

## PROJECT SUMMARY

### Clark Property Management LLC (Daisy Barn Campground)



<b>Applicant:</b>	Clark Property Management LLC (Daisy Barn Campground)	
<b>Project Location:</b>	3101 – 3103 Lake Road (Route 18) Town of Wilson	
<b>Assistance:</b>	10 year Tourism PILOT Sales Tax Abatement Mortgage Recording Tax Abatement	
<b>Description:</b>	<p>Daisy Barn Campground is an existing campground located on Route 18 in the Town of Wilson. The campground, located on 36 landscaped acres, borders Lake Ontario, two miles west of the Harbor and Village of Wilson.</p> <p>The campground has become a major tourist destination for the area and needs to expand in order to accommodate the demand from new visitors. Located directly on the Seaway Trail, Daisy Barn is a sought-after destination for fishermen and water enthusiasts, as well as campers who enjoy the beauty of camping on the shores of Lake Ontario.</p> <p>Last season, Daisy Barn Campground reserved 90% of camping sites through their website. The property has been marketed with the aid of the Niagara County Tourism and Camping Guides. Guests have visited from 36 states and throughout the world including Germany, England, Japan, Australia, France, Italy, Russia and South Korea, among others. In addition, several charter captains have set up residence at the campground and bring in fishing parties, mainly from Ohio and Pennsylvania throughout the season.</p> <p>The project entails the addition of 45 campsites, a pool and bathhouse.</p>	
<b>Project Costs:</b>	Construction/Improvements Furniture, Fixtures & Equipment Soft costs & other <p style="text-align: right;"><b>TOTAL</b></p>	\$ 1,600,000 \$ 535,000 \$ <u>50,000</u> \$ 2,185,000
<b>Employment:</b>	Current jobs in Niagara County                         3 PT Jobs in Niagara County within 3 years:                 3 PT Total Annual Payroll End Year 3:                     \$93,820 Skills: Maintenance, Management, Event Planner, Lifeguard	

**REGIONAL ECONOMIC IMPACT ANALYSIS**  
**Clark Property Management LLC (Daisy Barn Campground)**

**Estimated State & Regional Benefits / Estimated Project Incentives Analysis**

<b>Total State and Regional Benefits</b>	<b>\$ 438,121</b>
<b>Total Project Incentives</b>	<b>\$ 248,417</b>
<b>Benefit to Cost Ratio</b>	<b>1.76:1</b>

<b>Projected Employment</b>	<b>State</b>	<b>Region</b>
Total Employment	<b>21</b>	<b>21</b>
Direct**	3	3
Indirect***	1	1
Induced****	1	1
Temporary Construction (Direct and Indirect)	16	16

**Estimated State & Regional Benefits (Discounted Present Value \*)**

<b>Total State and Regional Benefits</b>	<b>\$ 438,121</b>
Income Tax Revenue	\$ 97,712
Property Tax/PILOT Revenue	\$ 271,771
Sales Tax Revenue	\$ 68,638

**Estimated Project Incentives (Discounted Present Value \*)**

<b>Total Project Incentives</b>	<b>\$ 248,417</b>
Mortgage Tax	\$ 7,500
Property Tax	\$ 134,117
Sales Tax	\$ 106,800

\* Figures over 15 years and discounted by 3.49%

\*\* Direct - The recipient of IDA assistance adds new jobs to the regional economy and/or retains jobs at risk of being lost to another region. Investments that result in displacing existing jobs (e.g., most retail and many service sector industries) do not fall under this definition.

\*\*\* Indirect - The recipient of IDA assistance makes purchases from regional firms, which stimulates suppliers to add jobs and payroll that are new to the regional economy or are saved from being lost to competitors outside the region.

\*\*\*\* Induced - The recipient of IDA assistance by adding to and/or retaining payroll stimulates household spending that is new to the regional economy and/or saved from being lost to competitors outside the region.

Utilizing informANALYTICS modeling software, an economic impact analysis was conducted to measure new investment and employment for the project. This software is a widely accepted and an industry standard for economic impact modeling measuring employment and salary impacts and facility output on the community for a given project.