

VILLA MARIA COLLEGE

START-UP NY

CAMPUS PLAN APPLICATION

November 2014

STARTUPNY


Villa Maria
COLLEGE



Sister Marcella Marie Garus
President
Villa Maria College
smgarus@villa.edu
716-961-1868

November 5, 2014

Empire State Development
Albany, New York

To Whom It May Concern:

I, President Sister Marcella Marie Garus, hereby certify that the attached Campus Plan for Designation of Tax-Free Area on the campus of Villa Maria College is aligned to the academic mission of the institution, and is accurate and complete.

Furthermore, the Tax-Free NY Area proposed is wholly owned by Villa Maria College and is located on the college's campus. No college departments or programs were relocated in order for the designated spaces to be available for this application.

Moreover, we look forward to partnering with businesses in the Start-Up NY initiative, while working with New York State and Empire State Development, to create exciting and new opportunities for our students and for the local surrounding community.

Sincerely,

A handwritten signature in cursive script that reads "Sister Marcella Marie Garus".

Sister Marcella Marie Garus
President



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

1. Campus Name, Contact Person and Address

Campus Name: Villa Maria College

Contact Persons: Ryan Hartnett, Ph.D.
Assistant Vice President for Academic Affairs
hartnettr@villa.edu
(716)-961-1832

Mary Robinson
Director of Grants and External Affairs
robinsonm@villa.edu
716-961-1824

Address: 240 Pine Ridge Rd.
Buffalo, NY 142224

2. Identification of the Space and/or Land Being Designated

Attached Documents:

1. A PDF version of proposed tax-free area on a scaled campus map, marked to clearly indicate building containing proposed tax-free space. (Fig. A)
2. Two PDF versions of proposed tax-free area, one with satellite imagery, one without, marked to clearly indicate building containing proposed tax-free space (Fig. B; Fig. C)
3. A PDF version of proposed tax-free area floor plans within the building housing the tax-free space.
4. Excel Spreadsheet containing chart with city and geographic information

Villa Maria College is designating 2,324 square feet as a Tax-Free NY area within the boundaries of the College Campus. The Tax-Free area is located within the Student Center, built in 1960, which also currently houses a large gymnasium, pool, work-out center, and a social hall. The area being designated consists of two office-ready spaces, one that is 1891 square feet, and the other being 433 square feet. The area can be easily divided to accommodate multiple businesses. The area was



formerly used as Student Affairs office space, but hasn't been used for this purpose since 2013. Though vacant, the area having been formerly office space, is well maintained, carpeted and is wired with electrical and internet network cable. There is ample parking for prospective businesses directly adjacent to the building. The Student Center, contained within campus, rests in a quiet and safe residential neighborhood on the border of Cheektowaga and Buffalo. The parking lot is well lit and there is campus security present when the building is open. Businesses may benefit from walking traffic advertisement due to the many outside events, groups, and activities that are held year-round at the Student Center.

3. Targeted Business or Businesses and Alignment with the College Mission

Villa Maria College is a private, co-educational, Catholic college offering students a unique experience to learn and grow with a culturally diverse student population and a growing baccalaureate culture that lives its values of truth, charity, and unity. Villa Maria College is the place "where talent takes you."

With a variety of academic programs to choose from, our real strength lies in our student centered education, 12:1 student to faculty ratio, and educators who bring their real world experience into the classroom. Our faculty consists of working artists, animators, physical therapists, musicians, writers and designers, who all place a heavy emphasis on teaching students how to use their talents in real world experiences.

Villa Maria College was founded in 1960 by Mother Mary Annette Guzowski and the Felician Sisters of the Immaculate Heart of Mary Province. The College was initially a teacher-training center for sisters in the education apostolate and was established as an affiliate of the Catholic University of America. In 1961, a provisional charter was secured from the Board of Regents of the State of New York to grant Associate in Arts (A.A.) and Associate in Applied Science (A.A.S.) degrees to women religious. In 1968, the college was granted an Absolute Charter and was recognized as a co-educational institution. The college then became fully accredited with the Middle States Association of Colleges and Schools in 1972. In 1974 the first Associate in Science (A.S.) degree was added. By the year 2005, the Absolute Charter was amended to offer our first Bachelor of Fine Arts degree. In 2008 New bachelor degree programs were added in Animation, Fashion Design and Merchandising, Music and Music Industry, and our accreditation was reaffirmed by the Middle States Association of Colleges and Schools. And in 2010, Villa Maria College celebrated 50 years of providing quality education.



