

2700

2011-2012 Regular Sessions

I N S E N A T E

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Introduced by Sens. SERRANO, ADAMS, BONACIC, DIAZ, PERKINS, VALESKY --
read twice and ordered printed, and when printed to be committed to
the Committee on Commerce, Economic Development and Small Business

AN ACT to amend the economic development law, in relation to authorizing
the commissioner of economic development to develop certain regu-
lations regarding the state travel guide

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEM-
BLY, DO ENACT AS FOLLOWS:

1 Section 1. Paragraph (b) of subdivision 15 of section 100 of the
2 economic development law, as amended by chapter 446 of the laws of 1990,
3 is amended and a new paragraph (c) is added to read as follows:
4 (b) in the discharge of this power, the commissioner may enter into a
5 contract for publication of a state travel guide to promote tourism.
6 Such contract may provide for the sale of advertising by the contractor.
7 A contract for publication of a state travel guide shall be awarded
8 following consideration of factors which shall include, but not be
9 limited to, the most favorable financial advantage for the state, the
10 best representation of the state of New York and its services, and the
11 greatest utility to the traveller. The commissioner shall promulgate
12 regulations by the first day of November next succeeding the effective
13 date of this paragraph to guide the preparation of bids and the dead-
14 lines for selection of a competent contractor and publication of the
15 state travel guide. The regulations shall, at a minimum, limit advertis-
16 ing content to no more than thirty percent of the space available and
17 establish responsibility for preparation and placement of appropriate
18 editorial content and an equitable listing without charge or other
19 consideration of attractions and activities available to the tourist in
20 New York state. Such regulations shall provide for approval of the
21 commissioner at critical stages of state travel guide development and
22 advertising standards and rates. Furthermore, such regulations shall
23 provide minimum financial terms and responsibilities of the state and

EXPLANATION--Matter in *ITALICS* (underscored) is new; matter in brackets
[] is old law to be omitted.

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1 the contractor, the allocation of any revenues derived from the
2 production of the travel guide and securities which shall be required of
3 the contractor[.];
4 (C) IN COOPERATION WITH THE COMMISSIONER OF AGRICULTURE AND MARKETS,
5 THE COMMISSIONER SHALL DEVELOP A PROGRAM TO PROMOTE AND DISTRIBUTE
6 STATEWIDE AND REGIONAL GUIDES TO FARMS, FARMERS MARKETS AND OTHER AGRI-
7 CULTURALLY SIGNIFICANT TOURIST DESTINATIONS. THESE GUIDES MAY BE DEVEL-
8 OPED BY THE DEPARTMENT IN COOPERATION WITH THE DEPARTMENT OF AGRICULTURE
9 AND MARKETS OR THE GUIDES MAY BE DEVELOPED EXCLUSIVELY BY THE DEPARTMENT
10 OF AGRICULTURE AND MARKETS.
11 S 2. This act shall take effect on the one hundred eightieth day after
12 it shall have become a law.