



## Best Practice: Promoting the Technology and Digital Sector

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**CITY: NEW YORK CITY**

**POLICY AREAS: TECHNOLOGY, ECONOMIC DEVELOPMENT**

### BEST PRACTICE

**We Are Made In New York** is a multi-platform economic development initiative that promotes New York City's thriving technology and digital sector. The initiative includes:

- a comprehensive website that brings together City resources to help entrepreneurs and attract new startups;
- an expansion of the "Made in NY" logo program beyond the film and television industry; and
- an advertising campaign that highlights tech companies that have been designated as "Made in NY" through digital ads as well as ads on subways and buses.

This economic development initiative supports the city's vibrant tech community by highlighting job opportunities in the sector, celebrating the growing number of NYC-based digital companies, providing access to resources and programs that help tech companies grow and attracting new talent to the innovation ecosystem.

### ISSUE

*We Are Made In NY* was developed in an effort to diversify the local economy and highlight the City's growing digital industry.

### GOALS AND OBJECTIVES

The goal of the *We Are Made In NY* initiative is to support and grow the local technology sector in New York City and bring new businesses and job opportunities to New Yorkers. The initiative seeks to build on the success that the Made In NY mark of distinction has had in the entertainment industry by expanding it to the technology sector and to create a cohesive center with resources for the technology industry.

### IMPLEMENTATION

Launched by Mayor Michael R. Bloomberg in February 2013, *We Are Made In NY* began with a citywide [awareness campaign](#), featuring ad placements in subways, buses and online. Ads featured images of a diverse range of local startups, including Etsy, LearnVest, DoSomething.org, AppNexus, Songza and Kickstarter.

The initiative includes a comprehensive website [www.WeAreMadeinNY.com](http://www.WeAreMadeinNY.com), which brings together City resources to help entrepreneurs and those looking to join the New York City technology sector. The site features an interactive [Digital Jobs Map](#) that showcases local technology companies, co-working/incubator spaces and venture investment firms throughout the five boroughs. In addition, a *Made in NY* List highlights the more than 900 local technology companies that are currently hiring for over 3,000 jobs. The website also includes links for finding subsidized office space, applying for broadband connectivity, competing for grants, discovering ways to give back to the community and participating in technology community events. In the [site's video section](#), local tech companies are encouraged to produce a short video profiling their businesses to give New Yorkers a behind-the-scenes perspective of their work and why New York City is a great place to start a business.

In addition, the Mayor's Office of Media and Entertainment expanded the *Made In NY* mark of distinction to digital companies that base 75% or more of development work in the five boroughs and have at least 10,000 users or monthly visitors. Since its creation in 2005, the *Made In NY* mark has become a source of pride in the film and entertainment industry. With the extension of the mark to include technology companies, the City will work to instill those same feelings of pride in the technology community and to celebrate New York City's growing digital sector. Companies must [apply](#) to use the *Made In NY* mark and be added to the *Made In NY* list. All digital companies, regardless of their development mix, are invited to add themselves to the [Digital Jobs Map](#), maintained by NYC Digital. The Map plots locations of tech companies across the five boroughs and links directly to job listings.



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NYC Digital, part of the Mayor's Office of Media and Entertainment, manages the *We Are Made In NY* initiative, including the *Made In NY* mark application process and submissions to and upkeep of the Digital Jobs Map. Additionally, NYC Business Solutions Centers in the NYC Department of Small Business Services offers free services to NYC residents, including business planning courses, financial assistance and recruitment.

### COST

The development of *We Are Made In New York* was largely carried out in-house at NYC Digital, which is part of the New York City Mayor's Office of Media and Entertainment. A range of private partners from the industry have also supported the initiative by providing resources and advice.

### RESULTS AND EVALUATION

The *We Are Made In NY* initiative is ongoing and highlights of the campaign in its first five months include:

- 10,324,366 online ad impressions
- 2,308 companies on the Digital Jobs Map
- 1,307 companies hiring on the Digital Jobs Map
- 973 companies *Made In NY*
- 491 companies applied for the *Made In NY* mark of distinction
- 15 *We Are Made In NY* videos submitted by companies

NYC Digital gathers qualitative feedback from the technology community on a regular basis and works closely with New York Tech Meetup, the largest technology community organization in the city to ensure that the initiative continues to grow and support industry needs.

### LEGISLATION

N/A

### LESSONS LEARNED

After some trial and error, NYC Digital realized that, in order to create an awareness campaign that was true to the culture of the New York City startup and technology community, it was best to let the companies, founders and employees speak for themselves, thus creating an authentic voice for the brand and the overall initiative.

When selecting the companies to be featured in the campaign, NYC Digital also determined that it was preferable to make poster companies as diverse as possible; that is, to have companies represent a range of neighborhoods and products offered. This was deemed to be more effective and true to the nature of the initiative than simply featuring companies with high profiles.

### TRANSFERABILITY

The *We Are Made In NY* campaign was developed following the success of [mappedinny.com](http://mappedinny.com), the NYC digital jobs map. This platform, which aims to stimulate the digital job market and create pride of place, has been replicated in approximately eight cities in the U.S. and abroad.



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### CONTACTS

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*Facts and figures in this report were provided by the highlighted city agency to New York City Global Partners.*