

4095

2011-2012 Regular Sessions

I N A S S E M B L Y

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Introduced by M. of A. MORELLE, ORTIZ, CAHILL, CLARK -- Multi-Sponsored
by -- M. of A. MCENENY -- read once and referred to the Committee on
Transportation

AN ACT to amend the public authorities law and the economic development
law, in relation to presentation of local attraction videos at service
areas

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

1 Section 1. The public authorities law is amended by adding a new
2 section 361-e to read as follows:
3 S 361-E. TOURISM PROMOTION PROGRAM. 1. AS USED IN THIS SECTION, THE
4 FOLLOWING TERMS SHALL HAVE THE FOLLOWING MEANINGS:
5 (A) "CONTROLLED SYSTEM" SHALL MEAN AND INCLUDE THOSE PORTIONS OF THE
6 MAINLINE THRUWAY SYSTEM SET FORTH IN SECTION THREE HUNDRED FIFTY-SIX OF
7 THIS TITLE.
8 (B) "LOCAL ATTRACTION VIDEO" SHALL MEAN A CONTINUOUSLY PLAYED INFORMA-
9 TIONAL VIDEO, PRODUCED BY THE DEPARTMENT OF ECONOMIC DEVELOPMENT PURSU-
10 ANT TO THE PROVISIONS OF SUBDIVISION FORTY-THREE-A OF SECTION ONE
11 HUNDRED OF THE ECONOMIC DEVELOPMENT LAW, WHICH SHALL DESCRIBE TOURIST
12 ATTRACTIONS, EXPLAIN THEIR HISTORIES AND PROVIDE OTHER RELEVANT POINTS
13 OF INTEREST REGARDING SUCH TOURIST ATTRACTIONS AND TRAVELER AMENITIES
14 WHICH ARE IN REASONABLE PROXIMITY TO THE SERVICE AREA WHERE SHOWN.
15 (C) "SERVICE AREA" SHALL MEAN ANY ROADSIDE SITE ALONG THE CONTROLLED
16 SYSTEM WHICH PROVIDES SERVICES TO THE USERS OF THE THRUWAY INCLUDING,
17 BUT NOT LIMITED TO, FOOD, FUEL, RESTROOMS AND PARKING FACILITIES.
18 (D) "TOURIST ATTRACTION" SHALL MEAN ANY EXISTING RECREATIONAL, EDUCA-
19 TIONAL, CULTURAL, HISTORICAL, SPORTING OR OTHER FACILITIES, INCLUDING
20 SCENIC AREAS, WHICH ARE LIKELY TO ATTRACT A SIGNIFICANT NUMBER OF PEOPLE
21 FROM OUTSIDE THE REGION WHERE THE TOURIST ATTRACTION IS LOCATED.
22 2. THE THRUWAY AUTHORITY SHALL DESIGN, CONSTRUCT, INSTALL, OPERATE
23 AND/OR MAINTAIN, OR CONTRACT FOR THE SAME, KIOSKS OR OTHER MEANS OF

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

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1 DISPLAYING LOCAL ATTRACTION VIDEOS AT SERVICE AREAS ALONG THE CONTROLLED
2 SYSTEM. SUCH KIOSKS AND LOCAL ATTRACTION VIDEOS SHALL BE INSTALLED AND
3 OPERATING ACCORDING TO THE FOLLOWING SCHEDULE:

4 (A) AT TWENTY-FIVE PERCENT OF THE SERVICE AREAS ON THE CONTROLLED
5 SYSTEM NO LATER THAN JUNE THIRTIETH, TWO THOUSAND THIRTEEN;

6 (B) AT FIFTY PERCENT OF THE SERVICE AREAS ON THE CONTROLLED SYSTEM NO
7 LATER THAN JUNE THIRTIETH, TWO THOUSAND FOURTEEN;

8 (C) AT SEVENTY-FIVE PERCENT OF THE SERVICE AREAS ON THE CONTROLLED
9 SYSTEM NO LATER THAN JUNE THIRTIETH, TWO THOUSAND FIFTEEN; AND

10 (D) AT ONE HUNDRED PERCENT OF THE SERVICE AREAS ON THE CONTROLLED
11 SYSTEM NO LATER THAN JUNE THIRTIETH, TWO THOUSAND SIXTEEN.

12 3. THE THRUWAY AUTHORITY MAY CHARGE FEES TO BUSINESSES, ORGANIZATIONS,
13 INSTITUTIONS OR OTHER GROUPS TO BE INCLUDED IN THE LOCAL ATTRACTION
14 VIDEO AND/OR MAY INCLUDE ADVERTISING OR SPONSORSHIP NOTICES WITHIN THE
15 VIDEO PROGRAM OR POSTED NEARBY. SUCH FEES SHALL BE LEVIED ON AN ANNUAL
16 BASIS AND SHALL NOT EXCEED THE ACTUAL COSTS ATTRIBUTABLE TO THE INSTAL-
17 LATION, OPERATION AND MAINTENANCE OF SUCH ATTRACTION VIDEO; FURTHER, THE
18 CALCULATION OF SUCH FEE SHALL AMORTIZE THE INITIAL DESIGN AND
19 CONSTRUCTION COSTS OVER A TEN YEAR PERIOD.

20 4. THE THRUWAY AUTHORITY MAY UTILIZE REVENUES, NOT RESTRICTED OR
21 PLEDGED UNDER ANY BOND, COVENANT OR CONTRACT OF THE AUTHORITY, TO
22 PARTIALLY OFFSET THE COSTS OF PROVIDING SUCH KIOSKS TO PLAY SUCH LOCAL
23 ATTRACTION VIDEOS.

24 S 2. Section 100 of the economic development law is amended by adding
25 a new subdivision 43-a to read as follows:

26 43-A. (A) TO ADVISE AND COOPERATE WITH THE NEW YORK STATE THRUWAY
27 AUTHORITY IN THE DESIGN, CONSTRUCTION, INSTALLATION, OPERATION AND/OR
28 MAINTENANCE OF KIOSKS TO PLAY LOCAL ATTRACTION VIDEOS ALONG THE THRUWAY
29 SYSTEM.

30 (B) TO DESIGN AND PRODUCE, OR CONTRACT FOR THE DESIGN AND PRODUCTION
31 OF, LOCAL ATTRACTION VIDEOS AS SUCH TERM IS DEFINED BY PARAGRAPH (B) OF
32 SUBDIVISION ONE OF SECTION THREE HUNDRED SIXTY-ONE-E OF THE PUBLIC
33 AUTHORITIES LAW. THE SIZE, SPECIFICATIONS, TOURISM REGION OR SUBREGION,
34 QUALIFYING FACILITIES AND CONTENT OF EACH LOCAL ATTRACTION VIDEO SHALL
35 BE DETERMINED BY THE COMMISSIONER, IN CONSULTATION WITH LOCAL AND
36 REGIONAL TOURISM PROMOTION AGENCIES.

37 S 3. This act shall take effect immediately.