

# Campus Plan for Designation of Tax-Free New York Areas

## Submitted by The College of New Rochelle

### 1. Campus Contact Information

The College of New Rochelle, Judith A. Huntington, President  
29 Castle Place, New Rochelle, New York 10805 (914) 654 5430

### 2. Description of Space

The College of New Rochelle has identified the following as vacant space within its campus boundaries to be designated under the Start-Up New York initiative.

Maura Hall was designed as a Residence Hall.

The total square footage of the three floors proposed space is 20,334.

1 <sup>st</sup> Floor	4,978 square footage
2 <sup>nd</sup> Floor	9,112 square footage
3 <sup>rd</sup> Floor	6,244 square footage

#### Identification of Space

- i. See Attachment
- ii. See Attachment
- iii. See Attached Excel Spreadsheet
- iv. See Attachment

### 3. Type of Business & Mission

#### Targeted Businesses

The College of New Rochelle will seek to establish partnerships through the START-UP NY program with high tech businesses or a business in the formative of development and that are aligned with The College of New Rochelle's academic and economic priorities.

High technology, high growth potential, job generating companies, including:

Biotechnology  
Information Technology  
Re-Manufacturing  
Advance Materials  
Engineering or Electronic Products

#### Academic Mission

The College of New Rochelle, founded by the Ursuline order in 1904 as the first Catholic College for women in New York continues its mission as a Catholic, liberal arts college for women, joined by men in 3 of its 4 schools: the School of Arts and Sciences for women only, the School of Nursing which offers undergraduate, and graduate degrees in nursing, the School of New Resources (over age 21 women and men) which offers an interdisciplinary liberal arts degree and the Graduate School which offers the professional masters degrees in Education, Communications and Human Services, including Public Administration.

The School of Nursing partners with healthcare related business to enhance delivery of care in the community. Experience has demonstrated that such partnerships are beneficial to the community as well as to the School of Nursing as our students continually benefit from the internships and job placements at healthcare facilities in the New York Metropolitan area.

As the profession of Nursing prepares itself for intensified participation in the delivery of health care, advances in technology such as informatics and robotics will become part of the skill set necessary for well-trained healthcare providers. The College of New Rochelle seeks to position itself to provide such training to our nursing students as well as community job seekers.

Partnering with a business, the college anticipates increased opportunity for students in all of its schools to participate in appropriate internships and shared experiential learning opportunities in research, administration, management and pedagogy. The mission-driven and unusually diverse community of students, predominantly women, at the college provides special opportunities to develop women's leadership potential.

### **Business Mission**

It is anticipated that this partnership will provide opportunity for professional development of our partner's employees and give our students opportunity to experience partnerships and real-world applications in learning which will positively influence the development of future professionals and the field itself. Our students will be able to benefit from internship and experiential learning opportunities. These opportunities will provide enhanced educational experience and therefore promise increased employment opportunities with our partner or availability of better prepared candidates for other regional employers.

### **Assessing Business Alignment with Mission**

In addition to seeking businesses that complement our core strengths, The College of New Rochelle will partner with the businesses that will reside in our tax-free zones that can assist The College of New Rochelle and Westchester County in attaining these goals.

## **4. Generating Positive Community & Economic Benefits**

The property proposed would be occupied by companies whose business and relationship to the College of New Rochelle will generate positive community and economic benefits.

The College of New Rochelle proposed Start-Up New York plan anticipates attracting new businesses and new jobs to the Westchester area over the next 10 years.

Eligible Start-Up New York businesses that align with the academic mission under The College of New Rochelle's Start-Up New York plan will not only create new employment opportunities but will attract new investment locally spurring additional economic growth across the Westchester economy.

The economic growth will result in a number of benefits including:

- Increased employment opportunities
- Diversification of the regional economy
- Expanded purchasing/spending in the local economy
- Greater economic impact through increased population
- More home ownership and residential investment throughout the region.

The College of New Rochelle's Start-Up New York plan will place enhanced priority on prospective businesses that will engage and benefit underserved communities.

