



The State University
of New York

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

To: SUNY Chancellor

From: Heidi Macpherson, Ph.D.

Re: The College at Brockport SUNY Campus Plan for Designation of Tax-Free Area(s) ("Campus Plan")

Date: August 30, 2015

For campus Office of the President:

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

Heidi R. Macpherson

Signature of campus President

Heidi R. Macpherson

Print Name

-----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 SUNY approve/reject the attached Campus Plan:

Jeffrey A. Boyce

Proposal Review Team Co-Chair

9-23-15

Date

Jeffrey A. Boyce

Print Name

For SUNY Office of the Chancellor:

The attached Campus Plan is hereby approved/rejected for campus submission to the NYS Commissioner of Economic Development.

Eileen McLoughlin

Signature of the Chancellor or designee

9/29/15

Date

EILEEN McLoughlin

Print Name

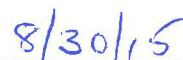


To: Howard Zemsky, President & CEO, Empire State Development and Commissioner, NYS Department of Economic Development
From: President Heidi Macpherson, Ph.D. of The College at Brockport SUNY
Re: The College at Brockport SUNY Campus Plan for Designation of Tax-Free Area(s)
Date: August 30, 2015

I, President Macpherson of The College at Brockport 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; and attached copies of the policies and/or guidelines herewith; and
- c.) we comply with the Commissioner's rules and guidelines on anticompetitive behavior (NY EDL, art. 21, sect. 440); and
- d.) 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
- e.) we consulted 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 relocated or eliminated any academic programs, any administrative programs, offices, housing facilities, dining facilities, athletic facilities, parking, 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 blue ink, appearing to read "Heidi Macpherson", written over a horizontal line.

A handwritten date "8/30/15" in blue ink, written over a horizontal line.



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

Campus Name: The College at Brockport
Campus Contact Name: Dr. James Willis
Campus Contact Title: Vice President of Administration and Finance
Campus Contact E-mail: jwillis@brockport.edu
Campus Contact Phone: (585) 395-2129

1. Specification of spaces and/or land proposed for designation as a Tax-Free NY Area:

Land use and space planning issues at the College at Brockport are informed by the College's Facility Master Plan and managed through a Cabinet Level, Policy and Planning Review Panel in consultation with the Campus-wide Facilities Planning Committee, which has broad faculty and staff representation.

The College has identified the following list of (a) land available on main campus property in Brockport NY, (b) campus controlled land in the Town of Sweden, NY, (c) space under campus control in the City of Rochester NY, and (d) non-affiliated properties within 1- mile of campus as suitable for inclusion in its Start-UP NY Plan. These assets were selected based on current planned use and in consideration of impact on academic and student support programs.

Property details (Attachment A), maps (Attachment B), and floor plans, where appropriate, (Attachments C) are provided.

(a) Land Available on Main Campus Property:

- **Parcel SU-102-1-L-0001-000-A** - West Campus (86 acres): College land on the main campus available for development and can be subdivided. It is adjacent to a railroad spur connecting to main transportation rail lines. Some of the available land is improved with water, natural gas, and/or electricity nearby. (Attachment B, Figure 1)

(b) Campus Controlled Land in the Town of Sweden, NY:

- **Parcel SU-102-1-L-0002-000-A** – 7111 Fourth Section Road, Sweden NY (Fourth Section Road, 3.6 acres): Undeveloped property under the control of the Brockport Foundation, a campus affiliate. (Attachment B, Figure 2)
- **Parcel SU-102-1-L-0003-000-A** – 2842 Colby Road, Sweden NY (Colby Road Parcel, 7.8 acres): Undeveloped property under the control of the Brockport Foundation, a campus affiliate. It is adjacent to the Ledgesdale Airpark. (Attachment B, Figure 3)

(c) Campus Controlled Facilities in the City of Rochester NY:

- **Parcel SU-102-1-B-0140-000-I** 55 St. Paul Street (7,520 sf total sf): The Metro Center is an extension center of The College at Brockport's main campus in Brockport, NY and is located in the heart of downtown Rochester, NY. It is considered a Co-Location. The Metro Center is an historic George Eastman building; former home of the Chamber of

Commerce; strategically located across the street from the new public transportation hub and near the downtown Convention Center and major hotels and businesses. It is a steel and masonry structure where courses are offered in undergraduate and graduate programs. The majority of classes are held in the evenings and on weekends to accommodate working adults. It would be considered Class C space. Office / Industrial / Lab: Office and light industrial. Occupancy timeline: Currently occupied by a StartUP-NY Company. (Attachment B, Figures 4a, b and c)

(d) Non-affiliated Properties within 1-mile of Campus:

- **Parcel SU-102-2-L-0004-000-A (Lot A)** – 4599 Redman Rd, Sweden, NY (McLean Development LLC, owner). Shovel ready lot (0.35 acres) adjacent to the western edge of the main College at Brockport campus. Infrastructure improvements include roads, sewer system, electric and water main. It is adjacent to a railroad spur that connects to main transportation rail lines (Attachment B, Figure 5)
- **Parcel SU-102-2-L-0005-000-A (Lot B)** – 4599 Redman Rd, Sweden, NY (McLean Development LLC, owner). Shovel ready lot (0.24 acres.) adjacent to the western edge of the main College at Brockport campus. Infrastructure improvements include roads, sewer system, electric and water main. It is adjacent to a railroad spur that connects to main transportation rail lines (Attachment B, Figure 5)
- **Parcel SU-102-2-L-0006-000-A (Lot C)** – 4599 Redman Rd, Sweden, NY (McLean Development LLC, owner). Shovel ready lot (0.21) adjacent to the western edge of the main College at Brockport campus. Infrastructure improvements include roads, sewer system, electric and water main. It is adjacent to a railroad spur that connects to main transportation rail lines (Attachment B, Figure 5)
- **Parcel SU-102-2-L-0007-000-A (Lot D)** – 4599 Redman Rd, Sweden, NY (McLean Development LLC, owner). Shovel ready lot (0.15 acres) adjacent to the western edge of the main College at Brockport campus. Infrastructure improvements include roads, sewer system, electric and water main. It is adjacent to a railroad spur that connects to main transportation rail lines (Attachment B, Figure 5)
- **Parcel SU-102-2-L-0008-000-A (Lot E)** – 4599 Redman Rd, Sweden, NY (McLean Development LLC, owner). Shovel ready lot (0.17 acres) adjacent to the western edge of the main College at Brockport campus. Infrastructure improvements include roads, sewer system, electric and water main. It is adjacent to a railroad spur that connects to main transportation rail lines (Attachment B, Figure 5)
- **Parcel SU-102-2-B-00009-000-A** – 43 Market St, The Village at Brockport, NY (Ross Gates, owner). Vacant one-story (with basement), 2,040 sq. ft. office building located approximately 1,800 feet from the northeast corner of the main Brockport Campus (Attachment B, Figures 6a and b).
- **Parcel SU-102-2-B-0010-000-A** – 85 Clinton St, The Village at Brockport, NY (85 Clinton St LLC, owner). Partial office building(currently vacant), 4,425 sq. ft. located approximately 1,000 feet from the northeast corner of the main Brockport Campus (Attachment B, Figures 7a and b).
- **Parcel SU-102-2-B-0011-000-A** – 80 Clinton St, The Village at Brockport, NY (Vulcan Ventures, S Corp, owner). Vacant two-story office building, 6,490 sq. ft. located

approximately 1,500 feet from the northeast corner of the main Brockport Campus (Attachment B, Figures 8a and b).

