



STATE OF NEW YORK | EXECUTIVE CHAMBER  
DAVID A. PATERSON | GOVERNOR

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## GOVERNOR PATERSON ANNOUNCES THE LAUNCH OF NEW BUSINESS-FOCUSED WEBSITE

*New York First Will Serve as a Portal For All Statewide Economic Development Programs*

Governor David A. Paterson today was joined by Empire State Development (ESD) Chairman Dennis M. Mullen and statewide business partners in announcing the launch of New York First, an innovative business-focused website geared toward companies expanding in or choosing to locate in New York State. Prior to the website's launch, an interested business stakeholder had to view multiple State agency websites to learn the full scope of economic development programs available in New York. Now, New York First ([www.NYfirst.NY.gov](http://www.NYfirst.NY.gov)) houses all of that information in one place—searchable by type of assistance, size of business, MWBE status, industry, administering agency and more.

“This new website, New York First, will serve as a centralized economic development resource to show companies all of the benefits available to anyone who does business in New York,” Governor Paterson said. “Websites are often a ‘here’s who we are and what we do,’ but New York First articulates, ‘here’s what New York can do for you.’ I applaud Chairman Mullen and Empire State Development for their foresight and for their extensive research and collaboration with partners throughout the State to populate this website.”

Although Empire State Development often serves as a first point of contact for businesses seeking assistance, additional agencies throughout the State also offer targeted financial incentives and technical expertise. Solicited and compiled by ESD's Division of Policy & Research, the content on New York First is inclusive of 35 agencies and provides information for every type of business. ESD's Office of Public Affairs, working in concert with ESD's Office of Management Information Systems, as well as the divisions of Strategic Business, Small Business and Minority and Women-owned Business Development, originated the new website.

Empire State Development Chairman & CEO Dennis M. Mullen said: “New York First offers visitors unprecedented access to the programs, tax credits and incentives the State has available to help businesses realize their vision and run a successful venture in New York State. Thanks to Governor Paterson's support of this undertaking, ESD now provides businesses within New York and elsewhere access to the full depth and breadth of New York State's economic development tools. What's more, with our Experts on Demand commitment, ESD guarantees that every email or phone call we receive will get a response within one business day. We encourage visitors to work with these economic development professionals throughout the State to find the program that is right for their business. Feedback is always welcome and the site will grow and evolve to meet the ever-changing needs of business.”

Created at a cost of just over \$1,000, New York First features:

- An all-encompassing “**Business Resource Center**” which is a catalog of the State’s full complement of business incentives.
- **Browsable menus** allowing for freeform exploration while only displaying resources relevant to the user’s self-selected needs.
- New York First’s **dual navigation track** allows visitors to peruse the site thematically or by identity for quicker access to customized resources.
- An all-inclusive list of economic development **resources by region**, created in partnership with the non-profit [www.BUZgate.org](http://www.BUZgate.org), the industry gold standard for small business resources.
- Our “**Experts on Demand**” commitment: we personally guarantee that every email or phone call we receive will get a response within one business day.
- New York First also features a mobile version for easy access from any cellular device (iPhone, iPad and Blackberry).

The front page of New York First features an introductory video by Chairman Mullen, in which he introduces the concept of the site and personally guarantees that anyone who reaches out for more information on New York State programs and incentives will receive a response within one business day. To supplement the responders available through New York First’s toll-free 1-800-STATE-NY, a dedicated email account monitored by ESD staff is set up to receive requests.

Empire State Development is New York’s chief economic development agency and administrator of the statewide business resource portal New York First ([www.NYfirst.NY.gov](http://www.NYfirst.NY.gov)). ESD is committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of “I LOVE NY,” the State’s iconic tourism brand. For more information on Empire State Development, visit [www.esd.ny.gov](http://www.esd.ny.gov).

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*The following statements were provided in support of the New York First web site:*

Deborah A. Osgood, President and Chief Architect of BUZgate, said: “Successful economic development involves multiple organizations working together to help individuals learn about, connect and effectively utilize the resources they require for their individual and collective entrepreneurial success. We are pleased to do our part to support the ESD team in making New York First a comprehensive and dynamic resource portal.”

Brian McMahon, Executive Director of NYS Economic Development Council, said: “Easy to access information is essential for businesses considering expanding or locating in New York, and web-based search platforms are required infrastructure for State and local economic development initiatives. The “New York First” web site will serve as a single point of reference for businesses seeking information about economic development in New York State and its regions. The site is comprehensive yet easy to navigate, and will provide New York with a competitive advantage.”

Kathryn Wylde, President of the Partnership for New York City, said: “This new platform will go a long way toward improving communications between New York State and the business community. It builds on the successful efforts to reform the State economic development programs that Governor Paterson and Dennis Mullen have led over the past year.”

Ken Adams, President of the New York State Business Council, said: “New York First provides business people looking to create jobs in New York with a terrific resource. This gives them one place to find the information they need on State programs that can help them grow in New York.”

Rob Simpson, President and Chief Executive Officer of Centerstate CEO, said: “This new website is exactly the kind of tool that business is looking for to help navigate crucial decisions about where to expand or locate new operations. As CenterState CEO, we see New York First’s one-stop access to information on business programs and benefits as a common-sense approach that will assist economic development efforts across the State.”

Omar Usmani, Solutions Director for Aeon Nexus, an experienced provider of information technology, consulting and procurement services based in Glens Falls, NY, said: “New York First is a concise portal for businesses looking to work in and with New York State. It quickly meets the objectives of businesses looking for information on the advantages of having a home in New York State. The information on the website is provided in an easy format while highlighting expert staff, economic incentives and other valuable resources. I believe that New York First will help prospective businesses by directing them to the resources they need, ultimately providing a faster roadmap to more jobs and prosperity for our communities.”

Daniel Van Plew, Senior Vice President and General Manager, Industrial Operations and Product Supply for Regeneron, said: “When you consider this site was created for roughly \$1000, you appreciate it is a great example of efficiency. The design is clean and professional, and there is a wealth of information available for harvest. This site can be used to develop practical leads – live or electronic – which one might need to conduct business in New York. An established company, like Regeneron, could use this site as a form of job-aid for navigating and expanding existing relations with New York State resources. A start-up company could use this site to jumpstart the processes for accessing capital, talent, and benefits.”

John Fowler, CFO of Quad/Graphics, said: “As the second largest commercial printer in the world and a major employer in Saratoga Springs, it’s critical that Quad/Graphics be able to take advantage of New York State’s various credits and incentives. By locating all of New York State’s economic development programs in one place, businesses like ours can quickly and efficiently find all the pertinent resources available, which allows us to focus our attention on providing the best possible service and products to our customers leading to increased job creation. We applaud New York State for providing NYFirst – which will be a valuable resource for New York State businesses.”

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*Additional news available at [www.ny.gov/governor](http://www.ny.gov/governor)*

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