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## Xerox to Build New Call Center Locally

By: YNN Staff

Xerox confirmed Thursday that it will build a new call center at the company's Webster campus.

The new customer care center will create 500 new jobs over the next two years.

Xerox officials say it will invest \$4.3 million to renovate an existing building on the company's campus in Webster.

Renovation of the 23,000 square foot facility is expected to be complete in October.

The company plans to begin accepting applications for call center agents and managers in March.

Xerox is getting a healthy package of incentives to re-invest in the Rochester area. The state of New York offered the company five million dollars in tax credits and a one million dollar grant. Since Xerox was considering other sites in other states, local business leaders and elected officials say the price was well worth it. YNN's Casey Bortnick explains.

In today's economy, job growth and retention is priority number one.

"In our backyard every day is New Jersey, Pennsylvania, and Texas and Ohio and North Carolina, trying to lure our companies out. It's a fight to keep what we have," said Bob Duffy, (D), former Rochester mayor and current lieutenant governor.

When Xerox was looking for a place to build a \$4.3 million call center, state and county leaders did everything they could to keep them here.

"We had to put together a competitive program from them. A competitive bid," said Maggie Brooks, (R), Monroe County Executive.

A bid that included the potential for six million dollars in tax credits and grant money. A high price, but one local business says made sense.

**"Other states have lined up behind us in terms of offering incentives. If we didn't do this, they would have gone someplace else. We have to be competitive in this field," said Sandy Parker, president of the Rochester Business Alliance.**

This incentive package may sound like a lot, but state officials say there are strings attached. The benefits will be spread out over a ten-year period, and Xerox must keep these jobs in place during that time to fully cash in.

"There are many people in the community who look at this as corporate welfare. Why do we do this? You know what? Because companies have a choice and they choose to take their business and their investments elsewhere," said Brooks.

"It's not giving anyone a free call center. It's leveling the playing field for companies who want to stay here because they have a larger investment here," Brooks added.

In Webster, town supervisor Ron Nesbitt says 500 new jobs is a pretty good return on the state's investment.

"They're going to be working here. They're going to be going to the village, the town and visiting other activities and it just means growth and economic development," Nesbitt said.

It's a benefit, some say, this area and the state couldn't afford to lose.

"If the state was not there to build a call center in Webster and work with the county and COMIDA and everybody to make this happen, governors from other states would be right there offering to build this in their states," said Duffy.

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