S T A T E O F N E W Y O R K

7163

I N S E N A T E

March 18, 2010

Introduced by Sen. SERRANO -- read twice and ordered printed, and when printed to be committed to the Committee on Cultural Affairs, Tourism, Parks and Recreation

AN ACT to amend the economic development law, in relation to the provision of matching funds to tourist promotion agencies for encouraging visitation to state parks and historic sites

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

Section 1. Subdivisions (a) and (e) of section 164 of the economic development law, as amended by chapter 563 of the laws of 1985, are amended to read as follows:

(a) The commissioner is hereby authorized to match funds expended by recognized tourist promotion agencies and to set reasonable deadlines for the submission of applications for each fiscal year covered by appropriations in order to assist such agencies in the financing of their recognized advertising programs. Before any such funds may be expended, the tourist promotion agency shall have made application to the department for such funds, and shall have therein set forth the schedule, budget, scope, and theme of the proposed advertising program to be undertaken for the purpose of encouraging and stimulating tourist travel, resort, VISITATION TO STATE PARKS AND HISTORIC SITES, vacation, culture and convention activities in the county or counties within its area. Said application shall further state, under oath or affirmation, with evidence thereof satisfactory to the department, the amount of funds held by, or committed or subscribed to, the tourist promotion agency for the purposes herein described and the amount of matching funds for which application is made, and provided that all advertising purchased with funds appropriated under this act shall follow central conceptual themes used by the department in its advertising for state tourism promotion including using any logotype or similar advertising construct in use by the department.

(e) Applications required by this section shall be submitted only upon forms provided by the department. Such forms shall contain a statement of the guidelines which the commissioner shall use to establish priori-

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

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ties among applications. Such guidelines shall be established by the commissioner on an annual basis, SHALL INCLUDE THE REQUIREMENT TO LIST STATE PARKS AND HISTORIC SITES IN MARKETING AND PROMOTIONAL MATERIALS, and, once established, shall not be changed until the following year.

S 2. This act shall take effect immediately.