As specified in the Start-UP NY regulations, these off-campus properties are located within a one-mile perimeter of the college, fall within the College's 200,000 sq. ft. allotment, and would be subject to local property taxes or negotiated payments in lieu of taxes (PILOTs).

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

Campus Controlled:

Space:	7,520 square feet
Land:	97.4 acres

Non-affiliated property within 1-mile radius of the campus:

Space:	12,955 square feet
Land:	1.12 acres

2. Description of the types of businesses that may be located in the area(s) identified in #1:

Eligible businesses must be either a (1) new company/start-up, (2) an out-of-state company relocating to New York, or (3) an expanding business currently based in New York. The prospective business must demonstrate that it is creating net new jobs, aligns and advances the College's mission, and provides positive economic and community benefits.

Prospective businesses cannot compete with existing local business (defined by census tract.)

Businesses not eligible for Start-UP NY designation include retail/wholesale businesses, restaurants, real estate brokers, law firms, medical or dental practices, real estate management companies, hospitality, finance and financial services, accounting firms, businesses providing utilities, or energy production or distribution companies.

Additional information regarding business eligibility can be found at www.startup.ny.gov

As specified in the [Start-UP NY SUNY Campus Guide to Getting Started](#), additional criteria by which to assess how a tax-free business aligns with the mission of the College in knowledge creation, knowledge diffusion, and formation of values, the College may consider the following factors or a combination thereof in its consideration to sponsor the tax-free business:

- i. Comprehensive undergraduate, graduate education and professional education
- ii. Research
- iii. Leadership
- iv. Diversity
- v. Culture
- vi. Regional economic development
- vii. Internship and training opportunities
- viii. Direct job opportunities for campus graduates
- ix. Internationalization
- x. Specific area specialization of the campus (human services, IT, environmental science business education, professional postsecondary programs etc.)

- xi. Any other factors which the college or campus deems to be appropriate in determining the alignment of mission to the business.

Potential industries of interest to the College at Brockport include those with a focus on:

- Light manufacturing (adaptive/assistive/kinesiology technologies, in particular)
- Mobile, wireless, and personal area networks and related technology
- Digital Media
- Energy innovation/green technology
- Public Health and Human Services
- Biotech/Analytical Chemistry
- Environmental monitoring/watershed management/remediation
- Aquaculture
- Education

4. Alignment with the academic mission of the college:

The College at Brockport seeks Start-UP NY partners that align with and enhance the academic mission of the college and its academic programs. This can be realized in multiple ways, including:

- Sharing of expertise with the college (e.g. research opportunities for our faculty, instructional contributions, executive-in-residence)
- Quality high impact educational opportunities for our students (e.g. research opportunities, internships, co-op experiences)
- Support for scholarships, fellowships, etc.
- Development of physical assets and support for campus facilities and/or other institutional services/amenities

Part of the State University of New York (SUNY) system of higher education, The College at Brockport is a comprehensive master's institution offering 50 undergraduate major programs and 48 master's programs through its Schools of Business Administration and Economics, Mathematics and Sciences, Education and Human Services, Health and Human Performance and the Arts, Humanities and Social Sciences.

The institution's primary commitment is to student success, achieved through a combination of major and General Education requirements and co-curricular programs to which students have broad access and participation. Student success at Brockport is multifaceted, involving academic quality and engagement, co-curricular and support programs, each of which reflects our commitment to students functioning in a culturally diverse world.

The College mission reflects long-term commitments to excellence in both liberal arts and professional education at the undergraduate and graduate levels. These commitments advance the development of the whole student through attention to the highest quality scholarship, civic engagement, and environments for learning and student life

The College is particularly focused on developing partnerships with eligible Start-UP NY companies of small to medium size that would benefit from the expertise of our School of Business Administration and Finance as they develop and grow.

As a partner to a Start-UP NY company, the College can:

- Provide just in time advice, consulting and specialized expertise through our faculty and students
- Organize interest group training best practice sessions at convenient times and delivered on demand
- Provide interns for short duration projects (with faculty guidance) or as part of a transition plan to permanent employment growth
- Conduct market and technical research and studies on a confidential basis that will help provide timely information for our business partners
- Serve as a match maker and facilitate networks for clients facing similar challenges
- Host conferences and meetings facilitated by state of the art technology
- Offer a punctuated residency programs designed specifically for the challenges of growing a small to medium sized entrepreneurial firm
- Provide the services of our Small Business Development Center

In short the College can be the intellectual partner of a Start-UP NY enterprise as they grow their business.

Start-UP NY partners can further derive benefit from the core academic competencies of the College:

Accounting	Water Resources	Finance
Art	Geology	Accounting (Forensic)
Biochemistry	Health Science	Communication
Biology	Marketing	Educational
Business Administration	Medical Technology	Administration
Chemistry	Nursing	Public Administration
Communications	Physics	Education
Computer Science and	Recreation and Leisure	Human Development
Information Systems	Social Work	Health Science
Earth Sciences	Teacher Certification	Environmental Science
		Theater

5. How Start-UP NY businesses will generate positive community & economic benefits.

The host community of the College of Brockport is composed of the Village of Brockport and the Town of Sweden and can be defined as rural, agricultural, and “small town”. According to the 2010 U.S. Census and New York State Department of Labor data, 7.0 percent of the civilian labor force in the Brockport/Sweden area is unemployed, and 14.9 percent of all people who reside in the Brockport/Sweden area have had an income reported below the poverty level in the past 12 months with the median household income being \$42,636.

Eligible Start-UP NY businesses that align with the academic mission under the College’s Start-UP NY plan will contribute to the improvement and economic well-being of the residents of the greater Brockport/Sweden community and the Rochester area by:

- Increasing employment opportunities

- Diversifying the local economy
- Reducing office vacancies
- Improving the tax base
- Creating positive linkages to existing businesses

The current available inventory of commercial space within 1 mile radius of the College at Brockport's campus easily exceeds 300,000 square feet. Furthermore, while the population of the community has remained relatively static over the past five-years, the local school district has seen a 12% decrease in enrollments over this period, with projections for an additional 7% decline in the next five year period. In these regards, the Village of Brockport and the Town of Sweden are typical of many small communities in Upstate New York.

