

NASSAU COUNTY INDUSTRIAL
DEVELOPMENT AGENCY

APPLICATION FOR FINANCIAL ASSISTANCE



APPLICATION OF:

The NPD Group, Inc.

APPLICANT NAME

Please respond to all questions in this Application for Financial Assistance (the "Application") by, as appropriate:

- filling in blanks;
- checking the applicable term(s);
- attaching additional text (with notation in Application such as "see Schedule H, Item # 1", etc.); or
- writing "N.A.", signifying "not applicable".

All attachments responsive to questions found in this Application should be clearly labeled and attached as Schedule I to the Application. If an estimate is given, enter "EST" after the figure. One signed original and one photocopy of the Application (including all attachments) must be submitted.

The following amounts are payable to the Nassau County Industrial Development Agency (the "Agency") at the time this Application is submitted to the Agency: (i) a \$1,000 non-refundable application fee (the "Application Fee"); (ii) a \$3,500 expense deposit for the Agency's Transaction/Bond Counsel fees and expenses (the "Counsel Fee Deposit"), (iii) a \$2,500 expense deposit for the cost/benefit analysis with respect to the project contemplated by this Application (the "Cost/Benefit Deposit"), and (iv) a \$500 expense deposit for the real property tax valuation analysis, if applicable, with respect to the project contemplated by this Application (the "Valuation Deposit"). The Application Fee will not be credited against any other fees or expenses which are or become payable to the Agency in connection with this Application or the project contemplated herein (the "Project"). In the event that the subject transaction does not close for any reason, the Agency may use all or any part of the Counsel Fee Deposit, the Cost/Benefit Deposit and/or the Valuation Deposit to defray the cost of Transaction/Bond Counsel fees and expenses, the cost of obtaining a cost/benefit analysis and/or the cost of obtaining a real property tax valuation with respect to the Project. In the event that the subject transaction does close, the Counsel Fee Deposit, the Cost/Benefit Deposit and the Valuation Deposit shall be credited against the applicable expenses incurred by the Agency with respect to the Project.

Every signature page comprising part of this Application must be signed by the Applicant or this Application will not be considered complete or accepted for consideration by the Agency.

The Agency's acceptance of this Application for consideration does not constitute a commitment on the part of the Agency to undertake the proposed Project, to grant any financial assistance with respect to the proposed Project or to enter into any negotiations with respect to the proposed Project.

Information provided herein may be subject to disclosure under the New York Freedom of Information Law (New York Public Officers Law § 84 et seq.) ("FOIL"). If the Applicant believes that a portion of the material submitted with this Application is protected from disclosure under FOIL, the Applicant should mark the applicable section(s) or page(s) as "confidential" and state the applicable exception to disclosure under FOIL.

May 14, 2018
DATE

PART I. APPLICANT

A. APPLICANT FOR FINANCIAL ASSISTANCE:

Name: The NPD Group, Inc.

Address: 900 West Shore Road, Port Washington NY 11050

Fax: (516) 625-2888

NY State Dept. of Labor Reg #: _____ Federal Employer ID #: _____

NAICS Code #: 541999

Website: www.npd.com

Name of CEO or Authorized Representative Certifying Application: Thomas A. Lynch

Title of Officer: CFO

Phone Number: 516-625-7476 E-Mail: tom.lynych@npd.com

B. BUSINESS TYPE (Check applicable status. Complete blanks as necessary):

Sole Proprietorship _____ General Partnership _____ Limited Partnership _____

Limited Liability Company _____ Privately Held Corporation X

Publicly Held Corporation _____ Exchange listed on _____

Not-for-Profit Corporation _____

Income taxed as: Subchapter S X Subchapter C _____
501(c)(3) Corporation _____ Partnership _____

State and Year of Incorporation/Organization: New York 1966

Qualified to do Business in New York: Yes X No _____ N/A _____

C. APPLICANT COUNSEL:

Firm name: FORCIELLI DEEGAN TERRANA LLP

Address: 333 Earle Ovington Blvd., Suite 1010
Uniondale, New York 11553

Primary Contact: Daniel P. Deegan, Esq.

Phone: 516-248-1700

- I. Is the Applicant (or any parent company, subsidiary, affiliate or related entity or person) or any principal(s) of the Applicant or its related entities involved in any litigation or aware of any threatened litigation that would have a material adverse effect on the Applicant's financial condition or the financial condition of said principal(s)? If YES, attach details at Schedule I.

YES ___ NO X

- J. Has the Applicant (or any parent company, subsidiary, affiliate or related entity or person) or any principal(s) of the Applicant or its related entities, or any other business or concern with which such entities, persons or principal(s) have been connected, ever been involved, as debtor, in bankruptcy, creditors rights or receivership proceedings or sought protection from creditors? If YES, attach details at Schedule I.

YES ___ NO X

- K. Has the Applicant (or any parent company, subsidiary, affiliate or related entity or person) or any principal(s) of the Applicant or its related entities, ever been convicted of any felony or misdemeanor (other than minor traffic offenses), or have any such related persons or principal(s) held positions or ownership interests in any firm or corporation that has been convicted of a felony or misdemeanor (other than minor traffic offenses), or are any of the foregoing the subject of a pending criminal proceeding or investigation? If YES, attach details at Schedule I.

YES _____ NO X

- L. Has the Applicant (or any parent company, subsidiary, affiliate or related entity or person) or any principal(s) of the Applicant or its related entities, or any other business or concern with which such entities, persons or principal(s) have been connected, been cited for (or is there a pending proceeding or investigation with respect to) a civil violation of federal, state or local laws or regulations with respect to labor practices, hazardous wastes, environmental pollution, taxation, or other operating practices? If YES, attach details at Schedule I.

YES ___ NO X

- M. Is the Applicant (or any parent company, subsidiary, affiliate or related entity or person) or any principal(s) of the Applicant or its related entities, or any other business or concern with which such entities, persons or principal(s) have been connected, delinquent or have any of the foregoing persons or entities been delinquent on any New York State, federal or local tax obligations within the past five (5) years? If YES, attach details at Schedule I.

YES ___ NO X

N. Complete the following information for principals (including, in the case of corporations, officers and members of the board of directors and, in the case of limited liability company, members and managers) of the Applicant:

<u>Name</u>	<u>Title</u>	<u>Other Business Affiliations</u>
<u>Tod Johnson</u>	<u>Executive Chairman</u>	<u>Director, Catalina Marketing Corporation</u>
<u>Karyn Schoenbart</u>	<u>CEO</u>	_____
<u>Thomas A. Lynch</u>	<u>CFO</u>	_____
<u>Virginia Grande</u>	<u>Global Head of HR</u>	_____

Do any of the foregoing principals hold elected or appointive positions with New York State, any political division of New York State or any other governmental agency? If YES, attach details at Schedule I.

YES ___ NO X

Are any of the foregoing principals employed by any federal, state or local municipality or any agency, authority, department, board, or commission thereof or any other governmental or quasi-governmental organization?

YES ___ NO X

O. Operation at existing location(s) (Complete separate Section O for each existing location):

1. (a) Location: 900 West Shore Road, Port Washington, NY 11050
- (b) Number of Employees: Full-Time: 570* Part-Time: 11
**plus 48 on-site consultant contractors (data as of 3/16/2018)*
- (c) Annual Payroll, excluding benefits: \$65,971,177* (annualized salary)
**plus \$7,656,320 on-site consultant contractors in 2017*
- (d) Type of operation (e.g. manufacturing, wholesale, distribution, retail, etc.) and products or services: Information Services/Corporate Headquarters, and Data Center
- (e) Size of existing facility real property (i.e., acreage of land): 7.74 acres
- (f) Buildings (number and square footage of each): One Building - 117,000 sq ft
- (g) Applicant's interest in the facility

FEE TITLE: ___ LEASE: X* OTHER (describe below): ___
**currently subleased under IDA arrangement with NPD Realty Company LLC*

2. Will the completion of the proposed Project result in the removal of a plant or facility of the Applicant, or of a proposed user, occupant or tenant of the Project, or a relocation of any employee of the Applicant, or any employee of a proposed user, occupant or tenant of the Project, from one area of the State of New York (but outside of Nassau County) to a location in Nassau County or in the abandonment of such a plant or facility located in an area of the State of New York outside of Nassau County? If YES, complete the attached Anti-Raiding Questionnaire (Schedule D).

YES

NO

3. Will the proposed Project result in the removal or abandonment of a plant or facility of the Applicant, or of a proposed user, occupant or tenant of the proposed Project, or a relocation of any employee of the Applicant, or any employee of a proposed user, occupant or tenant of the proposed Project, located within Nassau County? If YES, identify the location of the plant or facility and provide explanation.

