STARTUP NY

Proposal for 121 Humboldt Parkway in Buffalo, NY 14214

Medaille College
18 Agassiz Circle, Buffalo, NY 14214 | (716) 880-2879

START-UP NY

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

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

Date: June 18, 2015

For campus Office of the President:
The arrangement documented in the attached Campus Plan is aligned to the academic mission of Medaille College and in accordance with all policies, procedures, and guidelines.

Signature of campus President
Kenneth Macur, PhD

Kenneth Macur
Print Name

To: Howard Zemsky, President & CEO Designate, Empire State Development and Acting Commissioner, NYS Department of Economic Development
From: President Kenneth Macur of Medaille College
Re: Medaille College's Campus Plan for Designation of Tax-Free Area(s)
Date: June 18, 2015

I, President Macur of Medaille College hereby certify the following:

a.) If applicable, we have consulted with the chief executive officer of the municipality or municipalities and notified the local economic development entity representing the area that a proposed Tax-Free NY Area is locating outside the campus boundaries at least 30 days prior to submitting the plan to you and

b.) we comply with Conflict of interest guidelines and attached copies of the polices and/or guidelines herewith; and

c.) we are aware of the non-governmental use limitations associated with state issued tax exempt bonds and if our proposed Tax-Free NY Area was financed with tax exempt bonds, we will: 1.) make potential businesses aware of these limitations when marketing property; and 2.) take appropriate steps to ensure that non-governmental use of property funded with tax-exempt bonds will not jeopardize the tax exempt status of state issued bonds; and

d.) the information contained in the enclosed application is accurate and complete.

PRESIDENT'S SIGNATURE

6-18-2015
DATE

Attachments/Enclosures:

1.) Tax-Free Area Plan with Polygon shapefile of campus area (if available) and/or point data of vacant space (if available), **OR** AutoCAD rendering of proposed tax-free area on a scaled campus map and/or campus map shaded to indicate building containing proposed tax-free space
2.) Excel spreadsheet of property to be designated
3.) Applicable conflict of interest policies
4.) Where applicable, comments received from interested parties

START-UP NY CAMPUS PLAN FOR DESIGNATION OF TAX-FREE AREA(S)

Campus Name: Medaille College
Campus Contact Name: John Crawford
Campus Contact Title: VP for College Relations
Campus Contact E-mail: jpc334@medaille.edu
Campus Contact Phone: (716) 880-2879

THE TAX-FREE NY AREA PLAN SHALL BE DEVELOPED BY THE CAMPUS TEAM AND PROVIDE THE FOLLOWING REQUIRED INFORMATION:

1) Specification or identification of space or land proposed for designation as a Tax-Free NY Area identifying the following:

   i. Provide the name and address of the college/university seeking approval as a Sponsor, the address of the space or land proposed for designation as a Tax-Free NY Area, and a written description of the physical characteristics of the area for designation.

Name: Medaille College
Campus Address: 18 Agassiz Circle, Buffalo, NY 14214
Address(es) of Proposed Tax-Free NY Area(s) : 121 Humboldt Pkwy, Buffalo, NY 14214
Description of Physical Characteristics of Proposed Tax-Free NY Area(s): Medaille College is designating 1690 square feet of our building at 121 Humboldt Parkway as Tax-Free NY areas within the boundaries of the college's campus. This building is currently vacant. It is not utilized by the college and provides an array of office space, formal and informal meeting spaces, social areas, a kitchen, wifi, and other amenities found in the most modern work spaces. It provides Start-Up NY businesses with the opportunity to choose a location that best suits their operational needs while assisting the college in utilizing unused space. Medaille is already in discussions with business interests to identify businesses that can utilize space in the building.

ii. Complete the Excel spreadsheet template provided on the START-UP NY Website,. Include only properties sought to be designated. Attach the completed spreadsheet to this plan and provide in electronic form.

iii. Provide also a representation of each proposed site drawn on a scaled campus map with boundaries drawn clearly. Two versions should be created; one including an imbedded layer from Google Earth or other aerial photograph of the property. The second version should exclude the photographic imagery. Each parcel under consideration must have a unique alpha numeric identifier, clearly labeled on each plan which ties to identifiers in the Excel spreadsheet. If digital files containing Polygon shapefile that delineates area for designation are available, provide these as well. Attach these materials to this plan.

iv. Provide a campus map with each proposed building shaded. Label each building with the official building number with the building name. For each building shaded and labeled, include floor plans of all areas under consideration. If digital files containing Point shapefiles that provide locations of area for designation are available, provide these as well. Attach these materials to this plan.

