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

2708

2011-2012 Regular Sessions

I N A S S E M B L Y

January 20, 2011

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

AN ACT to amend the economic development law and the environmental conservation law, in relation to promoting and marketing hunting and fishing in New York state

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 section 167 to read as follows:

S 167. ADDITIONAL REQUIREMENTS FOR TOURIST PROMOTION AGENCIES. (A) EACH TOURIST PROMOTION AGENCY, IN CONSULTATION WITH THE COMMISSIONER, SHALL MARKET AND PROMOTE NEW YORK STATE AS A PREMIER DESTINATION FOR HUNTING AND FISHING. SUCH PROMOTION AGENCY SHALL MAINTAIN ON ITS WEBSITE, INCLUDING BUT NOT LIMITED TO, THE FOLLOWING INFORMATION:

(1) PUBLIC FISHING SECTIONS OF STREAMS, PONDS AND LAKES;

(2) MAPS OF SUCH PUBLIC FISHING SECTIONS OF STREAMS, PONDS AND LAKES;

(3) INFORMATION REGARDING TYPES OF GAME SPECIES HUNTED IN NEW YORK STATE AND REGIONS WHERE SUCH GAME ARE LOCATED;

(4) WILDLIFE RECREATION MAPS INDICATING HUNTING AREAS LOCATED ON PUBLIC AND PRIVATE LANDS;

(5) THE LOCATION OF STATE LANDS, INCLUDING FORESTS, PARKS, WILDLIFE MANAGEMENT AREAS, TRAILS, CAMPSITES BY TYPE, SKI AREAS, HATCHERIES, AND ENVIRONMENTAL EDUCATION CENTERS AND CAMPS;

(6) HANDICAPPED ACCESS POINTS FOR ALL SUCH WILDLIFE RECREATION SITES, INCLUDING SUCH HUNTING AND FISHING SITES; AND

(7) LINKS TO THE NEW YORK STATE DEPARTMENT OF ECONOMIC DEVELOPMENT WEBSITE.

(B) EACH TOURIST PROMOTION AGENCY SHALL MAKE AVAILABLE TO THE PUBLIC, BROCHURES AND MAPS REGARDING HUNTING AND FISHING IN NEW YORK STATE, AT ALL TOURIST PROMOTION AGENCY LOCATIONS.

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

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S 2. Section 11-0305 of the environmental conservation law is amended by adding a new subdivision 19 to read as follows:

19. TO DEVELOP A MARKETING STRATEGY, IN CONJUNCTION WITH THE COMMISSIONER OF ECONOMIC DEVELOPMENT, THE NEW YORK STATE TOURISM ADVISORY COUNCIL, AND WITH LOCAL TOURIST PROMOTION AGENCIES, TO PROMOTE NEW YORK STATE AS A PREMIER DESTINATION FOR HUNTING AND FISHING.

S 3. The section heading, the opening paragraph and subdivision 3 of section 11-1307 of the environmental conservation law, as added by chapter 576 of the laws of 2006, are amended and a new subdivision 3-a is added to read as follows:

[Fishing] NEW YORK STATE FISHING promotion program.

The commissioner shall develop and implement a fishing promotion program. The commissioner shall, in conjunction with the commissioner of economic development [and], THE NEW YORK STATE TOURISM ADVISORY COUNCIL, LOCAL TOURIST PROMOTION AGENCIES DULY DESIGNATED PURSUANT TO SECTION ONE HUNDRED SIXTY-FOUR OF THE ECONOMIC DEVELOPMENT LAW, AND the commissioner of parks, recreation and historic preservation, develop and implement a MARKETING STRATEGY PURSUANT TO SUCH PROMOTION program [which will] THAT SHALL PROMOTE NEW YORK STATE AS A PREMIER DESTINATION FOR FISHING, AND SHALL encourage residents and out-of-state fishermen to utilize New York state's fishing opportunities. Such program shall include, but not be limited to:

3. making available to the [fishing] public, via both brochures and the agency's website, the following information:

a. Public fishing sections of streams, ponds, and lakes;

b. Public access points for streams, ponds, and lakes;

c. Handicapped access points for all water bodies; [and]

d. The location of state lands, including forests, parks, wildlife management areas, trails, campsites by type, ski areas, hatcheries, and environmental education centers and camps;

E. MAPS OF PUBLIC FISHING SECTIONS OF STREAMS, PONDS, AND LAKES; AND

F. LINKS TO LOCAL TOURIST PROMOTION AGENCY WEBSITES;

3-A. MAKING AVAILABLE TO LOCAL TOURIST PROMOTION AGENCIES, INCLUDING BUT NOT LIMITED TO, THE FOLLOWING INFORMATION:

A. PUBLIC FISHING SECTIONS OF STREAMS, PONDS, AND LAKES;

B. PUBLIC ACCESS POINTS FOR STREAMS, PONDS, AND LAKES;

C. HANDICAPPED ACCESS POINTS FOR ALL WATER BODIES;

D. THE LOCATION OF STATE LANDS, INCLUDING FORESTS, PARKS, WILDLIFE MANAGEMENT AREAS, TRAILS, CAMPSITES BY TYPE, SKI AREAS, HATCHERIES, AND ENVIRONMENTAL EDUCATION CENTERS AND CAMPS; AND

E. MAPS OF PUBLIC FISHING SECTIONS OF STREAMS, PONDS, AND LAKES;

S 4. The environmental conservation law is amended by adding a new section 11-0902 to read as follows:

S 11-0902. NEW YORK STATE HUNTING PROMOTION PROGRAM.

