate the number of FTE and PT jobs that will be filled, as indicated in the third column, by residents of the Labor Market Area, in the fourth column.

***By statute, Agency staff must project the number of FTE jobs that would be retained and created if the request for Financial Assistance is granted. Agency staff will project such jobs over the TWO Year time period

following Project completion. Agency staff converts PT jobs into FTE jobs by dividing the number of PT jobs by two (2).

If you estimated new job growth over the next 2 years, please provide a short description of how those estimates were calculated (i.e. jobs per square foot, new contracts/increased revenues, etc.)

Salary and Fringe Benefits for Jobs to be Retained and Created:

Category of Jobs to be Retained and Created	# of Employees Retained and Created	Average Salary for Full Time	Average Fringe Benefits for Full Time	Average Salary for Part Time (if applicable)	Average Fringe Benefits for Part Time (if applicable)
Management	4	\$ 54,000	\$ 8,700	\$ 0	\$ 0
Professional	0	\$ 0	\$ 0	\$ 0	\$ 0
Administrative	0	\$ 0	\$ 0	\$ 0	\$ 0
Production	20	\$ 25,000	\$ 4,000	\$ 15,000	\$ 2,400
Independent Contractor	0	\$ 0	\$ 0	\$ 0	\$ 0
Other	0	\$ 0	\$ 0	\$ 0	\$ 0

Employment at other locations in Erie County: (provide address and number of employees at each location):

Address			
Full time	0	0	0
Part time	0	0	0
Total	0	0	0

Will any of the facilities described above be closed or subject to reduced activity?

No

Payroll Information**Annual Payroll at Proposed Project Site**

\$ 421,000

Estimated average annual salary of jobs to be retained (Full Time)

\$ 0

Estimated average annual salary of jobs to be retained (Part Time)

\$ 0

Estimated average annual salary of jobs to be created (Full Time)

\$ 36,500

Estimated average annual salary of jobs to be created (Part Time)

\$ 15,000

Estimated salary range of jobs to be created

From (Full Time)	\$ 23,000	To (Full Time)	\$ 65,000
From (Part Time)	\$ 5,000	To (Part Time)	\$ 28,000

Is the project reasonably necessary to prevent the project occupant from moving out of New York State?

No

If yes, please explain and identify out-of-state locations investigated**What competitive factors led you to inquire about sites outside of New York State?**

n/a

Have you contacted or been contacted by other Local, State and/or Federal Economic Development Agencies?

No

If yes, please indicate the Agency and nature of inquiry below**Do you anticipate applying for any other assistance for this project?**

No

If yes, what type of assistance (Historic Tax Credits, 485(a), Grants, Utility Loans, Energy Assistance, Workforce Training)

Section III: Facility Type - Single or Multi Tenant

Is this a Single Use Facility or a Multi-Tenant Facility?

Single Use Facility

For Single Use Facility

Occupant Name Willowbrook Hospitality, LLC
Address 100 Corporate Parkway, Suite 500
Contact Person Peter A. Sayadoff
Phone (716) 834-5000
Fax (716) 834-5034
E-Mail
Federal ID # 45-1960778
SIC/NAICS Code 721110

Multi-Tenant Facility

Please explain what market conditions support the construction of this multi-tenant facility

Have any tenant leases been entered into for this project?

<BLANK>

If yes, please fill out a tenant form in section VII, for each tenant.

Tenant Name	Current Address (city, state, zip)	# of sq ft and % of total to be occupied at new projet site	SIC or NAICS-also briefly describe type of business, products services, % of sales in Erie Co.
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Section IV: Tenant Information

Section V: Environmental Questionnaire

General Background Information

Address of Premises

Name and Address of Owner of Premises

Describe the general features of the Premises (include terrain, location of wetlands, coastlines, rivers, streams, lakes, etc.)

Describe the Premises (including the age and date of construction of any improvements) and each of the operations or processes carried out on or intended to be carried on at the Premises

Describe all known former uses of the Premises

Does any person, firm or corporation other than the owner occupy the Premises or any part of it?

<BLANK>

If yes, please identify them and describe their use of the property

Have there been any spills, releases or unpermitted discharges of petroleum, hazardous substances, chemicals or hazardous wastes at or near the Premises?

<BLANK>

If yes, describe and attach any incident reports and the results of any investigations

Has the Premises or any part of it ever been the subject of any enforcement action by any federal, state or local government entity, or does the preparer of this questionnaire have knowledge of: a) any current federal, state or local enforcement actions; b) any areas of non-compliance with any federal, state or local laws, ordinances, rules or regulations associated with operations over the past 12 months?

<BLANK>

If yes, please state the results of the enforcement action (consent order, penalties, no action, etc.) and describe the circumstances

Has there been any filing of a notice of citizen suit, or a civil complaint or other administrative or criminal procedure involving the Premises?

<BLANK>

If yes, describe in full detail

Solid And Hazardous Wastes And Hazardous Substances

Does any activity conducted or contemplated to be conducted at the premises generate, treat or dispose of any petroleum, petroleum-related products, solid and hazardous wastes or hazardous substances?

<BLANK>

If yes, provide the Premises' applicable EPA (or State) identification number

Have any federal, state or local permits been issued to the Premises for the use, generation and/or storage of solid and hazardous wastes?

<BLANK>

If yes, please provide copies of the permits.

Identify the transporter of any hazardous and/or solid wastes to or from the Premises

Identify the solid and hazardous waste disposal or treatment facilities which have received wastes from the Premises for the past two (2) years

Does or is it contemplated that there will occur at the Premises any accumulation or storage of any hazardous wastes on-site for disposal for longer than 90 days?

<BLANK>

If yes, please identify the substance, the quantity and describe how it is stored

Discharge Into Waterbodies

Briefly describe any current or contemplated industrial process discharges (including the approximate volume, source, type and number of discharge points). Please provide copies of all permits for such discharges

Identify all sources of discharges of water, including discharges of waste water, process water, contact or noncontact cooling water, and stormwater. Attach all permits relating to the same. Also identify any septic tanks on site

Is any waste discharged into or near surface water or groundwaters?

<BLANK>

If yes, please describe in detail the discharge including not only the receiving water's classification, but a description of the type and quantity of the waste

Air Pollution

Are there or is it contemplated that there will be any air emission sources that emit contaminants from the Premises?

<BLANK>

If yes, describe each such source, including whether it is a stationary combustion installation, process source, exhaust or ventilation system, incinerator or other source

Are any of the air emission sources permitted?

<BLANK>

If yes, attach a copy of each permit.

Storage Tanks

List and describe all above and under ground storage tanks at the Premises used to store petroleum or gasoline products, or other chemicals or wastes, including the contents and capacity of each tank. Please also provide copies of any registrations/permits for the tanks

Have there been any leaks, spills, releases or other discharges (including loss of inventory) associated with any of these tanks?

<BLANK>

If yes, please provide all details regarding the event, including the response taken, all analytical results or reports developed through investigation (whether internal or external), and the agencies which were involved

Polychlorinated Biphenyls ("PCB" or "PCBs") And Asbestos

Provide any records in your possession or known to you to exist concerning any on-site PCBs or PCB equipment, whether used or stored, and whether produced as a byproduct of the manufacturing process or otherwise.

Have there been any PCB spills, discharges or other accidents at the Premises?

<BLANK>

If yes, relate all the circumstances

Do the Premises have any asbestos containing materials?

<BLANK>

If yes, please identify the materials

Section VI: Inter-Municipal Move Determination

The Agency is required by state law to make a determination that, if completion of a Project benefiting from Agency Financial Assistance results in the removal of an industrial or manufacturing plant of the project occupant from one area of the state to another area of the state or in the abandonment of one or more plants or facilities of the project occupant located within the state, Agency financial Assistance is required to prevent the project occupant from relocating out of the state, or is reasonably necessary to preserve the project occupant's competitive position in its respective industry.

Will the project result in the removal of an industrial or manufacturing plant of the Project occupant from one area of the state to another area of the state? No

Will the project result in the abandonment of one or more plants or facilities of the Project occupant located within the state? No

If Yes to either question, explain how, notwithstanding the aforementioned closing or activity reduction, the Agency's Financial Assistance is required to prevent the Project from relocating out of the State, or is reasonably necessary to preserve the Project occupant's competitive position in its respective industry:

Does this project involve relocation or consolidation of a project occupant from another municipality or abandonment of an existing facility?

Within New York State <BLANK>

Within Erie County <BLANK>

If Yes to either question, please, explain

Will the project result in a relocation of an existing business operation from the City of Buffalo?

<BLANK>

If yes, please explain the factors which require the project occupant to relocate out of the City of Buffalo (For example, present site is not large enough, or owner will not renew leases etc.)

What are some of the key requirements the project occupant is looking for in a new site? (For example, minimum sq. ft., 12 foot ceilings, truck loading docs etc.)

If the project occupant is currently located in Erie County and will be moving to a different municipality within Erie County, has the project occupant attempted to find a suitable location within the municipality in which it is currently located?

<BLANK>

What factors have lead the project occupant to consider remaining or locating in Erie County?

If the current facility is to be abandoned, what is going to happen to the current facility that project occupant is located in?

Please provide a list of properties considered, and the reason they were not adequate. (Some examples include: site not large enough, layout was not appropriate, did not have adequate utility service, etc.) Please include full address for locations.