2) The total square footage of the space and/or acreage of land proposed for designation as a Tax-Free NY Area is:

1690

3) Provide a description of the type of business or businesses that may locate in the area identified in #1.

Medaille is open to attracting entrepreneurial, innovative and high growth potential businesses that can offer internships, employment opportunities, guest lectures and other educational experiences for our students. We would also like to host businesses that can add to and take advantage of the expertise of our faculty and other characteristics of our college such as our professional development events, speaker series, campus wide community service projects and more. To achieve the greatest synergy, Medaille would like to attract businesses most aligned with our academic programs and our concomitant role in the Western New York community. Businesses in marketing and communications, information systems and management, security and medical research and development requiring laboratory animals are particularly suitable.

4) Provide a description of the campus academic mission, and explain how the businesses identified in #3 will align or further the academic mission of the university or college.

Medaille College concentrates on excellence in teaching, with an emphasis on personal attention to its diverse student body. Its curriculum provides a solid liberal arts and sciences foundation with early access to career-oriented education. The faculty and all of those involved in the mission of education challenge students and themselves to the highest possible standards of achievement, but that challenge is balanced by support for every individual student and a concern that each one succeeds.

Medaille students benefit from a variety of high-impact educational practices. At Medaille, students learn by doing and experiential learning is at the heart of education. Students are placed in the field with internships, preceptorships and student teaching assignments. Medaille has interactive labs that provide students with invaluable hands-on experience. Further enrichment comes from speaker series, team and cohort learning environments and observations. Many students also complete a capstone project to sum their education up and create meaningful solutions to real issues in their field. Many Medaille faculty are themselves practitioners and professionals in their industries.

Medaille College also has a proven system in place that helps ensure academic success and timely graduation. Our bridge programs between high school and the freshman year of college also prepare students for the rigors of higher education and remediate academic deficiencies. Additionally, we have developmental courses during the freshman year for students who need further help.

Our Student Support Center provides tailor made services that include placement testing, peer and professional tutoring, mentoring, reading, writing and math specialists, support for setting academic goals, computer access and academic success plans. This one-stop shop functions toward the same goal: degree completion in the shortest possible time. Medaille is also the recipient of $4 million in federal student support grants.

Through close mentorship and guidance, faculty and advisors help students develop academic success plans, get the support they need to succeed, assist with class scheduling, help set attainable goals and help ensure on time graduation. Students are never left without someone to turn to for guidance.

The things students experience and do in the community help shape not only their own future, but the future of others. Medaille students learn beyond the four walls of the classroom. The community is their learning environment. Through active, community based learning, Medaille College focuses on civic sustainability. Medaille teaches undergraduates how to identify, assess and solve real issues in their own communities. Every student is capable of great change, and faculty link on-campus learning with real-world problem solving. What students learn today gets applied tomorrow, and makes an impact in the larger community. While learning, Medaille students directly affect their

surroundings in positive ways.

StartUP NY is an opportunity to attract businesses in the aforementioned industries that align with our academic philosophy and programs and can offer our students even more real-world, hands on internship experiences that augment their formal academic education. This is particularly important for resident students with transportation challenges. As a large majority of Medaille's adjunct faculty are employed full time in industries aligned with our academic programs, StartUP NY companies on campus provide another pool from which to recruit talented faculty with a particular entrepreneurial spirit who can help motivate and encourage our students to start their own businesses and contribute to economic development in our region. If appropriate, we will also invite StartUP NY business leaders to guest lecture in our classrooms and provide additional real world insight and entrepreneurship lessons. Additionally, we will invite StartUP NY employees to participate in our student mentoring program if appropriate. Mentoring can provide our students additional academic and social support that aligns with their education and career prospects. All of this – internships, new adjunct faculty, guest lecturers, and mentors – will help afford our students the opportunities they need for academic success, strong social and professional networks and career success in our burgeoning Western New York economy.

5) Provide a description of how participation by these types of businesses in the START-UP NY Program will generate positive community and economic benefits, including but not limited to:
   - Increased employment opportunities;
   - Increased opportunities for internships, vocational training and experiential learning for undergraduate and graduate study;
   - Diversification of the local economy;
   - Environmental sustainability;
   - Increased entrepreneurship opportunities;
   - Positive, non-competitive and/or synergistic links to existing businesses;
   - Effect on the local economy; and
   - Opportunities as a magnet for economic and social growth.

