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I N   A S S E M B L Y

January 14, 2010

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Introduced by M. of A. COOK, ORTIZ, PHEFFER, MAGEE, GUNTHER, FIELDS --  
Multi-Sponsored by -- M. of A. CHRISTENSEN, COLTON, CYMBROWITZ,  
DeLMONTE, DESTITO, GLICK, GOTTFRIED, KOON, MARKEY, McENENY, RABBITT,  
J. RIVERA, SCHROEDER, TOWNS -- read once and referred to the Committee  
on Tourism, Arts and Sports Development

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  
24    the contractor, the allocation of any revenues derived from the

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

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