

# NYCIDA PROJECT COST/BENEFIT ANALYSIS

July 17, 2013

## APPLICANT

Simon Liu, Inc.  
5113 2<sup>nd</sup> Avenue  
Brooklyn, New York, 11232

## PROJECT LOCATION

278-280 24<sup>th</sup> Street  
Brooklyn, New York 11232

### **A. Project Description:**

Simon Liu, Inc. (the "Company") is a manufacturer of wooden and aluminum stretcher frames and a primer of canvases for fine artists, conservators, museums, and galleries. The Company is seeking assistance in connection with the acquisition, renovation and furnishing and/or equipping of an approximately 10,000 square foot building on an approximately 10,000 square foot parcel of land located at 278-80 24th Street, Brooklyn, 11232 (the "Project").

Total Project costs are estimated to be \$2,850,000 with \$400,000 for construction hard costs, \$100,000 for soft costs, and \$100,000 for machinery, furnishing and equipment.

The Company projects that it will create 9 new full-time positions within 3 years, for a total of 29 full-time positions at the Project location.

### **B. Costs to City (New York City taxes to be exempted):**

Mortgage Recording Tax Benefit:	\$17,875
Land Tax Abatement (NPV, 25 years):	\$120,176
Building Tax Exemption (NPV, 25 years):	\$1,140,645
Sales Tax Exemption:	\$9,000
<b>Total Cost to NYC</b>	<b>\$1,287,696</b>

### **C. Benefit to City (Estimated NYC direct and indirect taxes to be generated by Company) (estimated NPV 25 years @ 6.25%):**

**\$2,959,859**



New York City  
Industrial Development Agency



# BENEFITS APPLICATION

Applicant Name: Simon Liu, Inc.	
Name of operating company (if different from Applicant): N/A	
Operating Company Address: 5113 2 <sup>nd</sup> Avenue, Brooklyn, NY 11232	
Website Address: <a href="http://www.simonliuinc.com">http://www.simonliuinc.com</a>	
EIN #: [REDACTED]	NAICS Code: 339993
State and date of incorporation or formation: New York State, 8/31/89	Qualified to conduct business in NY? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Applicant is (check one of the following, as applicable):	
<input type="checkbox"/> General Partnership	<input type="checkbox"/> Limited Partnership
<input type="checkbox"/> Limited Liability Company	<input type="checkbox"/> Natural Person
<input type="checkbox"/> C Corporation	<input checked="" type="checkbox"/> Corporation
<input type="checkbox"/> 501(c)(3) Organization	<input type="checkbox"/> Other: _____
Are any securities of Applicant publicly traded? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

## Applicable Program (check all that apply)

Please note the following: When Build NYC is the entity providing Financial Assistance, the Project Financial Assistance may be limited to deferral from mortgage recording taxes and tax-exempt conduit bond financing.

Bond Programs	Incentive Programs
<input type="checkbox"/> Manufacturing Facilities Bonds (Please complete Manufacturing Questionnaire under Supplementary Forms)	<input checked="" type="checkbox"/> Industrial Incentive (IIP)
<input type="checkbox"/> Not-For-Profit Bonds	<input type="checkbox"/> Industrial Developer
<input type="checkbox"/> Exempt Facilities Bonds	<input type="checkbox"/> Commercial Growth

## Applicant Contact Information

	Name/Title	Company	Address	Email	Phone
Applicant Contact Person	Simon Liu, President	Simon Liu, Inc.	5113 2 <sup>nd</sup> Avenue, BK, NY 11232	[REDACTED]	[REDACTED]
Attorney	Edward Fusco, Esq.	Edward D. Fusco, P.C.	310 7 <sup>th</sup> Avenue, BK, NY 11215	[REDACTED]	[REDACTED]
Accountant	Bob Woloshen, CPA	N/A	29 West 15 <sup>th</sup> Street -- Suite 1, NY, NY 10011	[REDACTED]	[REDACTED]
Consultant/Other	Sunil Aggarwal	ThinkForward Financial	27 Whitehall Street, NY, NY 10004	[REDACTED]	[REDACTED]

**Background**

Please provide a brief description of the company history and nature of the business, including a description of the industry, competitors, services offered on a separate sheet. See attached Supplement

**Proposed Project Activities**

Please provide answers to the following four questions on a separate page. See attached Supplement

1. Please provide a brief overview of the entire proposed Project. If necessary, break down by tax lot to describe activities at each Project Location.
2. Please provide a brief description of how the proposed Project will affect current operations.
3. Please provide a brief description of renovations/construction of the proposed Project.
4. Please provide a brief timeline for the entire proposed Project.