Our Mission:

Villa Maria College, founded by the Felician Sisters, provides students a rigorous and enriching educational experience. Offering academic programs with a broad core curriculum, the College transforms and empowers students to realize their intellectual, creative, professional, and spiritual potential. Inspired by a welcoming Catholic tradition and a dynamic Franciscan spirit, Villa Maria College offers individual attention and fosters compassion, justice, peace, respect for human dignity and a commitment to service.

Our vision is to be the premier student-centered college in Western New York, characterized by an unyielding commitment to serving the needs of individual learners, with:

- Cutting edge pedagogy guiding and empowering students through individual pathways to academic success;
- Compassionate and caring faculty members who nurture emerging talent;
- Robust student life experiences fusing academics and student life into a vibrant whole;
- Opportunities for the personal development of life skills that help students realize their full potential as human beings; and
- Prudent fiscal management and stewardship in support of a Felician Franciscan environment and student-centered atmosphere.

Villa Maria College is dedicated to establishing partnerships through the Start-UP NY program with entrepreneurial, innovative, high-tech, and high-growth potential businesses that align with our unique academic mission and vision. Villa Maria College is seeking to attract partnerships in a wide array of potential areas, with an emphasis on the following fields and types of business:

- Graphic Design
- Animation
- Web Design
- Digital Media
- Interior Design
- Recording Studios
- Music Industry
- Fashion Industry and Design
- Filmmaking Companies
- Theatre Companies
- Advertising Firms
- Public Relations and Communications



Villa Maria College is seeking businesses that stand out in terms of their commitment to the academic mission of the institution. In considering businesses for partnership, the college will favorably weigh the following:

- Opportunities for student internships, mentoring, and training
- Mission and academic program alignment
- Opportunities to hire our own graduates
- Enhancement of current academic programs and potential partnership with faculty in terms of research and curriculum
- Promotion of local and regional economic development

4. Positive Community and Economic Impact

For over 50 years, Villa Maria College has been dedicated to the generation of positive community and economic benefits. The institution is committed to strengthening the socioeconomic vitality of the surrounding neighborhoods of Cheektowaga and the East Side of Buffalo. This includes a Service Learning program that all students are required to participate in, the Sister Mary Josette Food Pantry located on campus, and numerous events and activities aimed at supporting and bolstering the local community.

Businesses sought after for partnership will participate with the college in supporting the local community in various ways, including, but not limited to the following:

- Learning opportunities both for students and the community including vocational training sessions and professional development, internships, mentoring, and offering hands-on classroom experience;
- Employment opportunities for graduates of the Villa Maria as well as members of the local community;
- Develop non-competitive partnerships with existing businesses, as well as entities such as the Bailey Ave. Business Association or the Cheektowaga Chamber of Commerce;
- Enhance the environment of Villa Maria College and surrounding neighborhoods through community service and projects aimed at sustainability and economic growth; and
- Collaborate with Villa Maria College to create a culture of community awareness, stewardship, and economic growth for the area.



5. Description of Selection Process

Any business interested in entering into an agreement with Villa Maria College as part of the START-UP NEW YORK program must adhere to all guidelines and regulations established by START-UP NEW YORK.

In addition, businesses interested in Villa Maria College's Tax-Free NY Space will adhere to the following application and selection process for approval:

Step 1

The interested business will:

- a. Complete the START-UP NY Business Application for Participation found on the START-UP NY website
- b. Develop the following attachments:
 - i. Description of the details of the space they seek
 - ii. How the business aligns with the mission of Villa Maria College
 - iii. Potential for the business to provide hands-on learning opportunities for Villa Maria College students
- c. Submit the application and documents listed above via email to:
Ryan Hartnett, Ph.D.
Assistant Vice President for Academic Affairs
hartnettr@villa.edu

Step 2

On receipt of the completed application and supporting documents, the Villa Maria College START-UP NEW YORK campus review team will:

- a) Evaluate the application and supporting documents for alignment with the Mission of Villa Maria College, potential for hands-on learning opportunities for students, and the businesses' potential for economic growth and job creation in the region.

