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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.

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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.