



**SUNY START-UP NY  
Campus Plan for Designation of Tax-Free Area(s) Memorandum (CPM)**

To: SUNY Chancellor

From: Thomas J. Schwarz

Re: Purchase College Campus Plan for Designation of Tax-Free Area(s) ("Campus Plan")

Date: December 19, 2013

**For campus Office of the President:**

The arrangement documented in the attached Campus Plan is aligned to the academic mission of Purchase College and in accordance with all SUNY policies, procedures, and guidelines.

**-----FOR SUNY SYSTEM ADMINISTRATION USE ONLY-----**

**For SUNY's START-UP NY Proposal Review Team Co-Chair:** It is recommended by the SUNY START-UP NY Proposal Review Team that the Chancellor [approve/reject] the attached Campus Plan:

\_\_\_\_\_  
Proposal Review Team Co-Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
[insert Co-Chair's name]

**For SUNY Office of the Chancellor:**

The attached Campus Plan is hereby [approved/rejected] for campus submission to the chief executive officer of the municipality or municipalities in which the proposed Tax-Free Area is located, local economic development entities, the applicable campus governance bodies, union representatives and the and the NYS Commissioner of Economic Development.

\_\_\_\_\_  
Signature of the Chancellor or designee

\_\_\_\_\_  
Date

\_\_\_\_\_  
[insert Chancellor or designee name]



To: Mr. Kenneth Adams, NYS Commissioner of Economic Development  
From: President Thomas J. Schwarz of Purchase College  
Re: Purchase College's Campus Plan for Designation of Tax-Free Area(s)  
Date: December 2013

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I, President Schwarz of Purchase College hereby certify the following:

- a.) we have provided a copy of the enclosed Campus Plan for Designation of Tax-Free NY Area, to the municipality or municipalities in which the proposed Tax-Free NY Area is located, local economic development entities, the applicable faculty senate, union representatives, and student government at least 30 days prior to submitting the plan to you and attached evidence of submission herewith; and
- b.) we comply with Public Officers Law Section 74; State University of New York's Policy on Conflict of Interest and;
- c.) we comply with the Commissioner's rules and guidelines on anticompetitive behavior (NY EDL, art. 21, sect. 440); and
- d.) the proposed Tax-Free NY Area(s) has not been financed with any tax-exempt bonds and, therefore, will not jeopardize the tax-free status of the Purchase College;
- e.) we will consult with the municipality or municipalities in which such land or space is located prior to including such space or land in the proposed Tax-Free NY Area and we have given preference to underutilized properties; and
- f.) we have not displaced or eliminated any academic programs, any administrative programs, offices, housing facilities, dining facilities, athletic facilities, or any other facility, space or program that actively serves students, faculty or staff in order to create vacant land or space to be designated as a Tax-Free NY Area; and
- g.) the information contained in the enclosed application is accurate and complete.

A handwritten signature in cursive script that reads "Thomas J. Schwarz".

President Thomas J. Schwarz

Date: December 19, 2013

**PURCHASE COLLEGE, SUNY  
STARTUP NY  
IMPLEMENTATION PLAN**

**CONTACT INFORMATION:**

Purchase College, SUNY,  
Elizabeth C. Robertson, Director of Government Relations, Executive Assistant to the President  
Elizabeth.Robertson@purchase.edu  
914-251-6039

**2. SPECIFICATION OF LAND PROPOSED FOR DESIGNATION AS A TAX FREE NY AREA:**

Purchase College does not have a vacant building or offices on the campus located at 735 Anderson Hill Road. Therefore, subject to the review of the college's ability to lease office space under the Act, the college intends to focus on sites other than its main campus, including adjacent land if permitted as the "one plan" for Westchester County.

Purchase College has had discussions with local municipal leaders (White Plains, Yonkers, Harrison and Westchester County), the Westchester Business Association, the Westchester County Association ("WCA"), and the Regional Empire Development Corporation. Additionally, the college is in the process of identifying local municipal and county owned sites suitable for the STARTUP program.

