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## ***START-UP NY Moves Ahead!***

*Schools eligible to host businesses are named, and Approval Board formed*

This past month saw two important milestones for START-UP NY, Governor Andrew M. Cuomo's initiative to offer tax-free status to new and expanding businesses that partner with public and private colleges. The first round of schools was accepted into the program and the START-UP Approval Board was announced and met for the first time.

The START-UP NY initiative was launched late last year and is designed to give the state's economy a boost by encouraging entrepreneurial activity and job creation. The program offers companies the ability to operate tax-free for ten years when they create new jobs in the state. Companies will not pay state, local, sales, property or corporate taxes and employees will not pay personal income taxes. For the full story, click [here](#).



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## ***World's Largest Business Idea Competition Focuses on Buffalo***

*43North to inspire innovation for economic growth*



*Lieutenant Governor Robert Duffy at an event announcing the launch of the 43North business competition*

The recently launched 43North business competition is setting out to turn the best new business ideas from around the globe into reality in Buffalo.

Named after the latitudinal line that runs through the region, 43 North features \$5 million in cash prizes, with a top prize of \$1 million. Winners also receive free incubator space for a year, guidance from mentors related to their field and access to other exciting incentive programs, like Start-Up NY. Winners agree to operate their business in Buffalo for a minimum of one year. For the full story, click [here](#).

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## ***What New York State Can Do for You: Business Mentor NY***

*New initiative to assist small businesses with support from real business professionals*

This winter saw the official launch of Business Mentor NY, the state's first, large scale, hands-on mentoring program geared to help all entrepreneurs and small businesses in counties affected by Superstorm Sandy, Hurricane Irene and Tropical Storm Lee overcome challenges to grow their business.

The Business Mentor NY network includes lawyers, accountants, business



consultants and successful entrepreneurs in various fields who are volunteering their time to help businesses with everything from reviewing insurance policies to managing cash flow. For the full story, click [here](#).

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## ***2014 Adirondack Winter Challenge in Lake Placid Spotlights Winter Tourism in NYS***

*New 'I Ski NY' bus to bring visitors to upstate ski areas*



*Governor Cuomo participated in snowmobiling on Kushaqua Trail*

On March 9, Governor Cuomo hosted the 2014 Adirondack Winter Challenge in Lake Placid to highlight winter tourism in upstate New York. During the event, the governor announced the launch of the I Ski NY Bus, a new, dedicated bus line to 19 upstate ski mountains from New York City and Toronto to begin service for the 2014-2015 winter ski season.

The ADK Winter Challenge drew over 400 state and local elected officials, staff, tourism industry leaders and winter sports enthusiasts from across New York State. Participants took part in activities that included curling, ice hockey, ice skating, toboggan, alpine skiing (at Whiteface Mountain), bobsledding and cross-country skiing (at Mt. Van Hoevenberg). For the full story, click [here](#).

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## ***Big Entertainment News for NYS***

*Marvel TV production to be largest in NY history, and  
The Tonight Show comes home*

At a recent news conference in ABC's Times Square Studios, Governor Cuomo was joined by Robert A. Iger, Chairman and CEO of The Walt Disney Company, and Joseph Quesada, Chief Creative Officer of Marvel Entertainment, to announce that New York has been chosen as the site for shooting the largest film / television production in New York State history.

The landmark production by Disney, Marvel & Netflix is comprised of an epic four superhero series and mini-series, and will include nearly 60 one-hour television episodes to be shot here in New York and focused on the 4 Defenders characters: Daredevil, Jessica Jones, Luke Cage and Iron Fist. The deal is expected to produce hundreds of millions of dollars in direct investment in New York State and lead to more than 400 new full time jobs, with potential for several thousand more jobs as the production progresses. For the full story, click [here](#).



*Governor Cuomo (center), Robert A. Iger,  
and Joseph Quesada*

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## ***Empire State Development Activities & Resources***

*ESD related happenings around New York State that you can be a part of*

### Events:

- Golf enthusiasts get ready: the [Empire Golf Expo](#) will take place at the Empire State Plaza Convention Center in Albany, NY from March 28-30. Don't forget to stop by the 19th Hole, brought to you by [TasteNY](#), where guests can sample beers, wines, spirits and food made in the great state of New York.
- Members of the tourism and hospitality industry will benefit from the [Empire State Tourism Conference](#), hosted by the New York State Tourism Industry Association and I LOVE NY, from Monday April 28 - Wednesday April 30 at the DoubleTree by Hilton Hotel in East Syracuse, NY.

For the full list of activities and resources, click [here](#).



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