

# GET IN THE GAME! Digital Gaming Webinar



**Empire State  
Development**

**December 14, 2022**



# Leveling Up: Playing to our Strengths in the Digital Gaming Industry

## What the Digital Gaming Industry provides to New York State

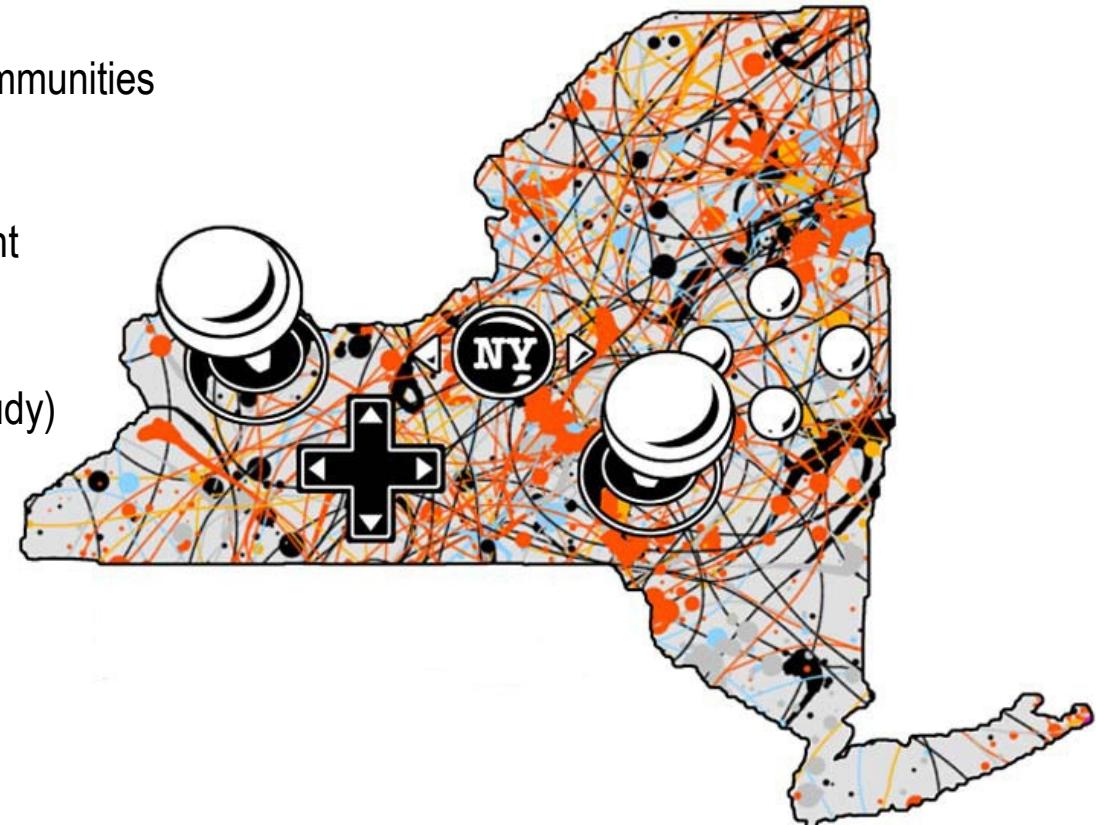
- Attracts the innovation economy
- Creates economic activity and revitalization in downtown communities
- Creates high paying jobs
- Fosters the next generation of entrepreneurship
- Helps retain young talent and support workforce development

## Data shows NYS is on top of the Leaderboard

- [Great Games Made Here!](#) (Center for Economic Growth Study)
- [2021 New York City Digital Gaming Study](#)
- [Making a Play in Digital Games](#)
- [Fuzehub and NYSTAR Hubs](#)

## On Top of the Leader Board with our Centers of Excellence

- [New York University Game Center](#)
- [Rensselaer Polytechnic Institute Game Hub](#)
- [Rochester Institute of Technology MAGIC Center](#)





# Multi-Player Successes to Defeat our Competition

## Why New York needs to stay in the game

- More than 400 digital gaming studios in New York State
- Employs over 11,000 employees across New York State
- Over \$500 Million in annual salaries
- Economic Impact of \$2 Billion a year!
- 23 College Programs
- Graduate thousands of students annually