Section VII: Adaptive Reuse Projects

Are you applying for tax incentives under the Adaptive Reuse Program? No

What is the age of the structure (in years)? 0

Has the structure been vacant or underutilized for a minimum of 3 years? (Underutilized is defined as a minimum of 50% of the rentable square footage of the structure being utilized for a use for which the structure was not designed or intended) <BLANK>

If vacant, number of years vacant. 0

If underutilized, number of years underutilized. 0

Describe the use of the building during the time it has been underutilized:

Is the structure currently generating insignificant income? (Insignificant income is defined as income that is 50% or less than the market rate income average for that property class) <BLANK>

If yes, please provide dollar amount of income being generated, if any \$

If apartments are planned in the facility, please indicate the following:

	Number of Units	Sq. Ft. Range Low to High	Rent Range Low to High
1 Bedroom	0	0	\$ 0
2 Bedroom	0	0	\$ 0
3 Bedroom	0	0	\$ 0
Other	0	0	\$ 0

Does the site have historical significance? <BLANK>

Are you applying for either State/Federal Historical Tax Credit Programs? No

If yes, provide estimated value of tax credits \$

Briefly summarize the financial obstacles to development that this project faces without Amherst IDA or other public assistance. Please provide the Amherst IDA with documentation to support the financial obstacles to development (you will be asked to provide cash flow projections documenting costs, expenses and revenues with and without IDA and other tax credits included indicating below average return on investment rates compared to regional industry averages)

Briefly summarize the demonstrated support that you intend to receive from local government entities. Please provide ECIDA with documentation of this support in the form of signed letters from these entities

Please indicate other factors that you would like ECIDA to consider such as: structure or site presents significant public safety hazard and or environmental remediation costs, site or structure is located in a distressed census tract, structure presents significant costs associated with building code compliance, site has historical significance, site or structure is presently delinquent in property tax payments

Section VIII: Senior Citizen Rental Housing Projects

Are you applying for tax incentives under the Senior Rental Housing policy?

No

Has the project received written support from the city, town or village government in which it is located?

<BLANK>

Describe the location of the project as it relates to the project’s proximity to the town / village / city center or to a recognized hamlet.

Is the project consistent with the applicable municipal master plan?

<BLANK>

If yes, please provide a narrative identifying the master plan (by name) and describing how the project aligns with the plan details

Does the project advance efforts to create a walkable neighborhood and community in proximity to important local amenities and services?

<BLANK>

If yes, please provide a narrative describing the walkable nature of the project including access seniors would have to specific neighborhood amenities.

Has a market study shown that there is a significant unmet need in the local community or specific neighborhood where seniors are unable to find appropriate housing opportunities?

<BLANK>

Is the project located in an area (defined as a 1 – 5 mile radius of the project site) where there are significant local resident populations that are at or below the median income level?

<BLANK>

If yes, please describe how you made this determination based upon census tract and other relevant third party data.

Does the project provide amenities that are attractive to seniors and differentiates the project from standard market rate housing?

<BLANK>

If yes, please describe these amenities (examples may include: community rooms, social / recreational activity areas, senior-oriented fixtures and safety amenities, security systems, call systems, on site medical services)

Are there impediments that hinder the ability to conventionally finance this project and /or negatively impact the project’s return on investment?

<BLANK>

If yes, please briefly summarize the financial obstacles to development that this project faces without IDA or other public assistance. Please provide the IDA with documentation to support the financial obstacles to development (you will be asked to provide cash flow projections documenting costs, expenses and revenues with and without IDA and other tax credits included indicating below average return on investment rates compared to regional industry averages)

Will the project target (and maintain during the incentive period) a minimum 50% occupancy rate of senior citizens whose income is at or below 60-80% of the median income for Erie County?

<BLANK>

If yes, please describe provide a narrative citing key facts that substantiate this finding.

Section IX: Retail Determination

Will any portion of the project (including that portion of the costs to be financed from equity or other sources) consist of facilities or property that are or will be primarily used in making sales of goods or services to customers who personally visit the project site? Yes

If yes, complete the Retail Questionnaire Supplement below.

What percentage of the cost of the project will be expended on such facilities or property primarily used in making sales of goods or services to customers who personally visit the project? 100 %

If the answer to this is **less than 33%** do not complete the remainder of the page and proceed to the next section (Section V: Inter-Municipal Move Determination).

If the answer to A is Yes AND the answer to Question B is greater than 33.33%, indicate which of the following questions below apply to the project:

Will the project be operated by a not-for-profit corporation? No

Is the project location or facility likely to attract a significant number of visitors from outside the economic development region (Erie, Niagara, Allegheny, Chautauqua and Cattaraugus counties) in which the project will be located? Yes

If yes, please provide a third party market analysis or other documentation supporting your response.

Is the predominant purpose of the project to make available goods or services which would not, but for the project, be reasonably accessible to the residents of the municipality? Are services provided at the proposed project site needed because of a lack of reasonably accessible retail trade facilities offering such goods or services? No

If yes, please provide a market analysis supporting your response.

Will the project preserve permanent, private sector jobs or increase the overall number of permanent private sector jobs in the State of New York? Yes

If yes, explain

The project is estimated to create 24 new jobs.

Is the project located in a Highly Distressed Area? No



Via e-mail: DMingoia@amherstida.com

May 18, 2018

Mr. David Mingoia
Executive Director / CEO
Amherst Industrial Development Agency
4287 Main Street
Amherst, NY 14226

Re: Hampton by Hilton at Northtown Center at Amherst – Additional Supporting Information

Dear Dave:

Willowbrook Hospitality, LLC, an affiliate of Uniland Development Company (“Uniland”), requests that the Amherst Industrial Development Agency (“AIDA”) provide financial assistance for development of the Hampton by Hilton, the next phase of the Northtown Center at Amherst.

The completion of this next phase of the Northtown Center will enhance the marketability of the project and strengthen the applications to attract out-of-town events and tournaments, therefore increasing the number, size and caliber of events.

This letter serves to address questions and comments raised by AIDA board members during the presentation of the project on April 10, 2018. Those questions and comments dealt with (1) the potential number of new tournaments and events that would be attracted to the Northtown Center upon completion of the proposed hotel, (2) the current utilization rate of rinks at the Northtown Center and, (3) the branding and marketing strategy for the complex.

- 1) New Tournaments and Events – For the potential number of new tournaments, Uniland approached the request in two ways. The first part is found within the attached letter from Norm Page with USA Hockey, which details the commitment by the USA Hockey Disabled Disciplines to host a multitude of new training programs, camps, tryouts, tournaments and festivals. The estimated total annual economic impact for all events is \$3,175,000 (as calculated by Visit Buffalo Niagara’s Sports Commission) and is based on the following:
 - a. Estimated annual impact of training, camps and tryouts is approx. \$846,000
 - b. Estimated annual impact of three (3) tournaments is approx. \$2,329,000

(Norm Page estimated that the USA Hockey Disabled Disciplines will host three (3) tournaments each year at the Northtown Center if the proposed hotel is constructed on-site)

Mr. David Mingoia
May 18, 2018
Page 2

The second approach to the potential new tournaments is a case study of the New England Sports Center in Marlborough, MA. The attached case study isolates the impact of a new hotel on an existing sports event facility. The case study clearly shows that the potential for new tournaments and events is substantial when lodging is developed adjacent to a sports event facility.

- 2) Northtown Center Utilization Rate – The utilization rate of the Northtown Center’s existing ice rink facilities was analyzed to address questions raised by board members about the Northtown Center’s capacity to host additional tournament and events. Based on the attached analysis, the Northtown Center is not at capacity for tournaments and events.
- 3) Branding and Marketing – Uniland is restricted on what branding and marketing can be used for the hotel as dictated by our franchise agreement with Hilton. Additionally, the Northtown Center is a facility with sponsored naming rights that are not perpetual, which creates further difficulty in branding the hotel in any way that ties to the name “Northtown”. However, the proposed hotel component of the Northtown Center complex will be a compelling element in marketing the Northtown Center. The Hampton by Hilton will improve the marketability and help maintain a competitive edge when attracting new tournaments and events to the complex, as supported by the Northtown Center in the attached letter.

Please forward this submission to the AIDA board members for their review. The information will also be included with the formal submission of the AIDA application.

If you have any questions, please give me a call at (716) 512-6416.

Sincerely,



Matthew S. Drosendahl
Senior Loan Analyst / Portfolio Manager
Uniland Development Company

Enclosures
CC: File # 8314-C



May 10, 2018

Amherst Industrial Development Agency Board of Directors
c/o David S. Mingoia, Executive Director/CEO
4287 Main Street
Amherst, New York 14226

Dear Amherst Industrial Development Agency Board of Directors,

I am writing on behalf of USA Hockey to express our interest in an on-site hotel at the Northtown Center at Amherst complex and the resulting commitment to the Northtown Center and the estimated economic impact for the community.

