



economic development programs

available programs

▶ Programs

NYSEG and RG&E offer incentives in the form of program assistance to help make upstate New York State an attractive place to do business. We intend to play a viable role in encouraging businesses to remain in New York State and to attract new companies to our region.

After careful review of the program requirements, you may complete our online [pre-application form](#). We will contact you to discuss your project.

Electricity Supply Pricing Options

- ▶ NYSEG customers can choose to purchase their electricity supply from NYSEG or an energy services company (ESCO). For more information and a list of ESCOs, visit nyseg.com.
- ▶ RG&E customers can choose to purchase their electricity supply from RG&E or an energy services company (ESCO). For more information and a list of ESCOs, visit rge.com.



Pricing and Incentive Programs

Rate incentive programs are available to help make your expansion, relocation or continued operation in New York State as competitive as possible. Your NYSEG and RG&E economic development team will be happy to help you understand and capitalize on the program that works for you.

▶ Excelsior Jobs Program

Businesses that are approved and certified by the local New York State Empire State Development ("ESD") may be eligible for discounted energy delivery rates for up to 10 years, providing that the customer's certificate remains valid. Qualified load is electric demand (kW) or electric usage (kWh) depending on Service Classification, or natural gas usage (therms) that exceeds a predetermined baseline (historical) usage by 25%. For more information on the NYS Excelsior Jobs Program, visit their website, www.esd.ny.gov.

NYSEG and RG&E Programs

NYSEG and RG&E have committed a portion of its overall annual economic development program to several non-rate programs. After careful review of the program requirements, you may complete our online [pre-application form](#).

Brownfield/Building Redevelopment Program

NYSEG and RG&E will provide assistance of up to \$500,000 per project/unique phase of project for electric-related infrastructure improvements on either the company-owned or company-approved customer-owned equipment necessary for the redevelopment of a brownfield site or a vacant building.

This program includes brownfield sites and redevelopment of historic/legacy buildings, waterfront developments, etc. that result in totally dedicated facilities or mixed-use facilities, contingent upon qualified business sectors, load, usage or square footage being more than 50% of the project.

No minimum monthly demand threshold is required.

In addition, as part of the maximum contribution of up to \$500,000, the company will provide up to \$20,000 toward a feasibility study/assessment and/or remediation redevelopment efforts. The customer would have to invest at least 33.33% toward total investment.

- ▶ The funds may be utilized for up to 10% of the redevelopment costs.
- ▶ Funding cannot exceed the estimated cost of the electricity delivery-related infrastructure improvements.
- ▶ Project must hold the company harmless with regard to contaminant liability.
- ▶ Site/facility must be located within the company's service area.

- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).
- ▶ Project must demonstrate the ability to retain and/or attract new employment.
- ▶ Applicant must demonstrate efforts to obtain state and/or local economic development incentives.
- ▶ Business use must be classified under the following general categories: agriculture*, forestry, fishing, mining, manufacturing, wholesale trade durable goods, wholesale trade non-durable goods, finance, insurance, real estate, business services, clean technologies, regional warehouses and distribution centers, colleges/universities and hospitals/health care facilities**, and projects that are endorsed by one of Empire State Development's (ESD) Regional Economic Development Councils and/or the Governor's office.
- ▶ Applicant must demonstrate a viable reuse strategy for the site, facility or company operation based on the following factors:
 - Physical condition of the building or site;
 - Demonstrate potential for land acquisition and site control;
 - Regional economic development impact;
 - Efforts to qualify and obtain other federal, state, local, as well as private funding;
 - Ability to market the site or building to attract economic investment
- ▶ Applicant must have the ability to sustain the reuse of site, facility or Company operation a minimum of five years.

*Agriculture includes the craft beverage industry for wineries, distilleries, micro-breweries, farm cideries, etc.

**Colleges/universities and health care facilities must demonstrate that project for economic development assistance goes beyond typical educational facilities/dormitories/traditional health care occupancy and promotes research and development and/or state-of-the-art technologies/best practices, centers of excellence, that foster regional economic development benefits.

Capital Investment Incentive Program - Tier I

NYSEG and RG&E will provide assistance of up to \$400,000 per project/unique phase of project for electric-related infrastructure improvements on either company-owned or customer-owned equipment and other costs necessary for the construction of a new building or an addition to or redevelopment of an existing building.

Funds are targeted for business projects that involve major capital investment in plant and equipment.

Support will be considered based upon the project's overall economic impact to the community.

Projects included may be either stand-alone buildings or those in a business or industrial park. Additionally, projects may include mixed-use facilities, including waterfront developments, contingent upon qualified business sectors, load, usage, or square footage being more than 50% of the project.