## Other Gaming Hubs Using Cheat Codes to Compete

- Digital Quebec 37.5% employment tax credit and 50% refund on certain training, Montreal Hub
- Ireland 32% refundable tax credit up to 25 Million **PER PROJECT**
- Texas Creative Content Incentive Programs, 50% of wages
- Ontario Interactive Digital Media Tax Credit 40% refundable tax credit, Toronto Hub

## Pieces of the Gaming Puzzle

Assets	New York State	Our Competitors
Workforce and Research	Yes	Yes
Existing Multi Region Ecosystem	Yes	No
Robust Incentives to Attract Private Investment	To be continued....	Yes





# Playing for Keeps: Increasing the Cap Performance Based Tax Credit Program

## Increase The Fund

- Fund: \$50 million annually over five years (\$250 Million total)
- Goal: 5000 new jobs
- Develop and Attract: 250 new studios or startups

## Regional Focuses

- New York City (Harlem, Brooklyn)
- Finger Lakes (Rochester)
- Capital Region (Troy)
- Other Urban Communities with innovation economy clusters

## RETURN ON INVESTMENT (ROI)

- Retain thousands of college graduates across the state
- High paying jobs will be created (average salaries \$85,000)
- \$8 Billion in economic impact by 2028
- Unleash a new wave of entrepreneurship in New York State
- Become a magnet for attracting talent
- Millions in new local and state taxes generated

## ESD manages transparent process for funding

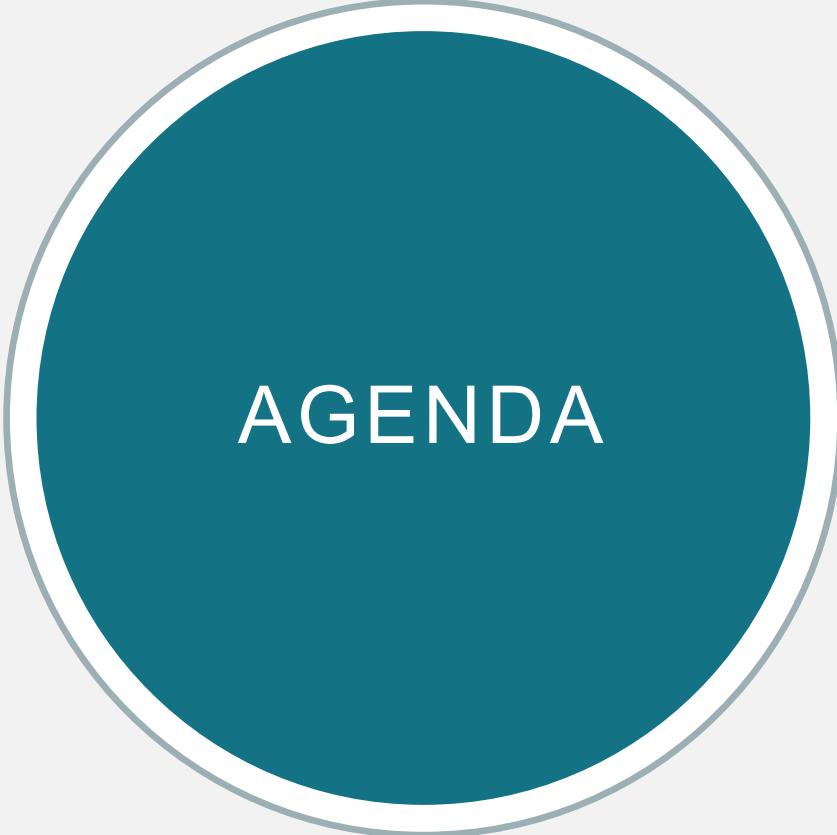
- CREDITS ARE PERFORMANCE BASED  
Projects will meet state MWBE Goals
- Each project will develop an equity, inclusion strategy to ensure that disadvantaged residents have access to jobs created on the site.
- Utilize the Green Chips Act as a template to promulgate regulations that are fair to industry and the community
- Invest in marketing efforts to promote the gaming clusters.



# EMPIRE STATE DIGITAL GAMING MEDIA PRODUCTION CREDIT PROGRAM



**Empire State  
Development**



# AGENDA

- Introduction to ESD team
- Overview of NYS Digital Game Tax Credit
- Game Developers Conference 2023
- Q&A



## EMPIRE STATE DEVELOPMENT (ESD) TEAM

- **Patricia Bayley**, VP Digital & New Media Development
- **Connie McFeeley**, Director, Entertainment Tax Incentives
- **Jon Diaz**, Deputy Director, Entertainment Tax Incentives



## NEW YORK STATE DIGITAL GAME DEVELOPMENT TAX CREDIT

- Program designed to increase digital game investment
- Support New York's existing digital game Development Industry

## APPLICATION



WHERE TO FIND  
APPLICATION



OVERVIEW OF  
QUESTIONS



REQUIRED  
ATTACHMENTS

Application is on the Empire State Development program page:

<https://esd.ny.gov/new-york-state-digital-game-development-program>

APPLICATION  
WHERE DO I  
TO FIND IT?