- USA Hockey is a national organization that provides a foundation for and the advancement of the sport of hockey for all ages and ability levels. Founded in 1937, it is currently represented in all 50 states and involves over one million players, coaches, officials, parents and volunteers. As the National Governing Body for ice hockey, USA Hockey is the official representative to the United States Olympic Committee and the International Ice Hockey Federation.
- USA Hockey is a leader among sports organizations when it comes to the promotion and growth of disabled hockey. Currently, USA Hockey includes six disciplines of disabled hockey: Sled, Deaf/Hard of Hearing, Blind, Standing/Amputee, Warrior, and Special. There is no "home ice" location for this section of USA Hockey.
- **The Hampton by Hilton hotel will allow USA hockey to declare the Northtown Center at Amherst and the hotel the National Home of the USA Hockey National Sled Hockey Programs.** With the on-site hotel, Northtown Center will become the official home ice for:
 - USA National Sled Hockey program which includes three teams
 - USA Men's Sled Hockey team
 - USA Women's Sled Hockey team
 - USA Developmental Sled Hockey team
- In addition, the Hilton hotel will allow USA Hockey to bring additional camps, tryouts and events of the other disabled hockey disciplines. They will include the following:
 - USA National Deaf/Hard of Hearing Hockey team
 - USA National Blind Hockey team
 - USA National Standing/Amputee Hockey team
 - USA Warrior Hockey and USA Special Hockey



USA Hockey, the national governing body for the sport of ice hockey, is a member of the International Ice Hockey Federation and the United States Olympic Committee





- **As the home for the USA Hockey Disabled Disciplines, the Northtown Center and hotel will attract and host a multitude of new training programs, camps, tryouts, tournaments, and festivals. The estimated total annual economic impact for the events is \$3,175,000.** The economic impact analysis was completed by Visit Buffalo Niagara's Sports Commission, and more details can be supplied. The hotel will allow us to house the national teams for sled, deaf/heard of hearing, blind, and standing/amputee on their training weeks throughout the year, as much as once a month from September through March, and we will host additional National and International events and competitions. Camps and tournaments, and festivals will be held for warrior and special hockey programs.
- The on-site access of the hotel will allow USA Hockey to realize savings for our programs. For example, USA Hockey typically spends approximately \$5,000 for accessible transportation for a 6-day event. We will be able to save these dollars because transportation will not be needed.
- USA Hockey also uses the Northtown Center for many stand up hockey events, summer camps, and training throughout the year. The Hampton again would give us the opportunity to house our athletes on-site.
- The accessibility that Uniland is looking to incorporate into the hotel facility is another exciting and important factor for our athletes, our community and USA Hockey. Since we are looking to bring local, national and international events to the facility, having a hotel that is second to none in accommodating the disabled community will only add to what we can bring to Northtown Center complex.
- With the addition of the on-site hotel, USA Hockey is committed to calling Western New York and Northtown home to one of our major National programs. The hotel and its design will give us a unique opportunity that is not found elsewhere. This in addition to a first-class multi-rink facility and staff that continues to set the bar high. USA Hockey will bring additional events to the Northtown Center because of the on-site hotel.
- Last, and I believe most important, is the positive influence that this sport has with the disabled community. The impact is substantial not only with the athletes, but with their families as well. The sport is a vehicle that really does change lives. For the past 20 years I have been so fortunate to see our children, adults, and our wounded Veterans and their families discover an outlet that gives them friendship, support, self-esteem, and confidence in themselves. This has allowed them to not only become productive members of their communities but leaders in their communities. We are excited that the center of the disabled hockey community will be located right here in our own back yard. It is something that we should all be proud of.

Sincerely,

Norm Page

USA Hockey National Sled Representative

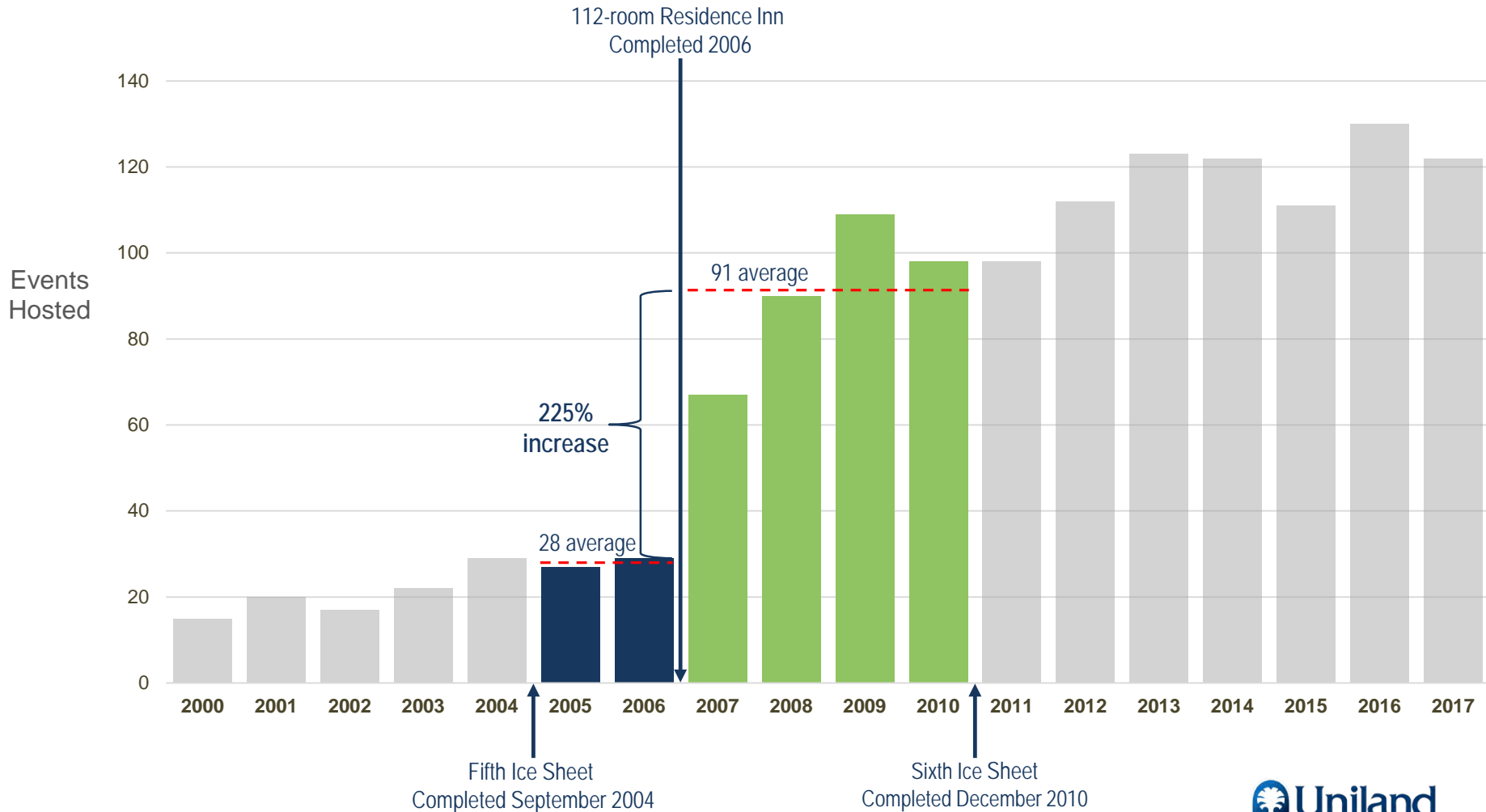


USA Hockey, the national governing body for the sport of ice hockey, is a member of the International Ice Hockey Federation and the United States Olympic Committee



New Hotel Impact on Events Hosted

Competitive Case Study: New England Sports Center – Marlborough, MA



Northtown Center at Amherst - Competitive Case Study

New England Sports Center – Marlborough, Massachusetts

To demonstrate the impact of the addition of a hotel component to an existing sports complex, Uniland conducted research on similar complexes in the northeastern United States. While there are many comparable multi-ice rink facilities, The New England Sports Center in Marlborough, MA (“NESC”), was the only complex that publicly displayed the data required to quantify said impact.

The first phase of the New England Sports Center was completed in 1994, and included four (4) ice rinks. Since that time, the complex has added four (4) full-size ice rinks, two (2) training rinks, a pro shop, family-style restaurant and, in 2006, a Residence Inn by Marriott was completed adjacent to the facility. To measure the impact of the hotel component on NESC’s operations, Uniland analyzed the annual events data for the facility from 2000 to 2017, as provided by the New England Sports Center’s website (<http://www.nes.com>) .

Additional ice rinks were constructed at the NESC in 2004, 2010 and 2017. The analysis isolates the time period analyzed to exclude any changes occurring at the complex, except for the construction of the hotel. Since the addition of ice rinks in 2004 and 2010 could potentially skew the events data (i.e. more rinks allow more events to be hosted), the years before 2005 and after 2010 are excluded from the comparison. For this reason, the events data comparison is limited to the following time periods:

2005 – 2006: After completion of 5th ice rink and before completion of Residence Inn

2007 – 2010: After completion of Residence Inn and before completion of 6th ice rink

The data was further adjusted to remove hockey leagues from the event totals. It is assumed that hockey leagues are local in nature, and are not likely to be impacted by the construction of a hotel.

The remaining data for 1,341 events from 2000 to 2017 was graphed, illustrating events per year, with a focus on the average events per year during the above specified time periods.

The results demonstrate that following completion of the Residence Inn by Marriott in 2006, the facility experienced a substantial increase of 225% in events per year. Based on this analysis, Uniland believes that developing the Hampton by Hilton in the Northtown Center complex will increase the number of events held at the facility each year.

