



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

January 27, 2011

To Members of the Higher Education Community:

Top-tier universities, located here and elsewhere, now have a once-in-a-generation opportunity to expand or develop an applied sciences research facility in New York City. We want to hear how your institution might take advantage of it.

The new initiative has the full-throated support of a wide array of influential entities and individuals. The City of New York is prepared to commit capital funding, City-owned land and comprehensive resources, and leaders of New York City's civic, business, finance, technology, media, philanthropic and real estate communities are eager to help make it happen.

Why does New York City want to expand in applied sciences? We already have some of the world's finest educational and research institutions, but given the size of our economy and our aspirations for the future, we want to be not just a leader but the leader in the academic fields of science, technology, engineering and mathematics. We know that excellence in these areas will be critical to developing the workforce and ideas that will drive economic growth in our City and increase our competitiveness in the 21st Century. The Bloomberg Administration is implementing a series of citywide initiatives to create conditions that foster innovation, and the applied sciences research initiative is among the most important.

Why expand in New York City? This initiative represents an unprecedented chance to grow or gain a foothold in one of the world's truly great cities. New York City is the global business capital and boasts an unmatched quality of life, a highly talented population that hails from across the country and around the globe, a rapidly growing technology sector, and unparalleled access to academic research and philanthropic funding. And today, the City's public and private sectors are working together to transform New York City into the 21st Century capital of innovation.

The impact of this initiative will be extraordinary. It will benefit all New Yorkers directly by providing employment and education opportunities. It will establish the university or consortium as a leader in key fast-growing areas of research. And, we believe, it will pioneer the technologies of tomorrow that our City, the nation and the world will depend on.

Join the effort, and submit responses to the Request for Expressions of Interest by March 16. To learn more, visit [www.nycedc.com/appliedsciences](http://www.nycedc.com/appliedsciences).

Sincerely,

Mayor Michael R. Bloomberg

**Co-signed by:**

Senator Charles E. Schumer  
Senator Kirsten E. Gillibrand  
City Council Speaker Christine Quinn  
Mayor Edward I. Koch  
Ken Adams, *The Business Council of New York State*  
Tim Armstrong, *AOL*  
Linda Baran, *Staten Island Chamber of Commerce*  
Lenny Caro, *Bronx Chamber of Commerce*  
Sir Harold Evans  
Jack Friedman, *Queens Chamber of Commerce*  
James Gerace, *Verizon*  
Carl Hum, *Brooklyn Chamber of Commerce*

Lawrence Lenihan, *FirstMark Capital*  
Herbert Pardes, M.D., *NewYork-Presbyterian Hospital*  
Nancy Ploeger, *Manhattan Chamber of Commerce*  
Marcie L. Reed, *National Grid*  
Stephen Ross, *The Related Companies*  
Bill Rudin, *Association for a Better New York*  
Kevin Ryan, *Gilt Groupe*  
Sir Martin Sorrell, *WPP*  
Mary Ann Tighe, *Real Estate Board of New York*  
Diane von Furstenberg, *Council of Fashion Designers of America*  
Kathryn Wylde, *Partnership for New York City*