**Project Financing**

Amounts provided should be aggregates for all Project Locations.

Uses of Funds	Sources of Funds (If needed use an additional sheet to indicate all sources and uses)							Total Uses
	Bond Proceeds	Commercial Financing (Loan 1)	Commercial Financing (Loan 2)	Affiliate/ Employee Loans	Capital Campaign	Company Funds	Other (Identify): SBA504	
Land & Building Acquisition		1,100,000				250,000	900,000	2,250,000
Construction Hard Costs						400,000		400,000
Construction Soft Costs						100,000		100,000
Fixed Tenant Improvements								
Machinery Furnishings and/or Equipment								
Debt Service Reserve Fund								
Capitalized Interest								
Costs of Issuance								
Fees (explain): IDA, Bank, SBA, Consultant						100,000		100,000
Other (explain)								
<b>Total Sources</b>		1,100,000				850,000	900,000	2,850,000

Please list where machinery, equipment and furnishings will be purchased and what percentage of total machinery, equipment, and furnishings relating to the Project this will represent:

<input type="checkbox"/> New York City	% of Total? <input type="text"/>
<input type="checkbox"/> New York State (excluding NYC)	% of Total? <input type="text"/>
<input type="checkbox"/> United States (excluding NYS & NYC)	% of Total? <input type="text"/>
<input type="checkbox"/> Outside United States	% of Total? <input type="text"/>
<input checked="" type="checkbox"/> N/A – No equipment is planned to be purchased for this Project	

**Project Location Detail**

Project Location	Project Location # 1 of 1
Borough/Block/Lot: Brooklyn, Block 652, Lots 17 and 19 (completed as one location because it is one facility/address)	Street address and zip code: 278-280 24 <sup>th</sup> Street, Brooklyn, NY 11232
Zoning: M1-1D for both lots	Number of Floors: 1 floor for both lots
Square footage of existing building: 4,950 (17), 4,850 (19)	Square footage of land: 5,025 (17), 4,896 (19)
Anticipated square footage of building following construction and/or renovation: Same	Anticipated square footage of non-building improvements following construction and/or renovation (i.e., parking lot construction): Same
Intended use(s) of site (check <u>all</u> that apply): <input type="checkbox"/> Retail <input checked="" type="checkbox"/> Manufacturing <input checked="" type="checkbox"/> Office <input type="checkbox"/> Non-profit For ALL USES other than Non-profit or Retail, please also complete Energy Questionnaire	
Is there any improved space which is currently occupied by existing subtenant(s) (whether Affiliates or otherwise)? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Will any improved space be occupied by subtenant(s) (whether Affiliates or otherwise)? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If yes to either, please attach a separate page and provide details such as (1) name of subtenant business(es) (whether Affiliates or otherwise), (2) square footage of subtenant operations, (3) subtenant lease commencement and termination dates, and (4) copies of leases.	

**Anticipated Ownership of Premises**

1. Please check all that apply:

<input checked="" type="checkbox"/> Applicant or an Affiliate is or expects to be the fee simple owner of the Project Location	(Projected) Acquisition date: August, 2013
<input type="checkbox"/> Applicant or an Affiliate leases or expects to lease the Project Location	(Projected) Lease signing date:
If you checked the box above, please select one of the following: <input type="checkbox"/> Lease is for an entire building and property <input type="checkbox"/> Lease is for a portion of the building and/or property.	
<input type="checkbox"/> None of the above categories fully describe Applicant's interest or intended interest in the Project Location, which may be more accurately described in a supplementary document (attached).	

2. If an Affiliate owns or controls (or will own or control) a Project Location, then describe such Affiliate by choosing one of the following selections and completing the chart provided below:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> General Partnership | <input type="checkbox"/> Limited Partnership                  | <input type="checkbox"/> C Corporation          |
| <input type="checkbox"/> S Corporation       | <input checked="" type="checkbox"/> Limited Liability Company | <input type="checkbox"/> 501(c)(3) Organization |
| <input type="checkbox"/> Natural Person      | <input type="checkbox"/> Other (specify): _____               |   |

Name of Affiliate: TBD	EIN # of Affiliate:
Address of Affiliate: TBD	
Affiliation of Affiliate to Applicant: TBD	
Contact Person: Simon Liu	Title of Contact Person: President
Phone Number(s): [REDACTED]	

**Employment Information**

The following information will be used as part of the NYCIDA's calculation of the benefit of the project, and as a basis for the comparison with the employment information that the Applicant will be required to report on an annual basis for the term of the Agreement.