Specifically, the following criteria will be used in the business selection process:

Academic and Research Alignment

- Is the business in an industry aligned with current and/or developing Villa Maria College 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 Villa Maria College financially benefit from the terms of the lease?

Community Benefits

- 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?
- b) Meet with the applicant business to review and discuss: their business plan for the START-UP NEW YORK tax-free designated space on the Villa Maria College campus; the State's requirement for competitive analysis, and to address any issues and concerns on the part of either the business or the College.

Note: The Villa Maria College START-UP NEW YORK campus review team will be comprised of a representative from: the Office of Business Affairs; the Development Department; Academic Affairs; and any College department involved in any coordination with the business.

Step 3

Businesses that have successfully moved through the above review will collaborate with the Villa Maria College START-UP NEW YORK campus review team to complete the required competitive analysis to include:

- Identification of the appropriate NAICS code
- Review of businesses in the surrounding community
- Request that Empire State Development run a competitive analysis through the Department of Labor database



- Publish a notice in the local print or online newspaper for five days, allowing potential competitors to self-identify.

Step 4

If no competitor is identified, the application will be reviewed by the President's Cabinet. Members of the Cabinet include: the President, the Vice President for Business Affairs, the Vice President for Development, the Vice President for Enrollment Management and Student Services; the Vice President for Academic Affairs; Executive Assistant to the President; and Mission Leader. The members of the Cabinet will serve as the Villa Maria College Campus Selection Committee.

Step 5

Businesses approved by the Campus Selection Committee will then work with the College to finalize the required information for the Sponsoring Application to New York State.

6. Additional Attachments

1. Required Mapping (Detailed above in section 2).
2. Conflict of interest guidelines pursuant to section 439 of Article 21 of the Economic Development Plan
3. Attestation that the proposed Tax-Free NY Area has not been financed with any tax-exempt bonds.
4. President's Statement of Compliance and Application Accuracy; and Certification that the Sponsor has not relocated or eliminated any academic programs or other college facilities or programs that actively serve students, faculty, or staff.



VILLA MARIA COLLEGE
START-UP NEW YORK
CONFLICT OF INTEREST GUIDELINES

These guidelines address Villa Maria College's conflict of interest policy as it relates, specifically, to the Start-Up New York Program.

General Provisions:

A conflict of interest exists if:

- (1) an official of Villa Maria College has existing or potential business or other interests, either for their own benefit or the benefit of a relative, that impair or might reasonably appear to impair such individual's independent, unbiased judgment in the discharge of his or her responsibilities to the college;
- (2) a relative of an official of Villa Maria College, or any organization in which the official (or relative) is an officer, director, employee, member, partner, trustee, or controlling stockholder, has such existing or potential business or other interests.

Procedures:

An official shall disclose to the President of the College any possible conflict of interest on the official's part or that of any of the official's relatives at the earliest practical time. The College shall maintain a written record of all disclosures, actual or potential conflicts of interest made pursuant to this policy, and shall report such disclosures, by January 31st of each year to the Commissioner of Economic Development for the State of New York.

A person experiencing a conflict of interest shall recuse themselves from participating in any activity related to the Start-Up NY program.

Definitions:

An "official" means any employee, member of the Board of Trustees, or any other person involved in the administration of the College at the level of Vice-President or above, and any other person with decision making authority over the START-UP NY program.

For the purposes of this provision, a "relative" of an official shall mean any person living in the same household as the individual and any person who is a direct descendant of that individual's grandparents or the spouse of such descendant.

A "business interest" means that an official: (1) owns or controls ten percent or more of the stock of the entity (or one percent 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.



Michael Eadie
Vice President for Business Affairs
Villa Maria College
meadie@villa.edu
716-961-1884

November 5, 2014

Empire State Development
Albany, New York

Villa Maria College is aware that there are non-governmental use limitations on properties financed with tax exempt bonds or Build America Bonds (collectively, "Tax-Advantaged Bonds").

We attest that the proposed Tax-Free NY Area, outlined in our Campus Plan Designation, has not been financed with any tax-exempt or tax advantaged bonds.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Eadie", written over a light blue horizontal line.