The College's Start-UP NY plan targets industries that will both increase the availability of highly skilled, high paying jobs (e.g., biotech, energy innovation and green technologies, etc.), as well as increase and diversify employment opportunities (e.g. light manufacturing, environmental monitoring, public health and human services, etc.) in the community. Expanded employment opportunities in the local community will likely provide a vehicle for growth as new people are attracted to the area, while having a positive multiplier effect on local businesses.

Start-UP NY represents a significant opportunity to catalyze the development of a vibrant and sustainable economy for the College's host community.

6. Description of how the College will select businesses under START-UP NY.

The College will utilize its Small Business Development Center, a newly formed Start-UP NY Advisory Committee, and existing campus committees, to select businesses Start-UP NY partners for the campus.

Membership on the Start-UP NY Advisory Committee includes the Campus Provost, Dean of the School of Business and Accounting, Vice President of Administration and Finance, a member of the College Senate selected by the Executive Committee of the Senate, and the Chairs of the Campus Budget and Resource Committee (BRC) and the Campus-wide Facilities Planning Committee (CFPC).

Selection Criteria:

The College at Brockport's Start-UP NY Advisory Committee will evaluate prospective applicants according to the following criteria:

Academic and Research Alignment

- 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?

Economic Benefit

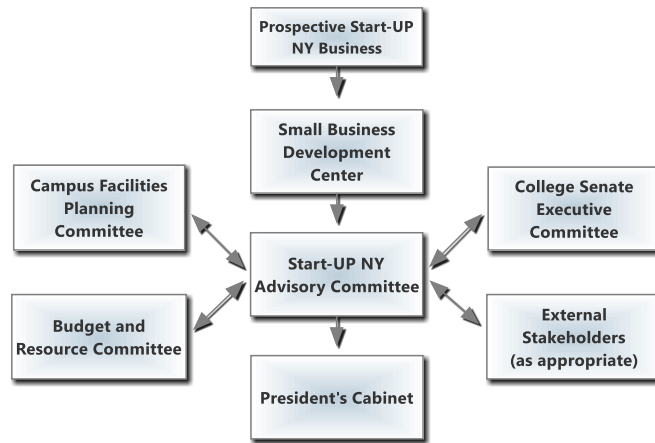
- How many net new jobs will be created?
- Is the business viable in both the short- and long-term?
- Will the business attract private financial investment?
- Does the business plan to make capital investments (e.g., renovation, new construction)?
- Are the new jobs in critical areas of the economy?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

Community Benefit

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

Selection Process:

1. Business application by prospective Start-UP NY businesses to the College's Start-UP NY Plan will be made through the College's affiliated Small Business Development Center (SBDC).
2. If the business applicant meets the minimum criteria for eligibility, as specified in this plan, the SBDC will forward the application the Start-UP NY Advisory Committee for review.
3. The Start-UP NY Advisory Committee will select prospective business on the basis of their ability to align with and advance the mission of the College, as well as their potential for economic and community benefit as reflected in the selection criteria above. The Advisory Committee will seek input on prospective applications from appropriate campus committees, constituencies, and offices, as well as from external agencies and stakeholders.
4. Upon review and approval from the Advisory Committee the business application will be forwarded to the President's Cabinet for final review and Presidential approval.
5. Approved applications will be transmitted to Empire State Development for final review.



Attachment A: List of properties including type of space, address, square footage, etc. (included as separate Excel file)

Attachment B: Property Maps and Floor Plans (included)

Attachment C: Stakeholder Evidence

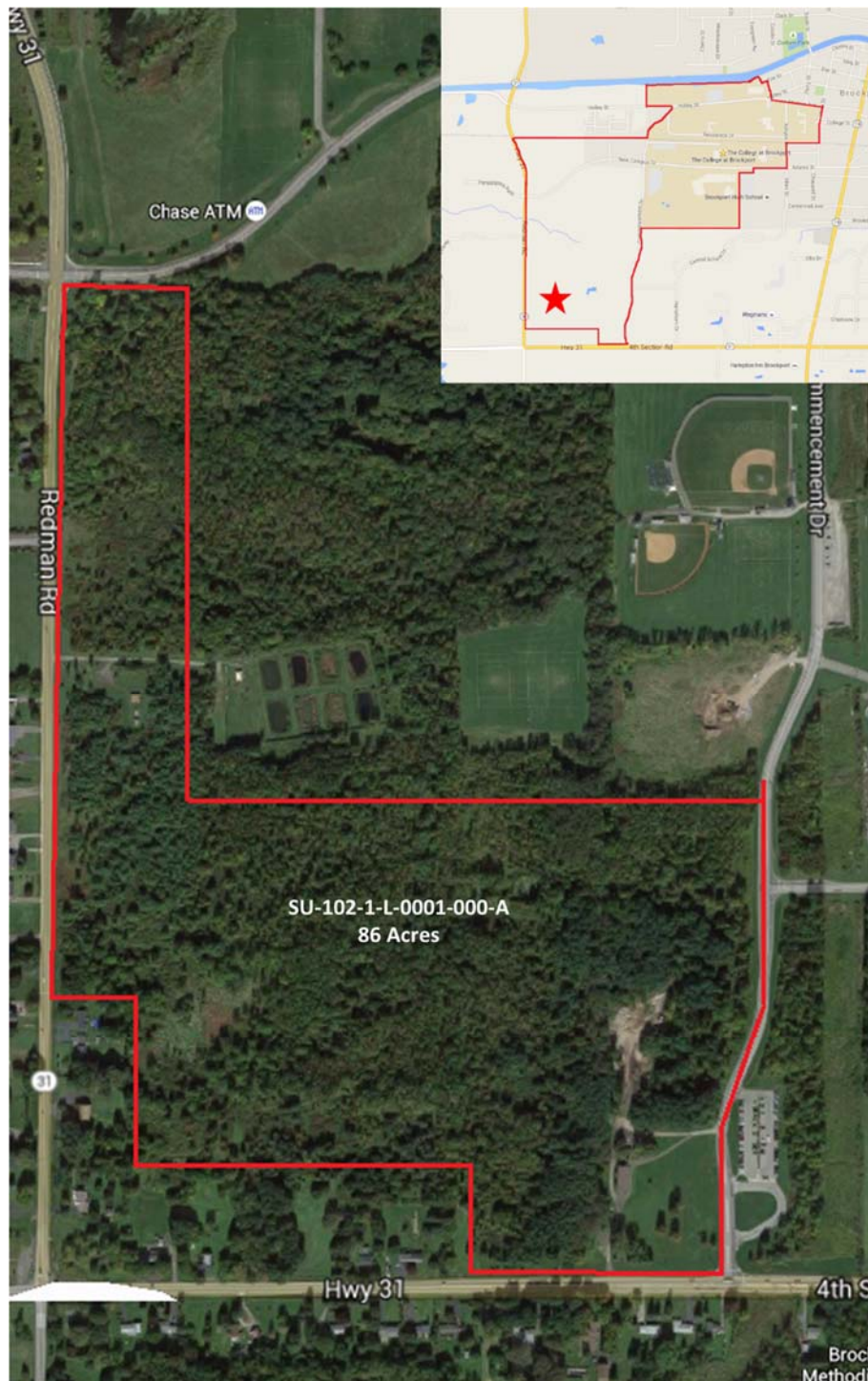
Attachment D: Assorted Certifications (Conflict of Interest, Start-UP NY Program Participation Policy) (included)