- ▶ Project must involve capital investment in facility and/or equipment purchases which total at least \$1 million or more.
- ▶ The expected monthly incremental electric demand after capital investment must be at least 100 kilowatts.
- ▶ Project must hold the company harmless with regard to contaminant liability.
- ▶ Site/facility must be located within the company's service area.
- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).
- ▶ Project must demonstrate the ability to retain and/or attract new employment.
- ▶ Applicant must demonstrate efforts to obtain state and/or local economic development incentives.
- ▶ Business use must be classified under the following general categories: agriculture*, forestry, fishing, mining, manufacturing, wholesale trade durable goods, wholesale trade non-durable goods, finance, insurance, real estate, business services, clean technologies, regional warehouses and distribution centers, colleges/universities and hospitals/health care facilities**, and projects that are endorsed by one of Empire State Development's (ESD) Regional Economic Development Councils and/or the Governor's office..

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**Colleges/universities and health care facilities must demonstrate that project for economic development assistance goes beyond typical educational facilities/dormitories/traditional health care occupancy and promotes research and development and/or state-of-the-art technologies/best practices, centers of excellence, that foster regional economic development benefits.

Capital Investment Incentive Program Tier 2

NYSEG and RG&E will provide assistance of up to \$200,000 per project/unique phase of project for electric-related infrastructure improvements on either company-owned or customer-owned equipment and other costs necessary for the construction of a new building or an addition to or redevelopment of an existing building.

Funds are targeted for business projects that involve major capital investment in plant and equipment.

Support will be considered based upon the project's overall economic impact to the community.

Projects included may be either stand-alone buildings or those in a business or industrial park. Additionally, projects may include mixed-use facilities, including waterfront developments, contingent upon qualified business sectors, load, usage, or square footage being more than 50% of the project.

- ▶ Project must involve capital investment in facility and/or equipment purchases which total at least \$500,000 or more.
- ▶ The expected monthly incremental electric demand after capital investment must be at least 50 kilowatts.
- ▶ Project must hold the company harmless with regard to contaminant liability.
- ▶ Site/facility must be located within the company's service area.
- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).
- ▶ Project must demonstrate the ability to retain and/or attract new employment.
- ▶ Applicant must demonstrate efforts to obtain state and/or local economic development incentives.
- ▶ Business use must be classified under the following general categories: agriculture*, forestry, fishing, mining, manufacturing, wholesale trade durable goods, wholesale trade non-durable goods, finance, insurance, real estate, business services, clean technologies, regional warehouses and distribution centers, colleges/universities and hospitals/health care facilities**, and projects that are endorsed by one of Empire State Development's (ESD) Regional Economic Development Councils and/or the Governor's office.

*Agriculture includes the craft beverage industry for wineries, distilleries, micro-breweries, farm cideries, etc.

**Colleges/universities and health care facilities must demonstrate that project for economic development assistance goes beyond typical educational facilities/dormitories/traditional health care occupancy and promotes research and development and/or state-of-the-art technologies/best practices, centers of excellence, that foster regional economic development benefits.

Business Energy Efficiency Assistance Program

NYSERDA Energy Efficiency Programs:

NYSEG and RG&E will assist customers interested in improving the energy efficiency of their facility or operations by providing supplemental assistance to those participating in New York State Energy Research and Development Authority's (NYSERDA) energy efficiency programs.

Under NYSERDA programs for commercial and industrial businesses such as its Flexible Technical Assistance, Commercial Implementation Assistance, Industrial Process Efficiency and New Construction Program, the Company will provide supplemental assistance for an energy efficiency study/analysis and/or implementation of measures. Note: These NYSERDA programs are subject to change.

Company-Sponsored Energy Efficiency Programs:

As an alternative to providing supplemental assistance to NYSERDA's commercial and industrial energy efficiency programs, supplemental assistance will be provided to support company-sponsored energy efficiency programs.

Support for Clean Energy:

NYSEG and RG&E will also maintain flexibility to provide supplemental assistance to energy efficiency programs that evolve through the Clean Energy Fund.

In all cases, the company will provide up to \$20,000 toward a study/analysis and up to \$50,000 toward implementation of measures. The customer will also be required to make a financial contribution of at least 33.33% toward total investment made.

- ▶ Facility must be within the company's service territory
- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).
- ▶ Business use must be classified under the following general categories: agriculture*, forestry, fishing, mining, manufacturing, wholesale trade durable goods, wholesale trade non-durable goods, finance, insurance, real estate, business services, clean technologies, regional warehouses and distribution centers, colleges/universities and hospitals/health care facilities**, and projects that are endorsed by one of Empire State Development's (ESD) Regional Economic Development Councils and/or the Governor's office.

*Agriculture includes the craft beverage industry for wineries, distilleries, micro-breweries, farm cideries, etc.

**Colleges/universities and health care facilities must demonstrate that project for economic development assistance goes beyond typical educational facilities/dormitories/traditional health care occupancy and promotes research and development and/or state-of-the-art technologies/best practices, centers of excellence, that foster regional economic development benefits.