- Anticipated Facility Operations Start-Date: 9/1/2013 (though anticipated to purchase in August 2013)
- Number of Employees Applicant employed throughout New York City as of the last pay period:  
Part-time (working between 17.5 and 35 hours per week): 3 Full-time (working 35 or more hours per week): 29
- If Applicant currently occupies and operates at the Project Location, how many Full- and Part-time Employees are employed at Project Location?  
Part-time (working between 17.5 and 35 hours per week): N/A Full-time (working 35 or more hours per week): N/A
- Number of Employees Applicant expect to employ throughout New York City on the Facility Operations Start-Date:  
Part-time (working between 17.5 and 35 hours per week): 3 Full-time (working 35 or more hours per week): 34  
  
How many of these employees are expected to be relocated to the Project Location on or about the Facility Operations Start Date?  
  
Part-time (working between 17.5 and 35 hours per week): 0 Full-time (working 35 or more hours per week): 20
- Estimated New-growth Employment  
Complete the following chart to indicate the number of new employees that are expected to be hired at the Project Location in each year.  
*Note: Year 1 is the year following the Facility Operations Start-Date; Year 2 is the second year following that date; Year 3 is the third, etc.*

Years following Facility Operations Start Date	1	2	3	4	5	6	7	Total New Growth
Permanent Full-time	5	2	2	1	1	1	1	13
Permanent Part-time	0	0	0	0	0	0	0	0

**Wage Information**

The questions in this section apply only to **Permanent Employees** employed or to be employed at the Project Location, and this information should **not include** compensation paid to Principals. Please note this information is required to be provided to the Agency on an annual basis.

- If employees are to be relocated on the Facility Operations-Start Date, what will be the average annual compensation per relocated employee?  
Part-time: 11,400 Full-time: 28,000
- With regard to the employees currently employed at the Project Location, what is the current average annual compensation per employee?  
Part-time: N/A Full-time: N/A
- For new employees expected to be hired in the first year following the Facility Operations Start-Date, what is the projected average annual compensation per employee?  
Part-time: 12,000 Full-time: 30,000
- For all new employees (again, excluding Principals) expected to be hired during the three-year period following the Facility Operations Start-Date, please project the following:

**Part-Time**

Average annual compensation per employee: 12,200  
Annual salary of highest compensated part-time employee: 12,400  
Annual salary of lowest compensated part-time employee: 12,000

**Full-Time**

Average annual compensation per employee: 32,000  
Annual salary of highest compensated full-time employee: 34,000  
Annual salary of lowest compensated full-time employee: 30,000

- Generally describe all other forms of compensation and benefits that Permanent Employees will receive. Examples: healthcare, employer-contributions for retirement plans, on-the-job training, reimbursement for educational expenses, etc.

Full time employees receive a portion of their health insurance paid (from 50 to 100%), one week of sick time paid, one week of vacation time paid, and all public holidays off and paid. In addition, Simon Liu at one time had a 401k, but employees were not receptive to contributions due to direction of stock market. Hence, Simon Liu no longer offers this benefit, but may consider reinstating depending on whether employees would again be receptive.

All employees working overtime receive time and a half. Many of the workers do work overtime and hence enhance their earnings.

All employees receive extensive on the job training, including training in specialized carpentry and handling of wood cutting machinery.

## Labor

The Applicant and its Affiliates hereinafter will be referred to collectively as the "Companies" or individually as a "Company." If none of the following questions apply to any of these Companies, answer "NO"; but, for any question that does apply, be sure to specify to which of the Companies the answer is relevant.

