

**CORE MISSION REPORT - BUDGET BULLETIN 1181  
Agency Programs/Activities: Inventory and Key Data  
NYS DEPARTMENT OF ECONOMIC DEVELOPMENT**

Relation to Core Mission (H/M/L)	Program/Activity*	Spending Category (SO, ATL, CAP)	3/31/09 FTEs (All Funds)	General Fund Disbursements (\$000s)				State Special Revenue Funds Disbursements (\$000s)			
				2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Proj'd	2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Projected
<b>ADMINISTRATION PROGRAM</b>											
H	<b>Executive**</b>	SO	5								
		PS		352	320	559	559				
		NPS		756	1,282	1,871	1,871				
H	<b>Legal</b>	SO	4								
		PS		215	195	230	230				
		NPS		30	30	58	58				
M	<b>Finance</b>	SO	12								
		PS		681	618	631	631				
		NPS		13	6	201	201				
M	<b>Human Resources</b>	SO	7								
		PS		292	265	354	354				
		NPS		14	20	55	55				
L	<b>Internal Audit</b>	SO	1								
		PS		83	75	82	82				
		NPS		2	1	8	8				
L	<b>Office Services</b>	SO	3								
		PS		107	97	116	116				
		NPS		14	16	18	18				
H	<b>MIS</b>	SO	13.4								
		PS		779	709	762	762				
		NPS		37	70	105	105				
<b>PROGRAM TOTALS:</b>			<b>45.4</b>	<b>3,375</b>	<b>3,704</b>	<b>5,050</b>	<b>5,050</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\*All the unit NPS totals have "central support" - equipment, computer maintenance & supplies, etc. - proportionately charged to the individual units.

\*\*Beginning 07-08, Includes all lease expenses for 30 S. Pearl, Albany

Relation to Core Mission (H/M/L)	Program/Activity*	Spending Category (SO, ATL, CAP)	3/31/09 FTEs (All Funds)	General Fund Disbursements (\$000s)				State Special Revenue Funds Disbursements (\$000s)				
				2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Proj'd	2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Projected	
<b><u>ECONOMIC DEVELOPMENT PROGRAM</u></b>												
H	<b>Empire Zones</b>	SO, ATL	11									
		PS		623	662	710	695					
		NPS		102	132	195	195					
M	<b>Environmental Services Unit***</b>	SO	8									
		PS		545	480	495	495					
		NPS		101	363	1,106	1,247					
H	<b>International</b>	SO (MU)	8									
		PS		545	576	625	625					
		NPS		1,141	1,357	3,600	3,600					
H	<b>Linked Deposit</b>	SO	2.8									
		PS		156	203	210	195					
		NPS		2	76	99	99					
H	<b>MWBD</b>	SO	17									
		PS		934	956	965	945					
		NPS		196	269	299	299					
M	<b>Policy &amp; Research</b>	SO	16.5									
		PS		1,073	1,357	1,155	1,130					
		NPS		1,082	911	985	985					
L	<b>State Data Center</b>	SO	1.5									
		PS		103	110	115	115					
		NPS		153	355	368	368					
L	<b>Census 2010 planning</b>	SO	1.5									
		PS		103	115	120	120					
		NPS		75	422	459	459					
H	<b>Regional Offices</b>	SO	41.6									
		PS		3,003	3,241	3,075	3,075					
		NPS		765	914	1,775	1,775					
M	<b>Small Business</b>	SO	2.6									
		PS		159	135	145	145					
		NPS		149	78	101	101					
M	<b>Strategic Business Division</b>	SO	6									
		PS		384	500	555	555					
		NPS		425	88	118	118					
<b>PROGRAM TOTALS:</b>			<b>116.5</b>	<b>11,819</b>	<b>13,300</b>	<b>17,275</b>	<b>17,341</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	

\*\*\*ESU 08-09/09-10 NPS #s include all P2/CA funding.

