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**Andrew M. Cuomo** - Governor

## **Governor Cuomo Announces ReCharge NY Supports 300 Jobs and Over \$20 Million in Capital Investment at Rochester Printing Company**

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Albany, NY (November 21, 2013)

Governor Andrew M. Cuomo today announced that his ReCharge NY (RNY) low-cost power program is supporting Flower City Printing, Inc., a Rochester high-tech printing company. With low-cost energy from the RNY program, the company is able to retain and create a total of 302 jobs and invest more than \$20 million for capital improvements and an expansion of its operations.

"The expansion of Flower City Printing, and associated protection of hundreds of jobs, is a solid testament to the success of the Recharge NY program in the Finger Lakes region and statewide," said Governor Cuomo. "Businesses like Flower City are the cornerstones of our upstate economy. The company's expansion plans demonstrate that assistance from state incentive programs such as Recharge NY can be the essential catalyst to spur capital investments by businesses and further their competitive operations."

Last year, Flower City was awarded by the New York Power Authority (NYPA) a total of 1.2 megawatts (MW) of low cost Recharge New York power. By comparison, one MW is enough electricity to meet the needs of up to 1,000 typical homes.

Representatives of NYPA, which administers ReCharge NY, and Flower City Printing, were joined on Thursday by local elected and economic development officials at the company's Rochester printing plant. As a full-service printer, Flower City provides printing for point-of-purchase displays, corrugated packaging, and signage using state-of-the-art offset and flexo printing technology.

The Governor launched RNY in 2011 to help businesses and other enterprises lower their operating costs and spur economic development. The program offers contracts of up to seven years for lower-cost power, and reserves at least 350 MWs for upstate businesses and institutions, 200 MWs for business attraction and expansion, as well as up to 100 MWs for not-for-profit organizations.

A total of 58 businesses in the Finger Lakes region and two not-for profit enterprises are benefiting from RNY allocations in return for their retention of more than 14,800 jobs. To locate Finger Lakes Recharge New York recipients please [click here](#).

Gil C Quiniones, NYPA president and chief executive officer said, "Governor Cuomo has repeatedly demonstrated his commitment to job stability and growth in the Rochester area and throughout the state through innovative economic development programs such as ReCharge NY. Flower City Printing, a homegrown company with local owners, is a fine example of the public- and private-sector synergy that is taking place under the Governor's leadership in the application of key state resources for lowering business' costs and strengthening the economy."

NYPA trustee and Rochester resident Wayne LeChase said, "One of the reasons I am so proud to work with Governor Cuomo is that I can see firsthand how government can have a real impact on families in the Finger Lakes and New York State. Government programs can sometimes seem abstract. With Recharge New York, the low-cost NYPA power allotments directly correlate with job retention and growth. Every job represents the chance for a better quality of life for a family. That is what I call government working for the people."

Assembly Majority Leader Joseph D. Morelle said, "As a former small business owner, I know how tough it can be to keep the doors open, much less grow and thrive. Flower City has managed to do both for over 40 years. I am proud that the New York State legislature, together with Governor Cuomo, passed ReCharge NY legislation that helps businesses like Flower City lower their energy costs, thus allowing them to invest in the future of their business and, in turn, the future of this community."

Senator Joseph E. Robach said, "Key legislative initiatives by Governor Cuomo such as the legislation that created the ReCharge NY program have provided the tools to spur the growth of the state's economy. The success of this program, including in the district that I represent, instills a great sense of pride in all of us who supported its creation."

William Oliveri, Chairman Board of Trustees and Chief Executive Officer, Flower City Printing, said, "At Flower City Printing, our corporate culture can best be described in three words, Yes We Can!, and Governor Cuomo has proven that he feels the same way. When he was elected, he hit the ground running and spared no time in signing ReCharge NY legislation. This is the first time that many businesses have had access to low-cost NYPA power. I think I speak on behalf of all Finger Lakes businesses when I say, it is making a significant difference in the bottom line."

For over 40 years, Flower City Printing has been producing quality printing on numerous substrates for products that include food labeling, corrugated boxes, retail signage and point of purchase displays. Its niche expertise is in its ability to quickly respond to specialized print runs. The company has a diverse domestic and global distribution network reflecting its contracts with retail global customers. Flower City has been a leader in eco-friendly practices since 1987 when it first instituted ink and paper recycling programs. It also actively works with private and state academic institutions in training customers and students in printing technology, thus ensuring a skilled workforce for the future.

More than 1,200 applications were reviewed by NYPA staff, in consultation with the Governor's 10 Regional Economic Development Councils for the initial allocations. In addition to jobs and capital investments, the various statutory criteria for considering RNY applications include the extent to which an allocation would be consistent with existing regional economic development strategies; an applicant's risk of closure or curtailing operations; the significance of the applicant's facility to the local economy; and its commitment to energy efficiency.

"Governor Cuomo made it clear from the beginning that things were going to change, and they have - dramatically", said Finger Lakes Regional Economic Development Council Co-Chairs, Joel Seligman, President, University of Rochester, and Danny Wegman, CEO, Wegman's Food. "His new approach to economic development has engaged stakeholders from every sector of our community. Local government, business, academia and the public have worked together to craft a regional strategic plan for growth. Flower City perfectly aligns with our goals for support of the growth of advanced manufacturing."

Chairman of the Board of Directors for Rochester Works and Chairman of the Monroe County Workforce Investment Board Sergio Esteban said, "Monroe County, including the City of Rochester, is home to many great businesses. We're a community of innovators that attracts cutting- edge industries. Flower City Printing follows in that tradition. I appreciate that Governor Cuomo shares our belief that continuous dialogue between local and state economic development agencies and leaders in the business community, lead to creative strategies and legislative solutions like the ReCharge NY program that supports growth and creates jobs. This is a great day for Flower City Printing and our region."

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