



NEW YORK CITY

DOING GREEN BUSINESS IN NYC

Financial Assistance for Growing and Greening Your Business



DISCLAIMER

"Doing Green Business in New York City" is offered by New York City (the City) through the New York City Economic Development Corporation (NYCEDC) for general information purposes to assist you in navigating the incentives landscape. This guide is not intended to provide a comprehensive source of all incentives and funding sources available. While every effort has been made to provide accurate and timely information in this guide, the City does not warrant or make any representations as to the quality, content, accuracy or completeness of the information, text, graphics, links or other content. Such content has been compiled from a variety of sources, and is subject to change without notice. For additional information, please refer to the NYCEDC website and speak to the program administrator.

Appearance within this booklet of the name, profile, website link or any other information or materials about a company, organization, individual or entity does not imply that the City approves or endorses that company, organization, individual or entity, or any of their respective websites, opinions or activities.

Any republication of industry profiles or any other material or content from this document must include the following disclaimer: "This item is republished solely at private expense and in no way implies any endorsement or warranty by New York City as to the content of the item."



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

August 2009


Dear Friends:

With an extensive mass public transit system, a huge network of public parks, and a low per-capita carbon footprint, New York City is already one of the most sustainable cities in the world. It's also the ideal place to do green business. Our City's population—the largest in the nation—is environmentally-educated, immensely and diversely talented, and known for its entrepreneurial spirit. Combine that with a City government committed to innovative sustainability policies and you've got one of the very best locations for green companies to grow and thrive.

This guide is part of our ongoing efforts to make it easier for green entrepreneurs and cleantech companies to do business in New York City. Inside, you'll find a comprehensive directory of available incentives, funding sources, and City-run programs. It is also a helpful resource for companies and property owners looking to green their assets and operations in step with *PlaNYC*, our City's long-term sustainability program.

New York City is committed to ensuring the on-going success of its green sector and to maintaining our leadership role in the green economy. We're pleased to offer this guide to *Doing Green Business in New York City* and look forward to your feedback.

Sincerely,


Michael R. Bloomberg
Mayor

A NOTE ABOUT THE CONTENTS OF “DOING GREEN BUSINESS IN NEW YORK CITY”

This directory includes programs offered at the city, state and federal levels, presented in the following 3 categories:

■ **Energy Efficiency / Renewable Energy**

Programs designed to promote green building practices, green technology development, clean energy generation, and the purchase of green vehicles.

■ **Financing**

Grants, loans and funding sources for businesses and entrepreneurs to support innovation and environmental improvement projects.

■ **Additional Resources**

Programs and services that can assist businesses to obtain capital, get technical assistance, and secure resources to locate or start up a business in NYC.

Note: Programs extend into 2010 or beyond unless an expiration date is stated in the program description.

There are additional incentives that may apply to your company by virtue of being a business in NYC. For an expanded list of incentives and additional detail and updated information on the programs listed here, please visit us online at: www.nycedc.com/incentives. To access a digital version of this guide go to www.nycedc.com/green. To learn more about the city's green initiatives, visit www.nyc.gov/planyc2030.

WHAT IS GREEN BUSINESS?

The New York City Economic Development Corporation has defined green business activity for the purposes of identifying specific initiatives to promote growth in New York City's green business sector. Toward this end, the NYCEDC's definition of green business activity is two-fold:

- An activity that produces a good or service that substantially minimizes or corrects damage to the environment significantly more than conventional alternatives
- Specialized enabling activities that support the growth of such green business activity with specialized skills or knowledge

ENERGY EFFICIENCY/RENEWABLE ENERGY

Program	Program Administrator
GREEN BUILDING	
Alternative Fuel Refueling Tax Credits+, p.10	US Internal Revenue Service
Bronx Environmental Revolving Loan Fund, p.11	Bronx Overall Economic Development Corp. / Office of the Bronx Borough President
Business Partners Commercial Lighting Program Incentive, p.11	NYSERDA / ICF International
Depreciation Deduction for Renewable Energy Investments*, p.11	US Internal Revenue Service
Energy Audit Program, p.12	NYSERDA
Energy Efficient Commercial Buildings Tax Deduction, p.12	US Internal Revenue Service
Energy Star Home Builders, p.12	NYSERDA
Existing Facilities: Combined Heat and Power Incentives, p.13	NYSERDA
Existing Facilities: Demand Response Incentive, p.13	NYSERDA
Existing Facilities: Electric Efficiency Incentive, p.13	NYSERDA
Existing Facilities: Gas Incentive, p.14	NYSERDA
Existing Facilities: Industrial and Process Efficiency Incentive, p.14	NYSERDA
Existing Facilities: Prequalified Incentive, p.14	NYSERDA
Flexible Technical Assistance, p.14	NYSERDA
Green Building Tax Credit Program*, p.15	NYS Dept. of Environmental Conservation
Investment Tax Credit*, p.15	US Internal Revenue Service
New Construction Program, p.15	NYSERDA
NYC Green Roof Tax Abatement*, p.16	NYC Dept. of Buildings
NYC Solar Property Tax Abatement*, p.16	NYC Dept. of Buildings
NYPA Energy Services Programs, p.16	New York Power Authority (NYPA)
PV Incentive Program, p.16	NYSERDA
Renewable, Clean, and Energy Efficient Production Incentive*, p.17	NYSERDA
Solar Electric Incentive Program, p.18	NYSERDA
Tax Deductions for Commercial Buildings*, p.19	US Internal Revenue Service
Technical Assistance, p.19	NYSERDA
Treasury Grant in lieu of ITC*, p.19	US Dept. of Treasury
US Dept. of Energy Loan Guarantees, p.19	US Dept. of Energy
Wind Incentives for Eligible Installers, p.20	NYSERDA