Relation to Core Mission (H/M/L)	Program/Activity*	Spending Category (SO, ATL, CAP)	3/31/09 FTEs (All Funds)	General Fund Disbursements (\$000s)				State Special Revenue Funds Disbursements (\$000s)				
				2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Proj'd	2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Projected	
<b>MARKETING &amp; ADVERTISING PROGRAM</b>												
H	<b>Tourism &amp; Marketing</b>	SO, ATL	29.1									
	PS*			2,079	1,638	1,706	1,682					
	NPS			667	751	302	263					
	ILNY	SO (MU)		8,965	9,694	15,003	15,003					
H	<b>Governor's Office of Motion Picture &amp; Television (MPTV)</b>	SO	4									
	PS			255	225	301	299					
	NPS			190	139	283	283					
M	<b>Upstate Business Marketing</b>	SO (MU)	0									
	PS			0	0	0	65					
	NPS			0	0	0	1,250					
N/A	<b>Heritage Trail</b>	SO	0									
	PS			0	0	0	0					
	NPS			3	94	10	10					
<b>PROGRAM TOTALS:</b>			<b>33.1</b>	<b>12,159</b>	<b>12,541</b>	<b>17,605</b>	<b>18,855</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	

NOTE: Tourism & Marketing includes Media Services and Publications units.

Relation to Core Mission (H/M/L)	Program/Activity*	Spending Category (SO, ATL, CAP)	3/31/09 FTEs (All Funds)	General Fund Disbursements (\$000s)				State Special Revenue Funds Disbursements (\$000s)					
				2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Proj'd	2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Projected		
<b>LOCAL ASSISTANCE (ATL)</b>			0										
H	EMPIRE ZONES	ATL											
		NPS		2,540	2,371	2,273	2,273						
L	ANCA	ATL											
		NPS		86	263	235	235						
L	GRIFFIS	ATL											
		NPS		133	167	80	80						
H	TOURISM MATCHING FUNDS	ATL											
		NPS		5,678	4,477	3,262	3,262						
L	PARKS & RECREATION	ATL											
		NPS		0	-7	100	100						
L	WESTERN NY BUS MKTG	ATL											
		NPS		300	0	269	269						
H	EXPLORE NY	ATL											
		NPS		0	231	956	956						
H	GATEWAY CENTERS	ATL											
		NPS		424	394	374	374						
L	ERIE CANAL	ATL											
		NPS		56	0	0	0						
L	HUNTINGTON C OF C	ATL											
		NPS		0	-38	0	0						
L	CENTRAL NY BUSINESS MKTG	ATL											
		NPS	28	43	169	169							
L	CORNING CLASSIC CHARITIES	ATL											
		NPS	0	0	100	100							
L	BROOME COUNTY CMTY CHARITIES	ATL											
		NPS	0	0	125	125							
L	GLENS FALLS/SOUTH ST REVITALIZATION	ATL											
		NPS	0	0	0	0							
M	BUSINESS MARKETING	ATL											
		NPS	0	0	0	750							
L	MEMBER ITEMS FUND 007	ATL											
		NPS	3,998	3,758	3,300	3,300							
<b>PROGRAM TOTALS:</b>			<b>0</b>	<b>13,243</b>	<b>11,659</b>	<b>11,243</b>	<b>11,993</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		

Relation to Core Mission (H/M/L)	Program/Activity*	Spending Category (SO, ATL, CAP)	3/31/09 FTEs (All Funds)	General Fund Disbursements (\$000s)				State Special Revenue Funds Disbursements (\$000s)			
				2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Proj'd	2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Projected
<b>CLEAN AIR PROGRAM (SRO)</b>											
H	Environmental Services Unit (SBEO)	SO	2								
	PS							209	185	152	152
	NPS							158	127	87	87
<b>PROGRAM TOTALS:</b>			<b>2</b>					<b>367</b>	<b>312</b>	<b>239</b>	<b>239</b>