Simply put, Medaille is Buffalo's College. We serve a unique niche in the Western New York higher education landscape, educating students from diverse socio-economic backgrounds and providing them with the tools to succeed. For example, of Medaille's 2014 freshman class at our Buffalo campus: 46% are non-Caucasian; 73% receive Pell grants, indicating substantial financial need; 81% are first generation college students, and 52% are from the City of Buffalo. Additionally, incoming freshman SAT scores are relatively low compared to our peer institutions in Western New York.

Despite the challenges that our students face, the vast majority thrive at Medaille. Our graduation rate, for example, has increased 15% points over the last seven years and is now 49%. This rate is better than four of our eight peer institutions that have significantly higher incoming SAT averages. Approximately, 95% of Medaille graduates are employed within a year after graduating, 70% in a field related to their degree. Additionally, 68% of graduates remain in Western New York and 30% choose to pursue a graduate education. Medaille alumni also enjoy one of the lowest average student loan debts in Western New York.

The WNY Regional Economic Development Strategic Plan emphasizes the priority of inclusiveness. Clearly, Medaille plays a leading role in opening up the middle class for those who need it most. StartUp NY businesses on the Medaille campus can provide our students…

- Opportunities to become better connected to the business world;
- Increased employment opportunities;
- Increased opportunities for internships, vocational training and experiential learning for undergraduate and graduate study;
- Increased entrepreneurship opportunities through business collaboration;
- Positive, non-competitive and/or synergistic links to existing businesses; and
- Opportunities to be part of a magnet for economic and social growth.

As students participate in the success and growth of on campus businesses, they participate in the growth of the local economy and, ultimately, the well-being of our community. To further multiply the effect of StartUP NY on our region, Medaille students and faculty can also tie businesses to a variety of community service organizations and activities.

Industries we would like to host, such as marketing and communications, information systems and management, and security are necessary to support the priorities of the regional development council to take advantage of our expanding tourism, advanced manufacturing and health sciences industries.

6) Provide a description of the process the Sponsor (campus) will follow to select participating businesses. The description should identify the membership of any group or committee that may make recommendations, the final decision-maker, and the criteria that will be used to make decisions. This group or committee must include representation from faculty governance.
The criteria may include some or all of the following:

A. Academic and Research Alignment

1. Is the business in an industry aligned with current and/or developing University research, scholarly, and creative activity?
2. Does the business provide experiential learning and workforce opportunities (e.g., internships, fellowships, full-time jobs) for students and graduates?
3. Does the business provide areas for partnership and advancement for faculty and students?
4. Will the business provide access to research instrumentation, tools, and/or equipment necessary to advance the academic and research mission?
5. Will the business fund scholarships, campus facilities or other academic services or amenities?
6. Will the business and/or its employees contribute to instruction or provide student mentoring?
7. Does the business offer the use of company resources, intellectual property or expertise to support the academic mission?

B. Economic Benefit

1. How many net new jobs will be created?
2. Is the business viable in both the short- and long-term?
3. Will the business attract private financial investment?
4. Does the business plan to make capital investments (e.g., renovation, new construction)?
5. Are the new jobs in critical areas of the economy?
6. How will the University financially benefit from the terms of the lease?

C. Community Benefits

1. Does the business have the support of one or more municipal or community entities?
2. Is the business recruiting employees from the local workforce?
3. Does the business invest in underserved, economically distressed regions?
4. Will the business rely on suppliers within the local and regional economy?

The Medaille StartUP NY selection

Selection Process for Business Participation
Medaille College has established the following system to provide businesses interested in partnering with the college in the START-UP NY Program with an accessible, collaborative and transparent application and selection process.
Step #1: Submit the START-UP NY Business Application to Medaille College

Businesses interested in participation in the START-UP NY Program with Medaille College will first contact the Vice President for College Relations who will describe

the available space and the aforementioned criteria for participation. The VP will also provide, via email, a questionnaire for the business to provide the following information and responses to Medaille's selection criteria:

Questions:

- contact information
- description of the business
- general alignment with Medaille's academic mission
- proposed community and economic impact
- employment projections

Selection Criteria:

- Is the business in an industry aligned with current and/or developing University research, scholarly, and creative activity?
- Does the business provide experiential learning and workforce opportunities (e.g., internships, fellowships, full-time jobs) for students and graduates?
- Does the business provide areas for partnership and advancement for faculty and students?
- Will the business provide access to research instrumentation, tools, and/or equipment necessary to advance the academic and research mission?
- Will the business fund scholarships, campus facilities or other academic services or amenities?
- Will the business and/or its employees contribute to instruction or provide student mentoring?
- Does the business offer the use of company resources, intellectual property or expertise to support the academic mission?

