

## PUBLIC HEARING SCRIPT

**Rosina Food Products, Inc. and/or  
Individual(s) or Affiliate(s),  
Subsidiary(ies), or Entity(ies) formed or  
to be formed on its behalf Project**

Public Hearing to be held on May 24, 2023 at 11:00 a.m. at the Town of West Seneca  
Community Center & Library, located at 1300 Union Road,  
West Seneca, New York 14224

### **ATTENDANCE:**

Randy Bernick – Rosina Food Products  
Mike Driscoll – Rosina Food Products  
Greg Setter – Rosina Food Products

### **☒ 1. WELCOME: Call to Order and Identity of Hearing Officer.**

*Hearing Officer:* Welcome. This public hearing is now open; it is 11:01 a.m. My name is Andrew Federick. I am the Property and Business Development Officer for the Erie County Industrial Development Agency, and I have been designated by the Agency to be the hearing officer to conduct this public hearing. This public hearing is being live-streamed and made accessible on the Agency's website at [www.ecidany.com](http://www.ecidany.com).

### **☒ 2. PURPOSE: Purpose of the Hearing.**

*Hearing Officer:* We are here to hold the public hearing on the Rosina Food Products, Inc. and/or Individual(s) or Affiliate(s), Subsidiary(ies), or Entity(ies) formed or to be formed on its behalf project. The transcript of this hearing will be reviewed and considered by the Agency in determination of this project. Notice of this hearing appeared in The Buffalo News on Thursday, May 11, 2023.

### **☒ 3. PROJECT SUMMARY: Description of Project and Contemplated Agency Benefits.**

*Hearing Officer:* The proposed project (the "Project") consists of: (i) the acquisition by the Agency of a leasehold interest in certain property located on 75 Empire Drive and 130 Empire Drive, Town of West Seneca, Erie County, New York and all other lands in the Town of West Seneca where, by license or easement or other agreement, the Company or its designees are making improvements that benefit the Project (the "Land"), (ii) the expansion of the pasta manufacturing plant by approximately 12,000+/- square-feet to accommodate a second new automated ravioli production line and to

renovate/reconfigure existing office space to create more welfare areas for manufacturing associates as well as renovating approximately 15,000+/- square-feet of the 38,000+/- square foot vacant building for consolidation of office space and future growth of administrative staff (the “Improvements”), and (iii) the acquisition by the Company in and around the Improvements of certain items of machinery, equipment and other tangible personal property (the “Equipment”; and, together with the Land and the Improvements, the “Facility”). The Facility will be initially operated and/or managed by the Company.

The proposed financial assistance contemplated by the Agency includes New York State and local sales and use tax exemption benefits, mortgage recording tax exemption benefits, and real property tax abatement benefits (in compliance with Agency's uniform tax exemption policy).

**4. FORMAT OF HEARING:** Review rules and manner in which the hearing will proceed.

*Hearing Officer:* All those in attendance are required to register by signing the sign-in sheet at the front of the room; you will not be permitted to speak unless you have registered. Everyone who has registered will be given an opportunity to make statements and/or comments on the Project.

If you have a written statement or comment to submit for the record, you may leave it at this public hearing, submit it on the Agency’s website or deliver it to the Agency at 95 Perry Street, Suite 403, Buffalo, New York 14203. The comment period closes on June 27, 2023. There are no limitations on written statements or comments.

**5. PUBLIC COMMENT:** Hearing Officer gives the Public an opportunity to speak.

*Hearing Officer:* If anyone is interested in making a statement or comment, please raise your hand, state your name and address; if you are representing a company, please identify the company. I request that speakers keep statements and/or comments to 5 minutes, and if possible, 3 minutes.