<b>Special Revenue Accounts:</b>											
H	ADMINISTRATION 339-A7 ACCOUNT (ED Asst. Account)	SRO	0								
	PS							0	0	0	0
	NPS							637	421	400	400
H	MARKETING & ADVTG. "DO" ACCOUNT	SRO	1								
	PS							72	52	1	108
	NPS							929	892	589	589
H	PROCUREMENT OPPORTUNITY NEWSLETTER ACCOUNT	SRO	0								
	PS							0	0	0	0
	NPS							9	13	940	940
M	PUBLIC SERVICE ACCOOUNT - (339-C3) "ENERGY 18a" ACCOUNT	SRO	2								
	PS							379	199	162	162
	NPS							322	169	166	166
L	339-CS (COMMUNITY SERVICES ACCT.-MEMBER ITEM)	ATL-SRO	0								
	NPS							0	0	107	0
L	MWBD 33991 ACCOUNT	SRO	0								
	NPS							6	47	0	0
<b>SRO ACCOUNT TOTALS:</b>			<b>3</b>					<b>2,354</b>	<b>1,793</b>	<b>2,365</b>	<b>2,365</b>

<b>FY TOTALS:</b>			<b>200.0</b>	<b>40,596</b>	<b>41,204</b>	<b>51,173</b>	<b>53,239</b>	<b>2,721</b>	<b>2,105</b>	<b>2,604</b>	<b>2,604</b>
-------------------	--	--	--------------	---------------	---------------	---------------	---------------	--------------	--------------	--------------	--------------

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:**     **ADMINISTRATION**

**Mandate:** None

**Mandated Funding Level:** None

**Brief Description / History / Background:**

Comprises several units supporting the operation of the Department and its divisions. Functions include:

- Financial: Departmental budgeting, contracting, procurement & purchasing, accounts payable and accounts receivable, leasing.
- Administrative: Support staff for executive office and senior management. Coordination of DED operational functions.
- Legal: Assist in the implementation of all Departmental policies and programs, prepares legal documents necessary to develop and manage the Department's programs, represent the Department and the Commissioner.
- Human resources and training
- Internal audit
- Telecommunications
- Management Information Systems

**Population Served:**

Agency's staff in headquarters and regional offices.

**Performance Measures:**

Ensuring agency is in compliance with various administrative and operational requirements.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:**     **EMPIRE ZONES**

**Mandate:** Article 18-B, General Municipal Law, Sections 955-969

**Mandated Funding Level:** None

**Brief Description / History / Background:**

The Empire Zones Program was created to stimulate economic growth through a variety of State tax incentives designed to attract new businesses to NYS and to enable existing businesses to expand and create more jobs.

The Empire Zones Program, previously the Economic Development Zones Program, was created in 1986 to target certain distressed areas with extraordinary economic development programs in order to stimulate private investment, private business development and job creation. The Program designated 10 zones originally; 85 now exist with at least one in every county.

Major reform legislation enacted in 2005 is designed to improve the cost-effectiveness and accountability of the Program. The reforms re-established zone boundaries, required a cost-benefit analysis as part of the applicant-certification process, required greater involvement and responsibility by local zone boards in Program administration, tied tax incentives more closely to the value of wages paid for new jobs and provided greater incentives to invest in economically distressed areas.

Empire Zone staff administer the program through the following activities:

- Establish process and procedures for local administration
- Process applications for certification from hundreds of New York State firms annually
- Provide training for Local Empire Zone Coordinators
- Monitor 9000 certified firms' compliance with statutory, reporting, and regulatory requirements
- Monitor 85 Empire Zones' compliance with reporting and regulatory requirements
- Evaluate administrative performance of local Empire Zones
- Evaluate the effectiveness of the Program
- Coordinate the certification and decertification processes among the the joint certifiers.

The Program is authorized until June 30, 2011.

**Issues:**

Program costs continue to grow at a high rate. The agency is focused on ensuring that the Program continues to stimulate economic growth in an efficient and cost-effective manner.