Attachement A
The College at Brockport SUNY
Start-UP NY Property Designation

StartUP-NY ESD Property Designation Excel Spreadsheet (included as separate attachment)

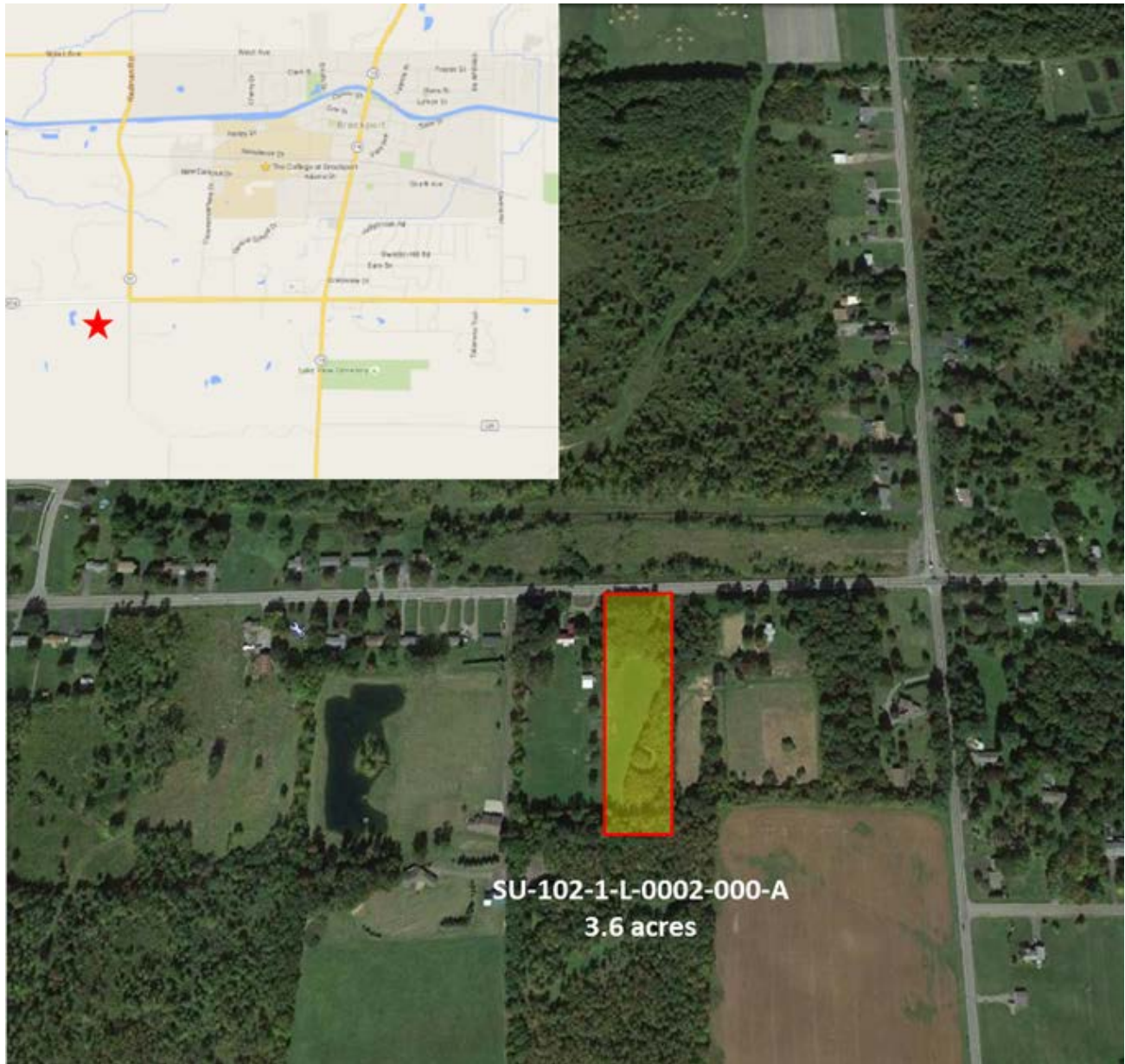
Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 1: Parcel SU-102-1-L-0001-000-A West Campus (86 acres)



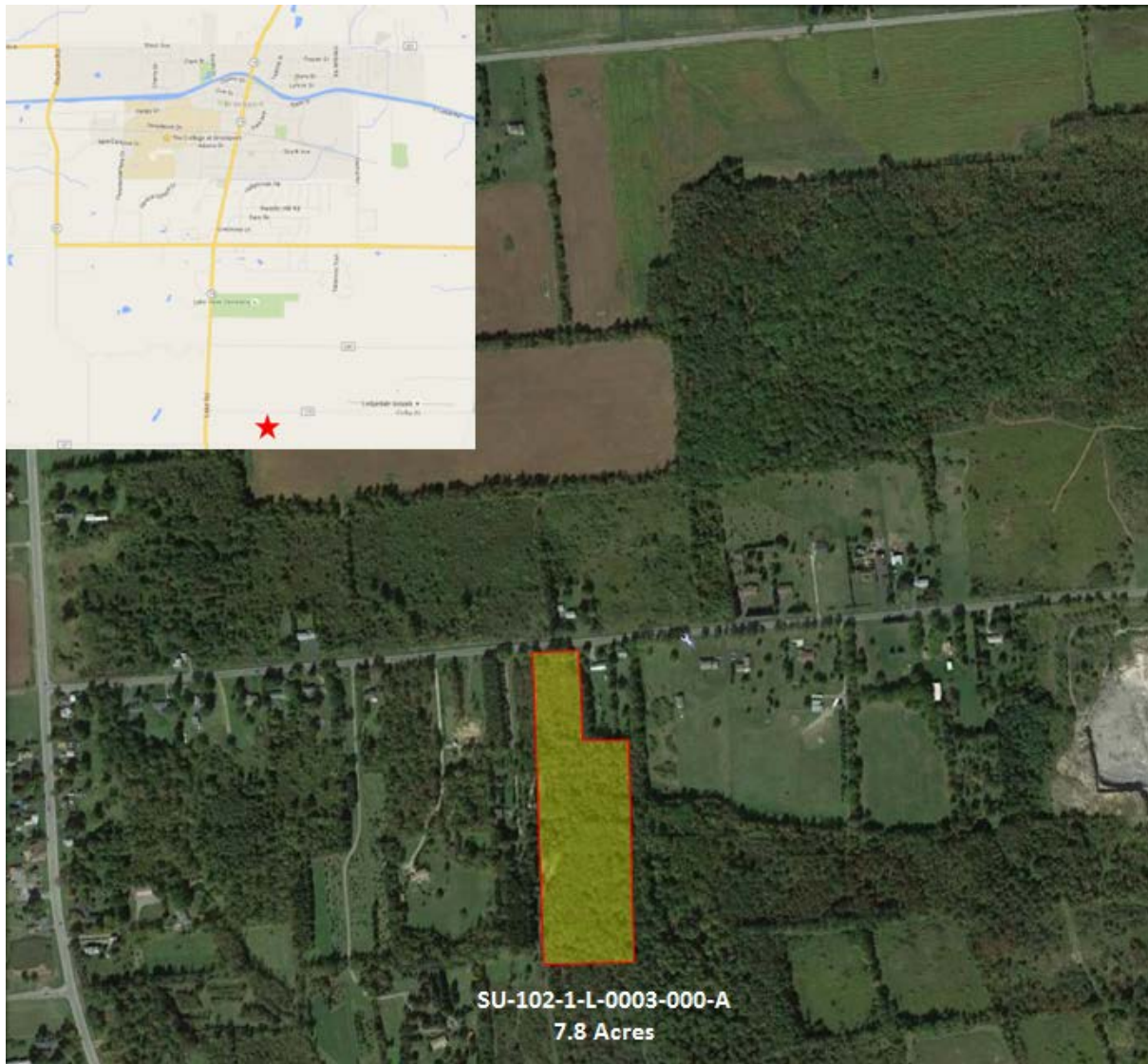
Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 2: **Parcel SU-102-1-L-0002-000-A** - Fourth Section Road, Sweden NY (3.6 acres)



AAttachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 3: **Parcel SU-102-1-L-0003-000-A** - Colby Road Parcel, Sweden NY (7.8 acres)



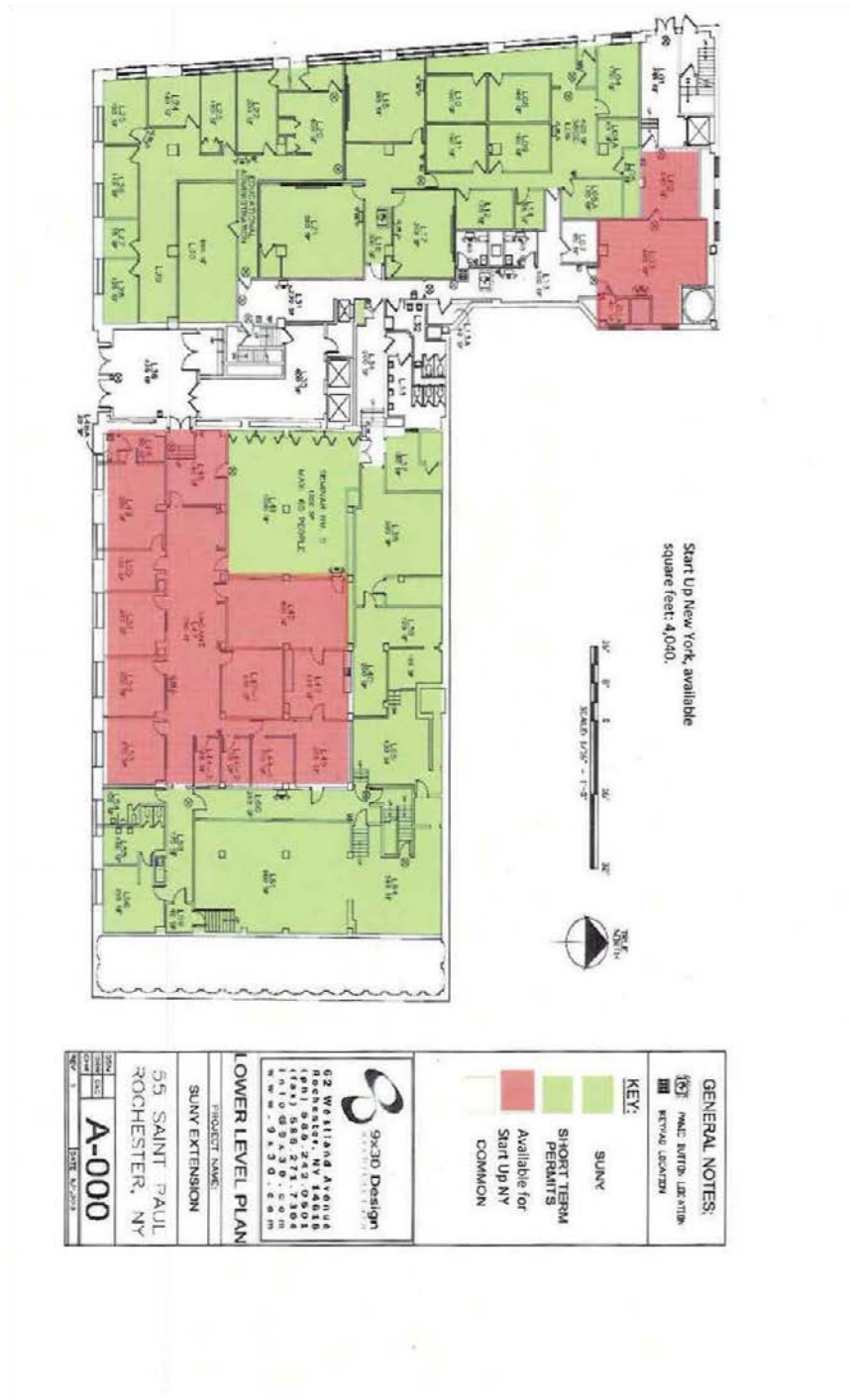
Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 4a: **Parcel SU 102-1-B-0140-000-I** - 55 St. Paul Street, Rochester NY (7,520 sq.ft. in the Metro Center)



