

FOR IMMEDIATE RELEASE

Cost of Doing Business Slowing Area Development

Westchester County, NY – September 30, 2011. Westchester business owners issued a resounding call for help to the Business Council of Westchester's Coalition for Business Development: 42% of respondents pleaded for the Coalition to work with local and state government to lower the cost of doing business in Westchester and NY State. A Q3 2011 survey of members of the Business Council of Westchester (BCW) conducted jointly by BCW and DataKey Consulting, LLC showed that 89% of respondents are either concerned or very concerned about the cost of local and state taxes, while respondent comments indicated that despite a willingness to share in the cost of healthcare, many Westchester businesses are struggling to offer even partial health coverage to employees.

In addition to strengthening the legislative agenda to make Westchester a better place to do business, a July action step report issued by the Coalition also identified combatting youth flight out of Westchester and improving awareness of business opportunities in Westchester County as top priorities. To address the youth flight issue, again business owners urged lower taxes (66%) and more tax incentives (44%), while another 40% called for more investment in culture and nightlife. On the awareness front, business owners asked the Coalition to shed more light on financing opportunities for existing businesses, government incentives for starting a business or working in Westchester, and tax incentives for R&D, all of which respondents felt would attract more businesses to the area while encouraging existing businesses to stay for the long-term.

When BCW members were asked to weigh in on how the Coalition's public/private partnership could best serve their business and the needs of the county, business owners were united in their top three priorities: advocating for funding to complete the Tappan Zee Bridge Project, lobbying to repeal the MTA commuter tax, and increasing marketing budgets to promote Westchester for business.

Armed with the results of this study and the extensive research that formed the basis of the July report, the Business Council of Westchester's Coalition for Business Development is forging ahead with a plan to overcome the critical challenges in attracting and retaining businesses in Westchester County, ensuring a brighter future for the local business community.

About DataKey. DataKey Consulting, LLC is one of the fastest growing management consulting firms in Westchester County, NY, with satellite offices in California. Founded by Ted Miller in 2004, DataKey vowed to form a different kind of consulting firm, where experienced consultants formulate recommendations and *follow through* on implementations that "stick." DataKey has successfully completed hundreds of projects across more than 30 different industries for companies from mid-market to Fortune 500. As a measure of client satisfaction, over 90% of DataKey clients engage in more than one project with the DataKey team. To learn more, please visit www.datakeyconsulting.com.

Contact:

Ted Miller
100 South Bedford Road
Suite 340, Mt. Kisco, NY 10549
914-945-8808
contact_us@datakeyconsulting.com
###