Program	Program Administrator
VEHICLE PURCHASE	
Advanced Technology Vehicle Manufacturing Incentives, p.10	US Dept. of Energy
Fuel Cell Motor Vehicle Tax Credit, p.15	US Internal Revenue Service
Heavy-Duty Hybrid Electric Vehicle Tax Credit, p.15	US Internal Revenue Service
Qualified Alternative Fuel Motor Vehicle Tax Credit, p.16	US Internal Revenue Service
Qualified Hybrid Vehicles+, p.17	US Internal Revenue Service
Qualified Plug-in Electric Drive Vehicle Tax Credit, p.17	US Internal Revenue Service
Tax Credit for Light-Duty Hybrid + Adv. Lean Burn Vehicles, p.18	US Internal Revenue Service
ENERGY R&D	
Emerging Technologies for Residential Buildings, p.12	NYSERDA
Industrial Process and Product Innovation, p.15	NYSERDA
US Dept. of Energy Opportunities for Energy Efficiency and Renewable Energy, p.19	US Dept. of Energy
ENERGY GENERATION	
Alternative Fuel Blender Excise Tax Credit, p.10	US Internal Revenue Service
Alternative Fuel Excise Tax Credit, p.10	US Internal Revenue Service
Biodiesel Income Tax Credit*, p.10	US Internal Revenue Service
Biodiesel Mixture Excise Tax Credit, p.10	US Internal Revenue Service
Cellulosic Biofuel Producer Tax Credit*, p.11	US Internal Revenue Service
Clean Energy Business Growth and Development, p.11	NYSERDA
Qualifying Advanced Energy Investment Tax Credit*, p.16	US Internal Revenue Service
Renewable Electricity Production Tax Credit (PTC)*, p.18	US Internal Revenue Service
Renewable Energy Production Incentive (REPI), p.18	US Dept. of Energy
Small Agri-Biodiesel Producer Tax Credit*, p.18	US Internal Revenue Service
Small Ethanol Producer Tax Credit*, p.18	US Internal Revenue Service
Value-Added Producer Grants, p.20	US Dept. of Agriculture
Volumetric Ethanol Excise Tax Credit*, p.20	US Internal Revenue Service

* Non-profits/NGOs and government not eligible

+ Non-profits/NGOs and governments may be indirectly eligible

FINANCING

Program	Eligible Companies								
	Construction/ Design	Retail	Manufacturing & Industrial	Not-for-profit	Commercial Office	Technology	Energy/Cleantech	Other	Start-up or Small/Medium- Companies
Advanced Energy Manufacturing Tax Credit (MTC), p.20			✓				✓		
Con Edison Strategic Partnerships, p.20				✓					
CRC/Nimble: Small Issuance Bond Program, p.21	✓	✓	✓	✓	✓	✓	✓		
Environmental Investment Program, p.21	✓	✓	✓	✓	✓	✓	✓		✓
Industrial Effectiveness Program, p.21			✓						✓
Innovation Economy Matching Grants Program, p.21			✓	✓		✓	✓	✓	
Investment Tax Credit, p.21						✓			
New York City Investment Fund, p.21		✓				✓	✓	✓	
NYC Capital Access, p.22	✓	✓	✓	✓	✓	✓	✓	✓	✓
NYC Seed, p.22						✓			✓
NYCEDC Entrepreneurial Investment Fund, p.22			✓	✓		✓	✓	✓	✓
Qualified Emerging Technology Incentive Program (QETC), p.22						✓	✓		
Small Business Technology Fund, p.23						✓			✓
Upstate Regional Blueprint Fund & Downstate Revitalization Fund, p.23	✓	✓	✓	✓	✓	✓	✓	✓	

Resource Type							Administrator
Operating Expenditures	Capital Expenditures	Research, Development & Demonstration (RD&D)	Equity	Loan/Debt	Grant	Tax Credit	
	✓					✓	US Dept. of Energy
✓	✓				✓		Con Edison
	✓			✓			NYC Capital Resources Corp.
	✓	✓			✓		New York State Dept. of Economic Development
✓	✓	✓			✓		Empire State Development Corp.
✓	✓				✓		NY State Foundation for Science, Tech. & Innovation (NYSTAR)
		✓				✓	Empire State Development Corp.
✓	✓	✓	✓	✓			New York City Investment Fund
✓	✓			✓			NYCEDC
✓	✓	✓	✓				NYC Seed
✓	✓	✓	✓				NYCEDC
		✓				✓	New York State Dept. of Taxation and Finance
✓	✓	✓	✓				New York State Foundation for Science, Technology & Innovation (NYSTAR)
	✓			✓	✓		Empire State Development Corporation (ESDC)

ADDITIONAL RESOURCES

Program	Eligible Companies							
	Construction/ Design	Retail	Manufacturing & Industrial	Not-for-profit	Commercial Office	Technology	Energy/Cleantech	Start-up or Small /Medium-Companies
Brownfields and Land Revitalization: Grants and Funding, p.23	✓	✓	✓	✓	✓	✓	✓	
City Partnership with Coalition of Office Space Providers, p.23	✓	✓	✓	✓	✓	✓	✓	✓
CUNY SustainableWorks NYC, p.23	✓		✓		✓	✓	✓	✓
Green Manufacturing, p.24			✓			✓		✓
NYS Brownfield Redevelopment, p.24	✓	✓	✓	✓	✓	✓	✓	
NYU-Poly Brooklyn Enterprise on Science & Technology, p.24						✓		✓
Regional Technology Development Center, p.24			✓			✓	✓	✓
Renewable New York, p.24			✓					
Small Business Environmental Assistance Program, p.24			✓	✓	✓	✓	✓	✓

Resource Type			Administrator
Technical/Financial Assistance	Office Resources/Reduced Rent	Other	
✓			US Environmental Protection Agency
	✓		NYC / Coalition of Existing Office Space Providers (COSP)
✓	✓		The CUNY Sustainable Business & Technology Incubator
✓			Industrial + Technology Assistance Corporation
✓			Empire State Development Corporation/ NYS Dept. of Environmental Conservation
✓	✓	✓	The NYU-Poly Brooklyn Enterprise on Science & Technology Incubator
✓			Industrial and Technology Assistance Corporation (ITAC)
✓			New York Industrial Retention Network (NYIRN)
✓			New York State Environmental Facilities Corporation

INDIVIDUAL PROGRAM DESCRIPTIONS

Energy Efficiency/Renewable Energy

Advanced Technology Vehicle Manufacturing Incentives

Provides loans for qualified manufacturers of advanced technology vehicles (ATV) and components for such vehicles.

