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EMPIRE STATE DEVELOPMENT SEEKS PROPOSALS FOR NEW YORK STATE BUSINESS DEVELOPMENT MARKETING CAMPAIGN

Empire State Development (ESD) today issued a Request for Proposals (RFP) from advertising and marketing firms for New York State's business development effort, "New York State is Open for Business." The program's objective is to market New York as the ideal place for businesses to invest and create jobs to statewide, national and international business audiences.

"Encouraging sustainable economic growth through job creation and private sector investment is a central tenet of Governor Cuomo's strategy for a new and vital New York," said ESD President, CEO & Commissioner Kenneth Adams. "Under his leadership, the State has taken great strides to improve New York's business climate and re-establish New York as a premier place for families and businesses to live and work. New York is once again becoming competitive, and now, it's time for us to start telling this important story to inspire New York businesses to stay and grow here, and to attract business investment from across the nation and around the world."

Adams noted that with the Governor's leadership, New York State passed an on-time budget and closed a \$10 billion deficit with no new taxes or borrowing, and implemented several other reforms to help improve the state's business environment and position New York to compete for business and industrial investment and jobs. These include a local property tax cap, the Power NY Act to ensure clean, affordable and reliable electricity, and a strong new ethics bill to make government more transparent and efficient. The Governor also reshaped the state's economic development structure and process, creating Regional Economic Development Councils to jump start strategic regional economic development planning and recommend the allocation of state development resources.

ESD will seek a qualified contractor/s to provide full-service research, advertising, marketing, media, branding, communications and related services for its business development campaign. Services will primarily be required for ESD's business marketing and state branding campaign, but may also support related projects and initiatives as needed. ESD will consider joint venture proposals from W/MBE enterprises and other agencies proposing to partner to perform the functions solicited.

The full request for proposals can be found at:
www.esd.ny.gov/CorporateInformation/RFPs.html

Interested applicants should submit their proposals to bizmarketingRFP@empire.state.ny.us.

Empire State Development is New York's chief economic development agency and administrator of [Business First](#), a statewide business resource portal. 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. 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.



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