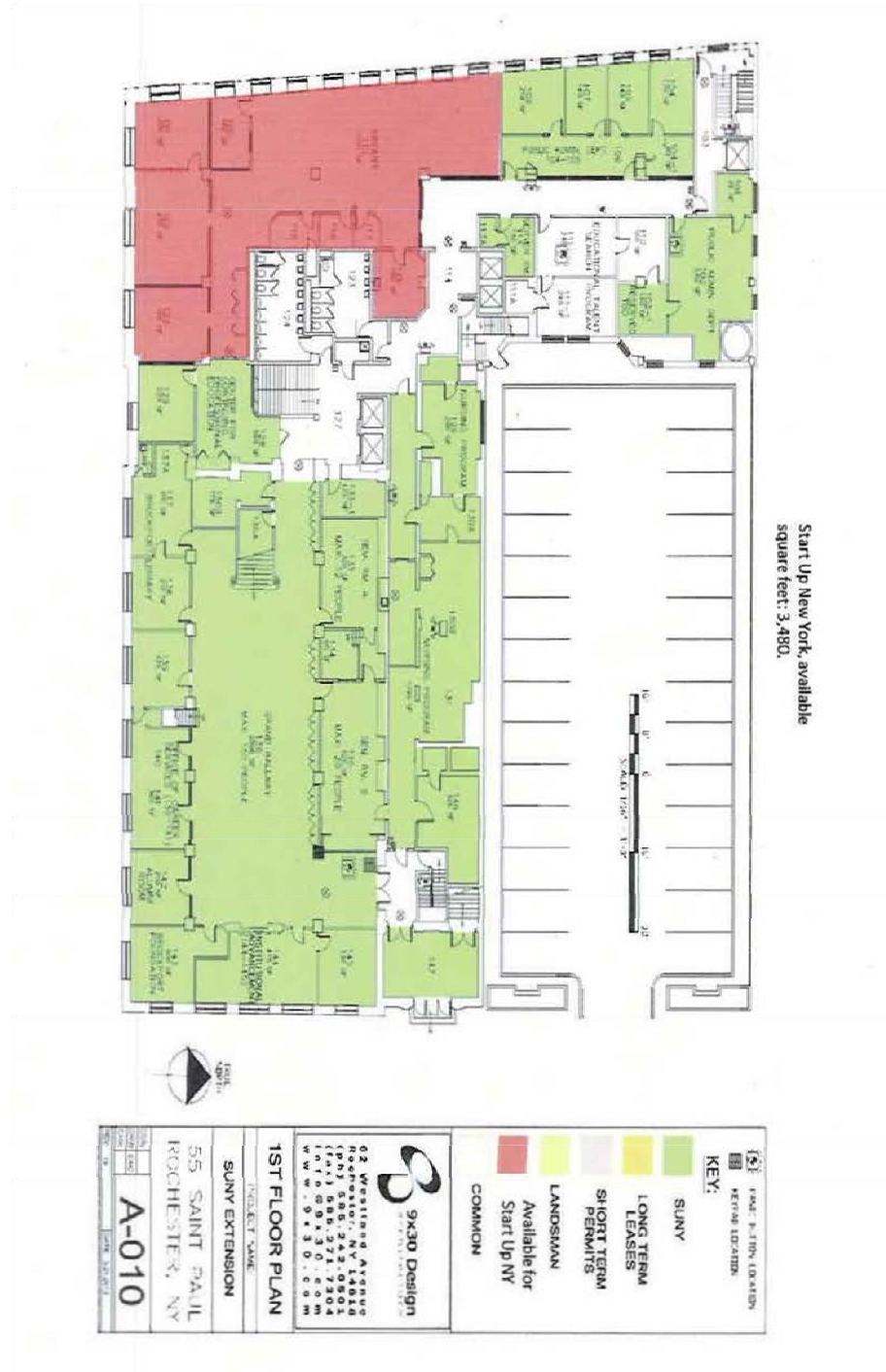
Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 4b: **Parcel SU-102-1-B-0140-000-I** – 55 Saint Paul Street, Rochester NY (floor plan: lower level, 4040 sq.ft.)



Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 4c: **Parcel SU-102-1-B-0140-000-I** – 55 Saint Paul Street, Rochester NY (floor plan: first floor, 3,480 sq.ft.)



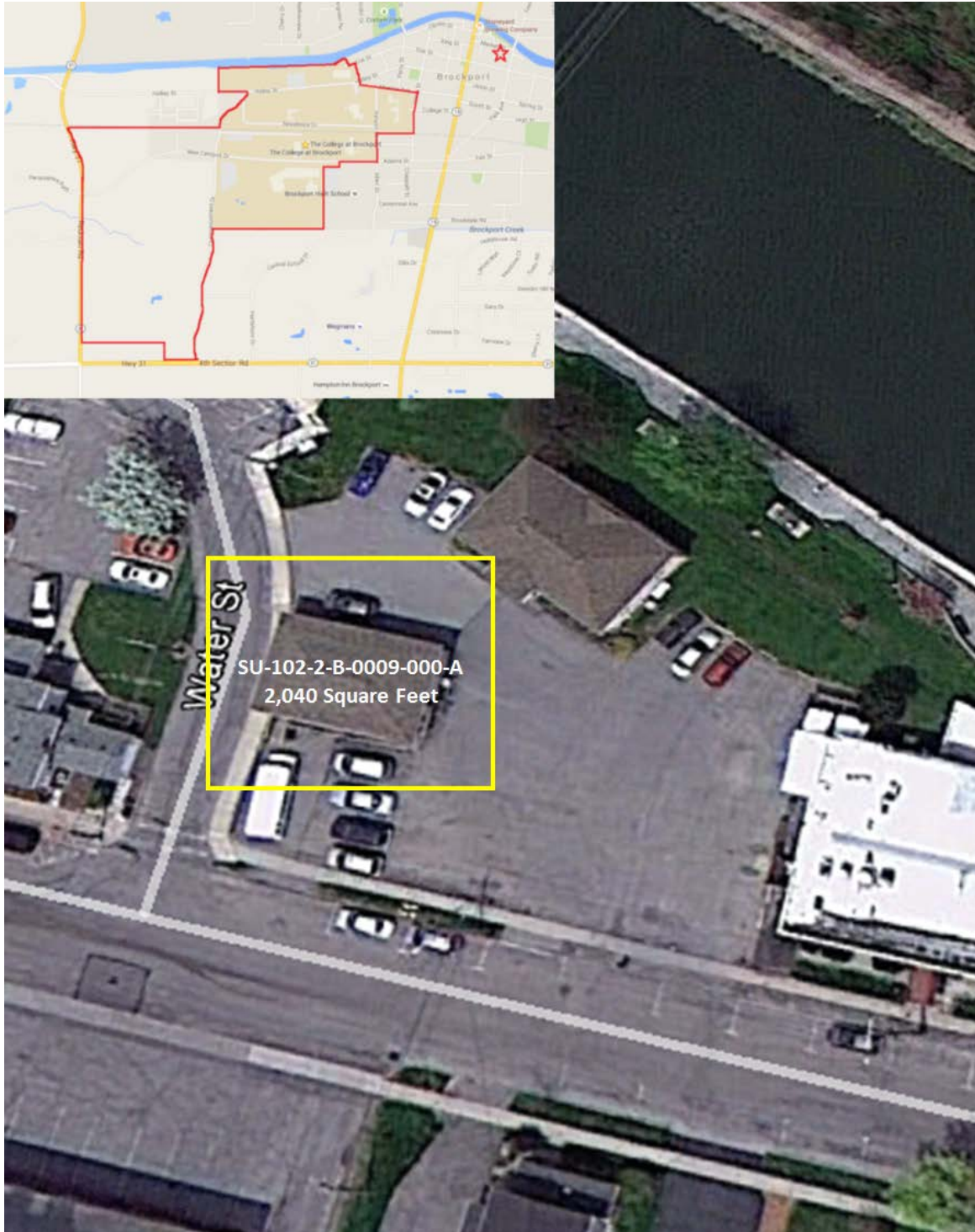
Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 5: Parcels SU-102-2-L-0004-000-A (Lot A, 0.35 acres), SU-102-2-L-0005-000-A (Lot B, 0.24, acres), SU-102-2-L-0006-000-A (Lot C, 0.21 acres), SU-102-2-L-0007-000-A (Lot D, 0.15 acres), and SU-102-2-L-0008-000-A (Lot E, 0.17 acres); McLean Development LLC (owner) Redman Rd, Sweden, NY



Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

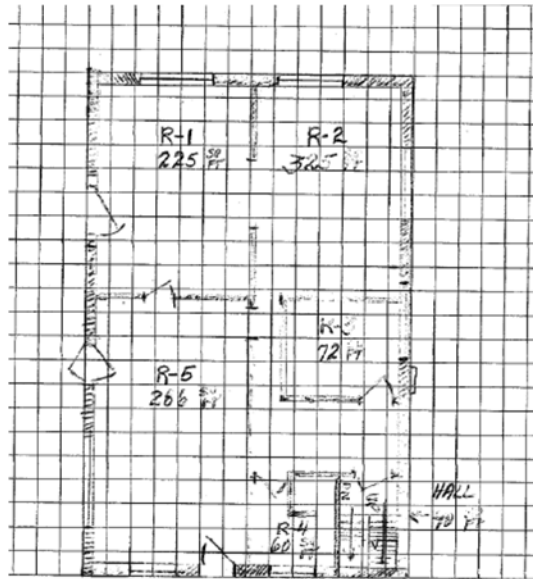
Figure 6a: Parcel SU-102-2-B-0009-000-A – 43 Market Street, The Village at Brockport, NY (2,040 sq.ft., entire building); Ross Gates (owner)



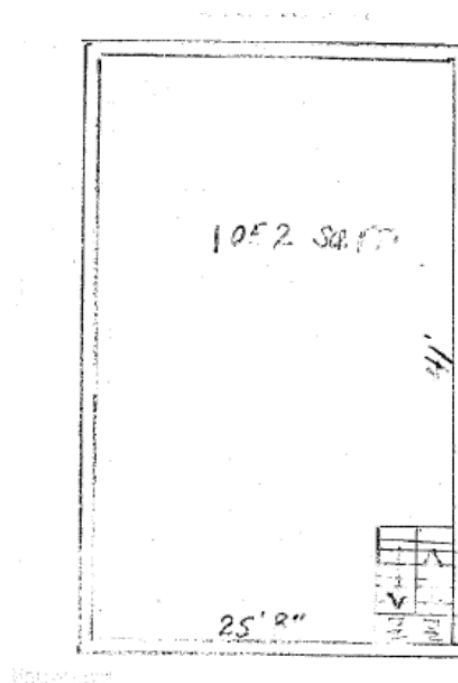
Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 6b: **Parcel SU-102-2-B-0009-000-A** – 43 Market Street, The Village at Brockport, NY (2,040 sq.ft., entire building); Ross Gates (owner) Note: Clearer floor plan unavailable.

(First Floor, (25.7' x 38.5') 988 sq.ft.)



(Basement, (25.8' x 40.8') 1,052 sq.ft.)

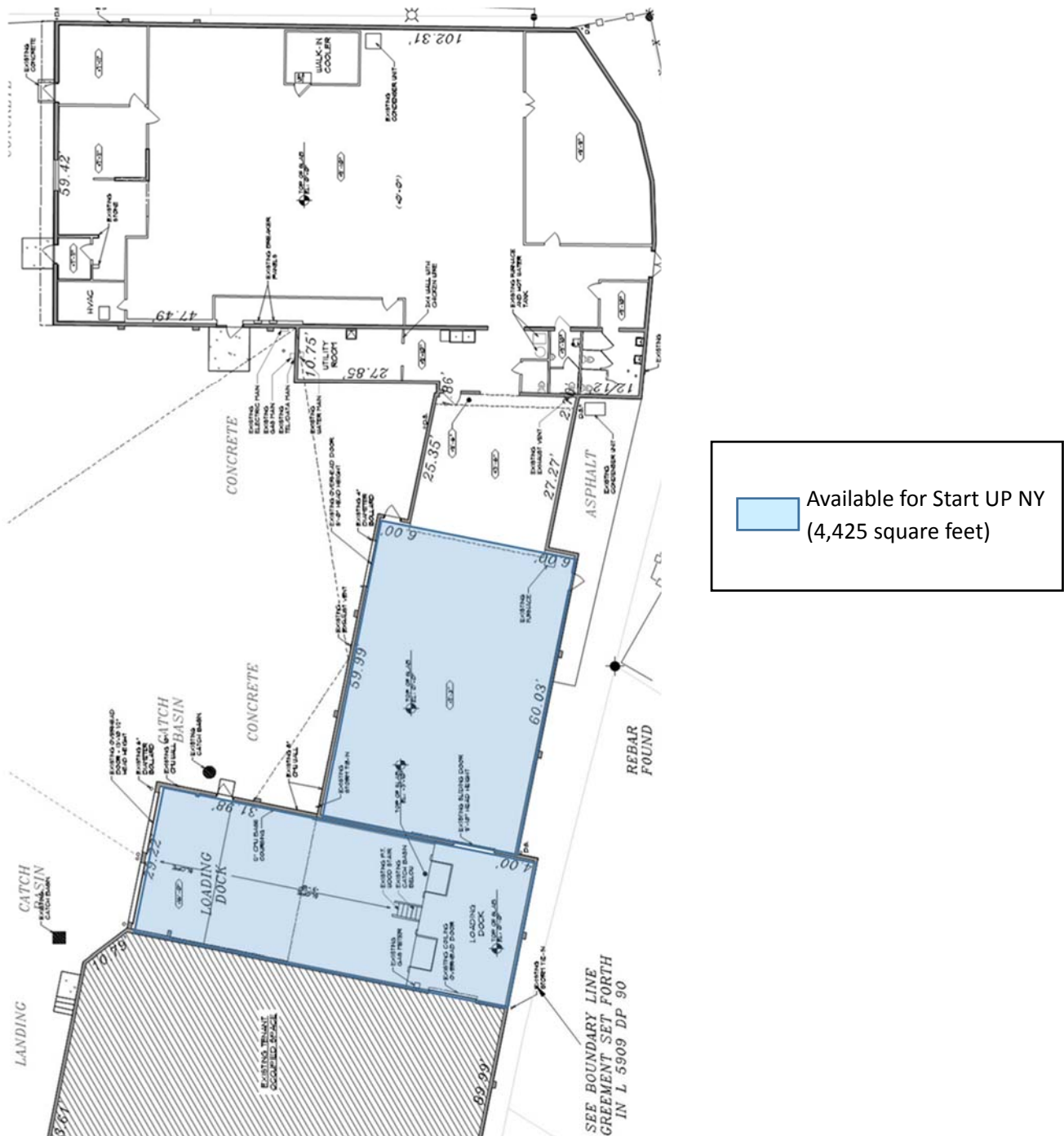


Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 7a: Parcel SU-102-2-B-00010-000-A – 85 Clinton St, The Village at Brockport, NY (4,425 sq. ft. partial building); 85 Clinton St. LLC (owner)