US Dept. of Energy: 202-586-8336, atvmloan@hq.doe.gov

Alternative Fuel Blender Excise Tax Credit

An alternative fuel blender may be eligible for a tax incentive up to \$0.50 per gallon on the sale or use of the alternative fuel blend (mixture) for use as a fuel in the blender's trade or business.

IRS, Excise Tax Branch: 202-622-3130

Alternative Fuel Excise Tax Credit

An excise tax credit is available for alternative fuel that is sold for use or used as a fuel to operate a motor vehicle. The entity eligible for the credit is the one liable for reporting and paying the federal excise tax on the fuel.

IRS, Excise Tax Branch: 202-622-3130

Alternative Fuel Refueling Tax Credits

A tax credit is available for the cost of installing alternative fueling equipment placed into service on or after January 1, 2009. Fueling station owners who install qualified equipment at multiple sites are allowed to use the credit towards each location.

IRS: 800-829-1040

Biodiesel Income Tax Credit

Provides a nonrefundable income tax credit of \$1.00 per gallon of pure, unblended biodiesel (B100) to an entity that delivers B100 into the tank of a vehicle or uses it as an on-road fuel in their business.

Note: Under current law, this incentive expires December 31, 2009.

IRS, Excise Tax Branch: 202-622-3130

Biodiesel Mixture Excise Tax Credit

Provides biodiesel blenders that are registered with the IRS with a volumetric excise tax credit in the amount of \$1.00 per gallon of pure biodiesel blended with petroleum diesel. Only entities that have produced and sold or used the qualified biodiesel mixture as a fuel in their trade or business are eligible for the credit.

Note: Under current law, this incentive expires December 31, 2009.

IRS, Excise Tax Branch: 202-622-3130

Bronx Environmental Revolving Loan Fund

Provides zero interest loans up to \$100,000 to Bronx businesses and building owners that implement energy efficiency measures and/or new technology which improves air quality (includes green roofs and other greening measures).

Kate Shackford: 718-590-3498, kshackford@boedc.org

Business Partners Commercial Lighting Program Incentives

Provides up to \$50,000 per Business Partner for effective, energy-efficient lighting projects. A project may be eligible if it is a space between 1,000 and 100,000 square feet and is either: 1) a lighting improvement project in a Commercial Space that meets the Program criteria; or 2) a design for a lighting project and its installation. A new Business Partner Participation Agreement must be submitted to be eligible to receive incentives. Applications will be accepted from lighting contractors, distributors, designers, architects, engineers, energy services companies, interior designers, manufacturer representatives, and other lighting decision makers. In order for Business Partners to participate, they must primarily target customers located in the following electric utility territories: Central Hudson Gas & Electric Corporation, Consolidated Edison Company of New York, Inc. ("Con Edison"), New York State Electric & Gas Corporation, National Grid Company, Orange & Rockland Utilities, Inc., or Rochester Gas and Electric Corporation. The project qualifying for any incentive or award under this Program must be in a building that pays the System Benefits Charge to one of the aforementioned utilities. This requirement applies to all Business Partners.

NYSERDA / ICF International: 866-698-8177, clp@icfi.com

Cellulosic Biofuel Producer Tax Credit

Provides qualified cellulosic biofuel producers with a tax credit up to \$1.01 per gallon of fuel produced and sold or used by the taxpayer.

IRS, Excise Tax Branch: 202-622-3130

Clean Energy Business Growth and Development

Provides renewable energy generation and energy efficiency companies with funding up to \$200,000 to enable their expansion in New York State. Eligible companies must have commercial product ready or almost ready for commercialization.

Sarah Osgood: 866-697-3732 ext. 3301, sjo@nyserda.org

Michael Shimazu: 866-697-3732 ext. 3478, mhs@nyserda.org

Depreciation Deduction for Renewable Energy Investments

Businesses can recover investments in certain property through depreciation deductions. Class lives for various types of property range from three to 50 years, over which the property may be depreciated. The class life for solar, wind, geothermal, fuel cells, microturbines, and solar hybrid lighting technologies is 5 years.

IRS: 800-829-1040

Emerging Technologies for Residential Buildings

Provides funding for the development or demonstration of technologies that could benefit residential buildings. The commercializable technology should promote the containment, production, distribution or durability of the energy system coupled with the building. Energy systems under consideration typically improve the production and delivery of either cooling, heating, domestic hot water distribution or some combination. NYSERDA anticipates making multiple awards in both categories: (A) Product Development or Development of scalable Prototype modules and (B) Product Demonstration. Maximum funding per project is \$300,000, with preferred cost share of 50%.

Note: The application deadline for the second and final round is October 8, 2009.

Technical questions: **Greg Pedrick**, 866-697-3732 ext. 3378, gap@nysesda.org

Contractual questions: **Nancy Marucci**, 866-697-3732 ext. 3335, nsm@nysesda.org

Energy Audit Program

Provides low-cost, walk-through energy audits to small businesses and other non-residential facilities to help them make informed electrical decisions and identify improvements that yield electric savings. Certified customers of Con Edison with annual electric utility bills less than \$75,000 are eligible.