Power Quality/Reliability Program

NYSEG and RG&E will provide up to 50% of the equipment cost required for power reliability or power quality improvements to be installed behind the meter with a maximum contribution of up to \$100,000.

Under this program, the company, in consultation with the customer and/or its representatives, would make the final determination/assessment of the customer need for power quality equipment to address power quality issues behind the meter.

In addition, as part of the maximum contribution of up to \$100,000, the company will also provide up to \$20,000 toward a feasibility study. The customer would have to invest at least 33.33% toward the total cost of a study.

- ▶ Facility must be within the company's service territory.
- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).
- ▶ Business use must be classified under the following general categories: agriculture*, forestry, fishing, mining, manufacturing, wholesale trade durable goods, wholesale trade non-durable goods, finance, insurance, real estate, business services, clean technologies, regional warehouses and distribution centers, colleges/universities and hospitals/health care facilities**, and projects that are endorsed by one of Empire State Development's (ESD) Regional Economic Development Councils and/or the Governor's office.

*Agriculture includes the craft beverage industry for wineries, distilleries, micro-breweries, farm cideries, etc.

**Colleges/universities and health care facilities must demonstrate that project for economic development assistance goes beyond typical educational facilities/dormitories/traditional health care occupancy and promotes research and development and/or state-of-the-art technologies/best practices, centers of excellence, that foster regional economic development benefits.

Agriculture Capital Investment Incentive Program

NYSEG and RG&E will provide financial support toward electric-related infrastructure improvements on either company-owned or customer-owned equipment up to \$100,000. Decisions on actual awards will be commensurate with level of capital investment, load, and overall improvements. The overall intent in many instances is to help this industry convert from single phase to three phase power to grow their business and install new technologies.

- ▶ Project must involve capital investment of at least \$50,000 toward facility and/or equipment purchases.
- ▶ The monthly incremental electric demand after capital investment must be at least 25 kilowatts (kW).
- ▶ Project must hold the company harmless in regard to any liability.
- ▶ Facility must be within the company's service area.

- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).
- ▶ Agricultural business sector also includes the craft beverage industry — wineries, micro-breweries, distilleries, farm cideries, etc.

Economic Development Outreach Program

NYSEG and RG&E will invest up to \$75,000 per initiative on strategic economic development outreach projects primarily focusing on attracting new business investment into the company's service area.

- ▶ Must be a 50% matching fund from federal, state, local and/or private sources.
- ▶ Recipients must be a state, regional, or local economic development organization within the company's service area.
- ▶ Initiative must promote a specific asset or group of assets that enhance the competitiveness of a specific company service area or all of Upstate New York.
- ▶ Project must be targeted to decision makers who can influence the attraction of new jobs and new business investment within the company's service area.
- ▶ Project must not duplicate or replace previously existing initiatives.
- ▶ Research initiatives must involve action items such as clearly defined industry targets, promotional messages, or other materials that facilitate recipient documentation.
- ▶ Initiatives considered include:
 - Trade show, professional trade/business meetings, tours, etc.
 - Sales missions
 - Advertising and direct mailings
 - Special events and promotions
 - Research and analysis
 - Ambassador programs
 - Reports to community leaders

Commercial Corridor/Main Street Revitalization Assistance Program

NYSEG and RG&E will provide matching grants of up to \$200,000 per development annually to municipal economic development entities, non-profit development organizations and private developers involved in efforts to revitalize a municipality defined target area. The program is designed to assist the company's economic development partners promote private sector investment in distressed business corridors and districts.

The program's goals include increasing jobs, property tax bases, and promoting sustainable investment in commercial corridors and neighborhoods. These sustainable investment opportunities may include designated districts or zones (i.e., eco-districts). This program will provide funding assistance for electric infrastructure, lighting installations associated with street improvements, site preparation, building rehabilitation and other hard costs deemed appropriate by the development agency in revitalizing the area.

In addition, the company will provide up to \$20,000 with 50% matching funds toward the development of pre-construction drawings to advance an urban design plan associated with the proposed project.

- ▶ Initiative must promote a specific target area as identified and supported by the municipality.
- ▶ Prospective recipient must demonstrate efforts to obtain state and federal economic development incentives.
- ▶ Applicant must demonstrate the ability to retain and/or attract jobs and capital investment to the targeted area.
- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).

Manufacturing Accelerator Program (MAP)

NYSEG and RG&E will provide matching grants up to the lesser of \$15,000 or 40% of the costs incurred by eligible applicants whose top management commits the time and resources to productivity improvement projects such as Lean manufacturing, Lean office procedures, waste reduction, ISO quality programs and other projects that lower costs, improve quality and reduce lead times.