**3. DESCRIPTION OF BUSINESSES THAT COLLEGE SEEKS:**

Purchase College seeks businesses that are committed to the values, goals and the responsibilities that are described in its academic mission. Businesses with which the College would partner should:

- Reflect the interdisciplinary, collaborative focus of the academic experience; particularly blending the arts, sciences and new media,
- Complement the strengths of the academic program in both the arts and liberal arts, and specifically the core competencies,
- Align with the non-traditional, innovative and entrepreneurial approach to learning shared by faculty and students,
- Provide resources and expertise, especially in the areas of engineering, business development, sustainability technologies, and digital sciences that would allow the college to capitalize and expand upon its strengths in the arts, design and new media,
- Create opportunities for students, faculty and alumni across the disciplines for research, study, internships and collaborations,

- Offer fellowships, residencies to graduate students, alumni and visiting professors,
- Share the college's commitment to its economic and social improvement and sustainability.

Potential businesses include those which focus on the following:

- Data visualization or application
- Digital imaging, design and animation
- Film, music and new media production, post production and application
- Creation, innovation, and sustainable design for non-profits
- Biotechnology, green technology, clean energy, and land use planning
- Design based solutions to urban, social, environmental problems

#### **4. ACADEMIC MISSION:**

Purchase College was founded in 1967 by Governor Nelson Rockefeller. His aspirations for Purchase were to combine on one campus conservatory training in the visual and performing arts with programs in the liberal arts and sciences. Today, Purchase College, SUNY is a community of students and faculty committed to open-minded engagement with the creative process in all disciplines. This engagement leads to a culture where the learning locus of the students goes well beyond the campus, where nontraditional, innovative thought and entrepreneurialism are capstones of the academic experience, and where success may not only be measured by its preparation of its students to become leaders, but also by the college's contribution to cultural and economic life of the region.

Purchase College, through its Schools of the Arts, Liberal Arts and Sciences and Liberal Studies and Continuing education, offers innovative liberal arts programs and distinguished professional training in the visual and performing arts. The School of the Arts includes the Conservatories of Dance, Music, Theatre and Art and Design. The School of Liberal Arts and Sciences includes its prestigious School of Film and Media Studies as well as highly popular and well regarded programs in psychology, sociology, journalism and creative writing. The School of Liberal Studies and Continuing Education offers a wide range of online learning, continuing education and certification programs.

The college is committed to seeking new opportunities for integrating liberal arts education in conservatory programs and embedding the arts within liberal arts education. Purchase supports the engagement of faculty and students in creative endeavors, performances and independent research and experimentation. The College is pursuing the creation of a *Center for Creative and Critical Inquiry* where the cross pollination of academic and business disciplines would broaden the opportunities for students to investigate, explore and pursue new pathways to success.

As a public educational institution that serves as an academic, cultural and artistic center, Purchase is committed to enriching and improving the community that it serves. The college embraces its responsibility to create economic opportunity and promote positive social change. As stated in its strategic plan, the future depends on smart and innovative planning based on the ability to manage resources and practices to guarantee fiscal, academic and environmental sustainability. The college is committed to this direction both on campus and beyond.

#### *CORE ACADEMIC COMPETENCIES:*

- Arts: Music, Art and Design, Dance, Theatre
- Film and Media Studies, New Media Technology
- Humanities: Journalism, Creative and Dramatic Writing
- Sciences: Biology, Psychology, Environmental Science, Sociology

#### **5. BENEFITS TO REGION:**

- **Add to the cluster of growing industries in Westchester County:**

The Mid-Hudson Regional Economic Development Council (“MHREDC”) seeks to expand the opportunities for economic development in high technology manufacturing, renewable energy and IT businesses. Among the goals of the MHREDC is job creation in the region’s developing technology based industries, such as biotech and other life science companies. The council’s strategy is to strengthen the region’s capacity for future growth in these areas through the region’s colleges and universities. It seeks to promote entrepreneurship, start-ups, and small businesses through a variety of measures that will make it easier to access resources for capital, training and consulting.

Purchase College is excited to support the initiatives and goals of the MHREDC. By STARTUP NY mandate, it must seek businesses that are in the industries that the REDC seeks to attract, support and retain in the region. The College can supply the academic support for these businesses, while taking advantage of the businesses’ abilities to provide training and internships for its students and research opportunities for both faculty and students. Working as partners, these StartUP businesses would create jobs for the region as they grow.

The Westchester County Association has created “the Blueprint for Westchester,” an accelerator program that provides, among other services, access to legal, accounting and marketing support as well as access to seed financing. Companies in the STARTUP program housed in commercial space that is part of the accelerator program not only can take advantage of the College’s intellectual capital but Westchester’s business community as well. For businesses that are “start ups,” these resources are key to expansion and ultimately job creation.