YES

NO

-
- P. Has the Applicant considered moving to another state or another location within New York State? If YES, explain circumstances.

YES

NO

See Schedule I, Part I - Item P

-
- Q. Does any one supplier or customer account for over 50% of Applicant's annual purchases or sales, respectively? If YES, attach name and contact information for supplier and/or customer, as applicable:

YES

NO

- R. Does the Applicant (including any related entity or person) or any principal(s) of the Applicant or its related entities, or any other business or concern with which such entities, persons or principal(s) have been connected, have any contractual or other relationship with the Agency or the County of Nassau? If YES, attach details at Schedule I.

YES

NO

- S. Nature of Applicant's business (e.g., description of goods to be sold, products manufactured, assembled or processed, services rendered):

See Schedule J, Part I - Item S

T. ANY RELATED PARTY PROPOSED TO BE A USER OF THE PROJECT:

Name: NPD Realty Company LLC

Relationship to Applicant: Sister company

Provide the information requested in Questions A through S above with respect to each such party by attachment at Schedule I.

PART II. PROPOSED PROJECT

A. Types of Financial Assistance Requested:

- Tax-Exempt Bonds
- Taxable Bonds
- Refunding Bonds
- Sales/Use Tax Exemption
- Mortgage Recording Tax Exemption
- Real Property Tax Exemption
- Other (specify): _____

B. Type of Proposed Project (check all that apply and provide requested information):

- New Construction of a Facility
Square footage: _____
- Addition to Existing Facility
Square footage of existing facility: _____
Square footage of addition: _____
- Renovation of Existing Facility
Square footage of area renovated: 100,000-117,000
Square footage of existing facility: 117,000
- Acquisition of Land/Building
Acreage/square footage of land: _____
Square footage of building: _____
- Acquisition of Furniture/Machinery/Equipment
List principal items or categories:
Furniture, Fixtures, Audio/Visual Equipment; Computer Hardware, Network and
Server Hardware, Software, Cabling and Networking, & Storage
- Other (specify): _____

C. Briefly describe the purpose of the proposed Project, the reasons why the Project is necessary to the Applicant and why the Agency's financial assistance is necessary, and the effect the Project will have on the Applicant's business or operations:

See Schedule I, Part II - Item C

D. Is there a likelihood that the proposed Project would not be undertaken by the Applicant but for the granting of the financial assistance by the Agency? (If yes, explain; if no, explain why the Agency should grant the financial assistance with respect to the proposed Project)

YES X NO

See Schedule I, Part II - Item D/E

E. If the Applicant is unable to arrange Agency financing or other Agency financial assistance for the Project, what will be the impact on the Applicant and Nassau County? Would the Applicant proceed with the Project without Agency financing or other Agency financial assistance? Describe.

See Schedule I, Part II - Item D/E

F. Location of Project:

Street Address: 900 West Shore Road

City/Village(s): Port Washington

Town(s): North Hempstead

School District(s): Roslyn

Tax Map Section: 6 Block: 87 Lot: 7 & 17

Census Tract Number: 3014

G. Present use of the Project site: Corporate headquarters and data center

H. (a) What are the current real estate taxes on the Project site? (If amount of current taxes is not available, provide assessed value for each):

Applicant's real estate tax payment under the current PILOT Agreement is \$832,740 (whereas the taxes based on current assessed value would otherwise be \$640,000):

General:	<u>\$ 303,911 (current PILOT Payment)</u>	<u>\$ 234,000 (full tax on current AV)</u>
School:	<u>\$ 528,829 (current PILOT Payment)</u>	<u>\$ 406,000 (full tax on current AV)</u>
Village:	<u>\$ N.A.</u>	<u>\$</u>

(b) Are tax certiorari proceedings currently pending with respect to the Project real property? If YES, attach details at Schedule I including copies of pleadings, decisions, etc.

YES NO X

I. Describe proposed Project site ownership structure (*i.e.*, Applicant or other entity):

Currently Applicant is sublessee of NPD Realty Company, LLC, lessee of the Agency pursuant to the lease agreement with the Agency dated August 1, 2007; Applicant is proposing a similar structure for this Project.

J. To what purpose will the building or buildings to be acquired, constructed or renovated be used by the Applicant? (Include description of goods to be sold, products to be manufactured, assembled or processed and services to be rendered.)

The building is used as Applicant's global headquarters and data center; renovations to the building interior, equipment, and tools are necessary for Applicant to foster a desirable work environment aimed at retaining our current employee base and successfully recruiting top talent in order for NPD to remain competitive.

K. If any space in the Project is to be leased to or occupied by third parties (*i.e.*, parties not related to the Applicant), or is currently leased to or occupied by third parties who will remain as tenants, provide the names and contact information for each such tenant, indicate total square footage of the Project to be leased to each tenant, and describe proposed use by each tenant:

N.A.

L. Provide, to the extent available, the information requested, in Part I, Questions A, B, D and O, with respect to any party described in the preceding response.

N.A.

M. Does the proposed Project meet zoning/land use requirements at proposed location?

YES

NO

1. Describe present zoning/land use: Planned Industrial Park District

2. Describe required zoning/land use, if different: Same

3. If a change in zoning/land use is required, please provide details/status of any request for change of zoning/land use requirements:

N.A.

N. Does the Applicant, or any related entity or person, currently hold a lease or license on the Project site? If YES, please provide details and a copy of the lease/license.

YES (See Item I of Part II above) NO

O. Does the Applicant, or any related entity or person, currently hold fee title to (i.e. own) the Project site?

YES NO

If YES, indicate:

- (a) Date of purchase: _____
- (b) Purchase price: \$ _____
- (c) Balance of existing mortgage, if any: \$ _____
- (d) Name of mortgage holder: _____
- (e) Special conditions: _____

If NO, indicate name of present owner of Project site: Nassau County IDA

P. Does the Applicant or any related person or entity have an option or a contract to purchase the Project site and/or any buildings on the Project site?

YES NO

If YES, attach copy of contract or option at Schedule I and indicate:

- (a) Date signed: August 1, 2007 (Agency Lease)
- (b) Purchase price: \$1.00
- (c) Closing date: August 1, 2007 (Agency Lease)

Is there a relationship legally or by virtue of common control or ownership between the Applicant (and/or its principals) and the seller of the Project (and/or its principals)?

If YES, describe:

YES NO

Q. Will customers personally visit the Project site for either of the following economic activities? If YES with respect to either economic activity indicated below, complete the attached Retail Questionnaire (Schedule E).

Sales of Goods: YES ___ NO ___X Sales of Services: YES ___ NO ___X*

However, clients, vendors and other third parties including, employees of Applicant and Applicant entities from other locations personally visit the Project site for meetings regularly, which creates economic activity in the county.

R. Describe the social and economic conditions in the community where the Project site is or will be located and the impact of the proposed Project on the community (including impact on infrastructure, transportation, fire and police and other government-provided services):

See Schedule I, Part II – Item R

S. Identify the following Project parties (if applicable):

Architect: Not yet determined
Engineer: Not yet determined
Contractors: Not yet determined

T. Will the Project be designed and constructed to comply with Green Building Standards? (if YES, describe the LEED green building rating that will be achieved):

YES ___ NO ___X

U. Is the proposed Project site located on a Brownfield? (if YES, provide description of contamination and proposed remediation)

YES ___ NO ___X

V. Will the proposed Project produce a unique service or product or provide a service that is not otherwise available in the community in which the proposed Project site is located?

YES

NO

As a leading provider of reliable and comprehensive consumer and retail information to blue chip companies in a wide range of industries, the Applicant provides the community and County with a unique globally renowned employer and headquarters, with highly skilled workers in a highly coveted industry.

W. Is the proposed Project site currently subject to an IDA transaction (whether through the Agency or otherwise)? If yes, explain.

YES

NO

IDA Agreement dated Dec 19, 2011 (with The NPD Group, Inc.)