In addition, the MAP will provide matching grants up to the lesser of \$15,000 or 50% to fund growth-targeted activities such as new product development, export initiatives, sales and marketing system improvements, and other projects designed to increase revenue.

Applicants who choose to commit time and resources to both productivity and growth initiatives will be eligible for grants of up to \$40,000 or 60% (whichever is less) of the costs incurred to implement such transformative programs.

The MAP will provide funding for applicants willing to commit their efforts to growth projects that can combine improved productivity with innovations in products, processes and markets to increase revenue and help secure the firm's long term future.

- ▶ The program will be administered by the awarded high tech advocacy organization within a given region.
- ▶ The awarded organization will assemble an independent screening and selection committee that will review all applications for MAP awards, and select the most promising businesses for inclusion in the program.
- ▶ The project must be within the company's service area.
- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).
- ▶ To be eligible for this program, the applicant must:
 - Be an SC-2, SC-3, SC-7, SC-8 customer in good standing within the NYSEG/RG&E service areas
 - Be a business that is classified as Manufacturing (NAICS codes 31, 32 or 33)
 - Execute an agreement that commits top management to the productivity and/or growth improvement contemplated by the MAP
 - Provide evidence of funding from the company and other sources that is sufficient to complete the proposed project. The company must provide a minimum of 25% of the total funding from its own capital.

Innovation Zone - Ignition Grant Program

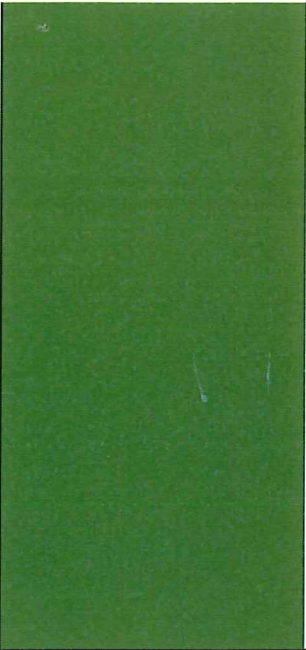
NYSEG and RG&E will provide one-time financial support designed to spur development of high growth potential businesses by selectively and competitively awarding funds to early stage startup businesses that agree to locate in a recognized innovation zone. The awards are determined based on the technical and commercial opportunity of the businesses, and will typically be made to a pre-revenue company at a proof-of-concept stage. Funding awards are up to \$25,000 with 50% matching funds. The startup will be considered once it has successfully passed the proof-of-concept stage by providing the necessary early stage funding to help them move closer to commercial success. Funds could be utilized for market and/or customer research, business model or business plan development, prototype/product development and intellectual property/patent-related activities..

- ▶ The program will be administered by the awarded high tech advocacy organization within a given region.
- ▶ The awarded organization will assemble an independent screening and selection committee that will review all applications for Ignition Grant awards, and select the most promising company for inclusion in the program.
- ▶ Startups that receive awards must locate their business in a recognized innovation zone and will agree to receive coaching, mentoring, and connections to help them maximize their chance of success.
- ▶ Startups that receive awards must also agree to keep their business in New York State for a period of at least three years.
- ▶ Project must hold the company harmless in regard to any liability.
- ▶ Facility must be within the company's service area.
- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).

Natural Gas Infrastructure Investment Program

NYSEG and RG&E will provide funding assistance up to \$200,000 per project to fund natural gas related infrastructure improvements on equipment either owned by the company or the customer. These improvements can involve existing or prospective customers, are either stand alone or in a business/industrial park. Actual grant awards would be commensurate with the magnitude of each project including capital investment and infrastructure improvements.

- ▶ Project must involve capital investment in facility/equipment purchases of at least \$100,000.
- ▶ The average monthly throughput after capital investment must be at least 20 therms per hour (2 million BTU/HR).
- ▶ Project must hold the company harmless in regard to any contaminant liability.
- ▶ Applicant must demonstrate that financial assistance from this program will be a benefit to attracting new investment activity.
- ▶ Facility must be located within the company's service area.
- ▶ Recipient must be the owner or leaseholder of facility and must be current in payments to the company or have a deferred payment agreement in place and current (existing customers).



- ▶ Project must demonstrate ability to retain and/or attract new employment.
- ▶ Recipient must demonstrate efforts to obtain state and local economic development incentives.
- ▶ Business use must be classified under the following general categories: agriculture*, forestry, fishing, mining, manufacturing, wholesale trade durable goods, wholesale trade non-durable goods, finance, insurance, real estate, business services, clean technologies, regional warehouses and distribution centers, colleges/universities and hospitals/health care facilities**, and projects that are endorsed by one of Empire State Development's (ESD) Regional Economic Development Councils and/or the Governor's office.

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Please contact a NYSEG RG&E economic development representative to check on the availability of funding assistance under the economic development programs. Click [here](#) to email us.

