

## MEMORANDUM

**To: Campus Community**

**From: Thomas J. Schwarz**

**Re: STARTUP NY**

**Date: January 2014**

As many of you know, last summer, Governor Cuomo introduced the STARTUP NY initiative as a means to promote economic growth in New York State. The program designates SUNY campuses and university communities as tax free business sites—meaning that businesses that locate to these campuses do not have to pay sales, property or business tax and employees do not have to pay state income tax for 10 years. The role of the college in the STARTUP NY program is to identify the types of businesses with which it would want to partner- businesses that align with or further the mission of the college and can offer important resources, research, learning or career opportunities. Purchase College, by virtue of its location in Westchester, is restricted by law to only seek businesses that are in the formative stage of development or engaged in the design, development and introduction of a new technology, technology product or a high technology business. Among other qualifications, businesses must create net new jobs on an annual basis in order to be considered for this program.

Each college was asked to draft a *Campus Plan for Designation of Tax Free Areas*. The Purchase College plan, attached to the memorandum, was completed by Betsy Robertson, who is the Purchase College liaison for STARTUP NY, with the help of a STARTUP committee convened by the Provost Barry Pearson. The committee includes faculty members Silas Brown, Megan Curtis, Paul Kaplan, George Kraemer and Jennifer Wexler in addition to the Provost. As the plan indicates, businesses that either the college identifies or which approach the college for STARTUP NY benefits must be interviewed and recommended by the committee and approved by me. The plan also indicates that because there is no vacant space on campus, the college will endeavor to find suitable space by partnering directly with municipalities or with municipal and regional agencies.

Should you want to learn more about STARTUP NY, please visit the website <http://startup-ny.com/>. Questions or comments about the application may be directed to Betsy Robertson, [Elizabeth.robertson@purchase.edu](mailto:Elizabeth.robertson@purchase.edu).