

End of Course Items

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26 The Nature of ECONOMIC ACTIVITY in NYS

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Geography Dept
Hunter College – CUNY

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Open FOR BUSINESS

NEW YORK STATE OF OPPORTUNITY

I ♥ NY

Empire State Development

NY WORKS

STARTUP NY

Market New York
supports regionally themed marketing projects that promote tourism and special events.

Geography of Data

- **Geography of Economic Activity** requires the:
 - ✓ gathering and analysis of spatial data
 - ✓ location of data geographically
 - ✓ assessment of the interrelationship of the data to site and situation.
- **NYS Data Center** (in the NYS Dept. of Labor) compiles and maps economic data, does county comparisons, as well as national comparisons.
- **NYS GIS Data Sharing Cooperative** (est.1997) provides for the uniform collection, portrayal and sharing of geographic data: <https://gis.ny.gov/>
- **NYS Office of Information Technology Services (ITS)** was created (2012) to transform and protect IT services in an effort to make state government work smarter for its citizens.

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Nature of Geographic Data

- **Empire State Development** Division of Economic Analysis and Research contains data (economic, population, and workforce) to help businesses select the right location within NYS.
- **NYS Economic Development Council**
<http://www.nysedc.org/ny-asset-map/>
- **NYS Department of Labor** (<https://www.labor.ny.gov/home/>) maintains employment, unemployment, and other types of labor statistics by geographic region and county, including a job bank by region.

<https://esd.ny.gov/sites/default/files/ESD-2017-Annual-Report.pdf>
128 page 2017 ESD annual report

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New York by the Numbers

- ✓ NYS is the 4th most populous state
- ✓ NYS is the 12th/13th largest economy in the world
- ✓ #1 in US with 54 "Fortune 500" companies HQ in NYS
- ✓ #1 in number of first tier universities
- ✓ #2 in number of adults with 4 or more years of college education
- ✓ #2 in scientists and engineers who call NYS home
- ✓ 60% of US optics PhDs come from Rochester area.
- ✓ #3 in high tech employment
- ✓ #2 in biotech and life sciences R&D funding
- ✓ #3 grape grower, #2 wine producer, #2 apple grower and #1 yogurt producer
- ✓ #4 in technology and innovation (over 50 incubator facilities)
- ✓ 1 in 12 jobs is in the tourism and related industries
- ✓ NYS-based finance and insurance companies have \$7.4 trillion in assets
- ✓ Thriving film/movie production industry: "Camera Ready-Film Friendly"
- ✓ Major distribution center to major nationwide companies (warehousing)

Source: Empire State Development
<https://esd.ny.gov/industries>

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Nature of Economic Activity

- ❖ Economic activity in NYS has **changed greatly** over the last 50+ years.
 - Economy is now **service based**.
 - Manufacturing has become a **value-added** operation.
 - Bulk raw materials have been **replaced** by pre-processed goods.
 - **Skill and precision** is added to create a new product.

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Economic Change

- ❖ NYS Economic Development Program has created **zones within its 10 regions** to attract industry to depressed areas with high unemployment/poverty.
 - There has been a successful move statewide to create **service and financial-based industries**.
 - Poorly educated, elderly, and immigrant populations cannot transfer easily to these industries.
 - Census information becomes an important tool to identify and **locate problem areas**.

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<https://esd.ny.gov/sites/default/files/DashboardDecember2017.pdf>
ECONOMIC INDICATORS

Ten Economic Regions of NYS

<https://esd.ny.gov/regions>

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Income by County

New York State Average: \$33,940
United States Average: \$27,834

Per capita income, 2015

Average weekly wages, 2017
(U.S. average = \$1,025)

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NYS Unemployment Rates

DECREASE IN NEW YORK STATE UNEMPLOYMENT SINCE 2010

Year	Unemployment Rate
2010	8.8%
2011	8.3%
2012	8.6%
2013	8.0%
2014	6.9%
2015	5.7%
2016	4.9%
2017	4.6%

UNEMPLOYMENT RATE March 2018

- USA = 4.1%
- NYS = 4.6%
- NYC = 4.2%
- NYS, outside NYC = 5.0%

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UNEMPLOYMENT RATES by County