Northtown Center at Amherst - Competitive Case Study

New England Sports Center – Marlborough, Massachusetts

Number of Events per Year (excluding leagues)

Year	Number of Events	% Change Year-over-Year
2000	15	-
2001	20	33%
2002	17	-15%
2003	22	29%
2004	29	32%
2005	27	-7%
2006	29	7%
2007	67	131%
2008	90	34%
2009	109	21%
2010	98	-10%
2011	98	0%
2012	112	14%
2013	123	10%
2014	122	-1%
2015	111	-9%
2016	130	17%
2017	122	-6%
Total	1,341 events	
Average	74.5 events per year	

Northtown Center at Amherst - Competitive Case Study

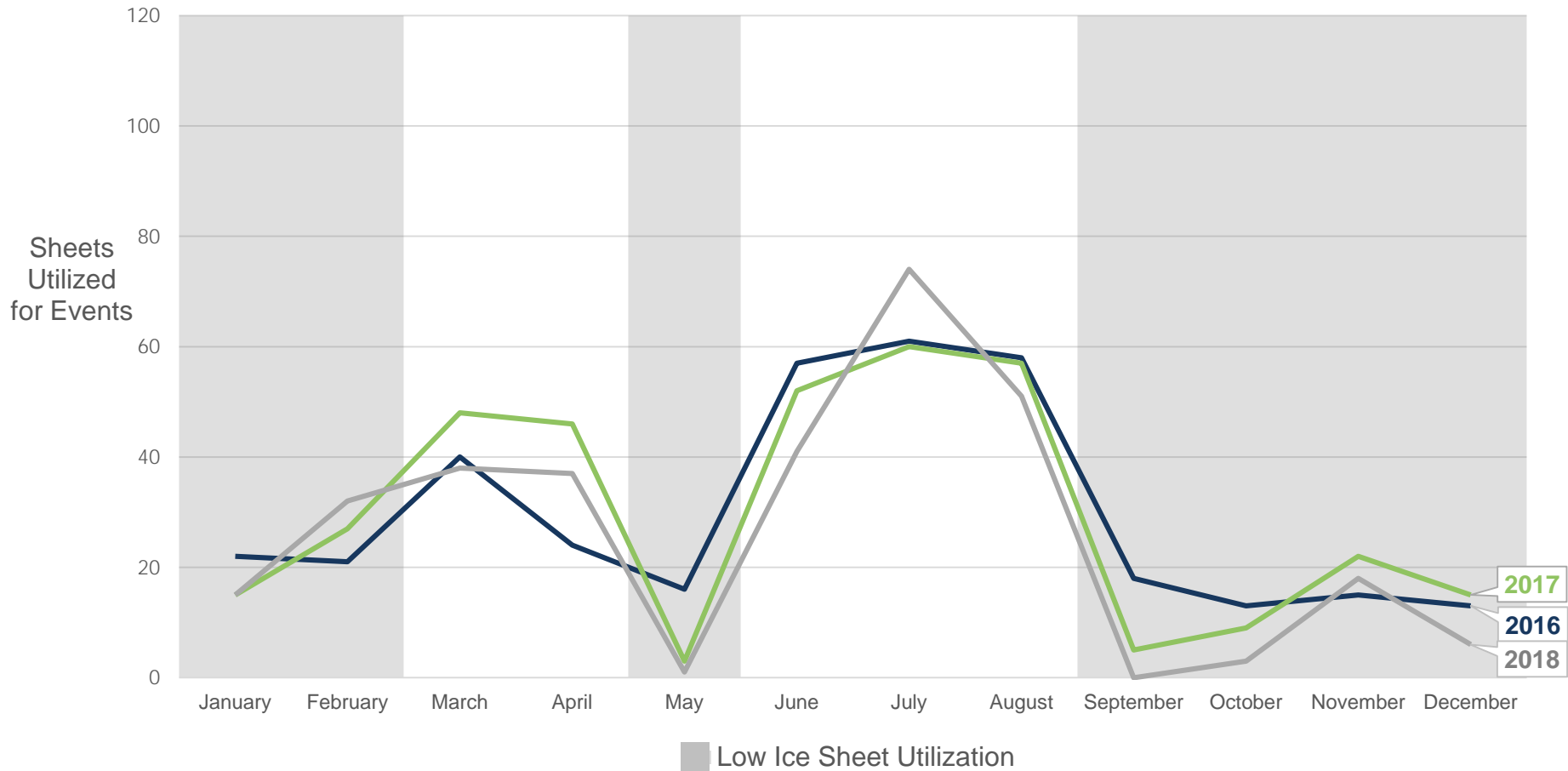
New England Sports Center – Marlborough, Massachusetts

Sources:

- New England Sports Center website: <http://www.nes.com/>
For historical events information and complex history
- City of Marlborough Massachusetts permitting website:
<https://aca3.accela.com/MARLBOROUGH/Default.aspx>
For building permit for banner “Opening Soon / Now Open” to establish completion date

Ice Sheet Utilization for Events

Northtown Center Ice Sheets: 2016 – 2018



Note: (1) The total number of available sheets per month ranges from 112-124.
 (2) League usage is omitted from this analysis.
 (3) Data on daily ice sheet utilization for events provided by Northtown Center.

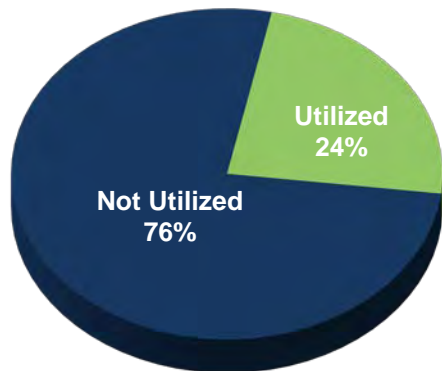
Ice Sheet Utilization for Events

Northtown Center Ice Sheets: 2016 – 2018

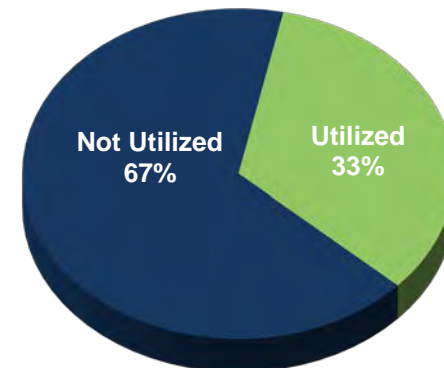
Weekly Utilization (Monday - Sunday)			
Year	Available Sheets	Sheets Utilized For Events	% Utilized
2016	1,460	358	25%
2017	1,460	359	25%
2018	1,460	316	22%

Weekend Utilization (Friday - Sunday)			
Year	Available Sheets	Sheets Utilized For Events	% Utilized
2016	632	221	35%
2017	628	217	35%
2018	624	193	31%

Average Weekly Utilization for Events 2016-2018



Average Weekend Utilization for Events 2016-2018



Note: (1) League usage is omitted from this analysis.
 (2) Data on daily ice sheet utilization for events provided by Northtown Center.



TOWN OF AMHERST YOUTH & RECREATION DEPARTMENT

ERIE COUNTY, NEW YORK

Northtown Center at Amherst
1615 Amherst Manor Drive
Williamsville, NY 14221
(716) 631-7132
Fax (716) 626-9087
www.amherst.ny.us

BRIAN J. KULPA
Supervisor

JACQUALINE G. BERGER
Liaison

MARY-DIANA POULI, Executive Director

JAY LUPINI
Chairperson, Youth Board

SUNIL BAKSHI
Chairperson, Rec Commission

May 18, 2018

Amherst Industrial Development Agency Board of Directors
c/o David S. Mingoia, Executive Director/CEO
4287 Main Street
Amherst, New York 14226

Dear Amherst Industrial Development Agency Board of Directors:

RE: Northtown Center at Amherst – Hampton Inn by Hilton

I am writing to express support for the proposed Hampton Inn by Hilton at the Northtown Center at Amherst. Once completed this new addition to the Northtown Center will improve marketability and help maintain a competitive edge when attracting new tournaments and events to the complex.

When responding to Requests for Proposals for future tournaments and events, the Hampton Inn by Hilton will be an important component of our marketing strategy, and will be included in our response. The hotel will be a compelling element in marketing the Northtown Center to events for disabled people, due to its universal design and abundance of accessible guest rooms, and will serve as a boon when appealing to all future events by providing conference space and on-site lodging which will eliminate transportation time and simplify team and event coordination.

The Northtown Center fully supports Uniland's proposed Hampton Inn by Hilton and looks forward to welcoming this valuable addition to the Northtown Center at Amherst.