Region 1 — **C.J. Brown Energy: Wayne Balas**, 716-565-9190;
wbalas@cjbrownenergy.com

Region 2 — **L&S Energy Services: Shanna Losee**, 518-266-9360 ext. 302;
shanna.losee@kema.com

Region 3 — **Daylight Savings: Frank Lauricella**, 845-291-1275;
flauricella@daylightsavings.us

Region 4 — **EME Group: Saumya Puthenveetil**, 212-529-5969;
sputhenveetil@emegroup.com

Energy Efficient Commercial Buildings Tax Deduction

A tax deduction of \$1.80 per square foot is available to owners of new or existing buildings who install (1) interior lighting, (2) building envelope, or (3) heating, cooling, ventilation, or hot water systems that reduce the building's total energy and power cost by 50% or more in comparison to a building meeting minimum requirements set by ASHRAE Standard 90.1-2001. Energy savings must be calculated using qualified computer software approved by the IRS.

IRS: 800-829-1040

Energy Star Home Builders

A Certified Energy Star Home Builder that builds a home to Energy Star Standards, is eligible for a direct cash incentive ranging from \$750 to \$1,500 depending on the home's energy efficiency rating and location. Larger incentives are available for display homes (\$2,500) and model homes (\$3,000). Additional incentives are available for homes built in Westchester, Bronx, Richmond, Kings, New York, and Queens counties. Additionally, the

program provides builders with marketing support, technical support, sales tools and training.

- Visit www.getenergysmart.org to learn how to become a New York ENERGY STAR® Home Builder
- For questions on participating in the New York ENERGY STAR Homes Program please contact your local New York Energy \$mart Communities Coordinator.

Existing Facilities: Combined Heat and Power Incentives

Performance-based incentive provided to offset the installation cost of clean, efficient, and commercially available CHP systems. Incentives are based on a two-year measurement and verification period, capped at \$2,000,000 per CHP project, and may not exceed 50% of project costs. Projects must have a total installed capacity based on manufacturer nameplate of > 250 kW or must be adding > 250 kW to an existing CHP System. Multifamily buildings are ineligible.

Mark Gundrum: 866-697-3732 ext. 3256, mrg@nyserda.org

Existing Facilities: Demand Response Incentive

Offers incentives to offset the cost of equipment that enables facilities to participate in Demand Response Programs. Common measures include: load shedding controls and automation equipment, installation of new generators, or modifications to existing generators or switchgear. Incentives and bonus capped at 75% of project cost.

Contact one of the following Project Managers at 866-697-3732

Eric Mazzone: ext. 337, efm@nyserda.org

Andrew Tighe: ext. 3515, alt@nyserda.org

Harris Schaar: ext. 3021, hms@nyserda.org (Con Edison Territory)

Emma Bassein: ext. 301, erb@nyserda.org (Con Edison Territory)

Existing Facilities: Electric Efficiency Incentive

Offers performance-based electric incentives to customers or ESCOs who are working on energy efficiency projects that deliver verifiable annual electric energy savings. Incentives are capped at \$2,000,000 per facility and while incentives are based upon the amount of energy saved in one year, the total incentive can not exceed 50% of project cost. Unless otherwise approved by NYSERDA, projects must qualify for an incentive of at least \$10,000. Smaller projects should consider Pre-Qualified incentives.

Contact one of the following Project Managers at 866-697-3732

Eric Mazzone: ext. 337, efm@nyserda.org

Andrew Tighe: ext. 3515, alt@nyserda.org

Harris Schaar: ext. 3021, hms@nyserda.org (Con Edison Territory)

Emma Bassein: ext. 301, erb@nyserda.org (Con Edison Territory)

Existing Facilities: Gas Incentive

Offers performance-based gas incentives to National Fuel Gas and Con Edison customers (or their energy service company) who install natural gas efficiency projects that deliver verifiable annual energy savings. Provides \$500,000 or 75% of project cost for Con Edison gas projects and \$25,000 or 50% of incremental project cost for National Fuel gas projects. Note: Funding expires for Con Edison gas customers on September 30, 2009 and for National Fuel gas customers on November 30, 2009.

Contact one of the following Project Managers at 866-697-3732

Eric Mazzone: ext. 337, efm@nyserda.org

Andrew Tighe: ext. 3515, alt@nyserda.org

Harris Schaefer: ext. 3021, hms@nyserda.org (Con Edison Territory)

Emma Bassein: ext. 301, erb@nyserda.org (Con Edison Territory)

Existing Facilities: Industrial and Process Efficiency Incentive

Provided to offset the costs of projects focused on increasing productivity, increasing process efficiency, reducing waste, and reducing electricity consumption per unit of production. Incentives are capped at \$5,000,000 per process improvement project, or 50% of project cost and projects must qualify for an incentive of at least \$50,000. Target industries include, but are not limited to: chemicals, forest products, printing and publishing, metals finishing, data centers, ceramics, automotive, and food processing.

Cheryl Glanton: 866-697-3732 ext. 3483, cmg@nyserda.org

Existing Facilities: Pre-Qualified Incentives

Provides incentives (\$/unit) for pre-qualified energy-efficiency and conservation measures. Pre-Qualified incentives for gas efficiency measures are available for Con Edison firm rate gas customers and small commercial National Fuel Gas customers using less than 12,000 Mcf per year. Projects can receive up to \$30,000. National Fuel Gas incentives are limited to a cap of \$25,000. Pre-Qualified incentives are available for: Lighting, HVAC, Chillers, Motors, Variable Frequency Drives (VFDs), Natural Gas Equipment, Refrigeration, Commercial Kitchen Equipment and Washers, and Interval Meters.

