

STARTUP NY

START-UP NY Has Worldwide Launch

Groundbreaking tax-free program introduced to domestic and international business leaders

On October 22, Governor Andrew M. Cuomo formally launched START-UP NY, the game-changing initiative to create tax-free zones that will attract and grow new businesses across New York State. The governor was joined by Leslie Whatley, newly appointed Executive Vice President for START-UP NY, and John J. Mack, Senior Advisor and former CEO and Chairman of the Board at Morgan Stanley, as well as more than 300 international and domestic business, high-tech industry, academic and community leaders for the launch in New York City.

START-UP NY seeks to accelerate entrepreneurialism and job creation across the state on a large scale, with a particular focus on Upstate New York. The State University of New York campus system, along with other college communities, serves as the framework of the START-UP NY program to attract high-tech and other start-ups, venture capital, new business and investments from across the world. Under the program, businesses have the opportunity to operate completely tax-free for ten years on eligible campuses and spaces. To read more, [click here](#).



Business and community leaders join Governor Cuomo at the START-UP NY launch in New York City

Spotlight on Success: Madelaine Chocolate Company

Perseverance pays off (and tastes great too!) for Rockaways business



Superstorm Sandy devastated Madelaine's manufacturing facility

Last month, Governor Cuomo announced that the Madelaine Chocolate Company, a privately-held manufacturer of foiled seasonal and everyday chocolates, officially reopened its factory in the Rockaways after suffering devastating losses in the wake of Superstorm Sandy only one year ago, thanks in part to tax credits awarded through Empire State Development.

Madelaine sustained more than \$50 million in losses to its facilities, infrastructure

and equipment caused by storm surge, forcing it to close its doors. The company was the largest employer in the Rockaways and employed more than 315 full-time employees before the storm. It has since spent more than \$10 million in clean-up and repairs that were necessary before any production could resume. For the full story, [click here](#).



Ready to reopen for business, just one year later

Statewide Tour Assesses Regional Economic Development Council Plans

Progress Tour made in preparation for upcoming REDC awards



Gov. Cuomo & the Assessment Team kick off the Economic Development Council Progress Tour in Buffalo

This year's Regional Economic Development Council (REDC) statewide assessment tour kicked off in October with the Western New York REDC. The tour continues throughout the month of November as the Strategic Implementation Assessment Team travels the Empire State to get a firsthand view of each region's priority projects and strategic plans as the Councils compete for funding in the third round of the REDC process.

The Assessment Team recently toured projects in the Capital Region, Central New York, Finger Lakes, Long Island, New York City, North Country and Southern Tier, to see the impact they're having on the region. It also received presentations on the progress each region's council has made over the last year. Visits to the Mohawk Valley and Mid-Hudson regions will complete the statewide tour. For the full story, [click here](#).

Tourism Campaign Invites Visitors to "Come See the Comeback"

Features TV advertising, MTA discounts, commemorative MetroCards and more



In late October, New York State launched a "Come See the Comeback" tourism campaign to promote tourism in communities recovering from Superstorm Sandy, highlighting the progress these communities have made in rebuilding after the storm and showing that they are ready to welcome visitors once again. The campaign partners with the Metropolitan Transportation Authority (MTA) by highlighting discounts and promotions on the Metro-North Railroad and Long Island Rail Road to promote travel to these areas. Governor Cuomo unveiled television ads that feature recovering communities and new MetroCards designed with the "I Love NY" logo. Subway trains on the Grand Central-Times Square shuttle were also covered for the first time ever with "I Love NY" advertising, both inside and out. For the full story, [click here](#).

NYC subway train wrapped with I LOVE NY advertising

State Helps Upstate Movie Theaters Go Digital Rather Than Go Dark

Loan fund supplements community fundraising efforts to modernize North Country movie theaters



As the deadline looms when all Hollywood studios will cease distributing films in their traditional celluloid format, \$400,000 in funding is being made available through Empire State Development for the North Country Regional Economic Development Council Digital Film Conversion Loan Fund to help small theaters in the North Country convert projection equipment to digital technologies. The short-term loan fund will be administered by the Development Authority of the North Country (DANC) and be an added resource for theaters, in addition to the community fundraising efforts already underway.

These small movie theaters are important contributors to the health and vitality of Main Streets in towns and villages across the North Country. With funds reassigned from a previously identified 2012 priority, the Digital Film Conversion Loan Fund will help bridge the funding gap so theaters can convert to digital before 35mm film is no longer available. For the full story, [click here](#).

Empire State Development Activities

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

- Check in at <http://startup-ny.com> for updates on START-UP NY - the groundbreaking initiative that creates 100% tax-free zones across New York State for new and expanding businesses.

- Check in at <http://stormrecovery.ny.gov/community-reconstruction-program> for updates regarding the New York Rising Community Reconstruction Program that provides rebuilding and revitalization assistance to communities severely damaged by Hurricanes Sandy and Irene and Tropical Storm Lee.

[View full schedule of events](#).



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