IDA Agreement dated August 1, 2007 (with NPD Realty Company LLC)

PART III. CAPITAL COSTS OF THE PROJECT

A. Provide an estimate of cost of all items listed below:

	<u>Item</u>	<u>Cost</u>
1.	Land and/or Building Acquisition	\$ _____
2.	Building Demolition	\$ _____
3.	Construction/Reconstruction/Renovation	\$ 355,000
4.	Site Work	\$ _____
5.	Infrastructure Work	\$ _____
6.	Architectural/Engineering Fees	\$ 20,000
7.	Applicant's Legal Fees	\$ _____
8.	Financial Fees	\$ _____
9.	Other Professional Fees	\$ _____
10.	Furniture, Equipment & Machinery Acquisition (not included in 3. above)	\$ _____
	a.) Office renovation	\$ 2,800,000
	b.) IT business continuity SW & HW	\$ 3,500,000
	c.) Storage Capacity Increase	\$ 3,000,000
	d.) Other SW	\$ 6,050,000
	e.) Other HW	\$ 3,000,000
	f.) Servers	\$ 950,000
11.	Other Soft Costs (describe)	\$ _____
12.	Other (describe)	\$ _____
	Total	\$ 19,675,000

B. Estimated Sources of Funds for Project Costs:

a.	Tax-Exempt IDA Bonds:	\$ 0
b.	Taxable IDA Bonds:	\$ 0
c.	Conventional Mortgage Loans:	\$ 0
d.	SBA or other Governmental Financing: Identify: _____	\$ 0
e.	Other Public Sources (e.g., grants, tax credits): Identify: _____	\$ 0
f.	Other Loans:	\$ 0
g.	Equity Investment: (excluding equity attributable to grants/tax credits)	\$ 19,675,000
	TOTAL	\$ 19,675,000

What percentage of the total project costs are funded/financed from public sector sources: 0 %

C. Have any of the above costs been paid or incurred (including contracts of sale or purchase orders) as of the date of this application? If YES, describe particulars on a separate sheet.

YES _____ NO X

D. Are items of working capital, moving expenses, work in progress, or stock in trade included in the proposed uses of the bond proceeds (if applicable)? If YES, provide details:

YES _____ NO _____ NOT APPLICABLE X

E. Will any of the funds to be borrowed through the Agency's issuance of bonds, if applicable, be used to repay or refinance an existing mortgage, outstanding loan or an outstanding bond issue? If YES, provide details:

YES _____ NO _____ NOT APPLICABLE X

F. Has the Applicant made any arrangement for the marketing or the purchase of the bonds or the provision of other third party financing (if applicable)? If YES, indicate with whom (subject to Agency approval) and provide a copy of any term sheet or commitment letter issued with respect to such financing.

YES _____ NO _____ NOT APPLICABLE X

G. Construction Cost Breakdown:

Total Cost of Construction: \$ 19,655,000 (sum of 2-5 and 10 in Question A above)

Cost for materials: \$ 19,477,500 EST

% Sourced in County: 25 %

% Sourced in State: 75 % (incl. County)

Cost for labor: \$ 177,500 EST

% Sourced in County: 75-80 %

% Sourced in State: 100 % (incl. County)

Cost for "other": \$ N.A.

% Sourced in County: N.A. %

% Sourced in County: N.A. % (incl. County)

The Applicant acknowledges that the transaction/bond documents may include a covenant by the Applicant to undertake and document the total amount of capital investment as set forth in this Application.

PART IV. COST/BENEFIT ANALYSIS

A. If the Applicant presently operates in Nassau County, provide the current annual payroll. Estimate projected payroll at the Project site in First Year, Second Year and Third Year after completion of the Project:

	Present	First Year	Second Year	Third Year
Full-time:	\$65,971,177 (570 FTE)	\$ 74,800,000 (575 FTE)	\$ 77,000,000 (575FTE)	\$ 79,900,000 (580 FTE)
Part-time: ¹	\$659,543 (11 Part-time)	\$660,000 (11 Part-time)	\$ 660,000 (11 Part-time)	\$660,000 (11 Part-time)
On-Site Consultant Contractors	\$7,656,320* *2017 spend for 48 Consultants	TBD	TBD	TBD

List the average salaries or provide ranges of salaries for the following categories of jobs (on a full-time equivalency basis) projected to be retained/created in Nassau County as a result of the proposed Project:

<u>Category of Jobs to be Retained:</u>	<u>Average Salary or Range of Salary:</u>	<u>Average Fringe Benefits or Range of Fringe Benefits</u>
Management	\$180,517	\$20,433
Professional	\$95,507	\$9,924
Administrative	\$67,458	\$9,203
Production-Sales	\$94,525	\$10,207
Supervisor	N.A.	N.A.
Laborer	N.A.	N.A.
Independent Contractor ²	\$150,000 EST	N.A.
Other	N.A.	N.A.

<u>Category of Jobs to be Created:</u>	<u>Average Salary or Range of Salary:</u>	<u>Average Fringe Benefits or Range of Fringe Benefits</u>
Management	N.A.	N.A.
Professional	\$115,000 EST	\$10,000 EST
Administrative	N.A.	N.A.
Production-Sales	N.A.	N.A.
Supervisor	N.A.	N.A.
Laborer	N.A.	N.A.
Independent Contractor ³	TBD	N.A.
Other	N.A.	N.A.

¹ NOTE: The Agency converts part-time jobs into FTE's for evaluation and reporting purposes by dividing the number of part-time jobs by two (2).

² As used in this chart, this category includes employees of independent contractors.

³ As used in this chart, this category includes employees of independent contractors.

The Agency may utilize the foregoing employment projections and the projections set forth in Schedule C, among other things, to determine the financial assistance that will be offered by the Agency to the Applicant. The Applicant acknowledges that the transaction/bond documents may include a covenant by the Applicant to retain the number of jobs, types of occupations and amount of payroll with respect to the Project set forth in this Application.

- B. (i) Will the Applicant transfer current employees from existing location(s)? If YES, describe, please describe the number of current employees to be transferred and the location from which such employees would be transferred:

YES _____

NO X

(ii) Describe the number of estimated full time equivalent construction jobs to be created as a result of undertaking the project, to the extent any:

10-20

- C. What, if any, is the anticipated increase in the dollar amount of production, sales or services following completion of the Project?

\$ 10-20 million per year (3-5% revenue increase)

What percentage of the foregoing amount is subject to New York sales and use tax?

To be determined (but note approximately 8% of all revenue subject to NYS sales tax).

What percentage of the Applicant's total dollar amount of production, sales or services (including production, sales or services rendered following completion of the Project) are made to customers outside the economic development region (i.e., Nassau and Suffolk Counties)?

95 %

Describe any other municipal revenues that will result from the Project (excluding the above and any PILOT payments):

Building Permit Fees - TBD

- D. What is the estimated aggregate annual amount of goods and services to be purchased by the Applicant for each year after completion of the Project and what portion will be sourced from businesses located in the County and the State (including the County):

	<u>Amount</u>	<u>% Sourced in County</u>	<u>% Sourced in State</u>
Year 1	<u>\$95,00,000</u>	<u>2</u>	<u>25</u>
Year 2	<u>\$95,00,000</u>	<u>2</u>	<u>25</u>
Year 3	<u>\$95,00,000</u>	<u>2</u>	<u>25</u>

- E. Describe, if applicable, other benefits to the County anticipated as a result of the Project, including a projected annual estimate of additional sales tax revenue generated, directly and indirectly, as a result of undertaking the project:

See Schedule I, Part IV – Item E

- F. Estimated Value of Requested Financial Assistance:

Estimated Value of Sales Tax Benefit: \$ 1,679,935
 (i.e., gross amount of cost of goods and services that are subject to state and local sales and use taxes multiplied by 8.625%)

Estimated Value of Mortgage Tax Benefit: \$ 0
 (i.e., principal amount of mortgage loans multiplied by [0.75%])

Estimated Property Tax Benefit:

Will the proposed Project utilize a property tax exemption benefit other than from the Agency: No
 (if so, please describe)

Term of PILOT Requested: 10 years

Existing Property Taxes on Land and Building: TBD

Estimated Property Taxes on completed Project: \$ Same as current
 (without Agency financial assistance)

NOTE: Upon receipt of this Application by the Agency, the Agency's staff will create a PILOT schedule and estimate the amount of PILOT Benefit/Cost utilizing anticipated tax rates and assessed valuation, and attach such information as Exhibit A hereto.

- G. Describe and estimate any other one-time municipal revenues (not including fees payable to the Agency) that the Project will create:

Building Permit Fees - TBD

PART V. PROJECT SCHEDULE

A. If applicable, has construction/reconstruction/renovation work on the Project begun? If YES, indicate the percentage of completion:

- | | | | | |
|----|-------------------------------|---------|-------------|---------------|
| 1. | (a) Site clearance | YES ___ | NO <u>X</u> | ___% complete |
| | (b) Environmental Remediation | YES ___ | NO <u>X</u> | ___% complete |
| | (c) Foundation | YES ___ | NO <u>X</u> | ___% complete |
| | (d) Footings | YES ___ | NO <u>X</u> | ___% complete |
| | (e) Steel | YES ___ | NO <u>X</u> | ___% complete |
| | (f) Masonry | YES ___ | NO <u>X</u> | ___% complete |
| | (g) Interior | YES ___ | NO <u>X</u> | ___% complete |
| | (h) Other (describe below): | YES ___ | NO <u>X</u> | ___% complete |

2. If NO to all of the above categories, what is the proposed date of commencement of construction, reconstruction, renovation, installation or equipping of the Project?