**Population Served:** Business community, local government

**Performance Measures:** Job creation, investment, new businesses

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:**     **ENVIRONMENTAL SERVICES UNIT**

**Mandate:** Several programs are authorized in Economic Development Law and Environmental Conservation Law, as follows:

- Environmental Investment Program: Economic Development Law, Article 14, Section 260-264
- Pollution Prevention/Compliance Assistance (P2/CA): Environmental Conservation Law, Article 28, Section 28)
- Small Business Environmental Ombudsman Program: Economic Development Law Article 4-B, Section 137
- Scrap Tire Market Development Program: Program Environmental Conservation Law Section 181-b

**Mandated Funding Level:** None. Appropriations are suballocated from Department of Environmental Conservation, as follows:

- EIP: \$8.75 million in 2008-09 (Environmental Protection Fund)
- P2/CA: \$1.2 million in 2008-09
- SBEO: \$500,000 in 2008-09 (Federal Clean Air Fund)
- Scrap Tire: \$4.0 million in 2007-08 (State Waste Tire Management Fund).

**Brief Description / History / Background:**

EIP provides grants for capital investment, research and development, and delivery of technical assistance to business, with the goal of improving manufacturing competitiveness through enhanced environmental performance.

Pollution Prevention/Compliance Assistance (P2/CA) Program establishes the inter-agency P2/CA Council to coordinate the state agency activities to promote pollution prevention and environmental compliance.

Small Business Environmental Ombudsman (SBEO) Program helps small businesses understand and comply with environmental regulations and advocates on behalf of the regulated business community.

Scrap Tire Market Development Program provides grants to NYS manufacturers, related firms and non-profit organizations to expand capacity to recycle waste tire material in value-added products and applications.

**Population Served:**

Businesses and not-for-profits expanding recycling capacity, reducing pollution, or developing new sustainable produces and process technologies.

**Performance Measures:**

Numbers of projects and private investment leveraged.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:**     **INTERNATIONAL DIVISION**

**Mandate:** Economic Development Law, Sections 220-225

**Mandated Funding Level:** None

**Brief Description / History / Background:**

The International Division coordinates the international economic activities of the state; it also advises and makes recommendations on matters affecting the exports of New York goods and services and the investment of foreign capital in New York. Additionally the Division conducts three activities:

- Trade Development Programs: Improve NYS export sales and job creation through development, implementation and marketing of technical assistance programs and services for NYS exporters (e.g. trade-related training, customized market research, grants for export innovation, marketing overseas, agent/distributor identification, sales channel assistance, logistics guidance).
- International Investment Attraction Programs: create value and jobs by attracting investment to NYS (e.g. promotion of NYS industry clusters to key investors, customized technology seminars, targeted marketing missions).
- International representative offices advance NYS exporters' access to global market opportunities for their goods and services, thereby supporting NYS export growth objectives. In addition to trade development, NYS offices (located in Canada --Toronto and Montreal, Mexico, UK, France, Germany, Israel, Japan) engage in attracting international investment to NYS. NYS also has representatives in shared trade offices under the Council of Great Lakes Governors (Brazil, Chile, South Africa).

**Issues:**

Competitor states and countries invest significantly more public resources in support of international trade development and investment attraction programs.

**Population Served:**

NYS small and mid-sized businesses; local and international associations providing training and organizing marketing events; local and international economic developers and investors.

**Performance Measures:**

Client contacts, leads, site visits, signed agreements, value of projects.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** LINKED DEPOSIT PROGRAM

**Mandate:** State Finance Law, Sections 212-224.

**Mandated Funding Level:** None. The program has \$560M in dedicated funds that return in full as deposits mature, to be reused for new project deposits.

**Brief Description / History / Background:**

The program is a public-private partnership that provides businesses with affordable capital based on bank loans at reduced interest rates. These bank loans are subsidized by corresponding "linked" state deposits. The Linked Deposit Program (LDP) helps small and medium manufacturers, farms and other firms make investments in business expansion projects financed through commercial lending institutions. LDP places \$560 million on deposit at banks, financing eligible projects to lower the interest rate on project loans by 2% for four years, or 3% if the project is located in an Empire Zone or highly distressed area. Deposited funds return in full to the program as loans mature.