All Applicants must fall under one of the following State designated business categories: New Business, Existing NYS Business Expanding, Previous NYS Business relocating to NYS or NYS Incubator Graduate.

The goal of Step #1 will be receipt of a completed START-UP NY Medaille questionaire.

Step #2: Participate in an Eligibility Assessment Meeting

Once Medaille College has received the completed START-UP NY questionaire, an eligibility assessment meeting will be convened at the college. The Applicant will meet with the Medaille START-UP NY Campus Team to review:

- The Applicant's business

- The business's alignment with the college's mission and vision
- The Medaille and State selection process,
- The State's requirement for a competitive analysis,
- The potential job creation opportunities associated with the Applicant business.

The Campus Team consists of representatives from the Medaille College Offices of Business, College Relations, and Academic Affairs.

The goal of Step #2 will be to determine the Applicant's fulfillment in meeting the State's "Eligibility criteria for businesses" to participate in the START-UP NY Program, and alignment to the college's mission and vision.

Step #3: Comprehensive Competitive Analysis

The Applicant and the Medaille START-UP NY Campus Team will collaborate on completing the competitive analysis as required by the State process. This will include:

- Review of the selected "Community," as defined by START-UP NY regulations.
- Review of North American Industry Classification System (NAICS) codes of businesses in the same Community as required by START-UP NY regulations.
- Review of commercially available database lists in determining potential Competitors in the selected Community.
- Review of any businesses in the Community which may be considered Competitors.

If no Competitors are identified through the Comprehensive Competitive Analysis, a formal request will be submitted to the Empire State Development (ESD) for cross reference checking of their Department of Labor (DOL) database to determine if there are any Competitors. If no Competitors are identified through the Medaille College and ESD comprehensive review process, then a notice will be published in a local daily print or online newspaper for five days, allowing potential business Competitors to identify themselves, per the STARTUP NY regulations.

The goal of Step #3 will be formal documentation of completion of a Comprehensive Competitive Analysis confirming that there are no Competitors in the community. In the event that a potential Competitor is identified, Medaille College will formally request review by the Commissioner. The Commissioner will make the final determination, per the START-UP NY regulations.

Step #4: Applicant Presentation to Medaille START-UP NY Campus Selection

Team

Upon successful completion of the Comprehensive Competitive Analysis, the Applicant business will be required to formally present its business model and how its participation in the START-UP NY Program will have positive community and economic benefits. The Applicant business will formally present to the Selection Committee, which will be comprised of the Vice President for Finance, the Vice President for College Relations, The Vice President for Academic Affairs, the Vice President for Enrollment Management, a representative of the Faculty Senate, and a representative from the Student Government Association.

The goal of Step #4 will be final review of the proposed business partnership and determination as to whether the Medaille College Campus Selection Team agrees to Sponsor the Applicant business for participation in the START-UP NY Program.

Step #5: Submit Final Application to the State

If the Medaille College START-UP NY Campus Selection Team approves the Applicant business, the Campus Team will then collaborate with the Applicant to complete the required information for the Sponsoring Application to NYS, with the primary focus being new job creation in the designated area.

The goal of Step #5 will be the successful submission of a completed application, with all required supporting documentation.

Sponsoring Criteria

In order for Medaille College to Sponsor an Applicant, the Applicant business must meet all of the following eligibility criteria, as established through the START-UP NY regulations:
Prohibited Businesses: The Applicant must not be any of the business types that "are prohibited from participating in the START-UP NY Program."
Eligible Business: The Applicant must prove its eligibility to participate in the START-UP NY Program by qualifying under one of the following business categories:

- New Business
- Existing NYS Business Expanding
- Previous NYS Business Relocating
- NYS Incubator Graduate

Non-Competitive: The Applicant must prove to have no business competitors in the community in which it will be located.
Compliance: The Applicant "business must be in compliance with all worker protection and environmental laws and regulations. In addition, the business may not owe past due federal or state or local property taxes."

Mission Alignment: "The mission and activities of the business must align with or further the academic mission" (and vision) of Medaille College.
Beneficial Contributor: The Applicant must prove that "the business's participation in the START-UP NY Program will have positive community and economic benefits."
Job Creation: The Applicant "business must demonstrate that it will, in its first year of operation, create net new jobs."
Sustainability: The Applicant must satisfy all criteria to remain eligible as set forth by the START-UP NY regulations, as they pertain to "net new jobs created" and all Program reporting requirements.