During the company's Fiscal year 2019 (Oct 1, 2018-Sept 30, 2019)

B. Provide an estimate of time schedule to complete the Project and when the first use of the Project is expected to occur:

We expect the renovation of the building to start during late Fiscal 2019 and take 2-3 years. We expect the IT business continuity enhancement component to start and finish during Fiscal 2019, with the storage and other upgrades to occur over the next 3 fiscal years, starting with Fiscal 2019.

PART VI. ENVIRONMENTAL IMPACT

A. What is the expected environmental impact of the Project? (Complete the attached Environmental Assessment Form (Schedule G)).

No impact anticipated

B. Is an environmental impact statement required by Article 8 of the N.Y. Environmental Conservation Law (i.e., the New York State Environmental Quality Review Act)?

YES

NO X

C. Please be advised that the Agency may require at the sole cost and expense of the Applicant the preparation and delivery to the Agency of an environmental report in form and scope satisfactory to the Agency, depending on the responses set forth in the Environmental Assessment Form. If an environmental report has been or is being prepared in connection with the Project, please provide a copy.

D. The Applicant authorizes the Agency to make inquiry of the United States Environmental Protection Agency, the New York State Department of Environmental Conservation or any other appropriate federal, state or local governmental agency or authority as to whether the Project site or any property adjacent to or within the immediate vicinity of the Project site is or has been identified as a site at which hazardous substances are being or have been used, stored, treated, generated, transported, processed, handled, produced, released or disposed of. The Applicant will be required to secure the written consent of the owner of the Project site to such inquiries (if the Applicant is not the owner), upon request of the Agency.

THE UNDERSIGNED HEREBY CERTIFIES, under penalties of perjury, that the answers and information provided above and in any schedule, exhibit or statement attached hereto are true, accurate and complete, to the best of the knowledge of the undersigned.

Name of Applicant: The NPD Group, Inc.
Signature: *Thomas A. Lynch*
Name: Thomas A. Lynch
Title: CFO
Date: May 14, 2018

Sworn to before me this 14th
day of May, 2018

Matthew C. Lau
Notary Public

MATTHEW C. LAU
Notary Public - State of New York
No. 02LA4872228
Qualified in Westchester County
Commission Expires September 8, 2018

**CERTIFICATIONS AND ACKNOWLEDGMENTS
OF THE APPLICANT**

FIRST:

The Applicant hereby certifies that, if financial assistance is provided by the Agency for the proposed project, no funds of the Agency (i) shall be used in connection with the Project for the purpose of preventing the establishment of an industrial or manufacturing plant or for the purpose of advertising or promotional materials which depict elected or appointed government officials in either print or electronic media, (ii) be given to any group or organization which is attempting to prevent the establishment of an industrial or manufacturing plant within the State.

SECOND:

The Applicant hereby certifies that no member, manager, principal, officer or director of the Applicant or any affiliate thereof has any blood, marital or business relationship with any member of the Agency (or any member of the family of any member of the Agency).

THIRD:

The Applicant hereby certifies that neither the Applicant nor any of its affiliates, nor any of their respective partners, members, shareholders or other equity owners (other than equity owners of publicly-traded companies), nor any of their respective employees, officers, directors, or representatives (i) is a person or entity with whom United States persons or entities are restricted from doing business under regulations of the Office of Foreign Asset Control (OFAC) of the Department of the Treasury, including those named on OFAC's Specially Designated and Blocked Persons List, or under any statute, executive order or other governmental action, or (ii) has engaged in any dealings or transactions or is otherwise associated with such persons or entities.

FOURTH:

The Applicant hereby acknowledges that the Agency shall obtain and hereby authorizes the Agency to obtain credit reports and other financial background information and perform other due diligence on the Applicant and/or any other entity or individual related thereto, as the Agency may deem necessary to provide the requested financial assistance.

FIFTH:

The Applicant hereby certifies that each owner, occupant or operator that would receive financial assistance with respect to the proposed Project is in substantial compliance with applicable federal, state and local tax, worker protection and environmental laws, rules and regulations.

SIXTH:

The Applicant hereby acknowledges that the submission to the Agency of any knowingly false or knowingly misleading information may lead to the immediate termination of any financial assistance and the recapture from the Applicant of an amount equal to all or any part of any tax exemption claimed by reason of the Agency's involvement in the Project.

SEVENTH:

The Applicant hereby certifies that, as of the date of this Application, the Applicant is in substantial compliance with all provisions of Article 18-A of the General Municipal Law, including, but not limited to, the provisions of Section 859-a and Section 862(1) thereof.

EIGHTH:

(i) Does the Project propose the creation of housing?

YES _____ NO X

If YES, how many units? _____

If YES, the Applicant hereby certifies that:

- (a) the Applicant has adopted a Fair Housing/Equal Housing Opportunity Policy substantially in the form of Exhibit B to this Application;
- (b) the proposed Project complies with applicable fair housing laws and that eligibility criteria for housing in any part of the Project will not include any residency requirements or preferences, including durational ones, age restrictions (unless for senior housing permitted by law), or other discriminatory criteria;
- (c) the Applicant (1) has posted its Fair Housing/Equal Housing Opportunity Policy publicly; and (2) will display fair housing law posters for consumers in its rental or sales office(s), in a form substantially similar to the model fair housing posters attached to this Application as Exhibit C (the Agency will provide applicants with fair housing law posters for display upon request by an applicant); and
- (d) key employees of the Applicant in charge of marketing and rental of the Project have completed (or will complete within one year of closing) four (4) hours of fair housing training provided by Long Island Housing Services ("LIHS") at a reasonably acceptable time and locations and at no additional cost to the Applicant. In the event LIHS declines to provide or make available reasonably acceptable no-cost fair housing training, the provisions of this Certification VIII(i)(d) shall cease to be of any force and effect.

(ii) If YES to (i) above, does the Project propose the creation of "affordable" or "workforce" housing ("Affordable Housing")?

YES _____ NO _____

If YES, the Applicant hereby certifies that the Applicant (1) has adopted a non-discriminatory affirmative marketing plan that meets the criteria set forth in Exhibit D to this Application; and (2) will submit such marketing plan to the Agency in writing prior to closing.

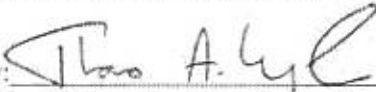
If YES, answer the following questions:

(a) What portion of the Project would consist of Affordable Housing (e.g., number of units)?

(b) What are the eligibility requirements for the Affordable Housing?

(c) Cite the specific source of such eligibility requirements (e.g., federal, state or local law).

Name of
Applicant: The NPD Group, Inc.

By: 

Name: Thomas A. Lynch
Title: CFO

**CERTIFICATION AND AGREEMENT
WITH RESPECT TO FEES AND COSTS**

Capitalized terms used but not otherwise defined in this Certification and Agreement shall have the meanings assigned to such terms in the Application.

The undersigned, being duly sworn, deposes and says, under penalties of perjury, as follows: that I am the chief executive officer or other representative authorized to bind the Applicant named in the attached application for financial assistance ("Application") and that I hold the office specified below my signature at the end of this Certification and Agreement, that I am authorized and empowered to deliver this Certification and Agreement and the Application for and on behalf of the Applicant, that I am familiar with the contents of said Application (including all schedules, exhibits and attachments thereto), and that said contents are true, accurate and complete to the best of my knowledge and belief.

The grounds of my belief relative to all matters in the Application that are not based upon my own personal knowledge are based upon investigations I have made or have caused to be made concerning the subject matter of this Application, as well as upon information acquired in the course of my duties and from the books and records of the Applicant.