**Population Served:**

LDP helps small and medium manufacturers, farms and other firms make investments in business expansion projects financed through commercial lending institutions.

**Performance Measures:**

LDP approved 445 projects in 2007 for deposits of \$123.2 million, leveraging \$352.1 million in private capital investment.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:**     **DIVISION OF MINORITY AND WOMEN BUSINESS**

**Mandate:** Article 15-A of the Executive Law

**Mandated Funding Level:** None.

**Brief Description / History / Background:**

This Division performs three primary functions:

- Helps State agencies increase participation by minority and women-owned businesses on State contracts and subcontracts, through reviewing the practices and procedures of each State agency with respect to their compliance with the provisions of Article 15-A.
- Determines whether the applicant firms meet the legal and regulatory requirements of ownership and control of their business in order to be certified as an MWBE. Upon certification, the businesses are entered in the Directory of Certified MWBEs. This information is provided to state agencies and private sector contractors.
- Provides business development services that undertake initiatives to identify and break down barriers and promote opportunities for MWBEs, including linking appropriate firms to agencies, which may buy their products or services.

**Issues:**

- There is a need to continue upgrading the technological infrastructure and for State agencies to designate and train personnel to meet the objectives of Article 15-A.
- Other challenges relate to capacity building of MWBEs, such as removing barriers to competition in procurement practices and providing access to capital and bonding to MWBE contractors.

**Population Served:**

Minority and women owned businesses, both certified and non-certified, as well as all State agencies and public authorities designated under Article 15-A.

**Performance Measures:**

- Number of certified MWBEs.
- Agency utilization rate.
- Number of state agency personnel trained.
- Number of outreach and matchmaking activities conducted.
- Special initiatives launched and implemented that break down barriers and increase opportunities for MWBEs.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** POLICY & RESEARCH DIVISION

**Mandate:** Section 100 of the Economic Development Law

**Mandated Funding Level:** None

**Brief Description / History / Background:**

The Division conducts a broad range of activities in support of the Agency's and the State's economic development agenda, including:

- Conduct economic research, cost-benefit analysis, policy & legislative analysis
- Conduct cost-benefit analysis
- Monitor and intervene in State regulatory activities
- Coordinate the development and review of State economic development programs and strategies
- Maintain expertise in targeted industry clusters
- Conduct regulatory review and make recommendations on improvements
- Compile and maintain business and economic statistics and information on trends
- Investigate economic development activities of other states and nations
- Maintain a library of specialized publications, data sets and research tools
- To cooperate with and participate in other state agencies' initiatives
- Manage the Foreign Direct Investment database on foreign owned companies doing business in New York.

**Issues:**

The success of the policy and research function is critically dependent on experienced staff who are proficient in research methodology, industry analysis and information management. As staff retire, replacing the lost knowledge and experience is a significant challenge.

**Population Served:**

Agency staff, Governor's staff, other state agencies.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** STATE DATA CENTER

**Mandate:** Economic Development Law, Section 100, Subdivision 17.

The program's operation is governed by a signed agreement with the Census Bureau, renewable every two years. This agreement and the designation of the Department as lead agency were first signed by the Governor in 1980. The current agreement expires at the end of 2009.

**Mandated Funding Level:** None.

**Brief Description / History / Background:**

New York, along with the other states and territories, participates with the U.S. Bureau of the Census in several cooperative programs. The State Data Center program is a clearinghouse for the dissemination of Census economic and demographic information, coordinates dissemination through a network of 45 local Affiliate Data Centers, and provides training and statewide access to Census and related information.

**Issues:**

- **Staffing:** Center staffing is down over 10% in the last year and will soon lose more due to retirement. Remaining staff support various program functions (Empire Zones, Strategic Business, regional office support); maintaining the responsiveness needed by our colleagues in other programs makes it difficult to conduct the longer-term research and analysis of the population and economy.
- **Technology:** Use of the Internet is the primary means of data dissemination and the State Data Center site is the most-used ESD site after Tourism. Effective utilization of current web technologies is critical to make up for staffing losses.