Contact one of the following Project Managers at 866-697-3732

Eric Mazzone: ext. 337, efm@nyserda.org

Andrew Tighe: ext. 3515, alt@nyserda.org

Harris Schaefer: ext. 3021, hms@nyserda.org (Con Edison Territory)

Emma Bassein: ext. 301, erb@nyserda.org (Con Edison Territory)

Flexible Technical Assistance

NYSERDA has contracted with engineering firms to offers companies a variety of energy-related technical assistance services. These services are provided on a cost-shared basis and include: engineering feasibility and technical assistance studies; detailed analyses of specific energy projects; process improvement studies; energy operations management; and sustainable design and green building assistance. Certified customers of Con Edison of New York are eligible.

Mark Gundrum: 866-697-3732 ext. 3256

Fuel Cell Motor Vehicle Tax Credit

Provides a tax credit of up to \$8,000 for the purchase of qualified light-duty fuel cell vehicles.

IRS: 800-829-1040

Green Building Tax Credit Program

A New York State tax credit available to owners and tenants of eligible buildings and tenant spaces which meet certain “green” standards that increase energy efficiency, improve indoor air quality and reduce the environmental impacts of large commercial and residential buildings. For period two (which allows tax credits to be received in years 2006 through 2014), there is a \$2 million cap per credit component certificates in aggregate per building.

Dept. of Environmental Conservation: 518-402-9469

Heavy-Duty Hybrid Electric Vehicle Tax Credit

Provides a tax credit of up to \$18,000 for the purchase of qualified heavy-duty hybrid electric vehicles (HEVs) with a gross vehicle weight rating of more than 8,500 pounds.

Note: This tax credit expires December 31, 2009.

IRS: 800-829-1040

Industrial Process and Product Innovation

Provides funding for innovative technologies that provide energy benefits to an industrial process in New York State in the manufacturing or agricultural sectors. Provides up to \$400,000 or 50% of the total project cost for demonstration or commercialization projects and up to \$75,000 or 50% of the total project cost for feasibility projects.

Note: Deadline for proposal submission is September 22, 2009.

Technical questions:

Miriam Pye, 866-697-3732, ext. 3370; mep@nysersda.org

Bill Reinhardt, 866-697-3732, ext. 3257; wwr@nysersda.org

Scott Larsen, 866-697-3732, ext. 3208; isl@nysersda.org

Contractual questions:

Nancy Marucci, 866-697-3732, ext. 3335; nsm@nysersda.org

Investment Tax Credit

Credits are available for eligible systems placed in service on or before December 31, 2016. The credit is equal to 30% of expenditures for solar, fuel cells and small wind and 10% of expenditures for geothermal, microturbines and CHP.

IRS: 800-829-1040

New Construction Program

Offers technical support to building design teams and financial incentives to building owners to promote energy-efficiency measures into the design, construction, and operation of new and renovated buildings. Technical assistance is available to help evaluate energy-efficiency measures and provide guidance to design teams on incorporating new and emerging energy-efficient technologies into a building. Funding is available to offset the additional

costs associated with the purchase and installation of approved equipment. Applicants must be building owners served by electric utilities participating in New York Energy \$martSM programs. Applicants for gas incentives must be served by Con Edison.

Note: Deadline for application is September 30, 2009.

Christopher Reohr: 866-697-3732 ext. 3363, cjr@nyserdera.org

NYC Green Roof Tax Abatement

Offers building owners a property tax abatement equal to \$4.50 / square foot up to \$100,000 for green roof installations that cover at least 50% of a roof. Applications must be submitted by March 15th for a tax abatement to be applied to the current fiscal year's property taxes.

NYC Dept. of Buildings: greenroofandsolar@buildings.nyc.gov

NYC Solar Property Tax Abatement

Offers building owners a property tax abatement of up to \$250,000 (or up to 35% of total installed costs), paid out equally over four years, for solar electric generating system installations on buildings.

NYC Dept. of Buildings: greenroofandsolar@buildings.nyc.gov

NYPA Energy Services Programs

Provides energy-efficiency improvements, with no up-front costs, to public schools and other government facilities.

NYPA: 866-314-4110, energy2009@nypa.gov

PV Incentive Program

Provides incentives of \$2 to \$5 per watt (DC) to eligible installers for the installation of approved, grid-connected photovoltaic (PV) systems. Cash incentives must be passed on in full to the customers. In general, incentives for a commercial system cover approximately 40-45% of the installed cost of a PV System. Eligible installers are those who have demonstrated technical competence in the PV field and who have signed written agreements with NYSERDA to abide by certain program terms and conditions. Qualified customers are those who pay the Renewable Portfolio Standard (RPS) as part of their electricity bill. Applications will be accepted through September 30, 2009, or until funds are fully committed.

NYSERDA, Public Information: 866-697-3732, info@nyserdera.org

Qualified Alternative Fuel Motor Vehicle Tax Credit

Credit is available towards the purchase of new, original equipment manufacturer vehicles or vehicles that have been re-powered by an aftermarket conversion company to operate on an alternative fuel (natural gas, liquefied petroleum gas, hydrogen, and fuel containing at least 85% methanol).

IRS: 800-829-1040

Qualified Hybrid Vehicles

Provides a credit up to \$3,400 for taxpayers who purchase certain energy efficient vehicles, including qualified hybrid vehicles.

IRS: 800-829-1040

Qualified Plug-in Electric Drive Vehicle Tax Credit

Provides a tax credit for the purchase of a new qualified plug-in electric drive motor vehicle that uses a battery that has at least 4 kW of capacity and uses an external source of energy to recharge the battery (among other requirements).