### **200 Liberty Street**

The College of New Rochelle is proposing the Maura Hall for tax free designation. Companies that will occupy this space will be high-tech businesses or a business in the formative development that will employ young professionals dedicated to and supportive of the transformation of New Rochelle's urban core. The College of New Rochelle anticipates proposing businesses for 200 Liberty that have elected to grow in New York because of their immediate access to our students.

## **5. Description of Process**

The College of New Rochelle has sought to create a process that is transparent and accessible to any business interested in partnering with us to advance the City of New Rochelle and Westchester County.

### **STEP #1 – SUBMIT APPLICATION TO THE COLLEGE OF NEW ROCHELLE FOR THE COLLEGE'S START-UP FACILITIES**

Applicants will apply on-line by filling out an application at [www.startupny.cnr.edu](http://www.startupny.cnr.edu). Information required will include: contact information, company description, and the START-UP NEW YORK business category under which the applicant will be applying. The State designated business categories are: New Business, Existing NYS Business Expanding, Previous NYS Business relocating to NYS, and NYS Incubator Graduate.

The output of Step #1 will be a completed application received by The College of New Rochelle.

### **STEP #2 – CONDUCT PRELIMINARY ELIGIBILITY ASSESSMENT**

Applicant will meet with The College of New Rochelle Evaluation Team to review

- The Applicant's business,
- The College of New Rochelle and State selection processes,
- The State's requirement for a competitive analysis, and
- The potential job creation opportunities associated with the applicant business.

The Evaluation Team will consist of the College's Executive Team composed of, President, Provost & Senior Vice President for Academic Affairs, Senior Vice President for Strategic Initiatives, Vice President Finance, Vice President Student Services, Vice President Enrollment Management and Vice President College Advancement and Chair of the Senate.

The output of Step #2 will be confirmation that the Applicant meets all the State's requirements related to Sponsor's Core Mission, Prohibited Businesses, Liabilities, Business Category, and Job Creation, See Selection Criteria below.

### **STEP #3 – COMPLETE COMPETITIVE ANALYSIS**

The Applicant and the College of New Rochelle's Evaluation Team will collaborate on completing the competitive analysis as required by the State process. This will include:

- Reviewing the selected "Community," as defined by the START-UP NEW YORK regulations
- Advising the Applicant on selecting their North American Industry Classification System (NAICS code if not previously selected and reported to a government agency).
- Reviewing a list of commercially available databases to determine if there are any obvious competitors in the defined "Community"
- Reviewing any companies in the "Community" that might be considered possible competitors.

If this analysis does not identify and competitors, a request will be submitted to ESD to determine if their confidential DOL database identifies any competitors.

If both The College of New Rochelle and ESD review fail to identify any competitors, a notice will be put in the local newspaper per the START-UP NY regulations for five days, allowing potential competitors to identify themselves.

The output of Step #3 will be formal documentation related to possible competitors in the local community. Confirmation that there are no competitors or approval by ESD that an exception is granted will be required to advance to Step #4.

### **STEP #4 - VALIDATE APPLICANT**

If a company passes the competitive analysis test, the next step will be to more thoroughly validate the applicant's business model. The nature of the review will be based on the START-UP NY definition of a high tech business and its alignment with The College of New Rochelle's programs and job creation potential.

Examples of questions asked will be:

1. Is the business in an industry aligned with the College's mission?
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 fund scholarships, campus facilities or other academic services or amenities?
5. How many net new jobs will be created?
6. Is the business viable in both the short-and long term?
7. Does the business plan to make capital investments (e.g., renovation, new construction)?
8. Are the new jobs in critical areas of the economy?
9. How will the College financially benefit from the terms of the lease?
10. Is the business recruiting employees from the local workforce?
11. Will the business rely on suppliers within the local and regional economy?

The output of Step #4 will be a formal presentation that will be given to The College of New Rochelle approval Committee.

