



Office of the  
President

Joseph E. Nyre, Ph.D.  
*President*

715 North Avenue  
New Rochelle, NY 10801

Phone: 914.633.2203  
Fax: 914.633.2018

February 3, 2015

Mr. Ken Adams  
President and CEO  
Empire State Development  
633 Third Avenue, 31<sup>st</sup> Floor  
New York, NY 10017

Dear Mr. Adams:

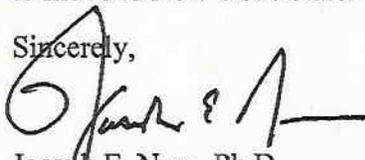
Enclosed is an amendment to Iona College's application for the START-UP NY program. This amendment seeks approval to add space adjacent to our satellite location in Rockland County NY as part of the Designation Plan. The additional property involves off-campus leased space in the same building currently housing Iona's Rockland Graduate Center in Pearl River, but on different floors.

Information regarding the type of business, our academic mission and alignment with the business, as well as the selection process remain consistent with our original submission. This amendment contains additional material related to the identification of space and benefits to the surrounding area.

All of the information, certifications and other requirements contained in the program guide for private, non-profit institutions are included in this application and are attested to be accurate and complete to the best of our knowledge.

We appreciate your consideration of this amended application and look forward to this opportunity to attract a major business partner, currently located in New Jersey, to move to New York State.

Sincerely,



Joseph E. Nyre, Ph.D.  
President

enclosure

# **Campus Plan for Designation of Tax-Free NY Area**

## **Iona College**

**(Amended February, 2015)**

### **1. Campus Name, Contact and Address**

Iona College (Main Campus)

Dan Konopka, Director of Corporate, Foundation and Government Relations

715 North Avenue

New Rochelle, NY 10801

(914) 633-2069

### **2. Identification of Space**

Main Campus:

The space identified for use in START-UP NY is housed in two buildings, located within the Iona College campus. Both spaces are currently unoccupied and unused and no academic programs, offices, housing or classrooms that actively serve students, faculty or staff will be relocated from this space to be designated as a tax-free area. These are:

McSpedon Hall.

The designated McSpedon Hall space is a 6,890 square foot unfinished, open area on the third floor/attic of our main building. It will require renovation for use as suitable office space. The layout and configuration of the renovation will be determined when the specific business partner(s) has been selected and operating requirements are finalized.

Hagan Hall.

The designated space within Hagan Hall, our business school located in the center of campus, is on the third floor. It consists of several, adjoining office spaces totaling 2,199 square feet. Currently, the space is empty and will require moderate refurbishing (painting, cleaning, ceiling tiles) to make it suitable as a functioning workspace. Electricity, HVAC and wiring for computers may be adequate for future applications.

In addition to the 9,089 s/f of space in Westchester County (Downstate), Iona is seeking to designate 50,000 s/f of Upstate property near its Satellite Campus in Pearl River, NY.

### Satellite Campus:

Two Blue Hill Plaza, Pearl River, NY.

The designated space for the Pearl River Satellite location will be on the third floor of Two Blue Hill Plaza, which is currently vacant. While it is located in the same building as Iona's Rockland Graduate Center, it is separately leased space and not a part of the Iona College campus lease. Consequently, no academic programs, offices, housing or classrooms that actively serve students, faculty or staff will be relocated from this space to accommodate designation as a tax-free area.

The designated space will be 50,000 square feet. The potential business partner will negotiate their lease agreement directly with the building owner, who will provide all services required to house the tenant. Iona College will not participate in the lease negotiations.

### Attachments:

- i. Digital files containing data, as defined in the guide
- ii. Digital files providing locations of the areas proposed for designation
- iii. Digital files in electronic excel spreadsheet format

## **3. Types of Businesses and Academic Mission**

### Types of Businesses.

Iona College will endeavor to establish business partnerships with high-tech, innovative and high growth-potential companies, with the prospect of breaking new ground in the area of large data driven analytics. The focus for the initial application will be in the area of healthcare analytics, with future applications for business, the sciences and cyber security analytics.

Iona College has a core strength in the area of healthcare. The Health Care Management Program at Iona College has a long and proud history having graduated literally hundreds of students, with many of our graduates now holding leadership positions throughout the greater New York Region and beyond. The newly formed Center for Health Care Analytics, under the business analytics umbrella of the well-respected Hagan School of Business, has elevated this program into a multi-disciplinary program drawing professional expertise from across Iona faculty, recognizing Information Systems, Finance/Accounting Operations Research and other programs necessary to compliment the health care focus.

