

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

2342--A

2011-2012 Regular Sessions

I N S E N A T E

January 19, 2011

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 -- recommitted to the Committee on Cultural Affairs, Tourism, Parks and Recreation in accordance with Senate Rule 6, sec. 8 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT requiring the placement of the New York State tourism website on websites maintained by and advertisement or public service announcement disseminated by certain agencies, departments and tourism promotional agencies

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

1 Section 1. Any website maintained by the department of agriculture
2 and markets, the department of environmental conservation, the office of
3 parks, recreation and historic preservation, the New York state council
4 on the arts, the Metropolitan Transportation Authority, the thruway
5 authority, the canal corporation, the Olympic regional development
6 corporation, the Adirondack park agency, Battery Park City, the Hudson
7 River greenway or the Hudson River park or by tourism promotional agen-
8 cies which received state matching funds shall display the "I Love NY"
9 logo and the website link to I Love NY in an easily readable manner.
10 S 2. Any visual advertisements or public service announcements relat-
11 ing to New York state tourism, including print, television, and internet
12 media, disseminated by the department of agriculture and markets, the
13 department of environmental conservation, the office of parks, recre-
14 ation and historic preservation, the New York state council on the arts,
15 the Metropolitan Transportation Authority, the thruway authority, the
16 canal corporation, the Olympic regional development corporation, the
17 Adirondack park agency, Battery Park City, the Hudson River greenway or
18 the Hudson River park shall have placed within such media, and main-
19 tained for a duration so as to be easily recognized and read, the logo

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

LBD00239-02-2

1 "I Love NY" as licensed by the department of economic development, as
2 well as the internet address of the official New York state tourism
3 website. Such placement must be incorporated in such a way that does not
4 detract from or conflict with the primary focus of the advertisement or
5 public service announcement.
6 S 3. This act shall take effect immediately.