1. Have any of the Companies during the current calendar year or any of the five preceding calendar years experienced labor unrest situations, including actual or threatened labor strikes, hand billing, consumer boycotts, mass demonstrations or other similar incidents?  
 Yes  No      If Yes, please explain on an attached sheet
2. Have any of the Companies received any federal and/or state unfair labor practices complaints asserted during the current calendar year or any the five calendar years preceding the current calendar year?  
 Yes  No      If Yes, please describe and explain current status of complaints on an attached sheet
3. Do any of the Companies have pending or threatened requests for arbitration, grievance proceedings or other labor disputes during the current calendar year or any of the five calendar years preceding the current calendar year?  
 Yes  No      If Yes, please explain on an attached sheet
4. Are all employees of the Companies permitted to work in the United States?  
 Yes  No      If No, please provide details on an attached sheet.  
Do the Companies complete and retain all required documentation related to this inquiry, such as Employment Eligibility Verification (I-9) forms?  
 Yes  No      If No, please explain on an attached sheet
5. Has the United States Department of Labor, the New York State Department of Labor, the New York City Office of the Comptroller or any other local, state or federal department, agency or commission having regulatory or oversight responsibility with respect to workers and/or their working conditions and/or their wages, inspected the premises of any Company or audited the payroll records of any Company during the current or preceding three year calendar years?  
 Yes  No      If "Yes," please use an attached sheet to briefly describe the nature and date of the inspection and the inspecting governmental entity. Briefly describe the outcome of the inspection, including any reports that may have been issued and any fines or remedial or other requirements imposed upon any of the Companies as a consequence.
6. Have any of the Companies incurred, or potentially incurred, any liability (including withdrawal liability) with respect to an employee benefit plan, including a pension plan?  
 Yes  No      If "Yes," please use an attached sheet to quantify the liability and briefly describe its nature. Refer to any governmental entities that have had regulatory contact with the Company in connection with the liability.
7. Are the practices of any of the Companies now, or have they been at any time during the current or preceding five calendar years, the subject of any complaints, claims, proceedings or litigation arising from alleged discrimination in the hiring, firing, promoting, compensating or general treatment of employees?  
 Yes  No      If "Yes," provide details on an attached sheet. Note "discrimination" includes sexual harassment.

**Financials**

1. Has **Applicant**, any **Affiliate**, or **Principal**, or any **close relative of any Principal**, ever received, or is any such person or entity currently receiving, financial assistance or any other kind of non-discretionary benefit from any **Public Entities**?  
 Yes  No If Yes, please provide details on an attached sheet.
2. Has **Applicant**, or any **Affiliate** or **Principal**, or any existing or proposed occupant at the **Project Location(s)**, obtained, or is any such person or entity in the process of obtaining, or contemplating obtaining, other assistance from the NYCIDA/Build NYC and/or other **Public Entities**?  
 Yes  No If Yes, please provide details on an attached sheet.
3. Has **Applicant**, or any **Affiliate** or **Principal**, ever defaulted on a loan or other obligation to a **Public Entity**?  
 Yes  No If Yes, please provide details on an attached sheet.
4. Has real property in which **Applicant**, or **Affiliate** or **Principal**, holds or has ever held an ownership interest and/or controlling interest of 25 percent or more, now or ever been (i) the subject of foreclosure (including a deed in lieu of foreclosure), or (ii) in arrears with respect to any type of tax, assessment or other imposition?  
 Yes  No If Yes, please provide details on an attached sheet.
5. Does **Applicant**, or any **Affiliate** or **Principal**, have any contingent liabilities not already covered above (e.g., judgment liens, lis pendens, other liens, etc.)? Please include mortgage loans and other loans taken in the ordinary course of business only if in default.  
 Yes  No If Yes, please provide details on an attached sheet.
6. Has **Applicant**, or any **Affiliate** or **Principal**, failed to file any required tax returns as and when required with appropriate governmental authorities?  
 Yes  No If Yes, please provide details on an attached sheet.

For questions 7 through 12, below, please provide the answers on a separate page, and **be sure to include in your response (a) name of contact person, (b) phone number, and (c) email address.** See attached Supplement

7. Please provide a list of the Applicant's major customers and include the proportionate share of Applicant revenue that each customer represents.
8. Please provide a list of the Applicant's major suppliers.
9. Please list major funding sources and/or investors. **NOT APPLICABLE**
10. Please list all labor union contracts and collective bargaining arrangements to which any of the Companies is a party. **NOT APPLICABLE**
11. Please list all banks where the Companies maintain accounts.
12. Please list any licenses and licensing authorities, if any licensure is required for Company operations. **NOT APPLICABLE**

**Anti-Raiding**

1. Will the completion of the Project result in the relocation of any plant or facility located within New York State, but outside of New York City, to New York City?  Yes  No

If "Yes," please provide the names of the owners and addresses of the to-be-removed plant(s) or facility(ies):

2. Will the completion of the Project result in the abandonment of any plants or facilities located in an area of New York State other than New York City?  Yes  No

If "Yes," please provide the names of the owners/operators and the addresses of the to-be-abandoned plant(s) or facility(ies):

If the answer to question 1 or 2 is "Yes," please continue and answer questions 3 and 4.