Very Truly Yours,

Eric W. Guzdek

Eric W. Guzdek
General Manager
Northtown Center at Amherst

Short Environmental Assessment Form

Part 1 - Project Information

Instructions for Completing

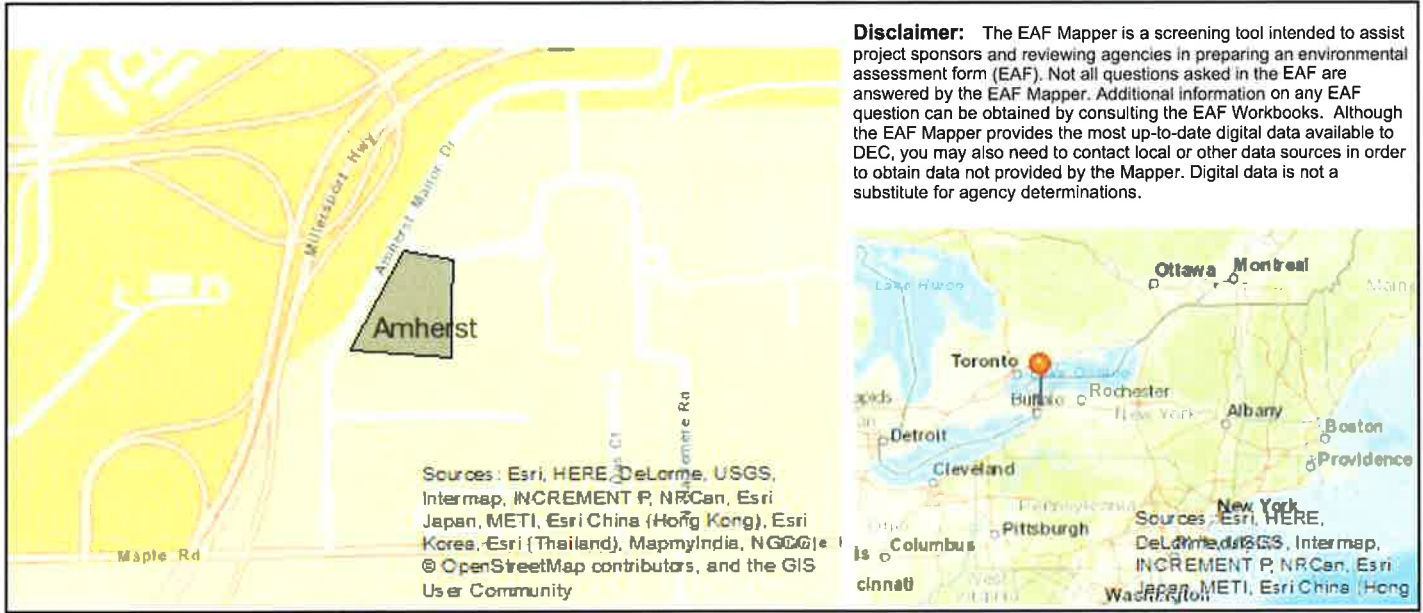
Part 1 - Project Information. The applicant or project sponsor is responsible for the completion of Part 1. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification. Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information.

Complete all items in Part 1. You may also provide any additional information which you believe will be needed by or useful to the lead agency; attach additional pages as necessary to supplement any item.

Part 1 - Project and Sponsor Information				
Name of Action or Project: Hampton Inn Hotel @ The Northtown Center				
Project Location (describe, and attach a location map): 1601 Amherst Manor Drive, Town of Amherst				
Brief Description of Proposed Action: Proposed 4-story, 105-unit hotel and paved surface parking on 3-acres of redeveloped lands.				
Name of Applicant or Sponsor: Uniland Development Company		Telephone: 716-834-5000 E-Mail: mlongo@uniland.com		
Address: 100 Corporate Parkway, Suite 500				
City/PO: Amherst		State: NY	Zip Code: 14226	
1. Does the proposed action only involve the legislative adoption of a plan, local law, ordinance, administrative rule, or regulation? If Yes, attach a narrative description of the intent of the proposed action and the environmental resources that may be affected in the municipality and proceed to Part 2. If no, continue to question 2.			NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/>
2. Does the proposed action require a permit, approval or funding from any other governmental Agency? If Yes, list agency(s) name and permit or approval: Town of Amherst Building Permit; NYSDEC SPDES Permit for Storm water Discharge			NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/>
3.a. Total acreage of the site of the proposed action?		2.97 acres		
b. Total acreage to be physically disturbed?		3.90 acres		
c. Total acreage (project site and any contiguous properties) owned or controlled by the applicant or project sponsor?		2.97 acres		
4. Check all land uses that occur on, adjoining and near the proposed action. <input type="checkbox"/> Urban <input type="checkbox"/> Rural (non-agriculture) <input type="checkbox"/> Industrial <input checked="" type="checkbox"/> Commercial <input checked="" type="checkbox"/> Residential (suburban) <input type="checkbox"/> Forest <input type="checkbox"/> Agriculture <input type="checkbox"/> Aquatic <input checked="" type="checkbox"/> Other (specify): <u>State University at Buffalo</u> <input checked="" type="checkbox"/> Parkland				

5. Is the proposed action, a. A permitted use under the zoning regulations?	NO	YES	N/A
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Consistent with the adopted comprehensive plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6. Is the proposed action consistent with the predominant character of the existing built or natural landscape?	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
7. Is the site of the proposed action located in, or does it adjoin, a state listed Critical Environmental Area? If Yes, identify: _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8. a. Will the proposed action result in a substantial increase in traffic above present levels?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
b. Are public transportation service(s) available at or near the site of the proposed action?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
9. Does the proposed action meet or exceed the state energy code requirements? If the proposed action will exceed requirements, describe design features and technologies: _____	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
10. Will the proposed action connect to an existing public/private water supply? If No, describe method for providing potable water: _____	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
11. Will the proposed action connect to existing wastewater utilities? If No, describe method for providing wastewater treatment: _____	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
12. a. Does the site contain a structure that is listed on either the State or National Register of Historic Places?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
b. Is the proposed action located in an archeological sensitive area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	
13. a. Does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other waterbodies regulated by a federal, state or local agency?	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
b. Would the proposed action physically alter, or encroach into, any existing wetland or waterbody? If Yes, identify the wetland or waterbody and extent of alterations in square feet or acres: _____	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	
14. Identify the typical habitat types that occur on, or are likely to be found on the project site. Check all that apply: <input type="checkbox"/> Shoreline <input type="checkbox"/> Forest <input type="checkbox"/> Agricultural/grasslands <input type="checkbox"/> Early mid-successional <input type="checkbox"/> Wetland <input type="checkbox"/> Urban <input checked="" type="checkbox"/> Suburban			
15. Does the site of the proposed action contain any species of animal, or associated habitats, listed by the State or Federal government as threatened or endangered?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
16. Is the project site located in the 100 year flood plain?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
17. Will the proposed action create storm water discharge, either from point or non-point sources? If Yes, a. Will storm water discharges flow to adjacent properties? <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	
b. Will storm water discharges be directed to established conveyance systems (runoff and storm drains)? If Yes, briefly describe: Town of Amherst storm sewers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

<p>18. Does the proposed action include construction or other activities that result in the impoundment of water or other liquids (e.g. retention pond, waste lagoon, dam)?</p> <p>If Yes, explain purpose and size: _____</p> <p>Temporary detention of runoff, approximately 19,000 cf</p> <p>_____</p>	<p>NO</p> <p><input type="checkbox"/></p>	<p>YES</p> <p><input checked="" type="checkbox"/></p>
<p>19. Has the site of the proposed action or an adjoining property been the location of an active or closed solid waste management facility?</p> <p>If Yes, describe: _____</p> <p>_____</p>	<p>NO</p> <p><input checked="" type="checkbox"/></p>	<p>YES</p> <p><input type="checkbox"/></p>
<p>20. Has the site of the proposed action or an adjoining property been the subject of remediation (ongoing or completed) for hazardous waste?</p> <p>If Yes, describe: _____</p> <p>_____</p>	<p>NO</p> <p><input type="checkbox"/></p>	<p>YES</p> <p><input checked="" type="checkbox"/></p>
<p>I AFFIRM THAT THE INFORMATION PROVIDED ABOVE IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE</p>		
<p>Applicant/sponsor name: Michael A. Longo, RA</p>		<p>Date: 02-09-18</p>
<p>Signature: <u>Michael A. Longo</u></p>		



Part 1 / Question 7 [Critical Environmental Area]	No
Part 1 / Question 12a [National Register of Historic Places]	No
Part 1 / Question 12b [Archeological Sites]	Yes
Part 1 / Question 13a [Wetlands or Other Regulated Waterbodies]	Yes - Digital mapping information on local and federal wetlands and waterbodies is known to be incomplete. Refer to EAF Workbook.
Part 1 / Question 15 [Threatened or Endangered Animal]	No
Part 1 / Question 16 [100 Year Flood Plain]	No
Part 1 / Question 20 [Remediation Site]	Yes



Brian J. Kulpa
Supervisor
Daniel C. Howard, AICP
Planning Director
Ellen M. Kost, AICP
Assistant Planning Director

SEQR Negative Declaration

APR26'18 AM10:34 RCUD

NOTICE OF DETERMINATION OF NON-SIGNIFICANCE

Lead Agency:	Town of Amherst Planning Board	Project:	SP-1997-32G
Address:	5583 Main Street Williamsville, NY 14221 (716) 631-7051	Date:	April 19, 2018

This notice is issued pursuant to Part 617 and Local Law #3-82, as amended, of the implementing regulations pertaining to Article 8 (State Environmental Quality Review) of the Environmental Conservation Law.

The Lead Agency has determined that the proposed action described below will not have a significant adverse effect on the environment.

Title of Action: Site Plan Review

SEQR Status: Unlisted

Description of Action: To construct a 4-story, 106-unit Hampton Inn hotel in the southwest corner of the Amherst Northtown Recreation Center property that is to be leased from the Town. The hotel is shown as facing Amherst Manor Drive with a porte-cochere in front and indoor pool in back. The project includes parking for 115 vehicles, arranged along the front, back and south side of the hotel. Access is proposed from a driveway at the south end of the parcel frontage on Amherst Manor Drive and a driveway extending from the private access drive to Northtown Center. A new detention basin is to be constructed in the southeast corner of the development site to serve this facility; the existing detention basin for the Northtown Center will be relocated to the east. A dumpster and storage enclosure are shown in the northeast corner of the development site. Work will include the site improvements not specifically stated above, including, stormwater, utilities, grading, lighting, paving, and landscaping.

