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Mayor

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For Release: Immediate
Date: May 29, 2014

Press Release

Mayor Gary McCarthy Rallies City Business Owners to 'Get Your Business Online'

SCHENECTADY - In a partnership with Google, Mayor Gary McCarthy today announced a new initiative to get Schenectady's businesses online through Google's Get Your Business Online Program. Get Your Business Online provides small business owners with a custom domain name, web hosting and access to educational resources - all free for one year.

Although 97% of Internet users are now looking online to find local products and services, 58% of American businesses, particularly small business, still do not have a website.

"Small businesses are the backbone of our economy, and this Program is part of Schenectady's commitment to helping our small local businesses succeed," said Mayor McCarthy. "Schenectady's long history at the cutting edge of innovation and business, including recent additions such as GE's new Battery Plant, Quirky, and Transfinder, demonstrate its strong entrepreneurial spirit. We want to make sure that people see all of the unique businesses and the great success stories."

"This Program is part of our continuing commitment to make Schenectady an even better place to live, work, and raise a family," said Councilman Edward Kosiur. "We are reaching out to our small businesses in our community to make sure they are aware of this great program and help them through the process."

"We are thrilled to be among the first to take advantage of this exciting new partnership between the City and Google," said Thomaura O'Sullivan, owner of Canvas, Corks & Forks. "Great things are happening here in Schenectady and we are thrilled to be part of it."

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“The misconception that getting online is complex, costly and time-consuming has prevented many small businesses from taking the first step,” said Scott Levitan, Director of Small Business Engagement at Google. “This program makes it fast, easy and free for businesses to get online.” Schenectady is leading by example through a partnership with Inside Three Sixty to create a new Google Business View 360° virtual tour that will allow people to see inside City Hall and quickly find the services they need. Schenectady will be the first government in the Capital Region and among the first in the Country to use this technology.

“I’m excited to announce, in partnership with the city, we are going to begin rolling out a new Google service to compliment the Get Your Business Online Program,” said Eric Wood of Inside Three Sixty, a Google trained and certified photographer. “Using Google Street view technology, we are creating fully interactive virtual tours of businesses. By utilizing this technology, you literally open your doors to your customers whether they are right around the corner or across the globe.”

More information is available at <http://cityofscheneectady.com/gybo.html>

An example of government use of Google Street view technology can be found by searching “The White House” on Google Maps

An example of local use of Google Street view technology can be found by searching “Colonie Center” on Google Maps or going to <http://insidethreesixty.biz>

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