3. Is the Project reasonably necessary to preserve the competitive position of this Applicant, or of any proposed occupants of the Project, in its industry?  Yes  No
4. Is the Project reasonably necessary to discourage the Applicant, or any proposed occupant of the Project, from removing such plant or facility to a location outside New York State?  
 Yes  No

If the answer to question 3 or 4 is "Yes," please provide on a detailed explanation on a separate sheet of paper.

**Certification**

I, the undersigned officer/member/partner of Applicant, on behalf of Applicant, hereby request, represent, certify, understand, acknowledge and agree as follows:

I request that this Application, together with all materials and data submitted in support of this Application (collectively, these "Application Materials"), be submitted for review to the Agency's Board, in order to obtain from the Board an expression of intent to provide the benefits requested herein for the Project.

I represent that I have the authority to sign these Application Materials on behalf of, and to bind, Applicant.

I certify to the best of my knowledge and belief, after due investigation, the information contained in these Application Materials is accurate, true and correct and does not contain a misstatement of a material fact or omit to state a material fact necessary to make the statements contained herein not misleading. I understand that an intentional misstatement of fact, or, whether intentional or not, a material misstatement of fact, or the providing of materially misleading information, or the omission of a material fact, may cause the Agency's Board to reject the request made in the Application Materials. I understand that the Agency will rely on the information contained within these Application Materials in producing and publishing a public notice and convening a public hearing. If any information in these Application Materials is found to be incorrect, the Applicant may have to provide new information and a new public notice and public hearing may be required. If a new public notice and public hearing is required, they will be at the Applicant's expense.

I understand the following: that Applicant and Principals will be subject to a background check and actual or proposed subtenants may be subject to a background check, and if such background check performed by the Agency with respect to Applicant or any Affiliates reveals negative information, Applicant consents to any actions that the Agency or NYCEDC may take to investigate and verify such information; that the Agency may be required under SEQRA to make a determination as to the Project's environmental impact and that in the event the Agency determines that the Project will have an environmental impact, Applicant will be required to prepare, at its own expense, an environmental impact statement; that the decision of the Board to approve or to reject the request made in the Application Materials is a discretionary decision; that no Bonds may be issued (if Bonds are being requested) unless such Bonds are approved by the Mayor; that under the New York State Freedom of Information Law ("FOIL"), the NYCIDA/Build NYC may be required to disclose the Application Materials and the information contained therein (see Disclosure Policy and Procedure); and that Applicant shall be entirely responsible and liable for the fees referred to in these Application Materials.

I further understand and agree as follows:

That notwithstanding submission of this Application, the Agency shall be under no obligation to present Applicant's proposed Project to its Board of Directors for approval. If the Agency presents Applicant's proposed Project to its Board of Directors for approval, the Agency does not guaranty that such approval will be obtained. If upon presenting Applicant's proposed Project to its Board of Directors for approval the Agency obtains such approval, such approval shall not constitute a guaranty from the Agency to Applicant that the Project transaction will close.

That preparation of this Application and any other actions taken in connection with the proposed Project shall be entirely at Applicant's sole cost and expense. Under all circumstances, the Application Fee is non-refundable, including but not limited to the circumstance where the Agency decides, in its sole discretion, to not present Applicant's proposed project to the the Agency Board of Directors for Approval.

That the Applicant hereby releases the Agency, NYCEDC, and the directors, officers, employees and agents of each (collectively, the "Indemnitees") from all claims that Applicant has or could assert and which arise out of this Application or out of any actions taken in connection with this Application or out of any other actions taken in connection with the proposed Project (collectively, the "Actions"). Applicant hereby indemnifies and holds harmless each of the Indemnitees against any claims and damages brought or asserted by third parties, including reasonable attorneys' fees, arising from or in connection with the Actions. As referred to herein, "third parties" shall include but not be limited to Affiliates.