INSERT:

1.) DEPARTMENT OF ECONOMIC DEVELOPMENT EXCEL SPREADSHEET TEMPLATE LISTING ALL DESIGNATED PROPERTIES

2.) COPY OF APPLICABLE CONFLICT OF INTEREST POLICIES OR GUIDELINES

3.) WRITTEN RESPONSES OR COMMENTS RECEIVED THROUGH CONSULTATION WITH THE CEO OF THE MUNICIPALITY(IES) AND LOCAL ECONOMIC DEVELOPMENT ENTITY(IES)

Medaille College

Conflict of Interest Policy Related to StartUp NY Program

Purpose of the Policy and General Principles

Medaille College (the College) participates in the New York State's StartUp NY program, which offers tax incentives for new and expanding businesses in New York State that are associated with a sponsoring university or college. As a sponsoring college, the College must adopt a conflict of interest policy pursuant to New York Economic Development Law 439 and 5 NYCRR 220.20 that 1) prohibits persons from participating in any activity related to the College's StartUp NY program that would cause those persons to experience a conflict of interest and 2) requires the reporting of all actual or potential conflicts of interests the College becomes aware of in the course of administering the College's StartUp NY program.

Scope of this Policy

This policy applies to Officials of the College and to Medaille College START-UP NY Campus Team Members of the College's StartUp NY program. The definitions in this policy are drawn largely from the New York Economic Development Law 439 and 5 NYCRR 220.2.0.

Policy Definitions

A "conflict of interest" means any circumstance in which the personal, professional, financial, or other interests of an Official or Medaille College START-UP NY Campus Team Member may potentially or actually diverge from, or may be reasonably perceived as potentially or actually diverging from his or her obligations to the College and the interests of the College in connection with the College's StartUp NY program. It includes indirect conflicts, such as benefits provided to a relative of an Official or Medaille College START-UP NY Campus Team Member.

"Business Interest" means an interest in an entity where the person with the interest (1) owns or controls 10% or more of the stock of the 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 the entity.

"Official" means a University Trustee, a University employee at the level of chair and above, and any other College employee with decision-making authority over the College's StartUp NY program.

"Medaille College START-UP NY Campus Team Member" means any person who serves on the College's StartUP NY Medaille College START-UP NY Campus Team that recommends businesses for acceptance into the College's StartUp NY program.

"Relative" means any person living in the same household as an Official or Medaille College START UP NY Campus Team Member and any person who is a direct descendant of that Official's or Medaille College START UP NY Campus Team Member's grandparents or the spouse of such descendant.

Policy

The College is committed to operating in an ethical manner and in compliance with applicable legal and regulatory requirements.

No Official or Medaille College START-UP NY Campus Team Member may participate in any aspect of the College's StartUp NY program that would result in that Official or Medaille College START-UP NY Campus Team Member experiencing a Conflict of Interest. Service as an Official or Medaille College START-UP NY Campus Team Member may not be used as a means for private benefit or inurement for the Official, Medaille College START-UP NY Campus Team Member, a Relative thereof, or any entity in which the Official, Medaille College START-UP NY Campus Team Member, or Relative thereof, has a Business Interest.

No Official or Medaille College START-UP NY Campus Team Member who is a vendor, or employee of a vendor, of goods or services to the College that is a participant in the StartUp NY Program who has a Business Interest in such vendor, or whose Relative has a business Interest in such vendor, may vote on, or participate in, the administration by the College of any transaction with such vendor.

Procedure for Implementation

Disclosing Conflicts of Interest

Officials and Medaille College START-UP NY Campus Team Members have a duty to disclose on an ongoing basis any current, proposed, or pending situations that may constitute a Conflict of Interest related to the College's StartUp NY program, including (but not limited) the Business Interest of an Official, Medaille College START-UP NY Campus Team Member, or Relative thereof, in an existing or proposed vendor of the College that is a participant in the College's StartUP NY program.

Such disclosures should be made to the Vice President for College Relations in case of Medaille College START-UP NY Campus Team Members and Officials who are employees below the level of chair and should be made to the College's Counsel in the case of Officials who are Trustees or employees at the level of chair and above. The Vice President for College Relations will promptly report to the College's Counsel all such disclosures received by the Office of College Relations.