Location: 1615 Amherst Manor Drive, Amherst, Erie County

Petitioner: Uniland Development Company

APR26'18 AM10:34 RCUD

Reasons Supporting This Determination

Based on information submitted by the applicant including a Short Environmental Assessment Form (EAF) - Part I and a complete site plan application, a preliminary staff analysis was undertaken. Compared to the criteria listed in Section 617.7, all indications are that this action will not have a significant impact on the environment, as follows:

1. The project is not expected to cause a substantial adverse change in existing air quality, ground or surface water quality or quantity, or noise levels; a substantial increase in solid waste production; or a substantial increase in the potential for erosion, flooding, leaching or drainage problems. The Engineering Department on April 12, 2018 reviewed the Grading, Drainage and Utility Plans, Engineer's Report and Erosion Control Plan submitted on April 9, 2018, and Geotechnical Report prepared by Empire GEO Services, Inc. The Stormwater Pollution Prevention Plan (SWPPP) submitted on April 9, 2018 was also reviewed on April 18, 2018. Based on its review of these documents, the Department has determined that the project has or will have met all applicable requirements and has no objection to its approval.
2. The project will not result in the removal or destruction of large quantities of vegetation or fauna; or in significant adverse impacts to fish or wildlife species, habitats or other natural resources. The Planning Department reviewed a Landscape Plan submitted on April 9, 2018 and determined that it meets or exceeds Zoning Ordinance requirements for greenspace. The Landscape Plan has or will have met all Zoning Ordinance and Town requirements for landscaping.
3. The project is not expected to create any material conflict with the Town Comprehensive Plan. The Building Department has reviewed the application documents, along with the Geotechnical Report submitted on February 12, 2018 and determined in their review of April 19, 2018 that the subject project has or will have met all Zoning Ordinance regulations.
4. The project is not within an area identified by the State as potentially containing significant cultural or archeological resources, nor will it impair the character or quality of important historical resources.
5. The project will not impair the character or quality of important aesthetic resources or of existing community or neighborhood character. The project is located in the General Business (GB) zoning district. Neighboring uses are the remainder of the Northtown Center property zoned RC, apartments zoned MFR-5, office zoned OB, arterial highway and UB campus; therefore, the project is consistent with surrounding land use.
6. The proposed subject development will include construction of a 4-story, 106-room hotel which will not cause a major change in the use of either the quantity or type of energy.

7. The project will not create any hazard to human health. The Fire Chief's Association on April 17, 2018 has reviewed the project and has no objection to the approval of the site plan, as all requirements of this agency has or will have been met.
8. The project will cause a substantial change in the use and the intensity of land use at this location. However, the land to be used for this project is not identified as current or future recreational land; the project will not affect the site's capacity to support existing recreational uses and is expected to enhance these uses by providing convenient lodging for users of the Northtown Center. The proposed hotel will be consistent with the scale of surrounding land uses.
9. The function of the proposed hotel will increase the number of people using the site over its previous level of use. The site's road and utility infrastructure are sufficient to support the proposed use.
10. Review by the Town Traffic/Safety Board dated March 8, 2018 indicate that significant negative traffic impacts are not expected to result from the proposed project.
11. A coordinated review of the project has been undertaken by Town Departments including, in addition to those mentioned above, Highway on February 22, 2018, Assessor on March 12, 2018, Plumbing Division on February 27, 2018, Right-of-Way Agent on April 17, 2018 and Youth & Recreation on March 15, 2018. These reviews did not identify any potential significant adverse environmental issues and indicated that the proposal will not have a significant damaging impact on the environment.
12. Issues not specifically mentioned above and/or those not specifically reviewed were not raised by Town departments, outside agencies or the public and are not determined to cause significant negative environmental impacts.

Planning Board Approval

Moved by: Ulatowski; Seconded by: Gelber; Ayes – 4; Noes – 0; Absent – 3 (Gilmour, Herberger, Shapiro)

<i>Ellen M. ...</i>	<u>4/23/18</u>
signature & title of preparer	Date

<i>Robert J. Gilmour</i>	<u>4/25/18</u>
Robert J. Gilmour, Planning Board Chair	Date

EK/ac

X:\Current_Planning\Files\Site Plans\1997\SP-1997-32_G_(1615_Amherst_Manor_Dr)_2018\Blurb_041918.doc

- cc: Amherst Town Clerk
 Building Department
 Highway
 ECDEP
 Fire Chiefs'
 Engineering
 Traffic/Safety
 NYSDOT

Michael Longo, Uniland Development Company, 100 Corporate Parkway, Suite 500, Amherst, NY 14226
Tredo Engineers, 755 Seneca Street, Suite 202, Buffalo, NY 14210

Drosendahl, Matthew

From: Drosendahl, Matthew
Sent: Friday, June 8, 2018 3:45 PM
To: David Mingoia (DMingoia@amherstida.com)
Cc: Kane, Kellena; Montante, Michael; Sayadoff, Peter; Tytka, David; Flury, Sean
Subject: FW: Northtown Center Hotel
Attachments: 6-8-18 AIDA - Northtown Center Hampton by Hilton - Follow Up Supporting Information - Copy.pdf

Hi Dave,

Please see the below and attached to address the questions and clarification requested by the AIDA Executive Committee for the project.

This information is being sent with the understanding that the project public hearing notice can be submitted to the Amherst Bee today for publication next Wednesday.

Please advise when the public hearing notice has been submitted to the Amherst Bee as soon as possible.

Give me a call at (716) 512-6416 with any questions.

Thanks,

Matthew S. Drosendahl

Loan Analyst / Portfolio Manager

University Corporate Centre
100 Corporate Pkwy | Suite 500
Amherst, NY 14226-1295
716.834.5000 ext. 416
www.uniland.com



Connect with Uniland



From: Dave Mingoia [<mailto:DMingoia@amherstida.com>]
Sent: Friday, June 1, 2018 8:55 PM
To: Drosendahl, Matthew <mdrosendahl@Uniland.com>
Subject: Northtown Center Hotel

CAUTION:This email originated from outside of the organization. Do not click links or open attachments unless you are sure the sender AND the content is safe.

Matt,

I was tied up most of the day and also attended Nathan Neill's wake today. I think you may have interacted with him when he was AIDA counsel.

The AIDA Executive Committee met this morning and Uniland's hotel project application was among the items on the agenda. The Executive Committee (along with other Board members who were present), reviewed and discussed the application and the information provided with your May 18th letter.

After much discussion regarding project eligibility, the Executive Committee is requesting that Uniland provide additional information relating to the statutory requirement that the project is likely to attract a significant number of visitors from outside the economic development region. In summary, we are seeking additional information in the following areas:

1. Information regarding the number of people (not just the number of tournaments) from outside the region that would result from increased usage of the Northtown Center facilities for hockey, softball and baseball activities.

Uniland's application stated the impact from one additional hockey tournament will produce over \$680,000 in total spending impact to the local economy and \$1,600,000 for one additional softball tournament. Attached is the impact analysis completed by Visit Buffalo Niagara (VBN) to support those economic impact figures and below details the number of people. The second attachment is e-mail correspondence from Pete Harvey with VBN that explains the methodology and assumptions for these estimates.

Total Estimated Team Member Counts

VBN estimates a total of 720 team members would visit the Northtown Center *per each additional* hockey tournament. The assumption is comprised of a 40-team tournament with 18 players per team over a three day period.

VBN estimates a total of 1,680 team members would visit the Northtown Center *per each additional* softball tournament. The assumption is comprised of a 70-team tournament with 24 players per team over a three day period.

The estimated team counts are included in the attached analyses prepared by VBN:

- 1) Event Impact Calculator Detail – Hockey Tournament – 03/29/2018
- 2) Event Impact Calculator Detail – Softball Tournament – 03/29/2018

Total Estimated Team Members including Parent, Sibling & Additional Spectator Counts

In addition to the participants, parents, siblings and other spectators attend the events. VBN states that there is no industry standard to apply as attendance numbers vary by event type. However, VBN does state that for youth events, it is reasonable to use a spectator multiplier of 2.5. A 2.5 multiplier represents one event participant, one parent and 50% of the time one additional person (i.e. second parent, an additional sibling). While the Northtown Center caters to all age groups, the majority of events held are youth events. Utilizing a 2.5 multiplier over a three day event provided the following:

- 1) Hockey Tournament – 5,400 attendees including participants, parents, siblings and additional spectators *per additional tournament*
- 2) Softball Tournament – 12,600 attendees including participants, parents, siblings and spectators *per additional tournament*

2. The application indicates that over the past 2 years, the Northtown Center has hosted over 110 international, national and regional events, with an estimated attendance of over 200,000 people, with 67% of these people from outside the economic development region. While this information is attributed in the application to the Northtown Center General Manager and the Town's Recreation Supervisor, there is no direct verification of this

information, and this information was not included the Recreation Department's May 18th support letter. Please provide written verification of this information.

Attached is an e-mail from Brad Waltz with Northtown Center detailing the estimated attendance at the facility in 2016 and 2017. Please note the methodology used to calculate the estimated attendance is consistent with the method used by VBN for the purposes of determining the estimated economic impact of tournaments and events, per the attached e-mail from Peter Harvey.