That in the event the Agency discloses the Application Materials in response to a request made pursuant to FOIL, Applicant hereby authorizes the Agency to make such disclosure and hereby releases the Agency from any claim or action that Applicant may have or might bring against the Agency, their directors, officers, agents, employees and attorneys, by reason of such disclosure; and that Applicant agrees to defend, indemnify and hold the Agency and the NYCEDC and their respective directors, officers, agents, employees and attorneys harmless (including without limitation for the cost of reasonable attorneys fees) against claims arising out of such disclosure as such claims may be made by any party including the Applicant, Affiliate, Owner or Principal, or by the officers, directors, employees and agents thereof.

I acknowledge and agree that the Agency reserves its right in their sole and absolute discretion to request additional information, waive any requirements set forth herein, and/or amend the form of this Application, to the full extent permitted by applicable law.

Requested, Represented, Certified, Acknowledged, Understood and Agreed by Applicant,

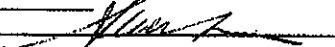
I certify that, using due care, I know of no misstatement of material fact in these Application Materials and know of no material fact required to be stated in these Application Materials to make the statements made therein not misleading. **Certified by Preparer,**

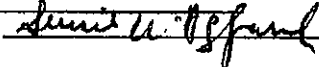
This 29th day of May, 2013. \_\_\_\_\_  
Name of Applicant: Simon Liu Inc.

This 29th day of May, 2013. \_\_\_\_\_  
Name of Preparer: ThinkForward Financial

Signatory: Simon Liu \_\_\_\_\_  
Title of Signatory: President

Signatory: Sunil Aggarwal \_\_\_\_\_  
Title of Signatory: Principal

Signature: \_\_\_\_\_  


Signature: \_\_\_\_\_  




## Supplement to Simon Liu, Inc. Application

### Background

#### Company Background – history, nature of business, including description of the industry, competitors and services offered

Simon Liu is a fine art supply and service company, specializing in manufacturing custom canvas stretchers and priming canvases for fine artists, conservators, and galleries. Simon Liu began his company in the early 1980s, soon after graduating from the Pratt Institute with a MFA degree. First located in Dumbo, then Crown Heights, in 1996 Simon Liu purchased a facility located at 645 Dean Street in Prospect Heights, Brooklyn. Simon Liu operated in the Dean Street industrial building Simon for approximately 8 years when he was approached by Forest City Ratner with the news that the area was slated under Urban Renewal Legislation for a possible condemnation associated with the construction of the Barclay's Center. Simon worked for several years to find a new location, and in 2006, he purchased his existing facility on 5113 2<sup>nd</sup> Avenue, Brooklyn, NY 11232 and sold his Dean Street facility to the Ratner Corporation in 2007. At this point, Simon is seeking expansion space to grow his business, which has successfully expanded to different product lines and national markets.

Simon Liu saw a need for niche manufacturing of wood frames, including stretcher frames for fine artists and conservators in their preparation of canvases for painting. The machinery and equipment used in the process includes planers, band saws, table saws and other carpentry tools, plus specialized cutting head to make joints – these are custom items. Artists, galleries, museums and conservators who seek Simon Liu frames are often undertaking specialized projects where custom frames are required in order to execute the piece of art or architecture or in order for the museum or gallery to properly display the piece.

In addition to manufacturing custom stretchers and priming canvases, Simon distributes a range of art supplies to artists from his current location. He does not plan on having any retail sales from the project location. Retail sales constitutes less than 7% of total gross revenue for the company.

Simon Liu's competitors in the priming market include one other company locally, in the Bronx, and companies on the West Coast. In the manufacturer of stretcher frames, Simon Liu has several local competitors including. Most major cities that have an arts community have suppliers for stretcher frames.

Simon Liu markets its products via reputation, word of mouth and through the internet. Simon Liu has a catalogue for its stretcher products.

### **Proposed Project Activities**

1. Please provide a brief overview of the entire proposed Project. If necessary, break down by tax lot to describe activities at each Project Location

Simon Liu, Inc. seeks to purchase a facility at 278-280 24<sup>th</sup> Street, in the Sunset Park neighborhood of Brooklyn, near its current facility at 5113 2<sup>nd</sup> Avenue (near 51<sup>st</sup> Street). The facility sits on 2 tax lots, but is one integrated building. Simon Liu will expand its existing business into the new facility after renovations (see below) to make the facility more functional.