Currently, Iona College has been in discussion with several potential business partners that fit the profile described herein. These businesses have either been considering relocating their operations outside of New York State or, in the case of Pearl River, considering relocating to New York (from New Jersey) to participate in this program.

One business is interested in facilitating the discovery and development of biomarkers, molecular diagnostics and personalized therapies. They see an opportunity in partnering with the Center for Health Care Analytics in the pursuit of new research applications for hospitals and other healthcare providers.

Another, such as the business potentially relocating to Pearl River, is in the business of “high scale web mining”, commonly used by companies for extracting valuable information from an unlimited number of websites. The extracted raw data then will be worked upon to shape into structured content, which can be used for a wide range of purposes. Access to vast numbers of electronic medical records and other information under the control of the Center presents an array of potential analytical possibilities for a start-up business.

Iona College will seek to attract similar high tech research capabilities as a positive outcome of the START-UP NY program.

#### Academic Mission and Alignment of the Business.

The START-UP NY program is well suited and aligns with the mission and strategic planning initiatives embraced by the Board of Trustees of Iona College. The Board has just recently created a Business Analytics Institute, recognizing the multi-disciplinary skills and proficiencies necessary to embrace the broadly defined field of Analytics. Building upon the diverse academic and research capabilities of Information Systems technology, Data & Computer Sciences, and the diverse applications of quantitative methods and Operations Research; the Institute will focus on industry specific capabilities as they apply to business decision making in operations management, planning and strategic initiatives. Located in the Hagan School of Business, Iona College will align with and facilitate the development of entrepreneurial business opportunities that address and are associated with the development of Business Analytics. The opportunity to provide real world business internships and the development of business startup skills are primary academic objectives as well as facilitating employment opportunities upon graduation.

The first of these real world opportunities within the Institute is the creation of the Center for Health Care Analytics, recognizing the major transformation occurring across all the silos and sectors of the \$2.7 billion health care industry. What has become known as Triple Aims of Health Care; Access, Quality and Cost require the adoption of comprehensive data collection systems (EMR & RHIO's), massive data management, communications & intelligent decision support capabilities, as well as the Business Intelligence expertise necessary to assess economic risk and manage Population Health. These diverse subjects require a thorough understanding of not only the current and changing parameters of integrated health care but a comprehensive understanding and overview of the computer and information technologies of data management, systems architecture, security, statistics, predictive analytics, decision support, operations research and data governance.

This area of health or health related specialization will be one of the initial parameters for selecting and performing due diligence of a business seeking to locate on the Iona campus. It will be incumbent upon the parties to develop a synergy of student and faculty opportunities in academic preparation, research, internships and ultimately meaningful employment opportunities in a company or companies sponsored by Iona College. Additionally, the entities seeking to participate will be expected to demonstrate a short term growth potential and a technological interest consistent with the objectives stated above. Going forward we will look for similar technology-oriented entities focused on Marketing, Finance, Accounting and other business segments that are consistent with the mission of the Institute of Business Analytics, since the Hagan School of Business is equally versed in these business areas.

#### **4. Positive Community and Economic Benefits**

##### **New Rochelle Campus:**

Confirmed in discussions with the New Rochelle Commissioner for Economic Development, the proposed partnerships will generate positive community and economic benefits. The Westchester region is home to a \$10+ billion healthcare industry, as well as tech giant IBM, plus a growing number of biotech companies. New York Medical College houses a multi-million dollar biotech incubator here and major healthcare providers (Montefiore, Memorial Sloan Kettering and New York Presbyterian) have been establishing important outposts to complement strong healthcare providers in the county. This enables an atmosphere of creative and competitive energy in a field that thrives on innovation and effective solutions to complex issues. It also creates a focal point for analytical research and entrepreneurship, with colleges and universities playing a major role in advancing industry knowledge.

Among the positive attributes that prospective companies have expressed in working with Iona College is the access to a qualified work force to satisfy increased employment opportunities. Forming this geographic nucleus in health tech innovation will act as a magnet for professionals in the industry, as well as provide internship positions for workforce development.

Targeted businesses will therefore have access to an educated pool of potential workers within the community, as new workers move in to take advantage of employment opportunities. This population, in turn, helps to create ancillary businesses which support both the needs of the employers and employees – all of which has a positive economic impact on the surrounding community.

##### **Pearl River Satellite Campus:**

The economic benefits to Pearl River and the surrounding community begin with attracting an out of state business, aligned with the Iona mission, to relocate to New York. The potential partner plans to strategically revamp their business model to proactively develop cloud-based

software applications, starting with healthcare, and retrain their workforce in business communication and leadership skills. The business will employ over 150 employees.