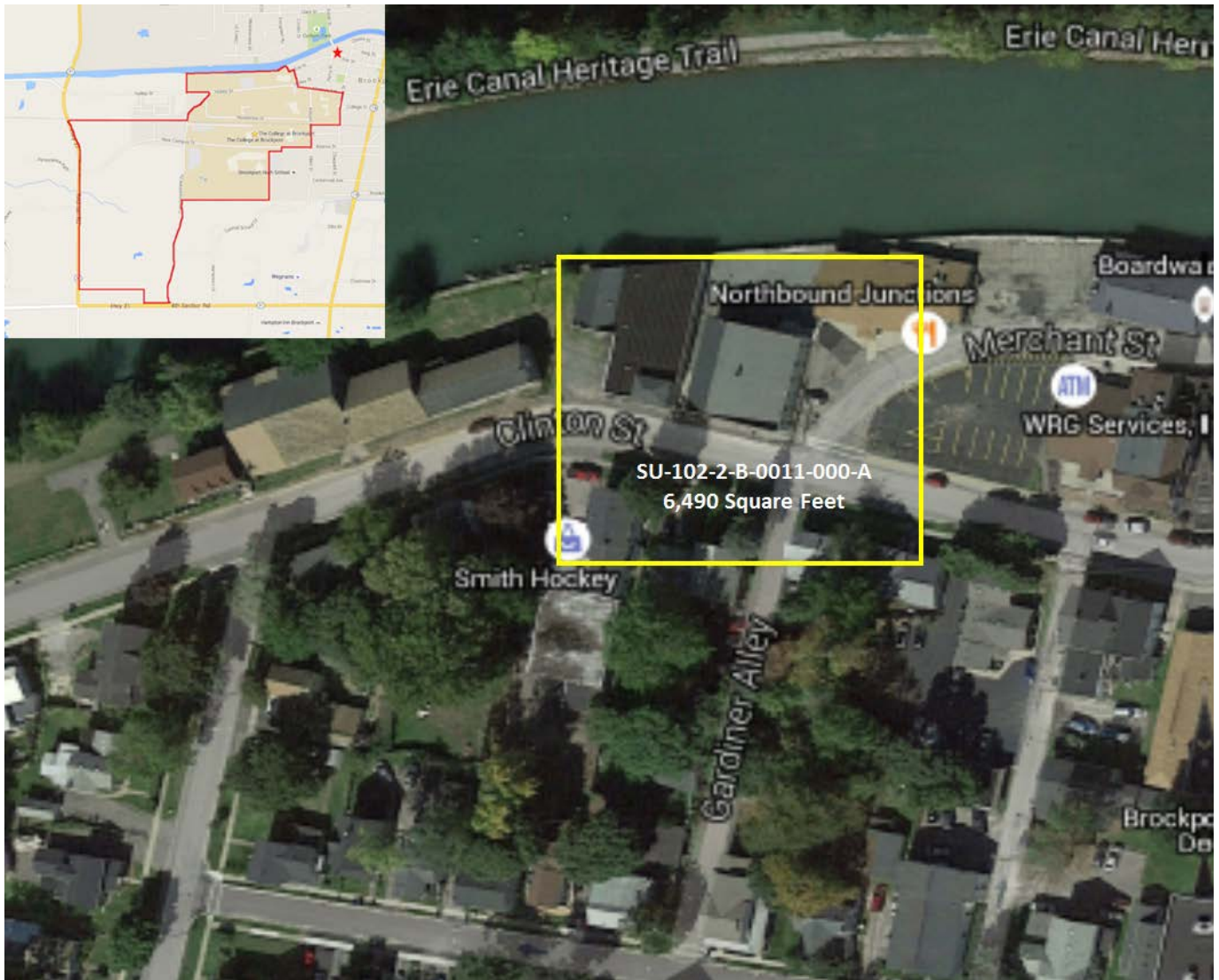


Figure 7b: Parcel SU-102-2-B-0010-000-A – 85 Clinton St, The Village at Brockport, NY (4,425 sq. ft. partial building); 85 Clinton St. LLC (owner)



Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

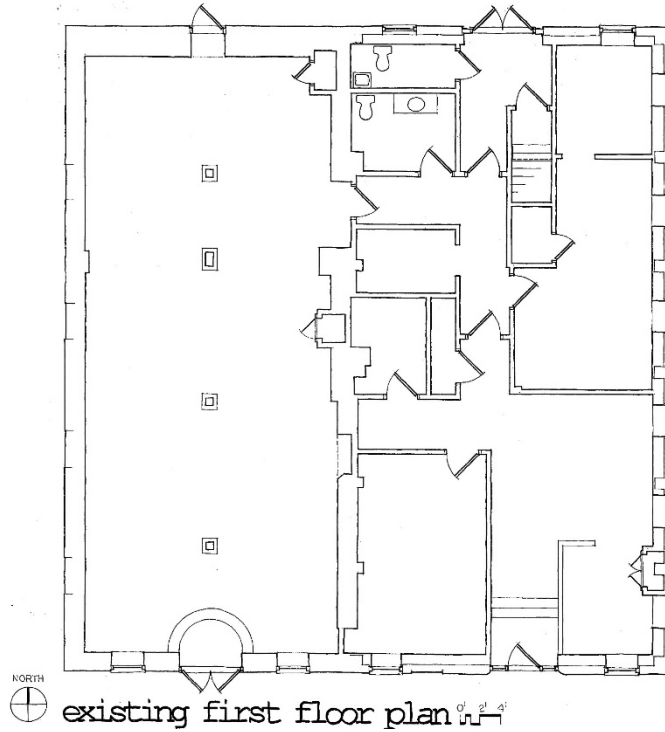
Figure 8a: Parcel SU-102-2-B-00011-000-A – 80 Clinton St., The Village at Brockport, NY (6,490 sq.ft., entire building); Vulcan Ventures, S corp (owner)



Attachment B
The College at Brockport SUNY
Start-UP NY Property Designation Maps and Floor Plans

Figure 8b: **Parcel SU-102-2-B-00011-000-A** – 80 Clinton St., The Village at Brockport, NY (6,490 sq.ft., entire building); Vulcan Ventures, S corp (owner)

(First Floor, (55'x59') 3,245 sq.ft.)



(Second Floor, (55'x59') 3,245 sq.ft.)