**Population Served:**

Agency staff, Governor's staff, Affiliate Data Centers, the public.

**Performance Measures:** (These are governed by and reported annually to the Census Bureau)

- Numbers of products and services provided to clients
- Assistance with Census operations
- Website hits
- Use of technology like video conferencing and GIS.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** REGIONAL OFFICES

**Mandate:** Economic Development Law, Sections 215, 230-232.

**Mandated Funding Level:** None.

**Brief Description / History / Background:**

Regional Offices promote economic and job growth statewide by being supportive of local businesses and responsive to their needs. Offices are located in Buffalo, Rochester, Syracuse, Utica, Binghamton, Troy, Watertown (satellite Plattsburgh), New Windsor, New York City and Hauppauge.

Regional Offices do the following:

- Serve as centers for information regarding economic development resources available from state, federal and local agencies,
- Maintain relationships with local businesses, with attention to minority and women-owned business enterprises, and help them to prosper and expand,
- Coordinate the provision of financial and technical assistance by state economic development agencies to local businesses, and
- Serve as a regional center to accept applications for state economic development programs.

**Population Served:** New York State firms, regional and advocacy organizations, business groups

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** STRATEGIC BUSINESS DIVISION

**Mandate:** Economic Development Law, Section 100

**Mandated Funding Level:** None

**Brief Description / History / Background:**

The Strategic Business Division (SBD) conducts corporate outreach to large or multi-regional companies in strategically important industry clusters. SBD staff assists with site selection services, demographic and workforce analyses, and the coordination of state, local and federal resources for key accounts and project leads with significant economic impact. SBD also designs and implements customized economic development strategies and policy initiatives for the state's key industry clusters to promote success and growth.

Specific projects or programs administered by SBD include:

- World Trade Center Job Creation and Retention Program
- Build Now New York
- SEMI-NY (Semiconductor Manufacturing Initiative)
- NYSiteFinder
- Military Base Retention
- Flood Grant Program of 2006
- Restore NY Communities Initiatives

**Population Served:**

Firms interested in expanding or locating in New York State.

**Performance Measures:**

The number of deals that are completed that retain/create private sector jobs and the overall increase of private sector project investment from the deals.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** TOURISM

**Mandate:** Economic Development Law, sections 150-181

**Mandated Funding Level:** None

**Brief Description / History / Background:**

Tourism marketing and the I LOVE NEW YORK campaign serve two primary objectives in generating economic activity for New York State: (1) promote state-wide destinations to the leisure and business travel markets and (2) create an image for the State as a desired place to visit, work and live.

Governor Hugh Carey launched the tourism marketing program with the historic I LOVE NEW YORK campaign in 1977 amidst an economic downturn to revitalize both the economy and image of the State. The campaign is credited as contributing to the eventual turnaround of the State's economy.

The I LOVE NEW YORK campaign was re-launched in May 2007 with a goal of growing tourism to \$60 billion and 200 million visitors by 2020. Recent economic studies show that growth of the tourism industry in New York continues to outpace the industry's national average and that of the state economy, helping to address short-term economic shortfalls.

Current opportunities for economic growth include the influx of international visitors from Canada and Europe due to the exchange rate and the 80 million people who live within a 5-hour drive seeking close drive-to getaways due to rising price of gas and shrinking household budgets.

**Issues:**

- New York State remains competitively disadvantaged by under-funding tourism marketing. CA and FL recently increased tourism promotion funding to nearly \$60 million and \$90 million respectively. Neighboring states that compete for same drive-to market vastly outspend NY, with PA and Ontario spending \$36 million and \$66 million, respectively.

**Population Served:**

Firms in the hospitality industry throughout New York providing accommodations, restaurants, attractions and transportation services.

**Performance Measures:**

- Direct tourism spending (including state and local tax receipts)
- Total visitors to NYS
- Campaign awareness and consideration for New York State
- Numbers of hits to the iloveny.com website and other promotional sales results

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** GOVERNOR'S OFFICE FOR MOTION PICTURE & TV DEVELOPMENT

**Mandate:** Tax Law, Sections 24, 28, 210, and 606

**Mandated Funding Level:** \$65 million in 2008 for the Film Production Tax Credit and \$7 million for the Commercial Production Tax Credit.