- **Environmental Sustainability:**

In 2007, President Schwarz signed the American College and Universities Presidents’ Climate Commitment which obliges the College to follow prescribed steps toward making Purchase College carbon neutral. Energy saving programs, green roofs, renewable energy systems, recycling and renovation projects that reduced paved areas and watershed run off were just some of the programs that were adopted. It continues to explore alternative sources of electricity to reduce its fossil fuel consumption. Environmental sustainability is a major component of the College’s strategic plan. Businesses that reflect this commitment would be prime candidates for the College’s STARTUP program.

- **Reduce Office vacancy rate:**

Office vacancy rates in Westchester hover around 19%; vacancy rates on the I-287 corridor persist at approximately 20%, according to research prepared by Jones Lang Wooten. The Class A vacancy rate grew 1.5% to 20.5 % in the third quarter 2013 in Westchester County. The company states, “the County needs to prioritize business attraction and retention efforts for the office market to gain some steam.” According to the Westchester County Association, 6 million square feet of vacant office space needs “repurposing.” Purchase College would help to reduce office vacancy through arrangements that would make it available to its STARTUP qualified businesses. These businesses, which by definition must be start ups or in the tech field, are poised for rapid growth. This would lead to increased demand for office space as the companies expanded.

- **Increase jobs; Increase internship and employment opportunities for Purchase College graduates:**

The purpose of STARTUP NY is to invigorate the economy and create jobs. It is the intent of the college to select businesses with the potential to expand in partnership with the faculty and students of the college. The purpose is twofold; the college will provide resources to the businesses that will allow for robust growth; in turn, the businesses will help to train a new generation of workers and entrepreneurs poised for work in related industries or capable of creating new businesses.

## **6. DESCRIPTION OF THE PROCESS THE CAMPUS WILL FOLLOW TO SELECT BUSINESSES TO PARTICIPATE IN THE STARTUP PROGRAM:**

The college hopes to attract mission-relevant businesses seeking to resettle or expand in Westchester County in close proximity to the Purchase College campus. It will work with local governments, county business, and regional and municipal development/redevelopment councils to identify prospects.

As an initial plan, subject to legal review, the college intends to partner with county business associations and take advantage of these associations’ economic development initiatives. An example of one council’s initiative is an accelerator network, designed “to serve as a catalyst for economic development and to speed the growth of promising early stage companies in Westchester.” The network offers commercial space free of rent for the first year, and at 50% the second year. Businesses taking advantage of this network receive access to professional services, mentors and introductions to seed financing while participating in this network.

Purchase College would enter into contract with STARTUP businesses for the commercial office space. These businesses then would be able to also take advantage of the accelerator program.

A committee composed of college faculty and administrators and members of the related business council would evaluate the business using the following criteria:

- Alignment with college mission and core competencies (business would be required to make public presentation to entire campus community);

- Opportunities for faculty and students: mentorships, internships, research, jobs (business would be required to disclose number of student internships it could sponsor as well as detailed descriptions of proposed internship activities and responsibilities to determine impact);
- Stage of development;
- Potential for growth;
- Potential to generate jobs for the region;
- Likelihood of broadening the College's brand and regional reputation;
- Strategic advantage for the region: helping to increase its clusters in key industries.

A second plan is to work with the county of Westchester, and the cities of White Plains, Yonkers and perhaps others to identify government owned but vacant properties with existing or developable space. Subject to legal review and eligibility for the STARTUP program, the college would enter in to contract with these businesses for the space in these buildings. The businesses would be responsible for capital improvements, building insurance and maintenance on the property in addition to any normal fees that would be negotiated under the agreement (i.e. utilities).

Concurrently, the college will work with the STARTUP NY Approval Board to be considered for the “one plan “designation in Westchester County.

A committee composed of college faculty and administrators, representatives from the government entity that owned the property as well as external reviewers, if necessary, would evaluate the businesses using the criteria highlighted above.

**Attachment A:**

EVIDENCE OF SUBMISSION OF TAX FREE AREA PLAN TO INTERESTED PARTIES:

We have undertaken discussions with the following companies:

The Game Agency; Stephen Baer, principal, 212 931 8552 email: [stephen.baer@thegameagency.com](mailto:stephen.baer@thegameagency.com)

New Energy Cells Inc., Rich Case, principal. Email: [Rich@NewEnergyCells.com](mailto:Rich@NewEnergyCells.com); 914-879-0037;