In consultation with the Rockland Economic Development Corporation it is estimated that there is a potential to infuse close to \$2.3 million into the local economy. Beyond calculating basic housing for relocating employees, where as few as 5 home buyers and 5 renters would contribute approximately \$1.8 million in a year, we have looked at current expenditures for hotel accommodations and patronage of local businesses such as restaurants, retail stores, dry cleaners and gas stations. In addition, the business will offer career opportunities to software developers, sales engineers and IT professionals.

This information has also been shared with the local municipality via the Superintendent of the Town of Orangetown.

## **5. Process for Selecting Business Partners**

Iona College will implement a selection process that is consistent, transparent and accessible to anyone interested in forming a business partnership that is mutually beneficial to the program and the mission of the College. The six step process is described as follows:

### **i. The interested business will submit an official START-UP NY application for consideration in the program.**

Prospective businesses will apply on-line by filling out the START-UP NY application. These are defined in the STARTUP-NY business eligibility guidelines and procedures for the new on-line application will be forthcoming from Empire State Development in the near future. The completed application will then be available for Iona to review.

### **ii. The applicant will be asked to meet with the College stakeholders responsible for administering the program.**

The College/Program stakeholders will include, but not be limited to, the Deans of the Hagan Business School and the School of Arts and Science, the Director of Corporate, Foundation and Government Relations, the Provost, the General Counsel, and a representative from the Office of the Senior Vice President for Finance & Administration. A representative from the Internal Review Board for Human Subjects may also be included, if the business application warrants.

The applicant and the College will review and evaluate the business description, the State selection process, the State's requirement for a competitive analysis and the job creation potential and economic benefit to the community associated with the business opportunity.

### **iii. Conduct the Competitive Analysis.**

Working with the local government representative for Business Development, the applicant and the College team will complete the competitive analysis as defined in the State guidelines.

A request will also be submitted to the Department of Labor to determine if their confidential DOL database identifies any competitors.

#### **iv. Formalize Applicant's Business Plan and Proposed Partnership Arrangement**

If the company successfully passes the competitive analysis test, the next step will be to more thoroughly evaluate the business arrangement and technology, along with an assessment of the applicant's ability to meet expectations. Expectations for the business will include their plan to accomplish stated job creation and internship goals, evaluation of the technology employed as well as their credentials and experience in the field of endeavor. They must also commit to an alignment with Iona's research goals and consistency with its mission.

#### **v. Approval by the President's Council**

Once the Committee (ii. above) has agreed on the applicant's viability, the recommendation regarding whether or not to proceed with the partnership will be made by the President. The information will be shared with the Board of Trustees.

**vi. With the approval of the President, Iona College will then work with the Applicant to develop the remainder of the information required by the Sponsor application to NYS.**

### **6. Attachments**

- i. Conflict of Interest Guidelines
- ii. President's statement that application is complete and accurate.
- iii. Designated Space Narrative Certifying that Iona has not relocated or eliminated prohibited facilities
- iv. Bond Attestation Letter
- v. Letter of Support from the Office of the Westchester County Executive, Director of Economic Development (Main Campus)
- vi. Letter of Support from the CEO of the Rockland Economic Development Corporation (Satellite Campus)

**CONFIDENTIAL**

**IONA COLLEGE**  
**February, 2015**



**Office of the  
President**

**Kathleen Gill, Esq.**  
*General Counsel  
Board Secretary*

715 North Avenue  
New Rochelle, NY 10801

Phone: 914.633.2201  
Fax: 914.633.2018  
E-Mail: [kgill@iona.edu](mailto:kgill@iona.edu)

August 18, 2014

Mr. Kenneth Adams  
President and CEO  
Empire State Development Corporation  
633 3<sup>rd</sup> Avenue  
New York, NY 10017

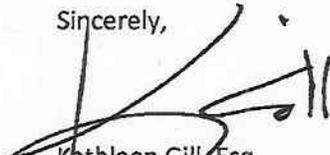
Dear Mr. Adams:

Iona College is aware that there are non-governmental use limitations on properties financed with tax exempt bonds.

We hereby attest to the fact that the properties herein designated for use in the START-UP NY Program have not been financed with any Tax-Exempt Bonds and consequently will not impact our negotiations with interested businesses.

We are anxious to advance our application for acceptance into this program and ensure our compliance with all program guidelines.