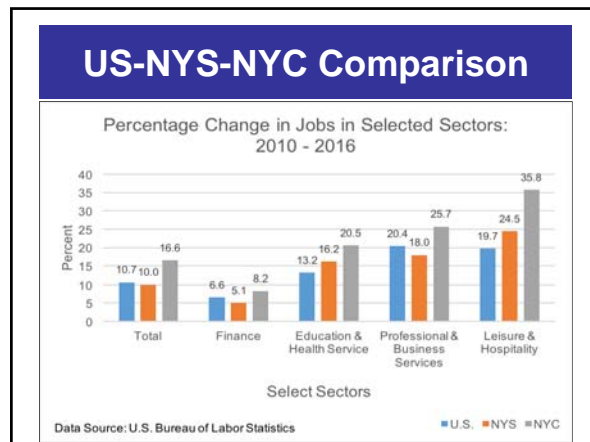
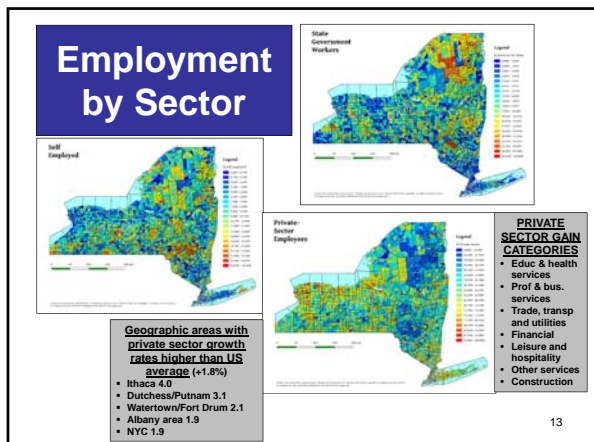
UNEMPLOYMENT RATES by County

County: Unemployment Rate (not seasonally adjusted)

- Rate is 7.0 percent or greater
- Rate is 6.0 - 6.9 percent
- Rate is 5.0 - 5.9 percent
- Rate is 4.0 - 4.9 percent
- Rate is less than 4.0 percent

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https://beta.bls.gov/maps/cew/NY?period=2017-Q3&industry=10&geo_id=36000&chartData=3&distribution=Quantiles&pos_color=blue&neg_color=orange&showHideCharts=show&ownerType=0



How can we change this picture?

- What can be done to generate new jobs?
- What can be done to bring people and their money into the area?
- Need to look at the individual cities and towns within their region.**
- Select those which can succeed based on their current location and characteristics.

And remember:

The quality (or nature) of location changes with time.

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What is START-UP NY?

<http://startup.ny.gov/>

- START-UP NY = SUNY Tax-free Areas to Revitalize and Transform UPstate New York**
- START-UP NY** helps start, expand or relocate a qualified business to a tax-free zone.
 - PAY ZERO TAXES FOR 10 YEARS**
No business, corporate, sales, property, state or local taxes and no franchise fees. And no income tax for the company or its employees. Ten full years of savings.
 - ACCESS TOP-TALENT COLLEGE AND UNIVERSITY RESOURCES**
Setting up on campus gives you immediate access to state-of-the-art facilities and talent.
 - CONNECT WITH AN EXPANSIVE INFRASTRUCTURE WITH NATIONAL AND GLOBAL ACCESS**
Major-market proximity, cost-efficient energy and an expansive infrastructure with national and global access are a few of the unique benefits.

<https://esd.ny.gov/industries>

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Programs Pushing for Economic Change

I LOVE NY <http://www.iloveny.com>

TASTE NY 2017 Program Roll-out

Central New York Rising
A regional plan to generate robust economic growth and community development in Central New York: 2015

Plant that Brewed Beer Shifts Attention to Ethanol (NYT 4/23/06)

MAY 25, 2017 ALBANY, NY Governor Cuomo Announces Milestone Reached at AIM

Resurrecting a Village by Buying Up Main Street: Mt. Morris, NY (NYT 11/11/10)

March, 2018: New York commits \$1.4 billion to renewable energy projects: solar, wind, and hydro

Spitzer Seeks Way to Find State Prisons He Can Close (NYT 2/05/07)