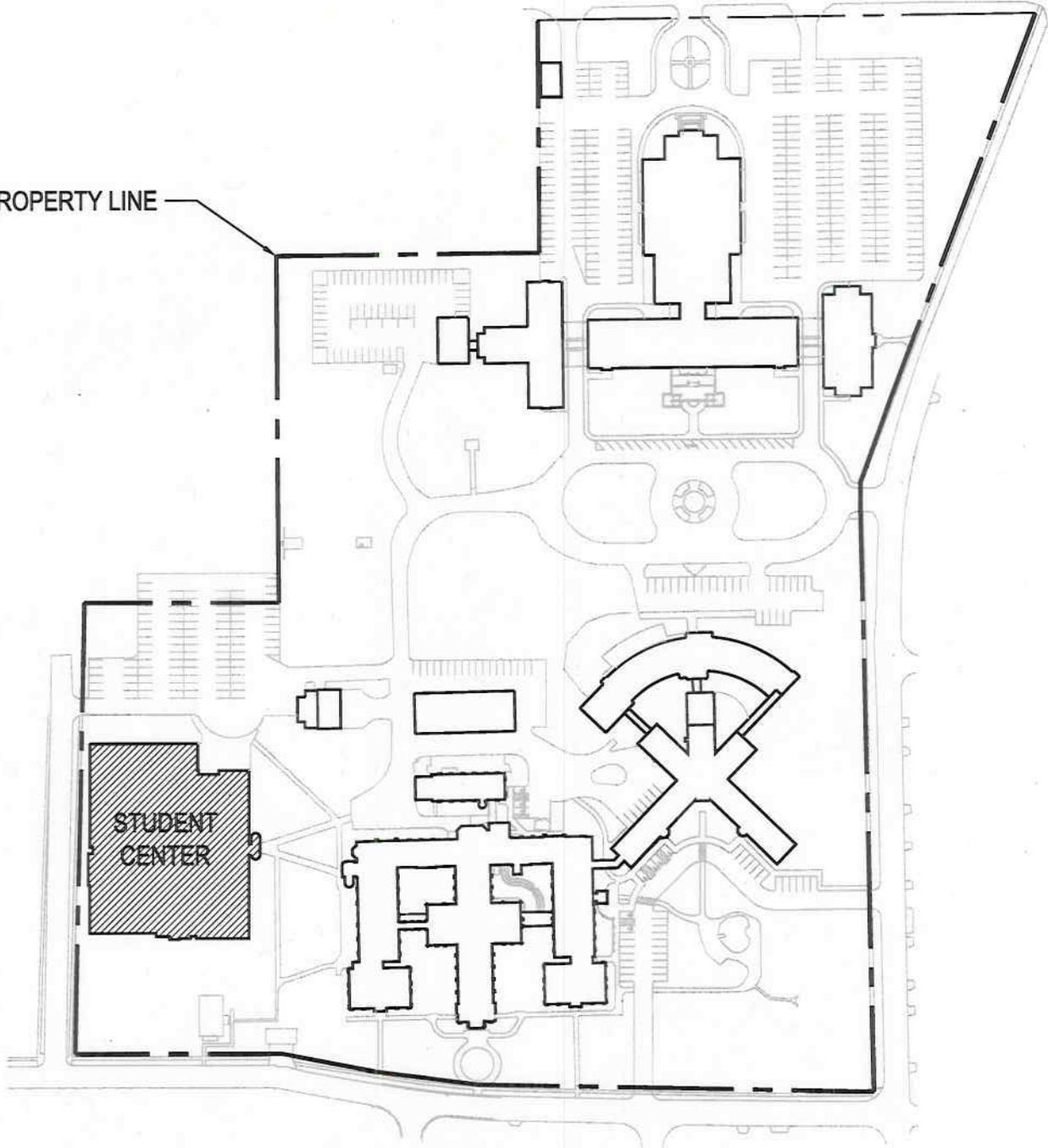
Michael Eadie
Vice President for Business Affairs

16V

PropertyT
ype

SponsorID	Sponsor	Location	UniqueID	Incubator	Owner	StreetAddress	City	ZipCode	ParcelID	Building	SpaceType	SqFt
	Villa Maria College	Buffalo			Villa Maria College	1 240 Pine Ridge Rd.	Buffalo	14222		Student Center	C	2324