Sincerely,



Kathleen Gill, Esq.  
General Counsel and Board Secretary



**Finance &  
Administration**

**Senior Vice President**  
715 North Avenue  
New Rochelle, NY 10801  
Phone: 914.633.2468  
Fax: 914.633.2411  
www.iona.edu

February 17, 2015

**Mr. Ken Adams**  
**President and CEO**  
**Empire State Development**  
633 Third Avenue, 31st Floor  
New York, NY 10017

Dear Mr. Adams:

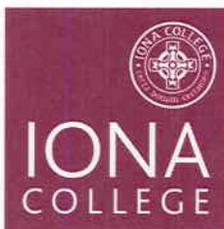
I'm writing on behalf of Iona College regarding our amended application for the START-UP NY program, to include our Rockland Graduate Center in Pearl River, NY.

This letter attests to the fact that Iona College has consulted with the Superintendent of the local municipality (i.e., the Town of Orangetown), and the CEO of the local economic development entity (Rockland Economic Development Corporation). We have received favorable responses from both offices and a letter of support from REDC accompanies this application.

Thank you for the opportunity to expand the positive results of the START-UP NY program to bring additional jobs to Rockland County.

Sincerely,

Anne Marie Schettini-Lynch  
Sr. VP for Finance and Administration



## Conflict of Interest Policy for START-UP New York Program

### I. Introduction

This document is Iona College's Conflict of Interest Policy as it relates to the START-UP NY Program. It is designed to protect the integrity of the College and the START-UP NY Program.

### II. Scope of Policy

The policy requires that Iona College Officials including Advisory Board Members formally self-disclose potential, real or perceived conflicts of interest as those interests relate to the START-UP NY Program.

### III. Definitions

**Business Interest** means that an individual (1) owns or controls 10% or more of the stock of an entity (or 1% in the case of an entity, the stock of which is regularly traded on an established securities exchange); or (2) serves as an officer, director or partner of an entity.

**Relative** means any person living in the same household as another individual and any person who is a direct descendent of that individual's grandparents or the spouse of such descendent.

**College Official** means a College Trustee, Advisory Board Member, or College employee at the level of dean and above, as well as any other person with decision-making authority over the START-UP NY Program.

### IV. General Provisions

A conflict of interest exists whenever a College Official has a personal, professional, commercial, financial or other interest or activity outside of the College, has the possibility, whether potential, real or perceived, of (a) compromising the College Official's Judgment, (b) influencing the College Official's decision or behavior with respect to the Start-Up New York Program, or (c) resulting in personal gain or a relative's gain or advancement at the expense of the College. It is important to keep in mind that the College Official does not have to actually do anything wrong or improper for a conflict of interest to exist; the conflict exists by virtue of a relationship that could result in an undue influence on the College Official's professional judgment.

- Service as a College Official shall not be used as a means for private benefit or inurement for the College Official, a relative thereof, or any entity in which the College or relative thereof has a Business Interest.

- Any College Official who is a vendor or employee of a vendor of goods or services to the university, or who has a Business interest in such vendor, or whose relative has a business interest in such vendor, shall not vote on, or participate in the administration by the College any transaction with such vendors.

V. Procedures

Upon becoming aware of an actual or potential conflict of interest, the College shall advise the College President.

VI. Records Management

The College shall maintain a written record of all disclosures of actual or potential conflicts of interest made pursuant to this policy and shall report such disclosures on a calendar year basis (by January 31<sup>st</sup> of each year) to the auditor of the College. The auditor shall forward such reports to the Commissioner of Economic Development.

Location	UniquelD	Owner	PropertyType	StreetAddress	City	ZipCode	ParcelID	Building	SpaceType	SqFt	Acres	Description	onCampus	Within1mileOfCampus	Latitude	Longitude	Note
City of New Rochelle	Main1	Iona College	1	713 North Ave	New Rochelle	10801	3-1005-0001	McSpendon-B1	B	6890		Attic	Yes		40.926111*	73.787222*	
City of New Rochelle	Main2	Iona College	1	715 North Ave	New Rochelle	10801	3-1005-0001	Hagan-BC1	C	2199		Third Floor	Yes		40.923611*	73.786389*	
Pearl River NY - Town of Orangetown	Satellite1	Glorius Sun Robert Marth	2	2 Blue Hill Plaza	Pearl River	10965	73-05-1-54	Office Building	G	50K		Third Floor	No	YES	41.046562*	74.007061*	

\* 1= on campus  
 2= 1 mile off campus  
 3= State Asset

\*\* A=entire building  
 B=floor within building  
 C=room within building  
 D=land on campus  
 E= land off campus  
 F=entire building off campus  
 G=partial building off campus  
 H=state asset