#### **STEP #5 – PRESENT TO THE COLLEGE OF NEW ROCHELLE APPROVAL COMMITTEE**

The final step in The College of New Rochelle's evaluation process will be a formal review and approval by a seven person Review Committee made up of The College of New Rochelle's Executive Team.

The output of step #5 will be the Approval Committee's agreement to be the Applicant sponsor.

#### **STEP # 6 – SUBMIT FINAL APPLICATION TO STATE**

If the Review Committee approves the Applicant, The College of New Rochelle will then work with the Applicant to develop the balance of the information required by the Sponsor application to NYS, with the focus being on new job creation.

The output of Step #6 will be a completed application accompanied by all the required supporting documentation.

#### **SELECTION CRITERIA**

If The College of New Rochelle is to "sponsor" an Applicant, the applicant must meet the following criteria:

**Core Mission:** - Applicant must "align with or further the academic mission" of The College of New Rochelle.

**Eligible Business:** - Applicant must not be any of the business types that are prohibited by the State from being in a START-UP NY program.

The College of New Rochelle will seek to establish partnerships through the Start-Up New York program with high tech businesses or a business in the formative development.

**Liabilities** – Applicant must not owe taxes or be in violation on any "worker protection and environmental laws and regulations".

**Business Category** – Applicant must prove its eligibility for one of the four State-defined business categories that are eligible for START-UP NY as listed in Step #1,

**Job Creation** – Applicant must be willing to commit to specific job creation upon applying for START-UP NY, with milestones for achieving new jobs identified. Number of new jobs and timing for achieving them will be a factor in selecting companies for The College of New Rochelle's designated START-UP facilities.

**Competitors** – Applicant must have no competitors in the community in which it will be located.

**6. Appendices**

- i. Letter from President Huntington
- ii. Maps, Floor Plans & Excel Spread Sheet
- iii. Memo to Kenneth Adams
- iv. Conflict of Interest Policy
- v. Prohibition of Anti Competitive Behavior
- vi. Letter of Attestation
- vii. Prohibition against Relocation of Facilities
- viii. Letter from President Huntington confirming all information

Location	UniqueID	Owner	PropertyType	StreetAddress	City	ZipCode	ParcelID	Building	SpaceType	Sqft	Acres	Description	onCampus	Within1mileOfCampus	Latitude	Longitude	Note
City of New Rochelle	0001	The College of New Rochelle	Formally Residence Hall	200 Liberty Ave.	NR	10805	N/A	Maura Hall	B	4,978		Floor 1	Yes				
		The College of New Rochelle	Formally Residence Hall	200 Liberty Ave.	NR	10805	N/A	Maura Hall	B	9,112		Floor 2	Yes				
		The College of New Rochelle	Formally Residence Hall	200 Liberty Ave.	NR	10805	N/A	Maura Hall	B	6,244		Floor 3	Yes				

