

Exhibit B

Applicant Name:	Higher One, Inc.	REDC Region: WNY	WNY
Project Type:	Retention/Expansion	County:	Erie
Industry:	College Assessment Software	Locality:	Buffalo
Amount Requested:	\$300,000	Start Date:	10/1/14
		Finish Date:	3/1/16
RECOMMENDED OFFER			
Recommended Total Award:	\$300,000		
Total Project Cost:	\$1,033,125		
% of Project Cost Recommended:	29%		
REGIONAL IMPACT MEASUREMENTS			
Number of Jobs Retained:	70		
Number of Jobs Created:	36		
Average Salary of Jobs:	\$65,000		
Indirect Jobs Created	Over 100 Construction jobs		
Other Impact	Would be the anchor tenant in dilapidated downtown building that would be rehabbed and become a mixed use development.		
PROJECT DESCRIPTION (adapted from application)			
<p>In 2001, Campus Labs (formerly Student Voice) was formed by two SUNY Buffalo students who won a business plan competition for their idea to form this company and develop software to collect information from students that could be used to impact programs and services. Since that time, Campus Labs has evolved from serving one campus to over 650. Campus Labs quickly became the leading platform and service provider for assessment in higher education. Campus Labs provides the only specialized, comprehensive assessment program that combines data collection, reporting, organization, and campus-wide integration.</p> <p>In February of 2012, Campus Labs was acquired by Higher One, Inc., located in New Haven, CT. Higher One is a company that was founded by three Yale students to streamline many critical campus business office processes for colleges and universities. Today, Higher One services over 830 campuses across the country. With this acquisition, the future of Campus Labs' stand-alone operation in Buffalo has been in doubt. The two local founders of Campus Labs have informed the regional office that new, more efficient space must be provided in Buffalo for the company to remain in WNY. Higher One owns a building in Connecticut with vacant space that Campus Labs could move right into. The company has identified a \$2M gap because of the cost differential between an acceptable WNY location and CT. A significant NYS incentive is required to compete with the CT location. Campus Labs, in conjunction with McGuire Development, has identified a mostly vacant, underutilized building located at 25 East Huron in Downtown Buffalo. Renovations would add commercial tenants to the streetscape of Washington and East Huron. The six-story manufacturing building constructed in 1919, as well as a former department store and bank built in 1900, would be transformed into a high-tech hub with Campus Labs as the anchor tenant. Both</p>			

**Western New York Economic Development Fund
 Recommendation Memo**

buildings have been named by the City of Buffalo as potential sites to be included in a Washington Street historic district within the City.

OTHER ECONOMIC DEVELOPMENT BENEFITS RECEIVED

ESD: \$1,269,990 Excelsior	\$	NYPA:	\$
IDA:	\$TBD	Other:	\$

PREVIOUS STATE ASSISTANCE OFFERED OR PROVIDED

TYPE	AMOUNT	STATUS
Grant	\$100,000	Disbursed 4/25/12. Exceeds compliance.

BASIS FOR RECOMMENDATION

The story of this Buffalo born and bred cutting edge, high tech company and its continued success is a great testimonial for WNY as a preferred destination for these kinds of companies we are trying to attract. In addition to the direct job creation of 36 and retention of 70 high paying jobs, Campus Labs would be the anchor tenant in a major rehab of a dilapidated building in downtown Buffalo.

ESD has extended a separate offer of \$1,269,990 in Excelsior tax credits to partially close a funding gap identified by the company for building renovations.

In order to ensure the future viability of Campus Labs in Buffalo, we are recommending a \$300,000 WNYPPAB award of Fund Benefits to assist with the purchase of \$1,033,125 of furniture fixtures and equipment ("FF&E") to further close the gap. Specifically, it is recommended that Fund Benefits be disbursed based on milestones such as reimbursement for the purchase of eligible FF&E, and after certain job retention and creation commitments have been satisfied for a certain minimum period.