As an authorized representative of the Applicant, I acknowledge and agree on behalf of the Applicant that the Applicant hereby releases the Nassau County Industrial Development Agency, its members, officers, servants, attorneys, agents and employees (collectively, the "Agency") from, agrees that the Agency shall not be liable for and agrees to indemnify, defend (with counsel selected by the Agency) and hold the Agency harmless from and against any and all liability, damages, causes of actions, losses, costs or expenses incurred by the Agency in connection with: (A) examination and processing of, and action pursuant to or upon, the Application, regardless of whether or not the Application or the financial assistance requested therein are favorably acted upon by the Agency, (B) the acquisition, construction, reconstruction, renovation, installation and/or equipping of the Project by the Agency, and (C) any further action taken by the Agency with respect to the Project; including, without limiting the generality of the foregoing, (i) all fees and expenses of the Agency's general counsel, bond counsel, economic development consultant, real property tax valuation consultant and other experts and consultants (if deemed necessary or advisable by the Agency), and (ii) all other expenses incurred by the Agency in defending any suits, actions or proceedings that may arise as a result of any of the foregoing. If, for any reason whatsoever, the Applicant fails to conclude or consummate necessary negotiations or fails within a reasonable or specified period of time to take reasonable, proper or requested action or withdraws, abandons, cancels, or neglects the Application or if the Applicant is unable to find buyers willing to purchase the total bond issue required or is unable to secure other third party financing or otherwise fails to conclude the Project, then upon presentation of an invoice by the Agency, its agents, attorneys or assigns, the Applicant shall pay to the Agency, its agents, attorneys or assigns, as the case may be, all fees and expenses reflected in any such invoice.

As an authorized representative of the Applicant, I acknowledge and agree on behalf of the Applicant that each of the Agency's general counsel, bond counsel, economic development consultant, real property tax valuation consultant and other experts and consultants is an intended third-party beneficiary of this Certification and Agreement, and that each of them may (but shall not be obligated to) enforce the provisions of the immediately preceding paragraph, whether by lawsuit or otherwise, to collect the fees and expenses of such party or person incurred by the Agency (whether or not first paid by the Agency) with respect to the Application.

Upon successful closing of the required bond issue or other form of financing or Agency assistance, the Applicant shall pay to the Agency an administrative fee set by the Agency (which amount is payable at closing) in accordance with the following schedule:

- (A) Taxable Bond Issues Six-tenths (6/10) of one percent (1%) for the first twenty million dollars (\$20,000,000) of total project costs and, if applicable, two-tenths (2/10) of one percent (1%)

for any additional amounts in excess of twenty million dollars (\$20,000,000) of total project costs.

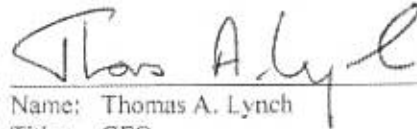
- (B) Tax-Exempt Bond Issues – Six-tenths (6/10) of one percent (1%) of total project costs.
- (C) Straight-Lease Transactions Six-tenths (6/10) of one percent (1%) for the first twenty million dollars (\$20,000,000) of total project costs and, if applicable, two-tenths (2/10) of one percent (1%) for any additional amounts in excess of twenty million dollars (\$20,000,000) of total project costs
- (D) General Counsel Fee – One-tenth (1/10) of one percent (1%) of total project costs, with a minimum fee of \$2,000.
- (E) All Initial Transactions - Two Thousand Five Hundred Dollars (\$2,500) closing compliance fee payable at closing and One Thousand Dollars (\$1,000) per year (or part thereof) administrative fee, payable in advance, at the closing for the first year (or part thereof) and on January 1st of each year for the term of the financing. The annual service fee is subject to periodic review and may be adjusted from time to time in the discretion of the Agency.
- (F) Refundings – The Agency fee shall be determined on a case-by-case basis.
- (F) Assumptions – The Agency fee shall be determined on a case-by-case basis.
- (G) Modifications – The Agency fee shall be determined on a case-by-case basis.

The Agency's bond counsel fees and expenses are payable at closing and are based on the work performed in connection with the Project.

The Agency's bond counsel's fees, general counsel fee and the administrative fees may be considered as a cost of the Project and included as part of any resultant financing, subject to compliance with applicable law.

Upon the termination of the financing of the Project, Applicant agrees to pay all costs in connection with any conveyance by the Agency to the Applicant of the Agency's interest in the Project and the termination of all related Project documents, including the fees and expenses of the Agency's general counsel, bond counsel, and all applicable recording, filing or other related fees, taxes and charges.

I further acknowledge and agree on behalf of the Applicant that, in the event the Agency shall have used all of its available tax-exempt bond financing allocation from the State of New York, if applicable, and shall accordingly be unable to obtain an additional allocation for the benefit of the Applicant, the Agency shall have no liability or responsibility as a result of the inability of the Agency to issue and deliver tax-exempt bonds for the benefit of the Applicant.



Name: Thomas A. Lynch
Title: CFO

Subscribed and affirmed to me this 14th
day of May, 2018



Notary Public

MATTHEW C. LAU
Notary Public - State of New York
No. 02LA4872228
Qualified in Westchester County
Commission Expires September 8, 2018

TABLE OF SCHEDULES:

<u>Schedule</u>	<u>Title</u>	<u>Complete as Indicated Below</u>
A.	Tax-Exempt Bond Manufacturing Questionnaire	<i>Not Applicable</i>
B.	New York State Financial and Employment Requirements for Industrial Development Agencies	All applicants
C.	Guidelines for Access to Employment Opportunities	All applicants
D.	Anti-Raiding Questionnaire	<i>Not Applicable</i>
E.	Retail Questionnaire	<i>Not Applicable</i>
F.	Applicant's Financial Attachments, consisting of:	All applicants
	1. Applicant's financial statements for the last two fiscal years (unless included in Applicant's annual reports).	
	2. Applicant's annual reports (or Form 10-K's) for the two most recent fiscal years.	
	3. Applicant's quarterly reports (Form 10-Q's) and current reports (Form 8-K's) since the most recent Annual Report, if any.	
	4. In addition, attach the financial information described above in items F1, F2, and F3 of any anticipated Guarantor of the proposed transaction, if different than the Applicant, including the personal financial statement of any anticipated Guarantor that is a natural person.	
G.	Environmental Assessment Form	All applicants
H.	Form NYS-45-MN	All applicants
I.	Other Attachments	As required

TAX-EXEMPT BOND MANUFACTURING QUESTIONNAIRE

Not Applicable

**NEW YORK STATE FINANCIAL AND EMPLOYMENT REPORTING
REQUIREMENTS FOR INDUSTRIAL DEVELOPMENT AGENCIES**

- A. Pursuant to applicable law, the Agency requires the completion of an Initial Employment Plan (see Schedule C) and a year-end employment plan status report, both of which shall be filed by the Nassau County Industrial Development Agency (the "Agency") with the New York State Department of Economic Development. The Project documents will require the Applicant to provide such report to the Agency on or before February 11 of the succeeding year, together with such employment verification information as the Agency may require.

Except as otherwise provided by collective bargaining agreements, the Applicant agrees to list any new employment opportunities with the New York Department of Labor Community Services Division and the administrative entity of the service delivery area created by the Federal Job Training Partnership Act (P.L. 97-300), or any successor statute thereto (the "JTPA Entities"). In addition, except as otherwise provided by collective bargaining agreements, the Applicant, where practicable, will first consider persons eligible to participate in JTPA programs who shall be referred by the JTPA Entities for such new employment opportunities.

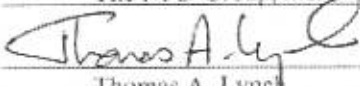
- B. The Applicant will be required to file annually a statement with the New York State Department of Taxation and Finance and the Agency of the value of all sales or use tax exemptions claimed in connection with the Project by reason of the involvement of the Agency.
- C. The following information must be provided for all bonds issued, outstanding or retired during the year:

Name, address and owner of the project; total amount of tax exemptions granted (broken out by state and local sales tax, property taxes, and mortgage recording tax); payments in lieu of taxes made; total real estate taxes on the Project prior to exemption; number of jobs created and retained, and other economic benefits realized.

Date of issue; interest rate at end of year; bonds outstanding at beginning of year; bonds issued during year; principal payments made during year; bonds outstanding at end of year; federal tax status; and maturity date(s).

Failure to provide any of the aforesaid information will be constitute a DEFAULT under the Project documents to be entered into by the Agency and the Applicant in connection with the proposed Project.

Please sign below to indicate that the Applicant has read and understood the above and agrees to provide the described information on a timely basis.