**DAVID A. TETRO · ARCHITECT, P.C.**

302 Lewis Avenue · Yorktown Heights · NY · 10598  
 t 914.962.3113 f 914.962.3362 e ddt@daa.com

RESIDENTIAL · COMMERCIAL · SUSTAINABLE DESIGN

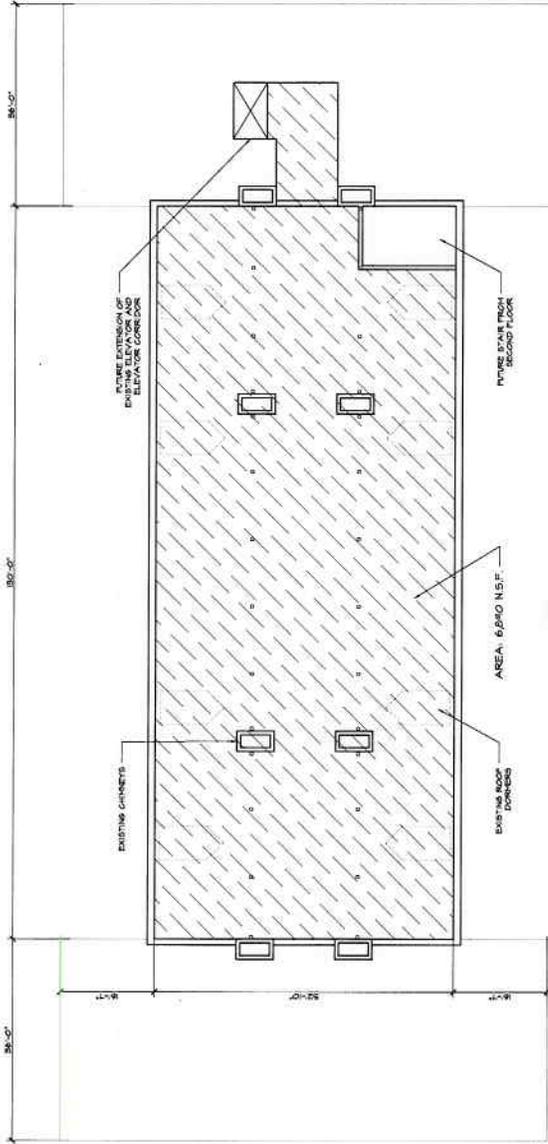


Submission for  
**START-UP NEW YORK**

IONA COLLEGE  
 McSPEDDON HALL AND HAGAN HALL

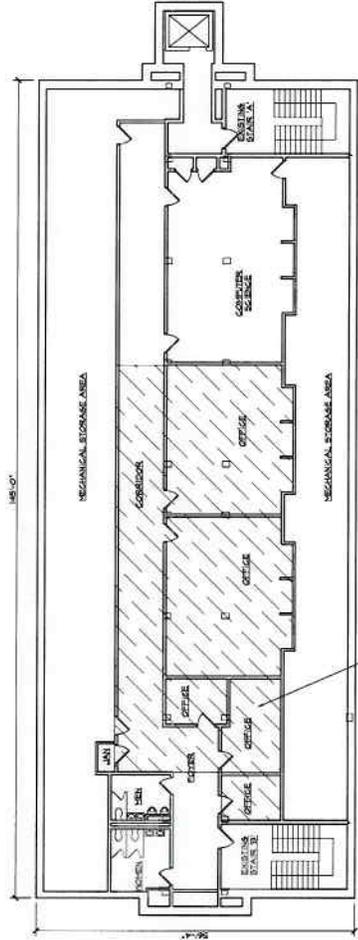
1111 Hudson Ave. P.O. Box 571 (NY)

Rev. No. June 20, 2014  
 Date 14-20  
 A.02



**ATTIC / THIRD FLOOR PLAN**  
 1" = 8'-0"

Proposed site is a building core area which will require renovation for use as a classroom office space. The layout of the space will be determined by the client. The space is currently unoccupied and intended for academic programs, offices, housing or classrooms that actively serve students, faculty or staff will be prohibited from the space to be designated as a classroom area.



**THIRD FLOOR PLAN**  
 1" = 8'-0"

Proposed site is a building core area which will require renovation for use as a classroom office space. The layout of the space will be determined by the client. The space is currently unoccupied and intended for academic programs, offices, housing or classrooms that actively serve students, faculty or staff will be prohibited from the space to be designated as a classroom area.





Proposed Space: 50,000 RSF (Shaded in Yellow)  
Room numbers to be assigned later

Scale: N.T.S

# BLUE HILL

Blue Hill Plaza  
Two Blue Hill Plaza  
Pearl River, New York  
3rd Floor