Process Relating to Conflicts of Interest

If the College's Counsel determines that an Official or Medaille College START-UP NY Campus Team member has a Conflict of Interest relating to the College's StartUp NY Program, the College's Counsel in conjunction with the College's President will determine next steps with respect to the Conflict of Interest. The existence and resolution of the Conflict of Interest must be documented by the College's Counsel and reported to the College's President and auditor, as described below.

Record Keeping and Reporting

The College's Counsel will maintain a written record of all Conflicts of Interest disclosures made under this policy, and will report such disclosures, on a calendar year basis, by January 31st of each year, to the University's President and to the College's auditor. The College's auditor will forward such reports to the Commissioner of Economic Development, who will make public such reports.

Oversight and Administration

The Office of College Relations, together with the Office of General Counsel, may make changes to this policy from time to time, as they deem appropriate. The Vice President for College Relations will oversee the implementation of, and compliance with, this policy.

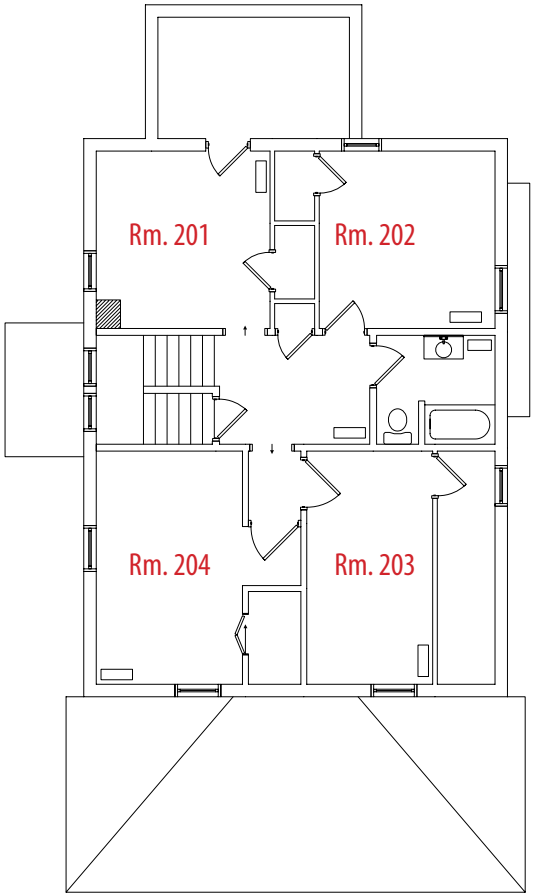
Related Policies

Conflict of Interest for the Board of Trustees

STARTUPNY Proposal for 121 Humboldt Parkway in Buffalo, NY 14214

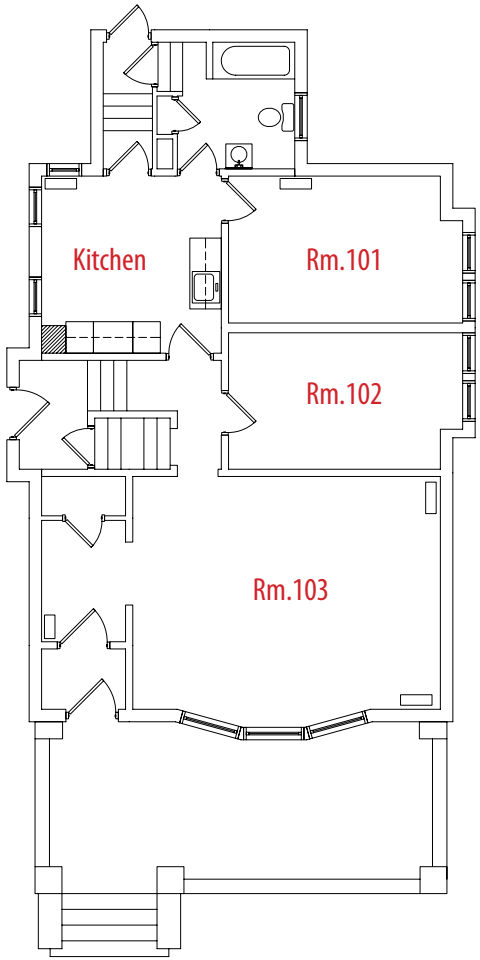
Medaille College

121 Humboldt Parkway
1690 sq ft



EXISTING SECOND FLOOR PLAN
SCALE : 1/4" = 1'-0"