\* 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



**A**

Maura Lawn

College of New Rochelle

Cnr Bookstore

Castle Gallery

College New Rochelle Health Services

College of New Rochelle Wellness Center

Liberty Ave

Liberty Ave

W Castle Pl

Liberty Ave

Chestnut Ln

Liberty Ave

Liberty

Elm St

Elm St

Castle Pl

Chestnut Ln

Hemlock Pl

Willow Dr

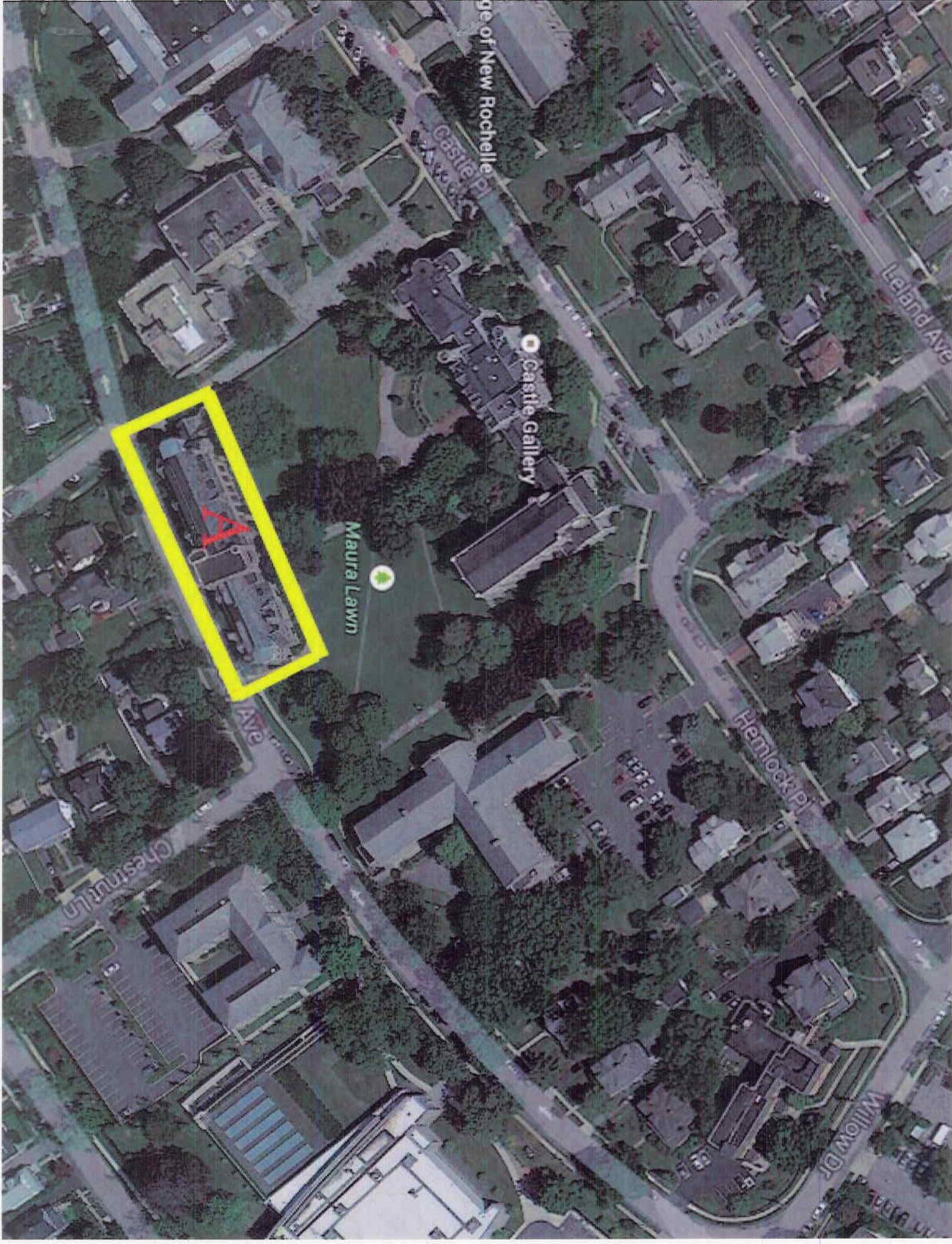
Hanford Ave

Leland Ave

Centre Ave

Leland Ave

Willow Dr



College of New Rochelle

Castle Pl

Castle Gallery

Maura Lawn

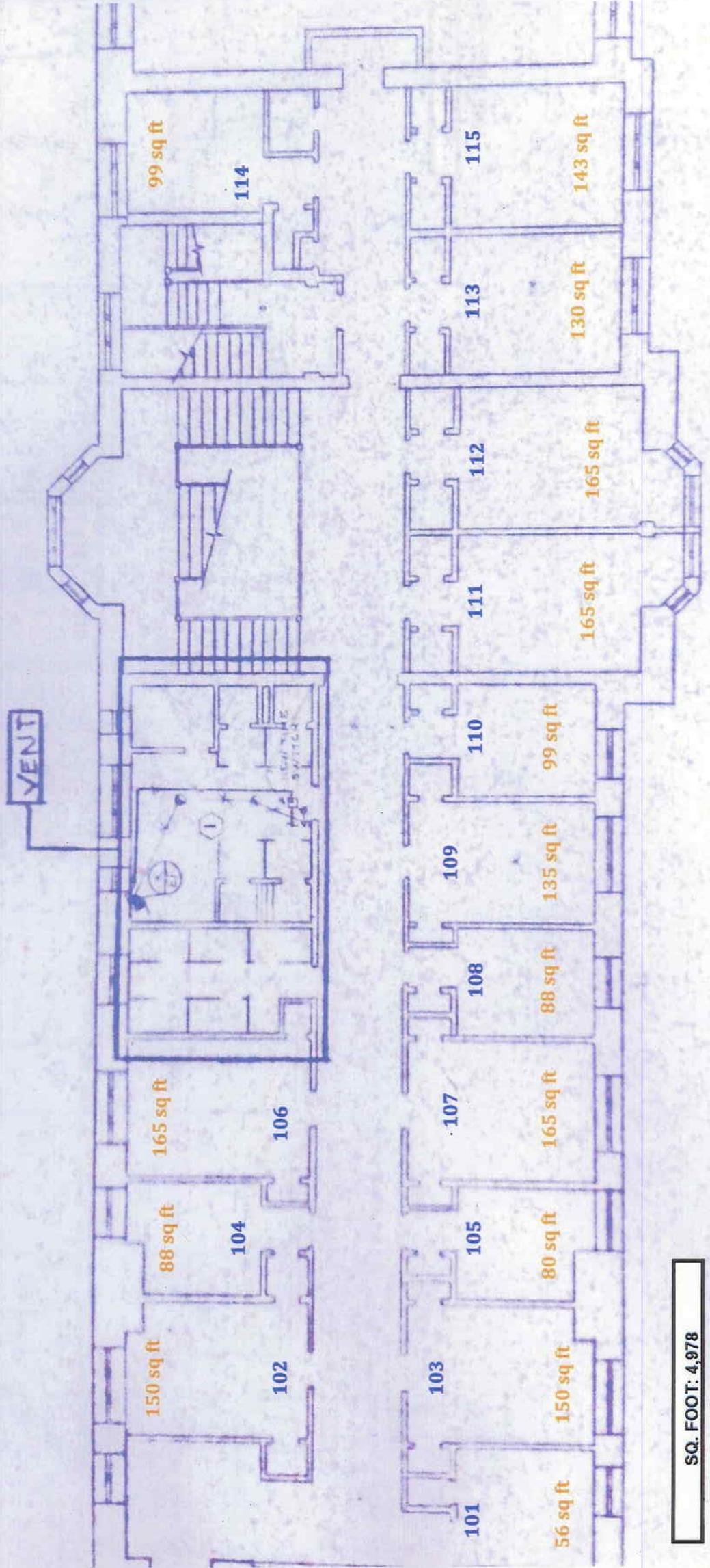
Leland Ave

Hemlock Pl

Chestnut Ln

Ave

WILLOW DR



SQ. FOOT: 4,978

Maura 1st Floor





To: Mr. Kenneth Adams, NYS Commissioner of Economic Development

From: President Judith A. Huntington, The College of New Rochelle

Date: July 17, 2014

Re: The College of New Rochelle – Campus Plan for Designation of Tax Free (Area(s))

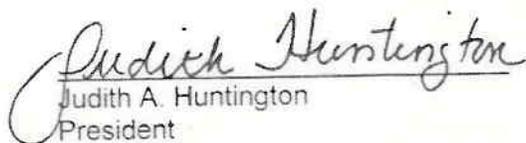
I, President Huntington of The College of New Rochelle herby certify the following:

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.

We comply with Conflict of interest guidelines (attached) and attached copies of the policies and/or guidelines herewith.

We are aware of the non-government 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.

This letter is to confirm that the information contained in such application to the maximum extent possible is accurate and complete.

  
Judith A. Huntington  
President

7/20/14

\_\_\_\_\_  
Date

## CONFLICT OF INTEREST POLICY FOR START-UP NEW YORK PROGRAM

### I. Introduction

This document states The College of New Rochelle's Conflict of Interest Policy as it relates to the Start-Up New York Program.

