

# STATE OF NEW YORK

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7312

2019-2020 Regular Sessions

## IN ASSEMBLY

April 22, 2019

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Introduced by M. of A. SCHIMMINGER -- read once and referred to the  
Committee on Economic Development

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 Assem-  
bly, 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.

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

LBD11243-01-9

1     4. The campaign shall begin no later than January 1, 2022. The empire  
2     state development corporation shall prepare an annual report to the  
3     governor and the legislature on or before December first of each year on  
4     the public awareness campaign, including: (a) actions taken by the  
5     empire state development corporation to carry out the public awareness  
6     campaign and (b) an assessment of the necessary appropriations for the  
7     empire state development corporation to meet the needs of the campaign  
8     in the next fiscal year.  
9     § 2. This act shall take effect immediately.