3. To the extent possible, please have USA Hockey provide further information on the number of people its proposed increased usage represents.

Attached please find a letter from Norm Page with USA Hockey, clarifying the attendance figures for tournaments and events that USA Hockey has committed to bring to the Northtown Center should the on-site hotel be developed.

4. To the extent there exists a third party market study for the hotel and/or any other third party analysis relating to the location and attraction of visitors, please provide that study or analysis.

Uniland did not engage a third-party market study because our internal market research convinced us that the addition of an on-site hotel will attract a significant number of additional out-of-the-area tourists to the Northtown Center. Uniland's findings, which were shared with the AIDA, include the case study of Marlborough, MA's New England Sports Center, USA Hockey's commitment to additional events and tournaments, and Visit Buffalo Niagara's economic impact analysis of additional tournaments. Our internal market research capabilities have been refined by over 20 years of experience and supports real estate development projects for a multitude of product types.

Please let me know what you will be able to provide and when it will be transmitted.

Regards,

David S. Mingoia
Executive Director/CEO
Amherst Industrial Development Agency
4287 Main Street
Amherst, New York 14226
716-688-9000
716-688-0205 (fax)
www.AmherstIDA.com



Event Impact Calculator Detail - Hockey Tournament - 03/29/2018

Event Summary

Key Parameters		Key Metrics	
Event Name:	Hockey Event Amherst	Business Sales (Direct):	\$410,236
Organization:	USA Hockey (Main)	Business Sales (Indirect):	\$270,691
Event Type:	Sports: Youth Amateur	Business Sales (Total):	\$680,927
Start Date:	01/04/2018	Jobs Supported (Direct):	233
End Date:	01/06/2018	Jobs Supported (Indirect):	46
Overnight Attendees:	720	Jobs Supported (Total):	279
Day Attendees:	0	Local Tax:	\$40,016
:		Net Direct Local Tax ROI:	\$32,762
:		Est. Room Nights Demand:	1,080

Direct Business Sales

Sales by Source

Attendees Spending:	\$390,128	Exhibitor Spending:	\$55
Organizer Spending:	\$20,054	Total Event Spending:	\$410,236

Business Sales by Sector

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$178,200	\$0*	\$0	\$178,200
Transportation	\$31,416	\$250*	\$35	\$31,701
Food & Beverage	\$92,318	\$9,474*	\$0	\$101,792
Retail	\$55,884	\$0	\$0	\$55,885
Recreation	\$32,309	\$0	\$0	\$32,309
Space Rental	\$0	\$4,438*	\$0	\$4,438
Business Services	\$0	\$5,892*	\$20	\$5,912
Totals	\$390,128	\$20,054	\$55	\$410,236

* indicates that the calculator's model defaults were used

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$410,236	\$270,691	\$680,927
Personal Income	\$125,376	\$83,337	\$208,713
Jobs Supported			
Persons	233	46	279
Annual FTEs	5	1	6
Taxes And Assessments			

<u>Federal Total</u>	<u>\$35,748</u>	<u>\$23,658</u>	<u>\$59,406</u>
<u>State Total</u>	<u>\$23,701</u>	<u>\$8,504</u>	<u>\$32,205</u>
Sales	\$14,935	\$2,707	\$17,642
Income	\$2,465	\$1,639	\$4,103
Bed	\$0		\$0
Other	\$6,302	\$4,158	\$10,460
<u>Local Total</u>	<u>\$32,762</u>	<u>\$7,254</u>	<u>\$40,016</u>
Sales	\$17,735	\$3,215	\$20,949
Income	\$730	\$485	\$1,214
Bed	\$8,910		\$8,910
Per Room Charge	\$0		\$0
Tourism District	\$0		\$0
Restaurant	\$0	\$0	\$0
Other	\$5,387	\$3,555	\$8,942
Property Tax	\$11,720	\$5,572	\$17,292

Event Return On Investment (ROI)

Direct

Direct Tax Receipts	\$32,762
DMO Hosting Costs	\$0
Direct ROI	\$32,762
Net Present Value	\$32,762
Direct ROI (%)	0

Total

Total Local Tax Receipts	\$40,016
Total ROI	\$40,016
Net Present Value	\$40,016
Total ROI (%)	0

Estimated Room Demand Metrics

Room Nights Sold:	1,080	:
Room Pickup (block only):	1,080	:
Peak Room Nights:	360	:
Total Visitor Days:	2,160	:



Event Impact Calculator Detail - Softball Tournament - 03/29/2018

Event Summary

Key Parameters		Key Metrics	
Event Name:	Softball Amherst	Business Sales (Direct):	\$967,298
Organization:	USA Hockey (Main)	Business Sales (Indirect):	\$637,671
Event Type:	Sports: Youth Amateur	Business Sales (Total):	\$1,604,969
Start Date:	07/05/2018	Jobs Supported (Direct):	548
End Date:	07/07/2018	Jobs Supported (Indirect):	108
Overnight Attendees:	1680	Jobs Supported (Total):	657
Day Attendees:	0	Local Tax:	\$94,642
:		Net Direct Local Tax ROI:	\$77,551
:		Est. Room Nights Demand:	2,520

Direct Business Sales

Sales by Source

Attendees Spending:	\$920,378	Exhibitor Spending:	\$128
Organizer Spending:	\$46,793	Total Event Spending:	\$967,298

Business Sales by Sector

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$425,880	\$0*	\$0	\$425,880
Transportation	\$73,305	\$582*	\$82	\$73,969
Food & Beverage	\$215,409	\$22,107*	\$0	\$237,516
Retail	\$130,397	\$0	\$0	\$130,397
Recreation	\$75,387	\$0	\$0	\$75,387
Space Rental	\$0	\$10,355*	\$0	\$10,355
Business Services	\$0	\$13,749*	\$46	\$13,795
Totals	\$920,378	\$46,793	\$128	\$967,298

* indicates that the calculator's model defaults were used

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$967,298	\$637,671	\$1,604,969
Personal Income	\$295,309	\$196,605	\$491,914
Jobs Supported			
Persons	548	108	657
Annual FTEs	11	2	14
Taxes And Assessments			

<u>Federal Total</u>	<u>\$84,255</u>	<u>\$55,763</u>	<u>\$140,018</u>
<u>State Total</u>	<u>\$55,895</u>	<u>\$20,038</u>	<u>\$75,933</u>
Sales	\$35,231	\$6,377	\$41,607
Income	\$5,806	\$3,865	\$9,671
Bed	\$0		\$0
Other	\$14,859	\$9,795	\$24,654
<u>Local Total</u>	<u>\$77,551</u>	<u>\$17,090</u>	<u>\$94,642</u>
Sales	\$41,836	\$7,572	\$49,409
Income	\$1,718	\$1,144	\$2,862
Bed	\$21,294		\$21,294
Per Room Charge	\$0		\$0
Tourism District	\$0		\$0
Restaurant	\$0	\$0	\$0
Other	\$12,703	\$8,374	\$21,077
Property Tax	\$27,635	\$13,123	\$40,758

Event Return On Investment (ROI)

Direct

Direct Tax Receipts	\$77,551
DMO Hosting Costs	\$0
Direct ROI	\$77,551
Net Present Value	\$77,551
Direct ROI (%)	0

Total

Total Local Tax Receipts	\$94,642
Total ROI	\$94,642
Net Present Value	\$94,642
Total ROI (%)	0

Estimated Room Demand Metrics

Room Nights Sold:	2,520	:
Room Pickup (block only):	2,520	:
Peak Room Nights:	840	:
Total Visitor Days:	5,040	:

Tytka, David

From: Pete Harvey <harvey@buffalosportscommission.com>
Sent: Thursday, June 07, 2018 3:54 PM
To: Tytka, David
Subject: economic impact

CAUTION:This email originated from outside of the organization. Do not click links or open attachments unless you are sure the sender AND the content is safe.

David,

Per our conversation to clarify our methodology and assumptions relating to attendee data within the impact analysis VBN prepared dated 3/28/18:

- 1) The formula typically used to estimate total attendees for multiple day events is the number of participants x the spectator multiplier x the number of event days. It is standard when reflecting the economic impact of attendees to factor the total number of event days. For example, 500 attendees for a one day event has less of an impact than 500 attendees for a three day event, which translates to an economic impact equal to 1,500 attendees. Each day of the event, the 500 attendees have a daily impact on consumer spending including lodging, food and beverage, retail and entertainment.
- 2) Regarding how the spectator multiplier is calculated, a consistent figure used for determining a spectator multiplier does not exist because the number of additional attendees varies by event type. However, for youth events, a spectator multiplier of 2.5 is reasonable. The 2.5 multiplier represents one event participant, one parent and 50% of the time one additional person, be it the second parent or a sibling. The majority of the events held at Northtown Center are youth events, so using a 2.5 multiplier for determining estimated additional attendees is reasonable.