2. Please provide a brief description of how the proposed Project will affect current operations.

The proposed expansion of Simon Liu, Inc., into the facility at 278-280 24<sup>th</sup> Street, Sunset Park will allow the company to expand its aluminum stretcher frame line (to be housed in its existing facility) while continuing to grow market share for its existing wood stretcher and hand priming business. In addition, the expansion will allow Simon Liu to undertake more hand priming jobs from artists and curators locally and nationally.

3. Please provide a brief description of renovations/construction of the proposed Project.

Renovations to the proposed project location will include undertaking improvements that will make the facility more efficient in terms of operating layout and storage areas, undertaking some HVAC and electrical work (in preparation for the large framing and stretching machinery that will be housed in the facility).

4. Please provide a brief timeline for the entire proposed Project.

NYCIDA Inducement and Authorization – July 23, 2013

Purchase building – August or September, 2013

Renovations – September through October, 2013

Full operations in new building – November, 2013

**Financials**

**7. List of Applicant's major customers with % share**

Amann & Estabrook Conservation

Sandra Amann

[REDACTED]  
[REDACTED]  
[REDACTED]

Cranmer Art Group, LLC

Dana Cranmer

[REDACTED]  
[REDACTED]  
[REDACTED]

Yost Conservation, LLC

Tom Yost

[REDACTED]  
[REDACTED]  
[REDACTED]

**8. List of Applicant's major suppliers**

Rex Lumber Company

Scott Christiansen

[REDACTED]  
[REDACTED]

Downes & Reader hardwood Co., Inc.

Jim Reader

[REDACTED]  
[REDACTED]

Libeco-Lagage Inc.

Michael Blowney

[REDACTED]  
[REDACTED]

**11. Banks**

Dorothy Cheung

Business Banking

25-47 Parsons Blvd

Flushing NY 11354

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

## Appendix C

State Environmental Quality Review  
**SHORT ENVIRONMENTAL ASSESSMENT FORM**  
 For UNLISTED ACTIONS Only

**PART I - PROJECT INFORMATION (To be completed by Applicant or Project Sponsor)**

1. APPLICANT/SPONSOR <i>Simon Liu, Inc.</i>	2. PROJECT NAME <i>Simon Liu, Inc.</i>
3. PROJECT LOCATION: Municipality <i>New York City</i> County <i>Brooklyn</i>	
4. PRECISE LOCATION (Street address and road intersections, prominent landmarks, etc., or provide map) <i>278-80 24<sup>th</sup> Street (Block 652, Lots 17+19)</i>	
5. PROPOSED ACTION IS: <input type="checkbox"/> New <input type="checkbox"/> Expansion <input checked="" type="checkbox"/> Modification/alteration	
6. DESCRIBE PROJECT BRIEFLY: <i>Purchase of facility</i>	
7. AMOUNT OF LAND AFFECTED: Initially <i>0.25</i> acres    Ultimately <i>0.23</i> acres	
8. WILL PROPOSED ACTION COMPLY WITH EXISTING ZONING OR OTHER EXISTING LAND USE RESTRICTIONS? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No    If No, describe briefly	
9. WHAT IS PRESENT LAND USE IN VICINITY OF PROJECT? Describe: <input checked="" type="checkbox"/> Residential <input checked="" type="checkbox"/> Industrial <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Agriculture <input type="checkbox"/> Park/Forest/Open Space <input type="checkbox"/> Other	
10. DOES ACTION INVOLVE A PERMIT APPROVAL, OR FUNDING, NOW OR ULTIMATELY FROM ANY OTHER GOVERNMENTAL AGENCY (FEDERAL, STATE OR LOCAL)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No    If Yes, list agency(s) name and permit/approvals: <i>SBA through the SBA504 program</i>	
11. DOES ANY ASPECT OF THE ACTION HAVE A CURRENTLY VALID PERMIT OR APPROVAL? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No    If Yes, list agency(s) name and permit/approvals:	
12. AS A RESULT OF PROPOSED ACTION WILL EXISTING PERMIT/APPROVAL REQUIRE MODIFICATION? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE	
Applicant/sponsor name: <i>Simon Liu, Inc.</i>	Date: <i>6/5/13</i>
Signature: <i>[Signature]</i>	

**If the action is in the Coastal Area, and you are a state agency, complete the Coastal Assessment Form before proceeding with this assessment**