IRS: 800-829-1040

Qualifying Advanced Energy Investment Tax Credit

An investment tax credit is equal to 30% of the qualified investment required for an advanced energy project that establishes, re-equips or expands a manufacturing facility that produces any of the following:

- Equipment and/or technologies used to produced energy from the sun, wind, geothermal or “other” renewable resources
- Fuel cells, microturbines or energy-storage systems for use with electric or hybrid-electric motor vehicles
- Equipment used to refine or blend renewable fuels
- Equipment and/or technologies to produce energy-conservation technologies

Qualified investments generally include personal tangible property that is depreciable and required for the production process. Any taxpayer receiving this credit may not also receive the Investment Tax Credit.

IRS: 800-829-1040

Renewable, Clean, and Energy Efficient Production Incentive

Provides funding of up to \$1,500,000 for renewable, clean, and energy-efficient product manufacturers to develop or expand a facility to produce eligible products. Eligible projects are located in the service territories of Rochester Gas & Electric Corporation, Consolidated Edison Company of New York, Inc., Central Hudson Gas and Electric Corporation, New York State Electric and Gas Corporation, National Grid Company, and Orange and Rockland Utilities, Inc. Eligible products include: (1) renewable or clean-energy products that produce or support the production of renewable or clean electricity; (2) energy-efficient end-use technologies that use electricity as a principal input; or (3) electric storage technologies for grid-connected applications. Products must be beyond the prototype stage and mature enough to warrant designing and building or expanding a commercial manufacturing facility.

Technical questions:

Jennifer Harvey: 866-697-3732 ext. 3264, jlh@nysesda.org, or

Joe Borowiec: 866-697-3732 ext. 3381, jcb@nysesda.org

Contractual questions:

Diane Vogel: 866-697-3732 ext. 3299, drv@nysesda.org

Renewable Electricity Production Tax Credit (PTC)

A per-kilowatt-hour tax credit for electricity generated by qualified energy resources and sold by the taxpayer to an unrelated person during the taxable year. Credit is based on actual kWh production of various renewable energy technologies (\$0.01 -0.021/kWh).

IRS: 800-829-1040

Renewable Energy Production Incentive (REPI)

Provides financial incentive payments for electricity generated and sold by new qualifying renewable energy generation facilities to entities that do not pay federal corporate taxes (e.g., non-profit, government, etc). Qualifying facilities are eligible for annual incentive payments for the first 10-year period of their operation.

US Dept of Energy: Christine Carter, christine.carter@go.doe.gov

Small Agri-Biodiesel Producer Tax Credit

An income tax credit of \$0.10 per gallon of agri-biodiesel is available to qualified small producers. A small producer is one that produces up to 60 million gallons of agri-biodiesel per year. The credit applies only to the first 15 million gallons of agri-biodiesel produced in a tax year.

Note: Under current law, this incentive expires December 31, 2009.

IRS, Excise Tax Branch: 202-622-3130

Small Ethanol Producer Tax Credit

An income tax credit of \$0.10 per gallon of ethanol is available to qualified small ethanol producers. A small producer is one that produces up to 60 million gallons of ethanol per year. The credit applies only to the first 15 million gallons of ethanol produced in a given tax year.

IRS, Excise Tax Branch: 202-622-3130

Solar Electric Incentive Program

Provides cash incentives for the installation of new Solar Electric or Photovoltaic (PV) systems by eligible installers. Eligible installers are those who have demonstrated technical competence in the PV field and who have signed written agreements with NYSERDA to abide by certain program terms and conditions. Cash incentives of \$2-\$5/watt DC vary by sector, installed capacity, and system type and must be passed on in full to the customers.

Note: Applications will be accepted through December 31, 2009.

Marcia Ruth: 866-697-3732 ext. 3412

Tax Credit for Light-Duty Hybrid + Adv. Lean Burn Vehicles

Provides purchasers of pre-listed vehicles up to \$3,000 per vehicle. Consumers seeking the credit may want to buy early since the full credit is available for only a limited time.

IRS: 800-829-1040

Tax Deductions for Commercial Buildings

Provides a tax deduction of up to \$1.80 per square foot to owners or designers of new or existing commercial buildings that save at least 50% of the heating and cooling energy of a building that meets ASHRAE Standard 90.1-2001.

IRS: 800-829-1040

Technical Assistance

Provides facilities with technical assistance in three areas: 1) energy efficiency; 2) CHP and renewable generation; and 3) peak-load curtailment planning. For most customers, NYSERDA will contribute 50% of the eligible study costs, and up to the lesser of either \$500,000 or 10% of the applicant's annual energy costs, based on an approved scope of work. NYSERDA is particularly interested in working with electric distribution system customers of Central Hudson Gas & Electric Corporation, Con Edison, New York State Electric & Gas Corporation, National Grid, Orange and Rockland Utilities, Inc., and Rochester Gas and Electric Corporation, and commercial gas customers of Con Edison who pay the Monthly Rate Adjustment (MRA). An independent third-party Service Provider is required for all projects.

Note: Applications will be accepted through September 30, 2009, or until funds are fully committed.

- **CHP and renewable generation program questions:** Mark Gundrum, 866-697-3732, ext. 3256
- **All other program questions:** Rachel Adams, 866-697-3732 ext. 3016
- **Contractual questions:** Doreen Darling, 866-697-3732 ext. 3216

Treasury Grant in lieu of ITC

Allows developers and investors to obtain a cash refund for investment tax credits generated by projects that have begun construction in 2009 or 2010 and are in place by 2012 (wind), 2013 (biomass, geothermal, landfill gas, waste-to-energy, hydro, marine) or 2016 (solar, fuel cell, small wind). Only tax-paying entities are eligible.