Pete Harvey

Kane, Kellena

From: Waltz, Brad <BWaltz@amherst.ny.us>
Sent: Friday, April 06, 2018 11:03 AM
To: Kane, Kellena; Guzdek, Eric
Cc: Flury, Sean; Drosendahl, Matthew
Subject: RE: Requested Items

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Hey Kellena,

Just so that you have everything in one place, here is the requested info pertaining to our Events List by year:

2016

Local visitors based off of Events List – **36,180**
Out of town visitors based off of Events List - **73,800**
Economic Impact - **\$15.5 Million**

2017

Local visitors based off of Events List – **31,500**
Out of town visitors based off of Events List - **65,100**
Economic Impact - **\$13.5 Million**

2018 – Projected at this time

Local visitors based off of Events List – **32,220**
Out of town visitors based off of Events List - **73,050**
Economic Impact - **TBD by Pete Harvey**

As discussed, I used the following formula to come up with the number of out of town visitors: Total # of Teams x 20 per team x 2.5 persons attending per participant x 3 days (average length of an event)

However, to determine the number of local visitors, I used this formula: Total # of Teams x 20 per team x 3 persons attending per participant x 3 days (average length of an event)

The only difference is a multiplier of 3 for persons attending rather than 2.5 because of the thought that they are local.

Let us know if you have any questions.

Thanks,

Brad Waltz

Recreation Supervisor

Town of Amherst Youth & Recreation Department

Northtown Center at Amherst

1615 Amherst Manor Drive

Williamsville, NY 14221

Office: 716.631.7555 ext. 7528

Fax: 716.631.7562

Email: bwaltz@amherst.ny.us

Web: www.norhtowncenteratamherst.com



June 7, 2018

Amherst Industrial Development Agency Board of Directors

c/o David S. Mingoia, Executive Director/CEO

4287 Main Street

Amherst, New York 14226

Dear Amherst Industrial Development Agency Board of Directors,

Per your request, I am writing on behalf of USA Hockey to provide supplemental information concerning the number of people that the proposed increase in events at the Northtown Center represents. The total estimated annual economic impact of \$3,175,000 stated in my May 10 letter represents 7,858 total annual attendees. Annual events including team training, camps, tryouts and tournaments that our organization plans to bring to the Northtown Center upon the addition of accessible on-site lodging to the complex are detailed below.

- **Men's National Sled Hockey Team Training**
 - 25 attendees per 3 day event, five (5) times per year
 - 375 total attendees per year
- **Men's Developmental Sled Hockey Team Training**
 - 25 attendees per 3 day event, five (5) times per year
 - 375 total attendees per year
- **Women's National Sled Hockey Team Training**
 - 25 attendees per 3 day event, five (5) times per year
 - 375 total attendees per year
- **Deaf & Hard of Hearing Hockey Camp**
 - 25 attendees per 3 day event, once per year
 - 75 total attendees per year
- **Standing Amputee Hockey Camp**
 - 25 attendees per 3 day event, once per year
 - 75 total attendees per year
- **Blind Hockey Camp**
 - 25 attendees per 5 day event, once per year
 - 125 total attendees per year
- **Sled Hockey Identification Camp**
 - 50 attendees per 5 day event, once per year
 - 250 total attendees per year
- **National & Developmental Sled Hockey Team Tryouts**
 - 50 attendees per 2 day event, once per year
 - 100 total attendees per year



USA Hockey, the national governing body for the sport of ice hockey, is a member of the International Ice Hockey Federation and the United States Olympic Committee





Norman Page
Disabled Hockey Section

9 Sagebush Lane | Lancaster, NY 14086
home 716.681.3552 | cell 716.984.2585 | fax 716.681.0131 | email npsp9@aol.com

The construction of an on-site hotel will result in USA Hockey bringing approximately three additional tournaments per year to the Northtown Center. The events listed below were utilized in our economic impact analysis, and are representative of the type of tournaments we plan to host at the Northtown Center, though the specific events will rotate yearly.

- **Warrior Classic Hockey Tournament**
 - 8-10 teams
 - 100 attendees per 3 day event, once per year
 - 300 total attendees per year
- **Disabled Hockey Festival**
 - 70 teams per event, 140 teams total
 - 800 attendees per 3 day event, two (2) times per year
 - 4,800 total attendees per year
- **Sled Hockey Classic, Presented by the National Hockey League**
 - 28 teams
 - 336 attendees per 3 day event, once per year
 - 1,008 total attendees per year

We look forward to bringing these and other USA Hockey events to the Northtown Center in the near future and reiterate our support for Uniland's proposed Hampton by Hilton.

Sincerely,

Norm Page

USA Hockey National Sled Representative



USA Hockey, the national governing body for the sport of ice hockey, is a member of the International Ice Hockey Federation and the United States Olympic Committee



Kane, Kellena

From: Waltz, Brad <BWaltz@amherst.ny.us>
Sent: Monday, June 11, 2018 4:56 PM
To: Kane, Kellena; Guzdek, Eric
Cc: Flury, Sean; Drosendahl, Matthew
Subject: RE: Requested Items

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By the town that the team is from.

Brad Waltz

Recreation Supervisor

*Town of Amherst Youth & Recreation Department
Northtown Center at Amherst
1615 Amherst Manor Drive
Williamsville, NY 14221
Office: 716.631.7555 ext. 7528
Fax: 716.631.7562
Email: bwaltz@amherst.ny.us
Web: www.northtowncenteratamherst.com*

From: Kane, Kellena [mailto:Kkane@Uniland.com]
Sent: Monday, June 11, 2018 4:55 PM
To: Waltz, Brad; Guzdek, Eric
Cc: Flury, Sean; Drosendahl, Matthew
Subject: RE: Requested Items

So you determine where a team is from by the town they are from? Or a team address?

From: Waltz, Brad <BWaltz@amherst.ny.us>
Sent: Monday, June 11, 2018 3:52 PM
To: Kane, Kellena <Kkane@Uniland.com>; Guzdek, Eric <EGuzdek@amherst.ny.us>
Cc: Flury, Sean <sflury@Uniland.com>; Drosendahl, Matthew <mdrosendahl@Uniland.com>
Subject: RE: Requested Items

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I go event by event. States for example, I know how many teams are qualified from WNY (local) and how many from out of WNY (out of town).

Same for Nationals, if any happen to be local. Nationals this year, none of the teams were local.

Brad Waltz

Recreation Supervisor

*Town of Amherst Youth & Recreation Department
Northtown Center at Amherst*

1615 Amherst Manor Drive
Williamsville, NY 14221
Office: 716.631.7555 ext. 7528
Fax: 716.631.7562
Email: bwaltz@amherst.ny.us
Web: www.norhtowncenteratamherst.com

From: Kane, Kellena [<mailto:Kkane@Uniland.com>]
Sent: Monday, June 11, 2018 3:45 PM
To: Waltz, Brad; Guzdek, Eric
Cc: Flury, Sean; Drosendahl, Matthew
Subject: RE: Requested Items

Thanks Brad. And what do you use to determine if a team is local of out of town?

From: Waltz, Brad <BWaltz@amherst.ny.us>
Sent: Monday, June 11, 2018 3:43 PM
To: Kane, Kellena <Kkane@Uniland.com>; Guzdek, Eric <EGuzdek@amherst.ny.us>
Cc: Flury, Sean <sflury@Uniland.com>; Drosendahl, Matthew <mdrosendahl@Uniland.com>
Subject: RE: Requested Items

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Hey Kellena,
To calculate this, I used the information that I provide Visit Buffalo Niagara for them to calculate our economic impact. The information is on an event by event basis where I break down how many local teams / participants and how many out of town teams / participants for each event.

Hope this helps.
Thanks,

Brad Waltz
Recreation Supervisor

*Town of Amherst Youth & Recreation Department
Northtown Center at Amherst
1615 Amherst Manor Drive
Williamsville, NY 14221
Office: 716.631.7555 ext. 7528
Fax: 716.631.7562
Email: bwaltz@amherst.ny.us
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From: Kane, Kellena [<mailto:Kkane@Uniland.com>]
Sent: Friday, June 08, 2018 4:09 PM
To: Waltz, Brad; Guzdek, Eric
Cc: Flury, Sean; Drosendahl, Matthew
Subject: RE: Requested Items

Hi Brad,
I'm following up on your email from 4/6/18 explaining the number of local vs. out of town visitors to the NTC. How did you determine where teams were coming from in order to calculate the out of town visitors?

Thank you for your help!
Kellena

From: Waltz, Brad <BWaltz@amherst.ny.us>
Sent: Friday, April 06, 2018 11:03 AM
To: Kane, Kellena <Kkane@Uniland.com>; Guzdek, Eric <EGuzdek@amherst.ny.us>
Cc: Flury, Sean <sflury@Uniland.com>; Drosendahl, Matthew <mdrosendahl@Uniland.com>
Subject: RE: Requested Items

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Hey Kellena,

Just so that you have everything in one place, here is the requested info pertaining to our Events List by year:

2016

Local visitors based off of Events List – **36,180**
Out of town visitors based off of Events List - **73,800**
Economic Impact - **\$15.5 Million**

2017

Local visitors based off of Events List – **31,500**
Out of town visitors based off of Events List - **65,100**
Economic Impact - **\$13.5 Million**

2018 – Projected at this time

Local visitors based off of Events List – **32,220**
Out of town visitors based off of Events List - **73,050**
Economic Impact - **TBD by Pete Harvey**

As discussed, I used the following formula to come up with the number of out of town visitors: Total # of Teams x 20 per team x 2.5 persons attending per participant x 3 days (average length of an event)

However, to determine the number of local visitors, I used this formula: Total # of Teams x 20 per team x 3 persons attending per participant x 3 days (average length of an event)

The only difference is a multiplier of 3 for persons attending rather than 2.5 because of the thought that they are local.

Let us know if you have any questions.

Thanks,

Brad Waltz

Recreation Supervisor

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