THE COMMISSIONER SHALL DEVELOP AND IMPLEMENT A HUNTING PROMOTION PROGRAM. THE COMMISSIONER SHALL, IN CONJUNCTION WITH THE COMMISSIONER OF ECONOMIC DEVELOPMENT, THE NEW YORK STATE TOURISM ADVISORY COUNCIL, LOCAL TOURIST PROMOTION AGENCIES DULY DESIGNATED PURSUANT TO SECTION ONE HUNDRED SIXTY-FOUR OF THE ECONOMIC DEVELOPMENT LAW, AND THE COMMISSIONER OF PARKS, RECREATION AND HISTORIC PRESERVATION, DEVELOP AND IMPLEMENT A MARKETING STRATEGY PURSUANT TO SUCH PROMOTION PROGRAM THAT SHALL PROMOTE NEW YORK STATE AS A PREMIER DESTINATION FOR HUNTING, AND SHALL ENCOURAGE RESIDENTS AND OUT-OF-STATE HUNTSMEN AND SPORTSMEN TO UTILIZE NEW YORK STATE'S HUNTING OPPORTUNITIES. SUCH PROGRAM SHALL INCLUDE, BUT NOT BE LIMITED TO:

1. WORKING WITH LOCAL SPORTSMAN CLUBS, RETAIL STORES, AND COUNTY CHAMBERS TO DEVELOP AND CONDUCT SPORTSMAN EDUCATION CLASSES FOR ADULTS TO INSTRUCT ON HUNTING AND TRAPPING TECHNIQUES FOR THE HUNT OF, INCLUDING BUT NOT LIMITED TO, DEER, BEAR, TURKEY, SMALL GAME, FURBEARERS, WATERFOWL AND MIGRATORY GAME BIRDS; AND TO PROVIDE SAFETY INFORMATION THAT WILL PROMOTE SUCCESSFUL AND SAFE HUNTING EXPERIENCES;

2. CONDUCTING PUBLIC OUTREACH, INCLUDING WORKING WITH LOCAL COMMUNITY AND YOUTH ORGANIZATIONS, TOURISM PROMOTION AGENCIES AND LOCAL GOVERNMENTS, TO DEVELOP PROGRAMS, SUCH AS EDUCATIONAL SEMINARS, HUNTING AND GAMING FESTIVALS, AND HUNTING AND TRAPPING MENTORING PROGRAMS, WHICH WILL ENCOURAGE INDIVIDUALS TO TAKE UP THE SPORT OF HUNTING AND GAMING;

3. MAKING AVAILABLE TO THE PUBLIC, VIA BOTH BROCHURES AND THE AGENCY'S WEBSITE, INCLUDING BUT NOT LIMITED TO, THE FOLLOWING INFORMATION:

A. INFORMATION REGARDING TYPES OF GAME SPECIES, REGIONS WHERE SUCH GAME ARE LOCATED AND CURRENT POPULATION OF SUCH GAME INHABITING SUCH REGION;

B. HUNTING PERMIT AND LICENSING GUIDELINES AND REGULATIONS;

C. WILDLIFE RECREATION MAP INDICATING HUNTING AREAS LOCATED ON PUBLIC AND PRIVATE LANDS;

D. THE LOCATION OF STATE LANDS, INCLUDING FORESTS, PARKS, WILDLIFE MANAGEMENT AREAS, TRAILS, CAMPSITES BY TYPE, SKI AREAS, HATCHERIES, AND ENVIRONMENTAL EDUCATION CENTERS AND CAMPS;

E. HANDICAPPED ACCESS POINTS FOR ALL WILDLIFE RECREATION SITES;

F. INFORMATION REGARDING SPORTSMAN OR HUNTSMAN EDUCATIONAL CLASSES, MENTORSHIP PROGRAMS AND TRAINING COURSES REGARDING HUNTING AND TRAPPING; AND

G. LINKS TO LOCAL TOURIST PROMOTION AGENCY WEBSITES;

4. MAKING AVAILABLE TO LOCAL TOURIST PROMOTION AGENCIES, INCLUDING BUT NOT LIMITED TO, THE FOLLOWING INFORMATION:

A. INFORMATION REGARDING TYPES OF GAME SPECIES, REGIONS WHERE SUCH GAME ARE LOCATED AND CURRENT POPULATION OF SUCH GAME INHABITING SUCH REGION;

B. HUNTING PERMIT AND LICENSING GUIDELINES AND REGULATIONS;

C. WILDLIFE RECREATION MAP INDICATING HUNTING AREAS AVAILABLE ON PUBLIC AND PRIVATE LANDS;

D. THE LOCATION OF STATE LANDS, INCLUDING FORESTS, PARKS, WILDLIFE MANAGEMENT AREAS, TRAILS, CAMPSITES BY TYPE, SKI AREAS, HATCHERIES, AND ENVIRONMENTAL EDUCATION CENTERS AND CAMPS;

E. HANDICAPPED ACCESS POINTS FOR ALL WILDLIFE RECREATION SITES; AND

F. INFORMATION REGARDING SPORTSMAN OR HUNTSMAN EDUCATIONAL CLASSES, MENTORSHIP PROGRAMS AND TRAINING COURSES REGARDING HUNTING AND TRAPPING.

S 5. This act shall take effect immediately.