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

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I N A S S E M B L Y

March 31, 2011

Introduced by M. of A. COOK, ORTIZ, PHEFFER, MAGEE, GUNTHER -- Multi-Sponsored by -- M. of A. COLTON, CYMBROWITZ, DESTITO, GLICK, GOTTFRIED, MARKEY, McENENY, RABBITT, J. RIVERA, SCHROEDER, TOWNS -- read once and referred to the Committee on Ways and Means

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

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

Section 1. Paragraph (b) of subdivision 15 of section 100 of the economic development law, as amended by chapter 446 of the laws of 1990, is amended and a new paragraph (c) is added to read as follows:

(b) in the discharge of this power, the commissioner may enter into a contract for publication of a state travel guide to promote tourism. Such contract may provide for the sale of advertising by the contractor. A contract for publication of a state travel guide shall be awarded following consideration of factors which shall include, but not be limited to, the most favorable financial advantage for the state, the best representation of the state of New York and its services, and the greatest utility to the traveller. The commissioner shall promulgate regulations by the first day of November next succeeding the effective date of this paragraph to guide the preparation of bids and the deadlines for selection of a competent contractor and publication of the state travel guide. The regulations shall, at a minimum, limit advertising content to no more than thirty percent of the space available and establish responsibility for preparation and placement of appropriate editorial content and an equitable listing without charge or other consideration of attractions and activities available to the tourist in New York state. Such regulations shall provide for approval of the commissioner at critical stages of state travel guide development and advertising standards and rates. Furthermore, such regulations shall

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

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provide minimum financial terms and responsibilities of the state and the contractor, the allocation of any revenues derived from the production of the travel guide and securities which shall be required of the contractor[.];

(C) IN COOPERATION WITH THE COMMISSIONER OF AGRICULTURE AND MARKETS, THE COMMISSIONER SHALL DEVELOP A PROGRAM TO PROMOTE AND DISTRIBUTE STATEWIDE AND REGIONAL GUIDES TO FARMS, FARMERS MARKETS AND OTHER AGRICULTURALLY SIGNIFICANT TOURIST DESTINATIONS. THESE GUIDES MAY BE DEVELOPED BY THE DEPARTMENT IN COOPERATION WITH THE DEPARTMENT OF AGRICULTURE AND MARKETS OR THE GUIDES MAY BE DEVELOPED EXCLUSIVELY BY THE DEPARTMENT OF AGRICULTURE AND MARKETS.

S 2. This act shall take effect on the one hundred eightieth day after it shall have become a law.