Greg Setter – Chief Operating Officer, Rosina Food Products located at 170 French Road, Cheektowaga, New York. Rosina Food Products Inc is exploring an expansion of its Pasta Plant at 75 Empire Dr., West Seneca to accommodate a new ravioli production line, and the renovation of a vacant building at 130 Empire Dr. which is directly across the street from 75 Empire into administrative offices. We’re excited about this expansion, what it means to Rosina, our Associates, the Town of West Seneca and Western New York. In order to remain competitive and to continue our growth, we need to expand the Pasta manufacturing plant at 75 Empire Drive by approximately 12,000 square feet of manufacturing space. This will allow us to grow in two ways: (1) to accommodate a new ravioli production line, adding at least new 15 jobs: and (2) to renovate/reconfigure existing office space to create more welfare areas like a Cafeteria and Locker Rooms for the 239 new and existing associates who would work at 75 Empire. This expansion would house a second, state-of-the-art ravioli production line. This would in affect

double Rosina's annual ravioli capacity in Erie County, adding approximately 30 million pounds of ravioli per year. The expansion would require the hiring of a minimum of 15 new, permanent manufacturing associates and retain the 224 existing associates at 75 Empire. The project cost for the renovation and new construction of the 12,000 square foot pasta plant addition is \$8M plus \$6M for new ravioli processing equipment, for a grand total of \$14M. Our production at 75 Empire has reached maximum utilization. We have been forced to outsource pasta production to manufacturers currently located outside of NY State to meet our sales demand. Due to our pasta production constraint, we are also turning away large volume opportunities for additional sales. This project would bring that production to West Seneca.

If the expansion of 75 Empire moves forward, office associates at that location will be displaced as a result of the expansion. We do not currently have any place for those displaced associates. As a result, over the next 2 years, we plan to renovate the vacant former healthcare building at 130 Empire Drive into an office building. This would accommodate approximately 5- 10 associates from 75 Empire and an additional 42 - 47 associates from 170 French Rd, Cheektowaga. Renovating 130 Empire will keep associates and allow for future growth of administrative staff. The cost of the partial renovation at 130 Empire of approximately 15,000 square feet of the 38,000 total square feet is estimated at \$2M. This former medical office building has been vacant since February 2015. Rosina has always been committed to Western New York for over 60 years. We have purchased competitors and moved their manufacturing jobs to Buffalo. All our staff and our three manufacturing facilities are located here. Without this expansion, Rosina would be forced to either open a new facility, purchase an existing Pasta operation, or outsource the additional production. Any one of these options could be located outside of New York State. The proposed project is necessary to sustain expected growth, retain jobs in Western New York, create new manufacturing jobs and to maintain the required profitability to remain a viable business.

There are a number of factors why we are asking for this financial assistance. There are three key factors. First, Rosina is a privately held corporation with limited financial resources. This is especially the case at this time, as we recently completed construction and opening of a \$73M brand new state-of-the-art meatball manufacturing plant at 3100 Clinton St., West Seneca, in December 2021 only 18 months ago. Second, Rosina has limited capacity to take on more debt after the abovementioned building, especially in this time of economic uncertainty and rapidly rising inflation and interest rates. Finally, in our past 2 ECIDA projects our job growth commitment was 51 new jobs. We exceeded our job growth by 7 and we currently have over 650 Associates employed in WNY. Rosina has enjoyed and sincerely appreciates the relationship that we have built with the Town of West Seneca. The Town and its leadership are committed to job growth. We look forward to continuing to grow here. We have been a good neighbor and corporate citizen in West Seneca for over 20 years and over 50 years in neighboring Cheektowaga. We would sincerely appreciate any assistance from ECIDA on this project. Thank you!

**6. ADJOURNMENT:**

As there were no further statements and/or comments, the Hearing Officer closed the public hearing at 11:09 a.m.

**SIGN IN SHEET  
PUBLIC HEARING**

May 24, 2023 at 11:00 a.m. at the Town of West Seneca Community Center & Library,  
located at 1300 Union Road, West Seneca, New York 14224  
regarding:

**Rosina Food Products, Inc. and/or Individual(s) or Affiliate(s),  
Subsidiary(ies), or Entity(ies) formed or to be formed on its behalf**

Project Location: 75 Empire Drive and 130 Empire Drive, West Seneca, New York 14224

Name	Company and/or Address	X box to speak/ comment
Randy Bernick	Rosina Food Products 170 French Road Cheektowaga, New York 14227	
Mike Driscoll	Rosina Food Products 170 French Road Cheektowaga, New York 14227	
Greg Setter	Rosina Food Products 170 French Road Cheektowaga, New York 14227	X