

6668

I N   S E N A T E

February 3, 2016

---

Introduced by Sen. BOYLE -- read twice and ordered printed, and when printed to be committed to the Committee on Commerce, Economic Development and Small Business

AN ACT authorizing the empire state development corporation to develop a public awareness campaign promoting businesses located in New York state

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

- 1     Section 1. 1. The empire state development corporation shall develop,  
2     establish and implement a public awareness campaign promoting businesses  
3     located in New York state and encouraging individuals and businesses to  
4     purchase products and services from such businesses.
- 5     2. The campaign shall include an internet website providing informa-  
6     tion on businesses located in New York state and their available  
7     products and services including a Buy New York Online Networking Direc-  
8     tory. The owner of any business located and operated in this state may  
9     apply to the empire state development corporation to have his or her  
10    business included on such directory. The directory shall include, but  
11    not be limited to, participating businesses' names, addresses, contact  
12    information, including telephone number, fax, e-mail and website  
13    address, products or services offered with a brief description, and any  
14    additional information, including history, hours and dates of operation,  
15    and number of employees. Such directory shall also include a search  
16    capability to allow for participating businesses to be searched by the  
17    products or services they offer.
- 18    3. The public awareness campaign shall be made available to the public  
19    by any means deemed appropriate by the empire state development corpo-  
20    ration including, but not limited to, internet, radio, and print adver-  
21    tising such as brochures, billboards and posters. The campaign may also  
22    identify and recruit individuals to serve as visible, public ambassadors  
23    to promote this message.
- 24    4. The campaign shall begin no later than January 1, 2017. The empire  
25    state development corporation shall prepare an annual report to the  
26    governor and the legislature on or before December first of each year on

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

LBD13285-01-5

1 the public awareness campaign, including: (a) actions taken by the  
2 empire state development corporation to carry out the public awareness  
3 campaign and (b) an assessment of the necessary appropriations for the  
4 empire state development corporation to meet the needs of the campaign  
5 in the next fiscal year.

6 S 2. This act shall take effect immediately.