STATE OF NEW YORK

5162

2025-2026 Regular Sessions

IN ASSEMBLY

February 12, 2025

Introduced by M. of A. BRABENEC -- read once and referred to the Committee on Tourism, Parks, Arts and Sports Development

AN ACT to amend the economic development law, in relation to creating the "I love NY outdoors" program; and making an appropriation therefor

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. The economic development law is amended by adding a new article 9-B to read as follows:

ARTICLE 9-B

I LOVE NY OUTDOORS PROGRAM

Section 216. I love NY outdoors program.

§ 216. I love NY outdoors program. 1. The commissioner shall develop and implement an "I love NY outdoors" program. The commissioner, in conjunction with the commissioner of the department of environmental conservation, shall develop a marketing strategy pursuant to this program that shall promote New York as a premiere destination for hunting and fishing.

2. The commissioner, in accordance with this program, shall cause to be developed outdoor vacation itineraries and packages. Nothing shall preclude the commissioner from contracting with an independent vacation or travel package company to help develop such outdoor vacation itineraries and packages.

3. The commissioner shall create and distribute a brochure of all the species of fish and game sought in New York and an advertising campaign promoting the program established by this section. Such brochure shall be distributed and such advertising shall be focused on nearby states to increase tourism and to promote New York as a premiere destination for hunting and fishing.

§ 2. The sum of two million five hundred thousand dollars ($2,500,000), or so much thereof as may be necessary, is hereby appropriated to the department of economic development from any moneys in the

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

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state treasury in the general fund not otherwise appropriated for services and expenses; including the expenses of the department of economic development, for the purposes of carrying out the provisions of this act. Such sum shall be payable on the audit and warrant of the state comptroller on vouchers certified or approved by the commissioner of economic development, or their duly designated representative in the manner provided by law.

§ 3. This act shall take effect immediately.