Second Floor
796 sq ft



EXISTING FIRST FLOOR PLAN
SCALE : 1/4" = 1'-0"

First Floor
894 sq ft

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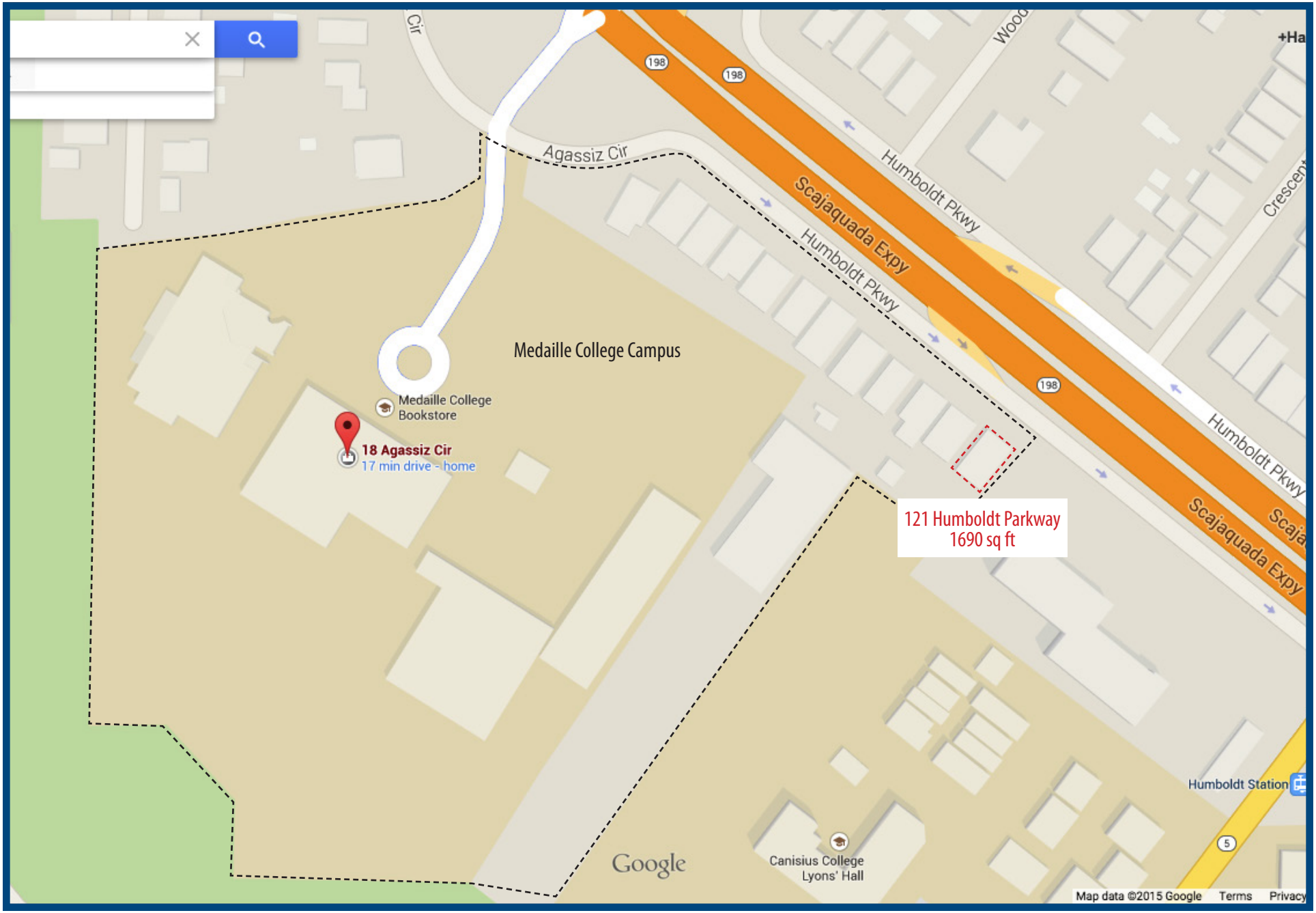
Medaille College