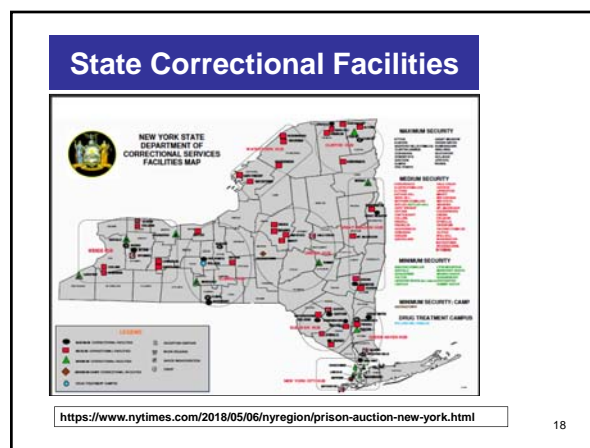
JUNE 2, 2017: ALBANY, NY Governor Announces Major Climate and Jobs Initiative in Partnership with the Worker Institute at Cornell University
ILR's School and Climate Jobs NY to Help Create 40,000 Clean Energy Jobs by 2020

AGRI-TOURISM 2018:
<https://www.ny.gov/agriculture>
<http://www.ny.gov/agriculture>
<https://www.ny.gov/agriculture>
<https://www.ny.gov/agriculture>

ERIE CANALWAY National Heritage Corridor

Grant Program to encourage economic development along the canal.

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SUNY Campuses

THE STATE UNIVERSITY of NEW YORK

SUNY Campus Map

SUNY in conjunction with NYS is retooling the academic missions of some of the units, especially the community and technology colleges, to support new economic incentives.

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Upstate, Where it was Made, Unwavering Devotion to Jell-O

(NYT 5/4/08)

Upstate, Museums for (Almost) All Things
An Alternative Tour

- CONSUMERS MUSEUM OF ELIZABETH CITY**
Caring: Offers the world's largest collection of contemporary and historical glass.
- UNION SQUARE DEPT. STORE CENTER**
Jazz: Promised to "show the world through the leading powers of love and laughter".
- HOUSE OF FRANKENSTEIN MUSEUM**
Late Design: Features rare models of scary figures, including Dracula, Jack the Ripper and, of course, Frankenstein's monster.
- JELL-O GALLERY**
La Vie: Visitors can vote for their favorite flavor. Prizes for winners are cherry, raspberry and strawberry.
- MUSEUM OF CHEESE**
Rome: Explores the cheese-making process and displays the tools and equipment involved.
- THE ORIGINAL AMERICAN KAZOO FACTORY AND MUSEUM**
Jazz: Showcases kazoos history and how to make a kazoo.
- HERMONIAE HERMANI PLANT AND MUSEUM**
Jazz: Displays treasures from the early 1800s to the present.
- PLATE VALLEY MUSEUM**
Desserts: Shows how state is formed. Closed for renovations. Reopens June 14.

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They Came to New York For the Waters

(NYT 5/10/08)

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Nature of New York

Environment	So what is the nature of New York State?	Character					
Natural world Scenery Life Earth	How would you summarize it?	What's it like Make up Personality Description					
	<table border="1" style="background-color: #000080; color: white; padding: 5px;"> <tr><td style="padding: 2px;">Quality</td></tr> <tr><td style="padding: 2px;">Assessment</td></tr> <tr><td style="padding: 2px;">Attitude</td></tr> <tr><td style="padding: 2px;">Interaction</td></tr> <tr><td style="padding: 2px;">Change</td></tr> </table>	Quality	Assessment	Attitude	Interaction	Change	
Quality							
Assessment							
Attitude							
Interaction							
Change							

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Nature of New York

ENVIRONMENT	<p>How would you summarize it?</p> <p>Has characteristics that elude most people</p> <p>Varied landscape carved by natural forces</p> <p>Climate influenced by water and elevation</p> <p>Strategic location (many aspects)</p> <p>Unique settlement sequence</p> <p>Good transportation network</p> <p>Benefited economically from its location</p> <p>Rural landscape with an urban population</p> <p>Multicultural population in urban areas but not elsewhere</p> <p>Leader in conservation and social movements</p> <p>Quality of its location has changed over time</p> <p>Uses geographic data to assess, react and plan</p> <p>Counties present unique combinations of characteristics</p>	CHARACTER
Natural world Scenery Life Earth		What's it like Make up Personality Description
QUALITY		Assessment Attitude Interaction Change

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