

*New York State's Technology Sector*  
**MWBE Infielder**  
*Leveling the Playing Field in the Tech Sector*

**inFIELDER**  
 MWBE Tech Sector Newsletter

Empire State Development

## Governor Paterson Announces Excelsior Jobs Program Launch

Governor David A. Paterson announced the launch of the Excelsior Jobs Program, the centerpiece of the Governor's jobs creation agenda, initially proposed in his 2010-11 Executive Budget and signed into law in June. The program provides job creation and investment incentives to firms focused on targeted activities, such as biotechnology, pharmaceuticals, high-tech, clean technology, green technology, financial services, agriculture and manufacturing. Starting today, businesses may find detailed information about the program and application materials through Empire State Development's Regional Offices and the agency's website at [www.esd.ny.gov](http://www.esd.ny.gov).



"I'm pleased that the Excelsior Jobs Program, a streamlined economic development effort that will support significant potential for private-sector economic growth, is now available in the marketplace to encourage businesses to grow and invest in New York," Governor Paterson said. "The Excelsior Jobs Program will guarantee the taxpayers a return on their investment when State government spends scarce taxpayer resources on economic development."

The Excelsior Jobs Program is a competitive, multi-market incentive strategy aimed at incenting companies to anchor their businesses and create jobs in New York State. The Excelsior Jobs Program focuses on the strategic industries of today and the future while ensuring accountability and affordability. Excelsior recognizes the need to focus on the New Economy jobs of tomorrow as they provide the greatest long-term return to New York taxpayers. Simultaneously, Excelsior will continue to support the manufacturing sector that remains the backbone of our State economy.

To ensure long-term affordability, Excelsior costs are capped at \$250 million annually and firms will only be provided with tax credits once they have met their individual job and/or investment commitments. The Excelsior program, when fully phased in, will actually provide greater resources to targeted firms than the Empire Zones program. By focusing on job creation, investment and research and development, the program not only puts New York State in a position to realize significant, long-term growth and renewed prosperity statewide, but gives New York a competitive edge across the country.

The Empire Zone program provided little accountability of participating companies with nearly two-thirds of businesses in anchor industries, which accounted for two-thirds of the total program cost. The Empire Zone program was continually hampered by abuses, lack of results and skyrocketing costs. Despite annual Empire Zone expenditures in excess of \$550 million, the State's returns on investment were difficult to quantify, and businesses participating in the program had not been held accountable.

Firms pursuing strategically targeted activities that create and maintain new jobs, or retain a significant number of jobs while making significant capital investments, will be eligible for up to four new tax credits through the Excelsior Jobs Program.

The Excelsior Jobs Program tax credits include:

- The Excelsior Jobs Tax Credit: A credit of up to \$5,000 per new job to cover a portion of the associated payroll cost.
- The Excelsior Investment Tax Credit: Val-

## Upcoming Events

### Minority/Women Owned Business Certification

October 7, 1:00 pm - 3:00 pm

Location: Jamestown, NY

Contact Info: (716)338-1024, [irenedobies@mail.sunyjcc.edu](mailto:irenedobies@mail.sunyjcc.edu)

### Mature Entrepreneurs' Business Workshop

October 14, 2:00 pm - 4:00 pm

Location: No. Tonawanda, NY

Contact Info: (716)434-3815, [sbdc@niagaracc.suny.edu](mailto:sbdc@niagaracc.suny.edu)

### How to Market Your Small Business Products or Services

October 19, 6:30 pm - 8:30 pm

Location: Geneseo, NY

Contact Info: Richard Barth, (585)245-5429, [sbdc@geneseo.edu](mailto:sbdc@geneseo.edu)

To learn about additional events, please visit:

<http://www.nylovesmwbe.ny.gov/Events%20Calender/Event.htm>

used at two percent of qualified investments.

- The Excelsior Research and Development Tax Credit: A 10 percent credit for new investments based on the Federal Research and Development credit.
- The Excelsior Real Property Tax Credit: Available to firms locating in certain distressed areas and to firms in targeted industries that meet higher employment and investment thresholds.

Interested firms should contact their local ESD regional office with its plan for expansion or growth. ESD's economic development professionals will work with firms to determine program eligibility and the maximum tax credits that may be available to the firm. ESD staff will begin outreach to potential business recipients over the next several months.