US Dept. of Treasury: 202-622-2000, 1630questions@do.treas.gov

US Department of Energy Loan Guarantees

Guarantees may cover up to 80% of costs for renewable energy and electric power transmission projects

US Dept. of Energy: 202-586-8336, lgprogram@hq.doe.gov

US Department of Energy Opportunities for Energy Efficiency and Renewable Energy

A variety of programs are offered by the US DOE to promote energy efficiency and renewable energy. A continuously updated list of financial opportunities for the private sector (and universities) can be found on the Energy Efficiency and Renewable Energy website: www1.eere.energy.gov/financing/business.html

Contact varies by program

Value-Added Producer Grants

Awards planning grants and working capital grants for marketing value-added agricultural products and farm-based renewable energy. Eligible applicants include independent producers, farmer and rancher cooperatives, agricultural producer groups, and majority-controlled producer-based business ventures.

US Dept. of Agriculture, Office of Rural Development: 202-690-4730

Volumetric Ethanol Excise Tax Credit

Ethanol blenders registered with the IRS that have produced and sold or used the qualified ethanol mixture as a fuel in their business are eligible for an excise tax credit in the amount of \$0.45 per gallon of pure ethanol (minimum 190 proof) blended with gasoline.

IRS, Excise Tax Branch: 202-622-3130

Wind Incentives for Eligible Installers

Incentives of up to \$150,000 per site for the installation of end-use wind energy systems for residential, commercial, institutional, or government use. Eligible Installer must pass through incentives directly to their customers. Incentive levels depend on wind generator size, tower height, and customer type. Interested potential owners wishing to participate in this program are encouraged to contact eligible installers (a list of eligible installers is posted on www.powernaturally.org). Applications will be accepted through December 31, 2009.

Marcia Ruth: 866-697-3732 ext. 3412

Financing

Advanced Energy Manufacturing Tax Credit (MTC)

The MTC provides a 30% credit for investments in new, expanded, or re-equipped advanced energy manufacturing projects. Applicants will receive tax credits based on the expected commercial viability of their project and the ranking of their project relative to other projects. Up to \$2.3 billion in MTCs will be allocated for advanced energy projects. The goal of the MTC is to grow the domestic manufacturing industry for clean energy.

US Dept. of Energy: 800-342-5363

Con Edison Strategic Partnerships

Makes grants to tax-exempt non-profit organizations that share the Con Edison's concern for preserving and protecting the environment through conservation and beautification projects as well as through educational and career-development programs. Con Edison awards grants for specific projects rather than for general operating support. Con Edison does not award grants for reducing debts or past operating deficits.

Con Edison Director of Strategic Partnerships: Marie C. Smith,
centralpublicaffairs@coned.com

CRC/Nimble: Small Issuance Bond Program

A direct purchase bond program that reduces borrowing costs for companies seeking to purchase machinery and equipment or purchase and/or improve real property.

CRC/NYCEDC: 212-312-3794, nycrc@nycedc.com

Environmental Investment Program

Provides funding to small and medium-sized businesses and non-profit organizations for RD&D and capital projects that lead to measurable results in recycling, pollution prevention and sustainable economic development.

NYS Dept. of Economic Development: 518-292-5340;
environment@empire.state.ny.us

Industrial Effectiveness Program

Provides grants up to \$50,000 to small and medium sized manufacturers for projects improving productivity. Eligible manufacturers are selected based on demonstrated need, economic development benefit of Empire State Development assistance, willingness to share costs and contribute resources, involvement of employees, and commitment to self-improvement.

Empire State Development Corp., NYC regional office: 800-782-8369,
esd@empire.state.ny.us

Innovation Economy Matching Grants Program

Provides a 10% match for strategic stimulus dollars. Applications will be prioritized from the most promising sectors of New York's innovation economy, renewable energy, clean tech and smart grid; nanotechnology; stem cell, biomedical and life sciences; advanced manufacturing; broadband; information technology and cyber security.

**NYSTAR Director of Communications/Government Affairs,
Jannette M. Rondo:** 518-292-5700, jrondo@nystar.state.ny.us

Investment Tax Credit

Investments in research and development facilities are eligible for a 9% corporate tax credit. Additional credits are available to encourage the creation and expansion of emerging technology businesses, including a three-year job creation credit of \$1,000 per employee and a capital credit for investments in emerging technologies.

George LaPointe: 518-292-5300, glapointe@empire.state.ny.us

New York City Investment Fund

Provides equity or debt, structured to meet the needs of the project. The Fund has targeted five areas of investment: Cleantech; Health Care; Information Technology; Media & Communications; and Retail & Tourism.

NYCIF: 212-493-7548, proposals@nycif.org

NYC Capital Access Loan Guaranty Program

Provides up to a 50% guarantee on loans for qualified NYC micro (under 20 employees) and small (21-100 employees) businesses experiencing difficulty in accessing loans. Loans are eligible for use towards working capital, leasehold improvements and equipment purchases.

Loans of \$5,000 to \$250,000:

- **Citibank** (Any New York City branch)
- **Nonprofit Finance Fund** (Not-for-profit borrowers only): 212-868-6710, www.nonprofitfinancefund.org
- **Seedco Financial Services**: 212-204-1300, www.seedcofinancial.org

Loans of up to \$100,000:

- **Accion USA, Inc.** (Maximum Loan: \$50,000): 212-387-0494, www.accionusa.org
- **Brooklyn Cooperative Federal Credit Union**: 718-418-8232, www.brooklyn.coop

NYC Seed

Funds seed-stage technology entrepreneurs in New York City. Invests up to \$200,000 (depending on the number of founders and the amount needed for certain milestones), with the goal of launching an initial product. NYC Seed will provide guidance along with connections to a network of experienced entrepreneurs, venture capitalists and companies in New York City.

NYC Seed: apply@nycseed.com

NYCEDC Entrepreneurial Investment Fund

Early stage angel investments of \$20,000 to \$200,000 to New York City-based start-up companies. The Fund will invest at any stage of business development and focus on technology driven companies.