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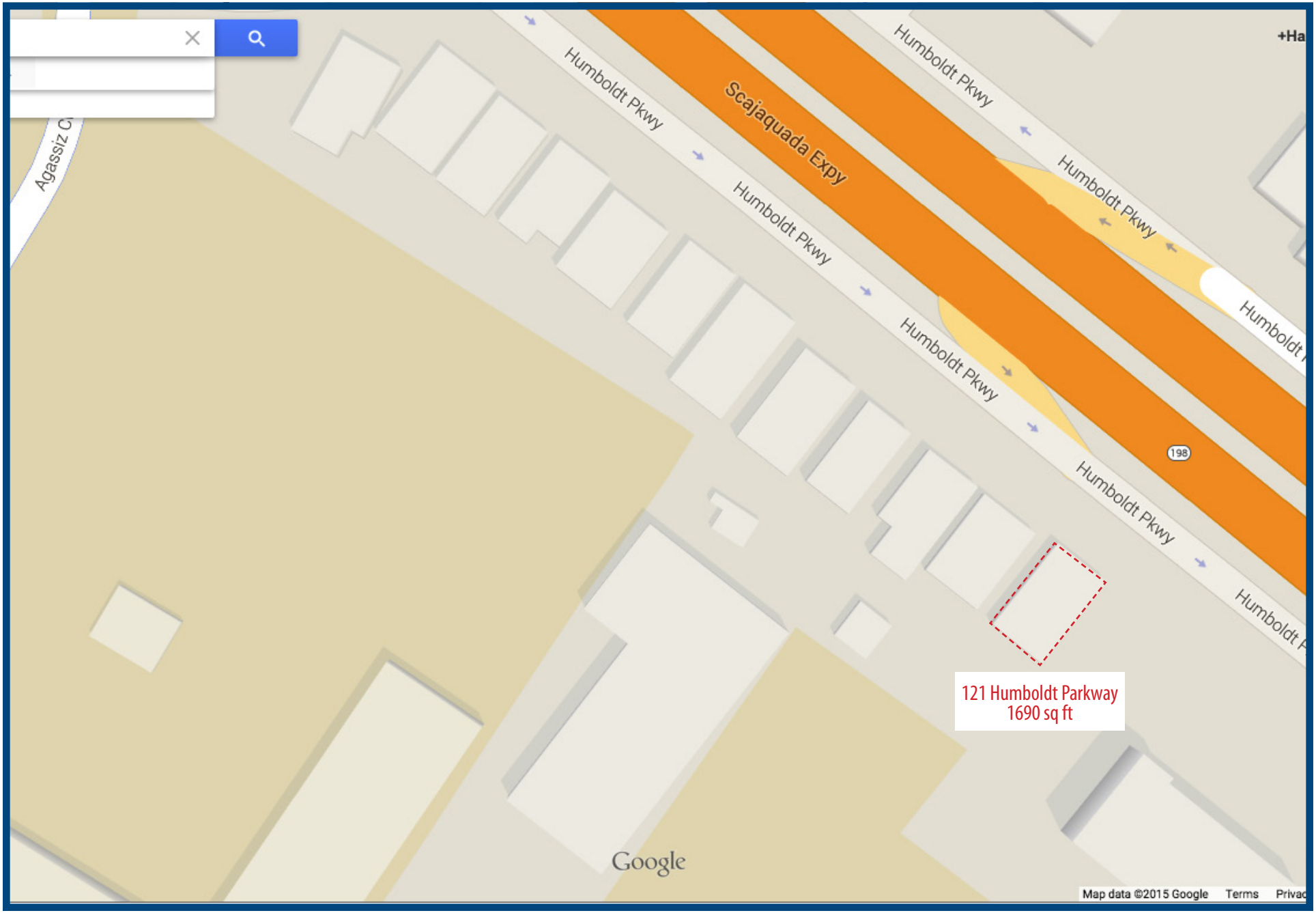

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Medaille College

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Medaille College

Sponsor	Location	UniqueID	16V Incubator	Owner	PropertyType*	StreetAddress
Medaille College	Buffalo, NY	Medaille	no	Medaille College	1	121 Humboldt Pkwy, 1st Floor
Medaille College	Buffalo, NY	Medaille	no	Medaille College	1	121 Humboldt Pkwy, 2nd Floor

* 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

City	ZipCode	ParcelID	Building	SpaceType**	SqFt	Acres	Description	onCampus
Buffalo	14214	89.57-5-12	Community Partnerships	B	894		First Floor	Yes
Buffalo	14214	89.57-5-12	Community Partnerships	B	796		Second Floor	Yes

Within1mileOfCampus	More than 1 mile off campus (requires waiver)	Latitude	Longitude	Note	County
NA	NA	42.9285390	-78853078.0000000		Erie
NA	NA	42.9285390	-78853078.0000000		Erie