Name of Applicant:	<u>The NPD Group, Inc.</u>
Signature:	<u></u>
Name:	<u>Thomas A. Lynch</u>
Title:	<u>CFO</u>
Date:	<u>May 14, 2018</u>

GUIDELINES FOR ACCESS TO EMPLOYMENT OPPORTUNITIES**INITIAL EMPLOYMENT PLAN**

Prior to the expenditure of bond proceeds or the granting of other financial assistance, the Applicant shall complete the following initial employment plan:

Applicant Name: The NPD Group, Inc.
 Address: 900 West Shore Road, Port Washington NY 11050
 Type of Business: Market Research & Information Services
 Contact Person: Chris Christophorou Tel. No.: 516-625-2426

Please complete the following table describing the projected full-time equivalent employment plan for the proposed Project following receipt of financial assistance:

<u>Current and Planned Occupations</u>	<u>Present Jobs Per Occupation</u>	<u>Estimated Number of Full Time Equivalent Jobs After Completion of the Project:⁴</u>			<u>Estimate of Number of Residents of the LMA⁵ that would fill such jobs by the third year</u>
		<u>1 year</u>	<u>2 years</u>	<u>3 years</u>	
<u>Management</u>	<u>175.5</u>	<u>176</u>	<u>176</u>	<u>176</u>	<u>124</u>
<u>Professional</u>	<u>261</u>	<u>266</u>	<u>266</u>	<u>271</u>	<u>170</u>
<u>Administrative</u>	<u>133.5</u>	<u>134</u>	<u>134</u>	<u>134</u>	<u>112</u>
<u>Production Sales</u>	<u>5.5</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>5</u>
<u>Supervisor</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>
<u>Laborer</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>
<u>Independent Contractor</u>	<u>48</u>	<u>48</u>	<u>48</u>	<u>48</u>	<u>48</u>
<u>Other (describe)</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>

⁴ NOTE: Convert part-time jobs into FTE's for evaluation and reporting purposes by dividing the number of part-time jobs by two (2).

⁵ The "LMA" means the Local Market Area, which is defined by the Agency as Nassau and Suffolk Counties. The Labor Market Area is the same as the Long Island Economic Development Region, as established pursuant to Section 230 of the New York State Economic Development Law.

Please indicate the estimated hiring dates for the new jobs shown above and any special recruitment or training that will be required:

Applicant has far exceeded its projected job growth under the current PILOT Agreement with the Agency and it is unlikely that we can continue to create jobs at the same rate. Now we need to focus our efforts on retaining key employees and attracting top recruits in order to remain competitive (see Schedule I, Part I – Item P for further details). At a minimum, the Project will create temporary construction jobs throughout the Project and, we anticipate that the Project will facilitate employee retention, recruitment and further job growth (albeit at a more modest rate) at the Project site.

Are the Applicant's employees currently covered by a collective bargaining agreement?

YES

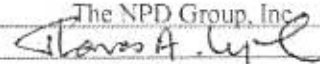
NO

IF YES, Union Name and Local: _____

Please note that the Agency may utilize the foregoing employment projections, among other things, to determine the financial assistance that will be offered by the Agency to the Applicant. The Applicant acknowledges that the transaction/bond documents may include a covenant by the Applicant to retain the above number of jobs, types of occupations and amount of payroll with respect to the proposed project.

Attached hereto as Schedule H is a true, correct and complete copy of the Applicant's most recent Quarterly Combined Withholding, Wage Reporting, and Unemployment Insurance Return (Form NYS-45-MN). Upon request of the Agency, the Applicant shall provide such other or additional information or documentation as the Agency may require with respect to the Applicant's current employment levels in the State of New York.

The UNDERSIGNED HEREBY CERTIFIES that the answers and information provided above and in any statement attached hereto are true, correct and complete.

Name of Applicant:	<u>The NPD Group, Inc</u>
Signature:	<u></u>
Name:	<u>Thomas A. Lynd</u>
Title:	<u>CFO</u>
Date:	<u>May 14, 2018</u>

ANTI-RAIDING QUESTIONNAIRE

Not Applicable

RETAIL QUESTIONNAIRE

Not Applicable

APPLICANT'S FINANCIAL ATTACHMENTS

ENVIRONMENTAL ASSESSMENT FORM

Short Environmental Assessment Form

Part 1 - Project Information

Instructions for Completing

Part 1 - Project Information. The applicant or project sponsor is responsible for the completion of Part 1. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification. Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information.

Complete all items in Part 1. You may also provide any additional information which you believe will be needed by or useful to the lead agency; attach additional pages as necessary to supplement any item.

Part 1 - Project and Sponsor Information			
Name of Action or Project: The NPD Group, Inc. Application to the Industrial Development Agency			
Project Location (describe, and attach a location map): 900 West Shore Road, Port Washington, NY 11050			
Brief Description of Proposed Action: Renovation and IT upgrade of existing 117,000 square foot facility currently used as The NPD Group's global headquarters and data center.			
Name of Applicant or Sponsor: The NPD Group, Inc.		Telephone: 516-625-2428	
		E-Mail: chris.christophorou@npd.com	
Address: 900 West Shore Road			
City/PO: Port Washington		State: NY	Zip Code: 11050
1. Does the proposed action only involve the legislative adoption of a plan, local law, ordinance, administrative rule, or regulation? If Yes, attach a narrative description of the intent of the proposed action and the environmental resources that may be affected in the municipality and proceed to Part 2. If no, continue to question 2.		NO	YES
		<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Does the proposed action require a permit, approval or funding from any other governmental Agency? If Yes, list agency(s) name and permit or approval: Town of North Hempstead Building Permit		NO	YES
		<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 a. Total acreage of the site of the proposed action?		7.74 acres	
b. Total acreage to be physically disturbed?		0 acres	
c. Total acreage (project site and any contiguous properties) owned or controlled by the applicant or project sponsor?		7.74 acres	
4. Check all land uses that occur on, adjoining and near the proposed action.			
<input type="checkbox"/> Urban <input type="checkbox"/> Rural (non-agriculture) <input checked="" type="checkbox"/> Industrial <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Residential (suburban)			
<input type="checkbox"/> Forest <input type="checkbox"/> Agriculture <input type="checkbox"/> Aquatic <input type="checkbox"/> Other (specify): _____			
<input type="checkbox"/> Parkland			

5. Is the proposed action, a. A permitted use under the zoning regulations?	NO	YES	N/A
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Consistent with the adopted comprehensive plan?			
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Is the proposed action consistent with the predominant character of the existing built or natural landscape?	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
7. Is the site of the proposed action located in, or does it adjoin, a state listed Critical Environmental Area? If Yes, identify: _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8. a. Will the proposed action result in a substantial increase in traffic above present levels?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
b. Are public transportation service(s) available at or near the site of the proposed action?			
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
c. Are any pedestrian accommodations or bicycle routes available on or near site of the proposed action?			
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
9. Does the proposed action meet or exceed the state energy code requirements? If the proposed action will exceed requirements, describe design features and technologies: _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
10. Will the proposed action connect to an existing public/private water supply? If No, describe method for providing potable water: _____	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
11. Will the proposed action connect to existing wastewater utilities? If No, describe method for providing wastewater treatment: _____	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
12. a. Does the site contain a structure that is listed on either the State or National Register of Historic Places?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
b. Is the proposed action located in an archeological sensitive area?			
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
13. a. Does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other waterbodies regulated by a federal, state or local agency?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
b. Would the proposed action physically alter, or encroach into, any existing wetland or waterbody? If Yes, identify the wetland or waterbody and extent of alterations in square feet or acres: _____			
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
14. Identify the typical habitat types that occur on, or are likely to be found on the project site. Check all that apply: <input type="checkbox"/> Shoreline <input type="checkbox"/> Forest <input type="checkbox"/> Agricultural/grasslands <input type="checkbox"/> Early mid-successional <input type="checkbox"/> Wetland <input type="checkbox"/> Urban <input type="checkbox"/> Suburban			
15. Does the site of the proposed action contain any species of animal, or associated habitats, listed by the State or Federal government as threatened or endangered?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
16. Is the project site located in the 100 year flood plain?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
17. Will the proposed action create storm water discharge, either from point or non-point sources? If Yes, a. Will storm water discharges flow to adjacent properties? <input type="checkbox"/> NO <input type="checkbox"/> YES	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
b. Will storm water discharges be directed to established conveyance systems (runoff and storm drains)? If Yes, briefly describe: _____			
	<input type="checkbox"/> NO <input type="checkbox"/> YES		

18. Does the proposed action include construction or other activities that result in the impoundment of water or other liquids (e.g. retention pond, waste lagoon, dam)? If Yes, explain purpose and size. _____	NO	YES
_____	<input checked="" type="checkbox"/>	<input type="checkbox"/>
19. Has the site of the proposed action or an adjoining property been the location of an active or closed solid waste management facility? If Yes, describe: _____	NO	YES
_____	<input checked="" type="checkbox"/>	<input type="checkbox"/>
20. Has the site of the proposed action or an adjoining property been the subject of remediation (ongoing or completed) for hazardous waste? If Yes, describe: _____	NO	YES
_____	<input checked="" type="checkbox"/>	<input type="checkbox"/>

I AFFIRM THAT THE INFORMATION PROVIDED ABOVE IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE

Applicant/sponsor name: The NBD Group, Inc. Date: 5/31/18
 Signature: Chris Christoph

FORM NYS-45-MN

Attach most recent quarterly filing of Form NYS-45-MN, as well as the most recent fourth quarter filing. Please remove the employee social security numbers and note which employees are part-time.