PROPERTY LINE



1 VILLA MARIA COLLEGE CAMPUS MAP

1" = 200'

OCTOBER 9, 2014



FIG. A



1

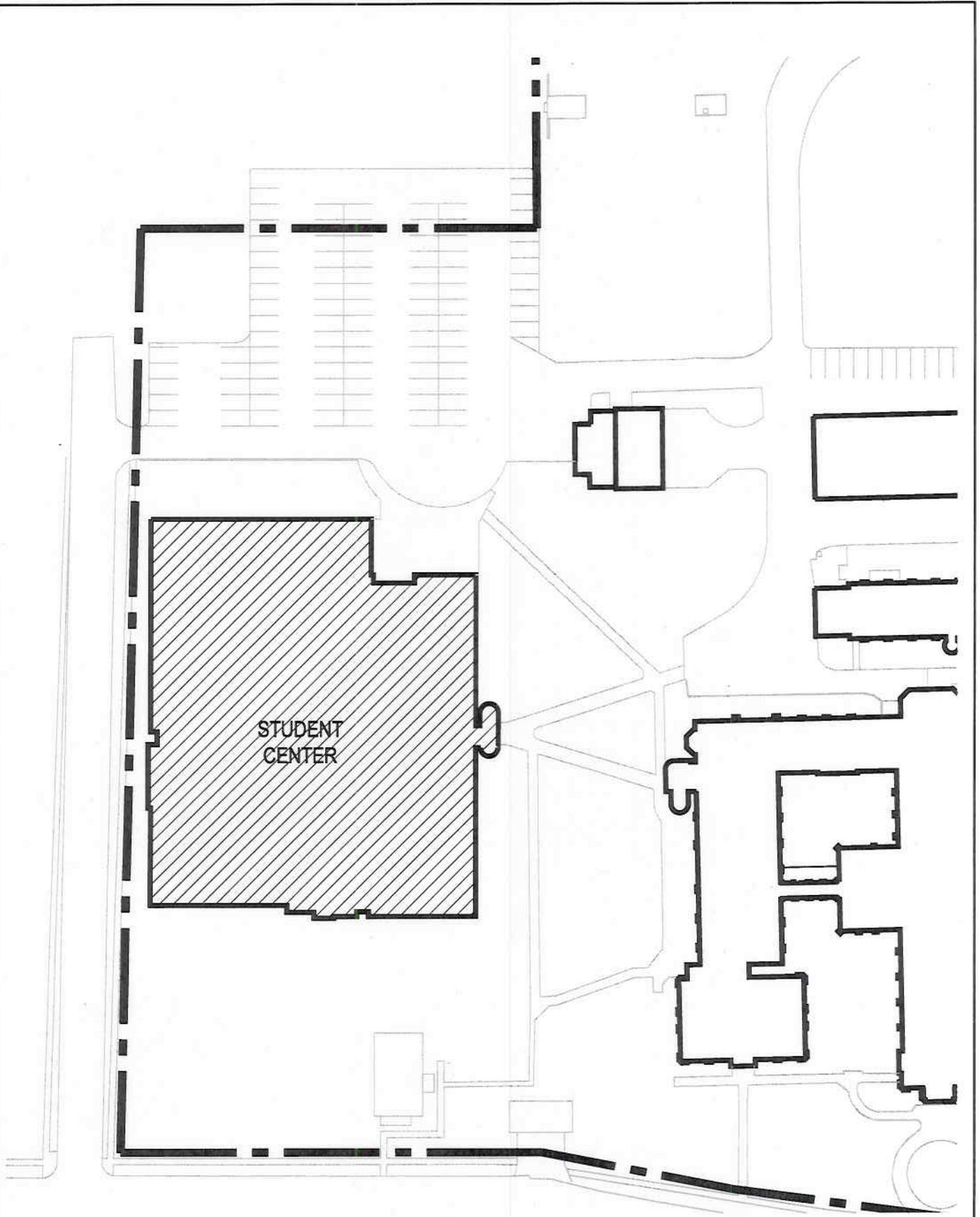
VILLA MARIA COLLEGE AERIAL CAMPUS MAP

1" = 200'