[Services](#)[News](#)[Government](#)[COVID-19](#) Q Search

## Empire State Development

[Why New York State?](#)[Doing Business In NY](#)[Industries](#)[Regions](#)[About Us](#)[ESD Media Center](#)[HOME](#) / [NEW YORK STATE DIGITAL GAME DEVELOPMENT PROGRAM](#)

# New York State Digital Game Development Program

## SECTIONS

[Objective](#)[Overview](#)[Eligibility](#)[How to Apply](#)

## Objective

Built on its legacy strengths in advanced technology, creative arts, and entertainment, New York State is one of the nation's leaders in the digital game development industry, offering a comprehensive and supportive ecosystem for digital game studios to thrive.

Intended to attract and grow the digital game development industry across New York State, the New York State Digital Game Development Program is designed to accelerate and attract economic development by offsetting some production costs associated with producing digital games in New York State. Economic benefits of this program include increased digital game investment, increased number of jobs and studios, and a bolstering of the existing digital game development industry in New York State.

## SECTIONS

Objective

Overview

Eligibility

How to Apply

## Application Process

Initial applications must be submitted prior to the commencement of production but no more than 90 days before the start of production. The Department will review the initial application and determine whether the applicant meets the eligibility criteria. The applicant will be notified if the initial application is incomplete or if any revisions are needed. 90 days after the submission of the initial application the Department may contact the applicant to verify that production on the qualified project has started as stated on the initial application.

Once the initial application is approved, the Department will notify the authorized applicant of its eligibility and issue a Certificate of Conditional Eligibility. This certificate states that a project is eligible to receive a tax credit if the applicant files a complete final application and meets all the program requirements.

### Initial Application Materials:

#### [Project Summary](#)

- Estimated project schedule
- Estimated project budget
- Diversity Plan
- Game Design Document

### Application Resources

- [Diversity Impact Data Tracking sheet](#)

### Further Resources

# Create an account – this will be your logon for all applications



Sign in   **Register**   [Redeem invitation](#)

Register for a new ESD account

\* Email

\* Username

\* Password

\* Confirm password

**Register**

# APPLICATION REQUIREMENTS

- Contact information
- Company Information (including # employees)
- Project information:
  - Platform
  - Total production costs
  - Qualified costs
  - Start & End date
  - Brief description of game
  - Percentage of qualified costs incurred in NYS
- Employment Report Summary (estimated)
- Diversity plan
- Agree to in-credit requirements
- Related persons
- NYS Economic incentives
- Project funding question
- Publisher question
- FOIL
- Attachments (needed): Game Design Document
- Signature via DocuSign

# DIVERSITY PLAN



All applicants must file a Diversity Plan that includes specific goals

## QUALIFIED COSTS



- Qualified costs are digital gaming media production costs incurred and paid within New York State directly and predominantly related to the creation, production, or modification of a qualified digital gaming media production.
- This includes up to one hundred thousand dollars (\$100,000) in wages and salaries for individuals other than actors and writers, who are either directly employed by the Applicant entity for the project or employed by 3rd Party vendors providing services to the project.

## APPLICATION ATTACHMENTS



All required document attachments are uploaded on the form



Applicant will receive an email requesting a DocuSign of the application



## REQUIRED ATTACHMENTS FOR INITIAL APPLICATION

- Game Design Document
- Estimated Project Budget
- Estimated Project Schedule



## REVIEW PROCESS

- Program Staff will get in touch to set up initial call/meeting
- Once application is complete and all questions have been answered the application will be approved
- A Certificate of Conditional Eligibility can be issued upon request

## INITIAL APPLICATION TIMELINE



Applications will be received  
on a rolling basis



Applications will be reviewed  
on a rolling basis

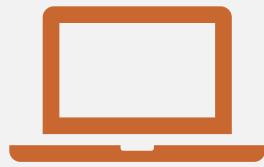


Applicants will be notified of  
status of initial application  
within 90 days

## FINAL APPLICATION TIMELINE



Once applicant has **completed the project**, they will submit the FINAL application



Applications will be submitted on same portal as initial



Applicants will receive certification of tax credit



- New York State Pavilion will feature NYS studios, universities, and economic development agencies
- The pavilion will promote New York resources including: the new state tax credit, educational resources, the highly-skilled talent pool, and the existing digital game studios

WELCOME TO NEW YORK STATE  
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STATE OF  
OPPORTUNITY.

