

PUBLIC HEARING SCRIPT

**Perry's Ice Cream Company 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 June 22, 2022 at 9:00 a.m.,
at the Village of Akron, Village Hall Board Room, located at 21 Main Street,
Akron, NY 14001

ATTENDANCE:

Steve Helms – Perry's Ice Cream

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

Hearing Officer: Welcome. This public hearing is now open; it is 9:00 a.m. My name is Andrew Federick. I am the Business Development Officer of 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.

2. PURPOSE: Purpose of the Hearing.

Hearing Officer: We are here to hold the public hearing on the Perry's Ice Cream 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, June 9, 2022.

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 1 Ice Cream Plaza, Town of Newstead, Village of Akron, Erie County, New York (the "Land"), (ii) improving the land adjacent to the current building and construction on the Land of a new approximately 20,000 square-foot building next to the existing structure which will house a new extruded ice cream novelty machine and conveyoring as well as upgrading the site's engine room and pump room (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 July 26, 2022. 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.

Steve Helms -Chief Financial Officer. I would like to speak a little bit about the company, the project and why we are asking assistance from the ECIDA. Perry's Ice Cream is a 4th generation owned and operated business her in Akron, NY. Using the same recipe passed down for generations, Perry's Ice Cream is still slow cooked, and delivered throughout Akron, NY and beyond. Staying true to our roots, nearly 100% of our milk and cream comes from farms in the surrounding Akron communities. What started as a small milk route now employs over 400 team members throughout New York, Ohio, and Pennsylvania. The fourth generation continues building on the history of Perry's ensuring we support what matters most: the people, our employee’s, and our community. Customers are mostly in New York, and we are proud of being the #1 ice cream brand in Western New York. But half of what we produce ends up beyond the New York State borders. We have co-pack and private label customers that sell outside the USA, and in many corners of the country. Customers include grocery stores, convenience stores, national brand companies, to the local schools and sports arenas.

Now I would like to tell you a little bit about the project. As Andy briefed the project will improve the land adjacent to the current building and construction on the land of a new approximately 20,000 square-foot building next to the existing structure which will house a new

extruded ice cream novelty machine and conveying. We are also in need of upgrading the site's engine room and pump room. The total project budget is about \$18M. About \$7M of that is production equipment and the remaining \$11M is building and other ancillary equipment. After completion the staffing that will be needed to run the equipment is about 15 incremental hires above our existing employment. We also need to upskill the current employees who will be involved with working this new equipment. Much of the dairy needed to run this line, we need to buy more ingredients to produce these extruded novelties will be purchased from local farms. Products to be produced by this machine are right now over sold in this industry. Sometimes you go to the grocery store, and you cannot find some stick novelties and whether those novelties are dairy or non-dairy and they include toppings, different flavors, dip coatings. Needless to say, we are very excited about this project. The last time we introduced a brand-new line at Perry's was about 14th years ago back in 2007-2008. This project brings the capability to create a very relevant and in-demand ice cream product not only to Western New York but beyond our borders here.

Why are we asking for financial assistance from ECIDA? We are asking for financial assistance to lower the costs of our project, to improve the competitiveness of Perry's Ice Cream company compared to the National and International ice cream companies and to improve and modernize the product offerings and capabilities of an important local brand. For our employees it brings new training, new skills and technology that does not exist here in Western New York.

6. ADJOURNMENT:

As there were no further statements and/or comments, the Hearing Officer closed the public hearing at 9:09 a.m.

**SIGN IN SHEET
PUBLIC HEARING**

June 22, 2022 at 9:00 a.m.,
at the Village of Akron, Village Hall Board Room, located at 21 Main Street,
Akron, NY 14001
regarding:

**Perry's Ice Cream Company Inc. and/or Individual(s) or Affiliate(s),
Subsidiary(ies), or Entity(ies) formed or to be formed on its behalf**

Project Location: 1 Ice Cream Plaza, Town of Newstead, Village of Akron, Erie County, New York

Name	Company and/or Address	X box to speak/ comment
Steve Helms	Perry's Ice Cream Company 1 Ice Cream Plaza Akron, New York 14001	X