NYCEDC: www.nycedc.com/fsinitiatives

Qualified Emerging Technology Companies (QETC) Incentive Program

Designed to help qualified companies invest in their innovations. Awards are based on research and development expenses and related costs, as well as jobs created and employee training expenses. Investors in qualified companies can also receive a non-refundable credit of up to \$300K per year. Eligible companies must have products or services that are classified as “emerging technology,” such as new media, communications, IT, engineering, advanced materials, biotech and electronics, and have annual product sales under \$10M and gross revenue under \$20M (in the previous tax year), 100 full-time employees or fewer with at least 75% based in New York and New York-based research and development spending totaling over 6% of net sales.

Empire State Development Corporation: George LaPointe, 518-292-5307

NYS Department of Tax and Finance: 888-698-2908

Small Business Technology Fund

Provides venture capital financing to early stage, high-tech companies that have developed innovative technology products (and related services) which display significant competitive advantage(s) and market acceptance. The Fund may also offer professional, technical and managerial services and referrals to help grow technology-based business ventures. To be considered, companies should have well-protected intellectual property. Companies must be headquartered, or have their intent to be headquartered, in New York State.

Contact **NYSTAR** by e-mail venture@nystar.state.ny.us or at 518-292-5700 and request to speak with SBTIF staff.

Upstate Regional Blueprint Fund & Downstate Revitalization Fund

Provides up to \$5,000,000 in assistance for financing capital investment in New York State. ESDC funding can be used for a relatively broad range of acquisition expenses, hard costs and soft costs. The Funds will be allocated as follows:

- Operating businesses will be financed through the Business Investment Track
- Place-based investments will be financed through the following two Tracks:
 - Infrastructure Investment Track
 - Downtown Redevelopment Track

The Funds will be administered in three forms: Subsidized Loans, Convertible Loans, and Grants. ESDC intends to award the most assistance in the form of Subsidized Loans and the least in the form of Grants. A wide range of entities are eligible to apply for assistance, however start-up companies generally will not be funded.

Empire State Development, New York City Regional Office: 212-803-3130

Additional Resources

Brownfields and Land Revitalization: Grants and Funding

Provides direct funding for brownfields assessment, cleanup, revolving loans, and environmental job training.

US EPA, Office of Brownfields and Land Revitalization: 202-566-2777

City Partnership with Coalition of Office Space Providers

Offers office space at discounts of 5 to 50%. Space includes basic services such as telephones, fax machines, and conference rooms.

Cheni Yerushalmi: 212-624-5872, cheni@sunshiny.com

CUNY SustainableWorks NYC

An incubator/accelerator that acts as a facilitator for businesses focused on developing sustainability-related products, technologies, and services. Funding is available to support companies in the “proof of concept” stage. Companies at all stages may benefit from the technical services and resources of CUNY.

Martin Saposnick: 718-220-3612, martin.saposnick@mail.cuny.edu

Green Manufacturing

Provides education, training and technical assistance for manufacturing companies to help them incorporate green practices.

Veronica Price: 212-442-2990, vprice@itac.org

NYS Brownfield Redevelopment

Provides tax credits for the remediation and redevelopment of brownfield sites in New York State. Incentive programs target both the public and private sector and credits are enhanced for sites that fall within environmental zones.

Questions regarding tax credits:

Dept. of Taxation & Finance, Arnold Dorman, 518-457-3306

Questions regarding Brownfield Cleanup Program:

NYS Dept. of Environmental Conservation, Brownfields

Coordination Section: 518-402-9764, derweb@gw.dec.state.ny.us

NYU-Poly Brooklyn Enterprise on Science & Technology

An incubator that provides entrepreneurs with low cost facilities, flexible leases, shared office services, technological and business services, and access to financing and educational opportunities. Offers separate pricing structures for on-site and virtual tenants.

Bruce Niswander: 718-260-3581

Bala Mulloth: 718-260-3890

Regional Technology Development Center

Provides assistance in accessing R&D partnerships and funding through SBIR and STTR programs, early stage capital and growth oriented consulting services. NYSERDA funding supports delivery of targeted services for early stage energy tech firms. Any NYC-based company developing new technology products is eligible to participate.

Veronica Price: 212-442-2990, vprice@itac.org

Renewable New York

Provides technical assistance to manufacturing companies in New York City to implement energy efficiency projects.

Tzipora Lubarr: 212-404-6990 ext. 16, tlubarr@nyirn.org

Small Business Environmental Assistance Program

Provides free, confidential technical assistance to small businesses in New York State to help them comply with Federal or State air emission requirements. Services include on-site visits and permitting assistance.

New York State Environmental Facilities Corporation: 800-780-7227,
sbeap@nysefc.org

ACKNOWLEDGEMENTS

OFFICE OF THE MAYOR

Michael R. Bloomberg, Mayor

Robert C. Lieber, Deputy Mayor for Economic Development

Jed Howbert, Senior Policy Advisor,
Office of the Deputy Mayor for Economic Development

NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION

Seth Pinsky, President

Tokumbo Shobowale, Chief Operating Officer

Jason Wright, Chief Financial Officer

Maria Torres, Chief of Staff

Business Development

Steven Strauss, Executive Vice President

Teresa Vazquez, Chief of Staff, Business Development

Imke Oster, Vice President, Green Desk

Harry Charalambides, Senior Project Manager, Green Desk

Sarah Harris, Senior Project Manager, Research

Eliza Funston, Summer Associate, Green Desk

Robert Bramble, Summer Intern, Business Development

Marketing

Peyton Sise, Senior Vice President

Shelby Hodgen, Vice President

Randi Press, Vice President

Matthew Sudol, Assistant Vice President

Kristin Glick, Assistant Vice President

Frances Greene, Associate Art Director

COVER PHOTOGRAPHY

©**dbox**, Visionaire

NEW YORK CITY. MAKE IT HERE.



Printed with soy ink on 100% post-consumer waste, acid-free recycled paper.