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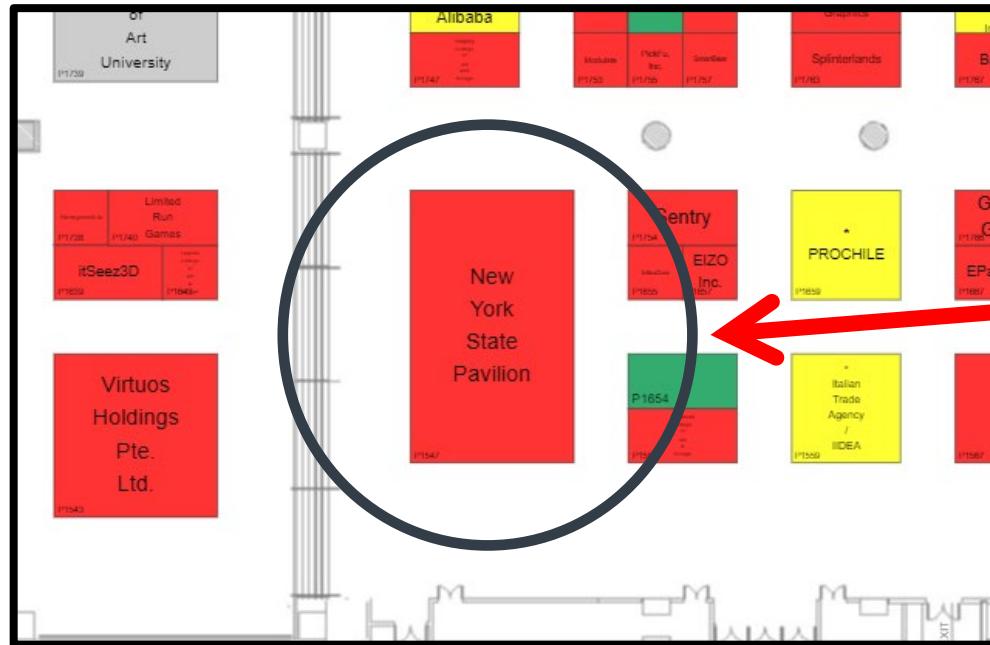
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# EXPO FLOOR MAP

## NYS PAVILION: BOOTH P1547

(30 x 50 / 1,500 sq. ft.)



See the full floor plan here:  
<https://www.expcad.com/host/fx/informa/23gdc/exfx.html>

# SPONSORSHIP SUMMARY

	PLATINUM LEVEL (\$45,000) Limit 3	GOLD LEVEL (\$32,500) Limit 2	SILVER LEVEL (\$20,000) Limit 4	BRONZE LEVEL (\$10,000) Limit 5
Exhibitor Staff Passes	15	10	7	4
Expo Passes	10	6	3	2
Single Session Passes	5	3	2	
GDC Conference Exhibitor Website Listing	✓	✓	✓	
Connect Meeting Tool Access	✓	✓	✓	
NYS Pavilion Designation	✓	✓	✓	
Demo and Meeting Space	Exclusive Demo <u>and</u> Semi-Private meeting space	Exclusive Demo <u>or</u> Semi-private meeting space		
Shared Presentation Space	Preferred Scheduling	Preferred Scheduling	✓	✓
Exclusive Wall Space for Logo, Two high-res Images and Two Company Factoids	✓	✓	✓	
Logo Placement on Sponsor Recognition Areas	✓	✓	✓	✓
Literature Display Access	✓	✓	✓	

# QUESTIONS?

**QUESTIONS OR FOR ADDITIONAL INFORMATION, PLEASE EMAIL:**

DIGITAL GAME TAX CREDIT [DIGITALGAMETAXCREDITS@ESD.NY.GOV](mailto:DIGITALGAMETAXCREDITS@ESD.NY.GOV)

GAME DEVELOPERS CONFERENCE [NYDIGITALGAMEDEV@ESD.NY.GOV](mailto:NYDIGITALGAMEDEV@ESD.NY.GOV)