

**Empire State Development**  
**Mission Statement and Performance Measures**  
**Adopted April 2011**

Mission Statement

The mission of Empire State Development is to promote business investment and growth that leads to job creation and prosperous communities across New York State.

Performance Measures

- Customers served: number and types (private, public, not-for-profit); size of entity by number of employees; MWB status
- Financing provided and leveraged: amounts of ESD support, other public support, private investment
- Jobs projected to be retained and created
- Regional and industry breakdowns of assistance, jobs retained and created, and leveraged investment