### II. Scope of Policy

The Policy requires that any College Official self-disclose potential, real or perceived conflicts of interest as those interests relate to the START UP NEW YORK Program to Dr. Colette Geary, Senior Vice President for Strategic Initiatives. College Official is defined as an employee or other person involved in the administration of the college at the level of dean and above as well as any other person with decision making authority over the College of New Rochelle Startup NY Program.

### III. Definitions

Terms not defined elsewhere in this policy are defined below:

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 descendant of that individual's grandparents or the spouse of such descendent.

START UP NEW YORK Program means the SUNY Tax Free Areas to Revitalize Upstate New York Program established by Article 21 of the Economic Development Law.

### IV. General Provisions

A conflict of interest exists whenever a College Official has a personal, professional, commercial, or financial interests or other interest or activity outside of the college which 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 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 Official 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 college, 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 of any transaction with such vendor; and

V. Procedures

Upon becoming aware of an actual or potential conflict of interest, a College Official shall advise the college president of his or her or a Relative's Business interest in any such existing or proposed vendor with the university.

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 of the State of New York, who shall make public such reports.

Certificate of Compliance

Prohibition of Anti-Competitive Behavior

I hereby certify that The College of New Rochelle is compliant with the anti-competition provision of the New York State Economic Development Law, article twenty one, section four hundred and forty. The College, if a portion of the campus is designated as a tax free zone for the Start Up NY program, shall not accept any application by a business to locate in the tax-free area under subdivision one of section four hundred thirty six from business that would compete with other businesses in the same community but outside the tax-free New York area.

College Name: The College of New Rochelle

Address: 29 Castle Place, New Rochelle, New York 10805

  
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Keith Borge  
Vice President of Finance

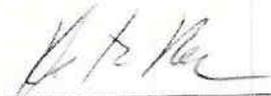
7/23/2014  
\_\_\_\_\_  
Date:

LETTER OF ATTESTATION

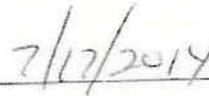
START-UP NY  
633 Third Avenue  
37<sup>th</sup> Floor  
New York, New York 10017

ATTENTION: Certification of Tax Free Bond Status of The College of New Rochelle

This letter is to confirm that the space the College of New Rochelle is applying for with the Start UP NY program to be designated a tax-free area will not jeopardize the tax-free status of the College of New Rochelle. The School is aware of the non-governmental use limitations associated with state issue tax exempt bonds. The College of New Rochelle is committed to making any business interested in participating in Start-Up NY aware of the non-governmental use limitations associated with state issued tax exempt bonds. The school will commit to take appropriate steps to ensure that non-governmental use of property funded with tax exempt bonds for Start-UP NY purposes will not jeopardize the tax exempt status of state issued bonds.



Keith Borge  
Vice President of Finance



Date:

Certificate of Compliance

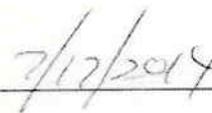
Prohibition Against Relocation or Elimination of Facilities or Programs

I hereby certify that The College of New Rochelle is compliant with article twenty one, section four hundred and thirty two of the New York State Economic Development Law prohibiting the College from relocating or eliminating any academic programs, any administrative programs, offices, housing facilities, dining facilities, athletic facilities or any other faculty, space or program that serves students, faculty or staff in order to create vacant land or space to be utilized for the Start Up NY program.

College Name: The College of New Rochelle

Address: 29 Castle Place, New Rochelle, New York 10805

  
\_\_\_\_\_  
Keith Borge  
Vice President of Finance

  
\_\_\_\_\_  
Date:

July 17, 2014

Start-Up New York  
633 Third Avenue  
37<sup>th</sup> Floor  
New York, New York 10017

This letter is to confirm that the information contained in such application to the maximum extent possible is accurate and complete.

Sincerely,



Judith A. Huntington  
President

JAH/gc