**Brief Description / History / Background:**

The Governor's Office for Motion Picture and Television Development was established to serve as the state's film commission and is charged with growing the film, television and commercial production industries, which generate \$8 billion annually in total economic impact and create over 100,000 full and/or part time jobs in NY State.

The work of the division falls into four major categories: 1) marketing the state to the broader "film industry" as a place to do production and build their businesses, 2) facilitating production requests and inquiries by working with production companies and acting as a liaison with state and local governments, agencies, authorities and businesses on production issues, 3) monitoring legislative and regulatory issues and 4) managing NY's incentive programs for film, television and commercial production.

Forty-two (42) states plus numerous countries compete for production by offering rich incentives to producers in addition to assisting and facilitating filming through their film commissions. NY enacted its first film production incentive in 2004, providing a 10% refundable tax credit for productions based primarily in NY. In 2006 our neighbors (CT, MA, RI, PA) introduced credits 5 to 6 times more generous, resulting in a major loss of production to these states. NY responded in April 2008 by tripling its credit from 10% to 30%, and has been rewarded with a dramatic increase in production returning to NY.

**Issues:**

- Increasing competition by neighboring states. Once our neighboring states offered better incentives, NY experienced a loss of \$750 million in feature film production and a drop of 8000 FTE jobs in just 12 months.
- Current allocations do not keep pace with demand.

**Population Served:**

Industry guilds and unions, major studios and producers, industry associations, vendors and facility owners (hundreds of small businesses) that serve the industry.

**Performance Measures:**

Numbers of applications, overall economic activity measured in dollars spent in NY and FTEs created, participation in incentive programs and annual count of location shooting days.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** 2010 CENSUS PLANNING

**Mandate:** None

**Mandated Funding Level:** None

**Brief Description / History / Background:**

New York is historically undercounted in the U.S. Census. This negatively affects both the State's representation in Congress and distribution of federal funding. New York lost five Congressional seats after the 1980 Census, three seats after the 1990 Census, and two seats after the 2000.

New York's promotional effort for the 2000 Census focused on the production and distribution of print materials intended to provide education about the importance of the Census. The bulk of this effort was carried out by State agencies. ESD invested nearly \$425,000 through contracting with the New York State Association of Regional Councils (NYSARC) to expand local Complete Count Committees and raise awareness of the Census.

New York's 2010 Census plan has two broad phases. The first (completed) phase expanded regional, county, and local government review of Census address data in the Local Update of Census Address (LUCA) program. This allowed local governments to review confidential Master Address File data and submit corrections and additions to the Census Bureau. The second phase (just beginning) is educational and requires statewide outreach to governmental and non-governmental organizations to educate the population as to the importance and safety of responding to the Census.

**Population Served:**

Primarily the Governor's office through insuring the effective implementation of the State's promotional plan. Results of the Census are used to allocate billions of federal dollars among the states every year.

---

NYS DEPARTMENT OF ECONOMIC DEVELOPMENT  
**PROGRAM INFORMATION SHEET**

**Name of Program:** SMALL BUSINESS SERVICES DIVISION

**Mandate:** Economic Development Law Sections 132, 140-145

**Mandated Funding Level:** None

**Brief Description / History / Background:**

Section 132 of Economic Development Law creates a Division for Small Business within the Department, which is designed to coordinate the activities of all state agencies in performing function affecting the operations of small businesses within the state.

Sections 140-145 of Economic Development Law require the Commissioner of the Department to publish a procurement opportunities newsletter containing notice of procurement contract opportunities. The Contract Reporter lists all state agency and authority requests for bids and proposals. Legislation enacted in 2008 changes the subscription fee structure and requires daily publication rather than weekly.

**Issues:**

Implementing the changes to the Contract Reporter without new revenues or additional staff.

**Population Served:**

NYS firms.