- *Q4 2017 filing previously submitted*
- *Q1 2018 filing to be forwarded upon receipt (~mid-May)*

OTHER ATTACHMENTSPART IItem E. Entities of Applicant

<u>Subsidiaries of The NPD Group, Inc.</u>	<u>Country</u>
Leisure Trends, LLC	US
NPD Leasing LLC	US
NPD INTELECT LLC	US
NPD Canada Holding Corp.	US
The NPD Venture Fund LLC	US
The NPD Group Canada, Corp.	Canada
NPD INTELECT Canada, Inc.	Canada
NPD Tech Mexico, S. de R.L. de C.V.	Mexico
NPD Mexico, S. de R.L. de C.V.	Mexico
NPD Brasil Servicos de Pesquisa de Mercado LTDA	Brazil
NPD (Barbados) Holding SRL	Barbados
The NPD Group Market Research Limited	Ireland
The NPD Group Analyst Services Limited	Ireland
The NPD Group Russia, LLC	Russia
NPD/INTELECT Marketing Services N.V.	Netherlands
Sports Tracking Europe B.V.	Netherlands
npdgroup Deutschland GmbH	Germany
The NPD Group Limited	UK
Counter Intelligence Retail LTD	UK
The NPD Group, Inc., French Branch Office	France
NPD Sports Tracking Europe SAS	France
The NPD Group, Inc., Italian Branch Office	Italy
The NPD Group, Inc., Sucursal En Espana Spanish Branch Office	Spain
NPD Japan Holdings, Ltd.	Japan
NPD Japan Ltd.	Japan
The NPD Group Korea Yuhan Hoesa	Korea
The NPD Group Market Research (HK) Limited	Hong Kong
The NPD Group Australia Pty Limited	Australia
Oz Toys Marketing Services PTY Ltd.	Australia
NPD Information Consulting Shanghai, Co. Ltd.	China

<u>Sister Limited Liability Company</u>	<u>Country</u>
NPD Realty Company, LLC	US

Item P. *Has the Applicant considered moving to another state or another location within New York State?*

Yes, in order to maintain our position as a leading global provider of market information and business solutions NPD must focus on maintaining a workforce comprised of the top talent across a number of competitive professional fields (i.e. computer science, data analytics and research, finance and accounting, marketing, etc.) and also upgrading our information technology infrastructure. While NPD has grown significantly over the past several years, including here in Nassau County where our employee count has far exceeded the numbers that we had previously committed to the IDA, we do not expect to continue to grow at the same rate. Rather, we need to proactively address the concerns and needs of our existing employees and potential hires to remain competitive. With the continuing trend toward non-conventional workspaces, companies are investing in new technology and innovative office designs to attract top talent, facilitate productivity and improve overall employee satisfaction. NPD needs to do the same in order to remain competitive or risk losing our top talent to competitors. We are very proud of the contributions our success brings to Nassau County and the greater Long Island economies, however NPD has been headquartered at our Port Washington ("PW") facility for over 30 years and it requires significant investment in order to modernize and upgrade the office space to support and meet the expectations of the modern worker. NPD has newer office spaces outside of Nassau County located in U.S. cities that employees find desirable to live and work in (e.g., NYC, San Diego, Boulder, Chicago, and Greensboro) and, because they are newer offices, it would be far less expensive for NPD to renovate. While our Employees can be relocated from the PW location to one of our other locations (for example, 20 PW employees moved to our newly renovated and expanded NYC location earlier this year), we would prefer to continue our strong presence in Nassau County and keep our employees here in the County. In order to keep employees here as well as attract new employees to the PW location, NPD must modernize and upgrade the existing PW facility.

Item R. *Contracts or Other Relationships with the Agency or the County of Nassau:*

IDA Agreement dated Dec 19, 2011 (with The NPD Group, Inc.)

IDA PILOT Agreement dated August 1, 2007 (with NPD Realty Company LLC)

Item S. *Nature of Applicant's business:*

NPD is a closely-held corporation, which was founded in 1966. NPD is a global provider of market information and business solutions. The world's leading brands rely on us to help them get the right products in the right places for the right people. Our Practice areas cover more than 21 industries, including apparel, consumer electronics, food consumption, foodservice, technology, and more.

We pioneered sales tracking for many industries and were the first to bring game-changing insight to those industries. We continue to evolve to meet our clients' business needs and innovate to provide new solutions and superior technology to provide more timely detailed information to solve those needs.

We track over a trillion dollars in annual consumer spending in the U.S. and more worldwide by collecting point-of-sale (POS) data, surveying consumers, and collecting receipt information, so that our clients understand their markets, and the risks and opportunities. NPD collects POS information from over 1,300 retailers worldwide and conducts more than 12 million consumer surveys per year. We are viewed by clients, media, the financial community, and others as the authority on market size and trends in our industries. NPD's core business model is based on aggregating this data and selling the data in the form of syndicated tracking data bases, where the same basic information is purchased by many subscribers. In addition, NPD offers a wide range of custom and analytical solutions to provide deeper insights into the tracking data.

Item T. *Other Attachments for Any Related Party Proposed to be a User of the Project:*

Related Party: NPD Realty Company LLC

Relationship to Applicant: Sister company to Applicant (see Schedule I - Item E above, Entities of Applicant, for additional details).

Provide the information requested for Part I, Items A through S for Related Party:

NPD Realty Company LLC is the beneficial owner of the property / facility (the deed is actually held by IDA under the current arrangement); the entity does not employ any employees nor conduct

business operations. The answers to Items A through S are the same as for the Applicant except with respect to any questions related to business operations, employees, payroll, etc., which are not applicable. With respect to Item R (Contractual Relationship with the Agency), the Related Party has entered into contracts with the Agency under the current IDA arrangement which expires 12/31/2018.

PART II

Item C. *Purpose of the proposed Project, the reasons why the Project is necessary to the Applicant and why the Agency's financial assistance is necessary, and the effect the Project will have on the Applicant's business or operations:*

The proposed Project is the complete renovation of NPD's 117,000 square foot PW office location, and substantial upgrade of IT infrastructure. NPD will not be able to maintain or increase its advantage in an increasingly competitive marketplace without such renovations and IT upgrades.

The PW office space renovation and modernization is necessary to ensure that NPD's office space meets the expectations of the modern workforce and facilitates productivity with state-of-the-art technology, functional and appealing workstations, meeting and collaboration spaces that create a more open and employee-friendly environment to help us retain employees. At this early stage, we are estimating this to cost \$3.2 million (see Part III for cost details) over a few years. In order to minimize the impact on employees we plan to complete this renovation in phases, working on smaller sections within the building during each phase rather than renovating the entire building at the same time.

The IT improvements relate to a necessary upgrade to our in-house data center. This is comprised of two main initiatives:

- Upgrade and expand our current production infrastructure, increasing storage capacity above the 5 petabytes of storage currently in use today, and decreasing processing times for the 9 billion transactions per month. We expect this to cost \$13.0 million over the next 3 years (see Part III for cost details).

- IT business continuity and related enhancements, which we expect will cost \$3.5 million (see Part III for cost details), and are expecting to undertake and complete this project during NPD's Fiscal 2019 reporting period (Oct '18- Sept '19).

Financial assistance from the Nassau County IDA is necessary to offset the associated costs of the project. Without such benefits, NPD would look to expand one of its existing facilities outside of New York State, either domestically or internationally, where the construction costs and the expenses of operating the facility would be significantly less than in Nassau County. We would also look to house our disaster recovery environment outside Nassau County, and expand our production environment in other lower cost environments.

Item D/E

(D) Explain why the proposed Project would not be undertaken by the Applicant but for the granting of the financial assistance by the Agency.

(E) Impact on Nassau County and the Applicant if the Applicant is unable to arrange Agency financing or other Agency financial assistance for the Project.

NPD has been in the "big data" business for a long time, but with the technological advances to gather market intelligence rapidly changing and improving (in areas such as artificial intelligence and machine learning, for example), we are seeing an increase in competition, including from new, well capitalized players. To effectively respond, NPD needs to expand and upgrade its data center capabilities. In addition, NPD employees are a highly skilled and coveted workforce. Ensuring our work environment is modern, and the tools and infrastructure are state of the art, is a necessity to retaining (and also attracting) such talent. If NPD is unable to arrange financial assistance with the Agency, it would not be able to proceed with the contemplated project and would instead spend the capital in a lower cost basis environment, with the resulting employment and other economic benefits occurring at one of our other 11 other locations in the U.S. (or potentially even 15 locations outside of the U.S.).