OCTOBER 9, 2014



FIG. B



1

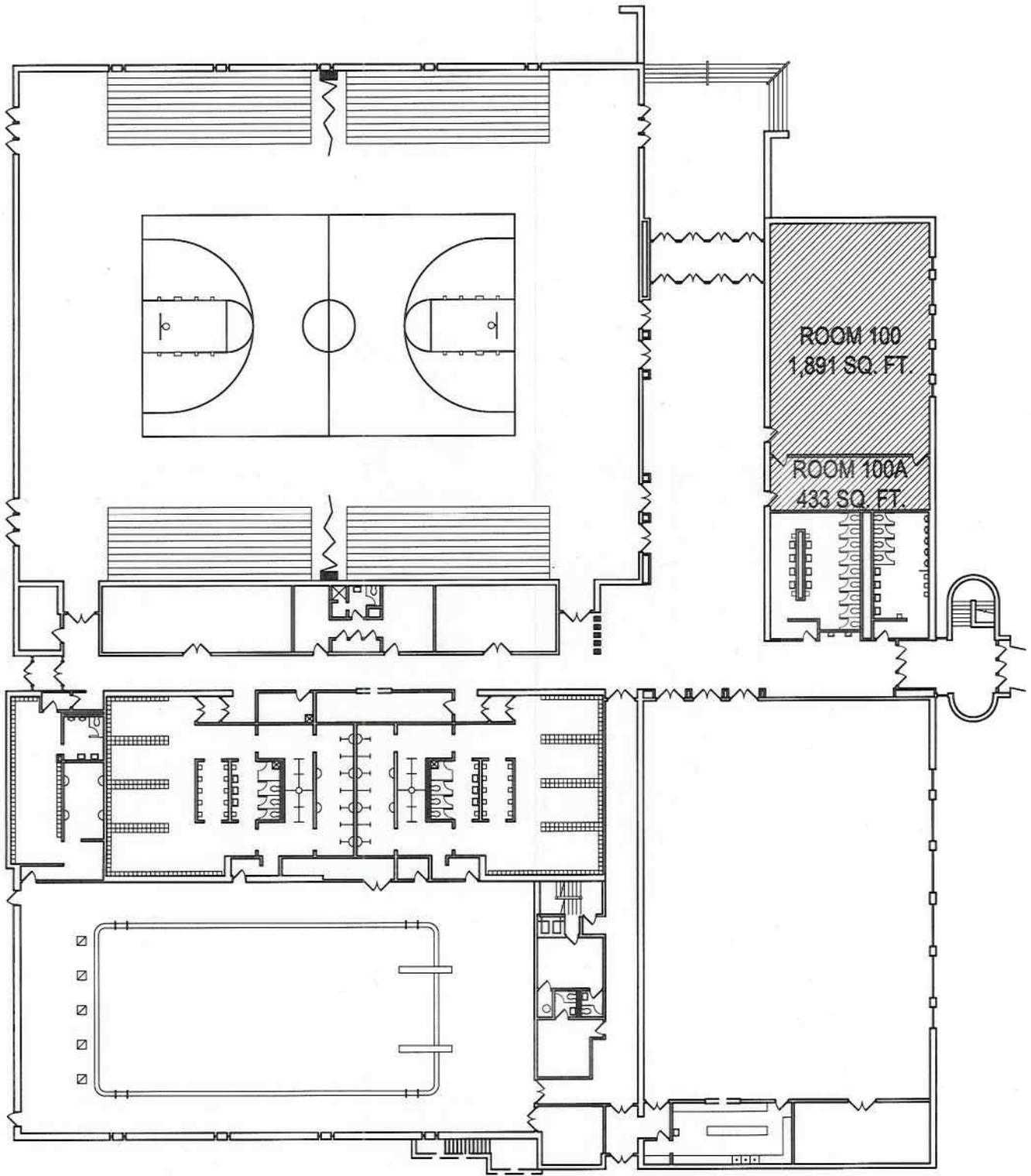
VILLA MARIA COLLEGE CAMPUS PLAN AT STUDENT CENTER

1" = 80'

OCTOBER 9, 2014



FIG. C



1

VILLA MARIA COLLEGE STUDENT CENTER PLAN

1/32" = 1'-0"

OCTOBER 9, 2014



FIG. D