## MWBE Champion Spotlight:

### Xerox's Supplier Diversity Program

For Xerox, one of CIO/OFT's MWBE Tech Sector Champions, supplier diversity is a priority beyond trying to assist New York State with reaching its aggressive 20 percent participation goal by the close of 2010.

The Xerox Supplier Diversity program was developed in 1985, and consistently established business partnerships with MWBE companies. Due to their Supplier Diversity program, Xerox has achieved the following:

- Since 1985, purchased more than \$7.0 billion in goods and services from qualified Minority/Women/Service Disabled Veterans Business Enterprises.
- In 2009, purchased approximately \$400 million of goods and services with diverse suppliers, which includes MWBEs, Small Disadvantage Businesses, Veterans, Service Disabled Veterans, Hub Zone and Protected Workshops in the United States, approximately 4.0 percentage points better than originally targeted.
- 32.5 percent of Xerox's annual qualified purchases are spent with MWBEs. Approximately 1,000 MWBE suppliers benefited from these purchases.

To learn more about Xerox's Supplier Diversity Program, please visit:

<http://www.xerox.com/about-xerox/citizenship/supplier-diversity/enus.html>



Michael Jones-Bey, Celia McGarry, NYS Account General Manager for Xerox, and Dr. Melodie Mayberry-Stewart

## Governor Paterson Appoints First Ever New York State Chief Diversity Officer

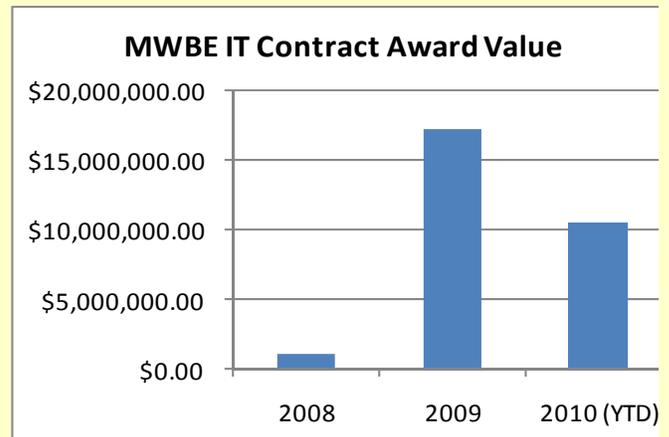
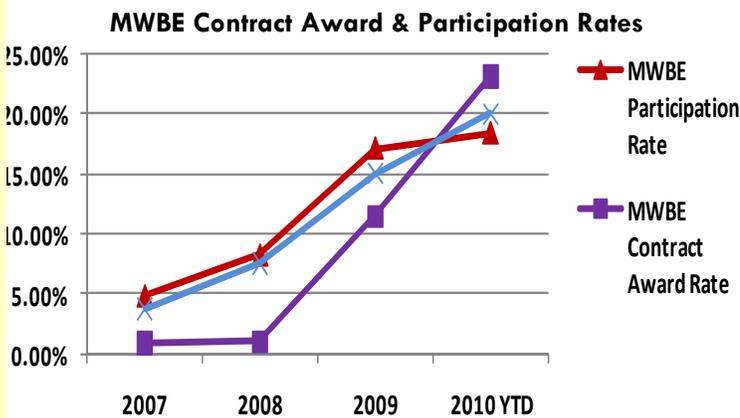
Governor David A. Paterson appointed Carra Wallace as New York State's first Chief Diversity Officer.



"During my tenure as Governor, it has been a top priority for my administration to work to create a supportive environment for minority- and women-owned businesses, thereby ensuring equity in our State's procurement process," Governor Paterson said. "To institutionalize these efforts by establishing a mandatory Chief Diversity Officer position will not only benefit MWBEs, but help to spur the overall economy of New York State for years to come. I am very pleased to appoint Carra Wallace to this role. Her professional experience and steadfast commitment to this issue will help us improve our record in providing opportunities to all businesses across New York State."

The creation of the Chief Diversity Officer position in the Executive Chamber is required by Governor's Program Bill No. 298, which was passed by the Legislature in June and signed into law by Governor Paterson on July 15. That statute significantly reformed and strengthened the State's program for encouraging the growth of Minority and Women's Business Enterprises, a program in which the Chief Diversity Officer will play a central, coordinating role.

## CIO/OFT MWBE Performance Dashboard



Reported quarterly Metrics As of June 30, 2010