AN ACT to amend the economic development law, in relation to establishing the New York first--shop local program

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. Section 100 of the economic development law is amended by adding a new subdivision 18-j to read as follows:

18-j. to establish, in cooperation with the urban development corporation, a program to promote local businesses and industries in the state in a manner consistent with the provisions of article five-G of this chapter.

§ 2. The economic development law is amended by adding a new article 5-G to read as follows:

ARTICLE 5-G

NEW YORK FIRST--SHOP LOCAL PROGRAM

Section 181-h. Legislative findings and intent.

181-i. Definitions.

181-j. New York first--shop local program.

181-k. Application process.

181-l. New York first--shop local program grants.

181-m. Reporting requirements.

181-n. Assistance of other state agencies.

181-o. Functions, powers and duties of other departments and state agencies.

§ 181-h. Legislative findings and intent. The legislature seeks to provide immediate assistance to small businesses impacted by the COVID-19 outbreak. The state relies on small businesses to stabilize local tax bases, support community and charitable organizations and grow our economy. The legislature needs to support these "mom and pop" businesses to

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

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help them get back up and running. To support this initiative, we are
directing the department to provide marketing and business assistance
grants to allow not-for-profit organizations, associations, munici-
palities, public benefits corporations and for-profit companies to high-
light all the great products and services our local communities have to
offer. Supporting local initiatives keeps more money in the community,
sustains local jobs, strengthens the economy, improves quality of life
and enhances customer service. By shopping at a locally-owned business
rather than international retailers, consumers can have a direct impact
in their community’s recovery. The New York first--shop local program
will support marketing campaigns and social media strategies as well as
provide valuable business assistance, including search engine optimiza-
tion. This program will help to bridge the digital divide and encourage
new and existing customers to buy local.

§ 181-i. Definitions. As used in this article, the following terms
shall have the following meanings:

1. "Eligible applicants" include not-for-profit organizations, associ-
atations, municipalities, public benefits corporations and for-profit
companies. Eligible projects shall focus on local communities in New
York state.

2. "Eligible projects" include, but are not limited to, print, broad-
cast or electronic media campaigns, conferences, publications, documen-
tary productions, instructional materials, and public exhibitions. In
addition, eligible projects may include consulting services on markets,
customers, and competitors, business databases, geographic information
systems, internet and social media strategies, business to business
referrals, and search engine optimization.

§ 181-j. New York first--shop local program. 1. There is hereby
created within the department the New York first--shop local program.
Such program shall identify eligible applicants and projects that
promote local products and services by providing marketing and business
assistance services.

2. The commissioner shall conduct a public outreach campaign to inform
the public of the creation of the program and encourage eligible enti-
ties to apply. All program information shall be made publicly available
and shall be posted on the department website.

§ 181-k. Application process. 1. The commissioner shall, within thirty
days of the effective date of this section, issue a request for
proposals for the New York first--shop local program that shall include,
but not be limited to, the objectives of the program and the scoring
criteria that shall be used and applied for selection.

2. Applications shall include the schedule, budget, scope, and uses of
marketing funds as well as any additional business assistance services.
Applications shall identify the specific targets and audiences for such
marketing programs, the geographic reach of the program and shall iden-
tify appropriate and practical ways to measure the economic impact of
the program.

§ 181-l. New York first--shop local program grants. 1. The department
shall, within available appropriations, award grants to eligible enti-
ties and organizations as set forth in this article on a competitive
basis and in response to requests for proposals issued by the depart-
ment. Grants shall not exceed ten thousand dollars per project.

2. Upon submission and approval of each application and the authori-
zation of funds by the commissioner in accordance therewith, the commis-
sioner shall give notice to the eligible applicant of such approval and
authorization and remit such grant funding immediately. At such point,
an approved applicant may proceed with its proposed business marketing
and business assistance program as described in its application.

§ 181-m. Reporting requirements. 1. Each funding recipient shall
provide an annual financial statement prepared according to generally
accepted accounting principles to the commissioner.
2. The department shall annually, on or before February first, submit
to the governor, the temporary president of the senate, the speaker of
the assembly, the minority leader of the senate and the minority leader
of the assembly, a report on the activities of the New York first--shop
local program. Such report shall include a summary of the financial
statements received by the department from funded entities, a summary of
activities conducted and analyses of the effectiveness of the program in
stimulating economic growth, business retention and job creation.

§ 181-n. Assistance of other state agencies. To effectuate the
purposes of this article, the commissioner may request and shall be
entitled to receive from any state agency, and the same are authorized
to provide such assistance, service, facilities and data as will enable
the program to carry out the functions, powers and duties provided by
this article and such temporary or permanently assigned personnel as the
director of the budget may approve.

§ 181-o. Functions, powers and duties of other departments and state
agencies. Nothing contained in this article shall be deemed to detract
in any way from the functions, powers or duties prescribed by law of any
department of the state or to interrupt or preclude the direct relation-
ship of any such department or agency with other agencies, individuals
or corporations for the carrying out of its functions, powers and
duties.

§ 3. Notwithstanding any other law, rule or regulation to the contra-
ry, the executive is hereby authorized to repurpose all monies of the
department of economic development and New York state urban development
corporation to fully fund programs created by this act.

§ 4. This act shall take effect immediately.