The project's impact on the County would be substantial, in that if not completed the County would not receive the numerous benefits associated with the Applicant's project, which benefits are set forth in detail in Part IV.

Item R. *Social and economic conditions in the community where the Project site is located and the impact on the community (including impact on infrastructure, transportation, fire and police and other government-provided services):*

The immediate area where the Project is located is an area which contains almost exclusively industrial and commercial properties. There are numerous benefits for the community, as set forth in Part IV below and, in addition, there are significant benefits to the larger community, as NPD has a national/global business and brings revenue to the County that would otherwise be drawn off Long Island. The impact on government-provided services is expected to be minimal and substantially similar to services currently provided at the Project site.

PART IV

Item E. *Other benefits to the County anticipated as a result of the Project, including a projected annual estimate of additional sales tax revenue generated, directly and indirectly, as a result of undertaking the project:*

Direct benefits to the County include the ability of NPD, a top 10 market research company based on Long Island with hundreds of highly paid skilled workers, to retain (and modestly expand) its employment base and maintain or increase its advantage in an increasingly competitive marketplace; the economic activity associated with the construction of the Project, including the purchase of building materials, the provision of construction/renovation jobs, and building permit fees; the continuation in valuable, permanent jobs and the long term maintenance of the real estate tax base for the County (and the Town of North Hempstead and Roslyn school district).

EXHIBIT A

Upon acceptance of the Application by the Agency for processing and completion of the Cost/Benefit Analysis, the Agency will attach a proposed PILOT Schedule hereto, together with an estimate of the net tax benefit/cost of the proposed PILOT Schedule.

NCIDA/The NPD Group, Inc.

PILOT Analysis

900 West Shore Road

Port Washington, NY

Section: 6; Block: 87; Lots: 7 & 17

(As of 7/4/18)

<u>Property</u>	<u>Tax Year</u>	<u>PILOT Payment</u>
<u>Base Year:</u>		
S: 6; B: 87; L: 7	2018 General	\$334,498.07
	2018/19 School ¹	\$210,472.03
S: 6; B: 87; L: 17	2018 General	\$58,847.33
	2018/19 School	\$37,027.75
	Total Base Year PILOT (rounded to next highest dollar)	\$640,845.18
	PILOT Year	PILOT Payment²
	1	\$640,846
	2	\$640,846
	3	\$640,846
	4	\$645,524
	5	\$650,237
	6	\$654,983
	7	\$659,765
	8	\$664,581
	9	\$669,432
	10	\$674,319

¹ 2018/19 School Tax amounts reflect actual 2017/18 School Taxes increased by published 1.72% tax levy increase for Roslyn School District.

² PILOT Formula: The Total Base Year PILOT is payable without adjustment for a period of three (3) fiscal tax years followed by increases of 0.73% per annum (compounded), rounded to the nearest dollar.

Please note that the foregoing PILOT analysis is an initial draft only for the proposed transaction. The proposed transaction has not been approved by the members of the IDA and no representation or promise is made whether and/or when such approval may be obtained. Accordingly, nothing herein constitutes a commitment on the part of the IDA to enter into the proposed transaction or a commitment to commence or continue any negotiations with respect to the proposed transaction.

In addition, the attached is being transmitted to the IDA simultaneously herewith and, therefore, remains subject to their review and approval.

EXHIBIT B

Fair Housing/Equal Housing Opportunity Policy to be adopted by Agency Applicants for Housing Projects

As part of our continuing effort to ensure compliance with federal, state, and local anti-discrimination laws, we would like to take this opportunity to remind you of our policies regarding equal housing opportunity. It is important for all employees to review his or her own actions in light of these requirements and for everyone to keep in mind the importance of treating all persons equally.

It is the policy and practice of this company not to engage in or assist the efforts of others to engage in housing discrimination. Consistent with that policy, we remind you that the antidiscrimination laws of the United States, New York State, and local laws are quite specific in the area of housing, and in conformance with those laws, you must not engage in any of the following conduct during the course of your work for this company:

1. Refuse to show, rent, sell, negotiate for the rental or sale of, or otherwise make unavailable or deny, housing to any person because of race, color, religion, creed, sex/gender, familial status (having or expecting a child under 18), national origin, ethnicity, disability, marital status, age, sexual orientation, military status, source of income or status as survivor of domestic violence (each a "prohibited basis");
2. Discriminate against any person in the terms, conditions or privileges of a rental or sale or in the provision of services or facilities in connection therewith because of a prohibited basis;
3. Make any verbal or written statement with respect to the rental or sale of housing that indicates any preference, limitation or discrimination concerning a prohibited basis, or any statement indicating an intention to make any such preference, limitation or discrimination;
4. Represent to any person because of a prohibited basis that any housing or unit is not available for inspection, rental or sale when such apartment is in fact so available;
5. Steer persons into or away from certain areas of a building, development or neighborhood because of a prohibited basis;
6. Refuse to provide a reasonable accommodation in rules, policies, practices or services for tenants, buyers, or applicants with disabilities; and
7. Refuse to allow a reasonable modification to individual units or common areas for tenants, buyers, or applicants with disabilities.

We are firmly committed to the goal of fair housing. You should understand that any violation of this Fair Housing/Equal Housing Opportunity Policy will lead to discipline, up to and including discharge.

EXHIBIT C

Sample Fair Housing Posters

U. S. Department of Housing and Urban Development



EQUAL HOUSING
OPPORTUNITY

We Do Business in Accordance With the Federal Fair
Housing Law

(The Fair Housing Amendments Act of 1988)

**It is illegal to Discriminate Against Any Person
Because of Race, Color, Religion, Sex,
Handicap, Familial Status, or National Origin**

- In the sale or rental of housing or residential lots
- In the provision of real estate brokerage services
- In advertising the sale or rental of housing
- In the appraisal of housing
- In the financing of housing
- Blockbusting is also illegal

Anyone who feels he or she has been discriminated against may file a complaint of housing discrimination.

1-800-669-9777 (Toll Free)

1-800-927-9275 (TTY)

www.hud.gov/fairhousing

U.S. Department of Housing and
Urban Development
Assistant Secretary for Fair Housing and
Equal Opportunity
Washington, D.C. 20410

Previous editions are obsolete.

Form HUD-925.1 (5/2001)

HOUSING
DISCRIMINATION IS
SOMETIMES **BLATANT**,
SOMETIMES
BUT ALWAYS UNLAWFUL.

Do you suspect you have been discriminated against because of your age, race, disability, familial status, or because you are a member of other protected classes? If you witness or experience discrimination, contact the New York State Division of Human Rights at 1-888-392-3644 or WWW.DHR.NY.GOV.

COMMISSION
DIVISION OF
HUMAN RIGHTS
NY STATE




EXHIBIT D

Requirements for Affirmative Marketing Plans for Housing Projects

Affirmative marketing plans submitted by the Applicant shall be required only for affordable or "workforce" units and shall contain the following information:

1. Street address, village, town, zip code, and census tract number for the Project;
2. Number of affordable units to be marketed and whether they will be available for rent or purchase;
3. The number, if any, and location of market rate units included in the Project;
4. Whether the housing will be "housing for older persons", defined as at least 80% occupancy of units with at least one person 55 or older or 100% occupancy of persons age 62 or older;
5. A description of how units will be advertised for sale or rental prior to first occupancy, including whether Applicant will utilize its own website, commercial websites, print media outlets, social media outlets such as Facebook, a sign at the project site, mailings, leaflets/flyers, brochures, and other forms of advertising;
6. A statement that the Applicant will use fair housing logo or phrase "Equal Housing Opportunity" on all advertising described above;
7. A statement that the Applicant will distribute written information regarding the availability of affordable units at the project to a list of organizations provided to the Applicant by the Agency, which list may be updated annually;
8. Whether the Applicant will conduct the marketing and initial rent-up or sales itself or contract with a third-party;
9. A statement that an initial application period with a specific start and end date will be utilized for accepting applications for consideration for the initial rental of the units and that the period will last for at least thirty (30) days after the marketing described in this plan is commenced. In addition, a statement that following the initial application period, all the applications submitted during the initial application period will be considered through the use of a lottery and not on a first-come first-served basis, unless the number of applications received during the initial application period is less than the total number of units available for rental.
10. A statement that the Applicant will maintain records of the activities it undertakes to implement its marketing plan.