

# STATE OF NEW YORK

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5239--A

Cal. No. 250

2019-2020 Regular Sessions

## IN SENATE

April 18, 2019

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Introduced by Sens. KAPLAN, BOYLE -- read twice and ordered printed, and when printed to be committed to the Committee on Commerce, Economic Development and Small Business -- recommitted to the Committee on Commerce, Economic Development and Small Business in accordance with Senate Rule 6, sec. 8 -- reported favorably from said committee and committed to the Committee on Finance -- reported favorably from said committee, ordered to first and second report, ordered to a third reading, amended and ordered reprinted, retaining its place in the order of third reading

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. The names of businesses participating in such  
16 directory shall be organized by specific categories based on the various  
17 goods or services that such business provides. Such directory shall be

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

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1 searchable by such specific categories. Such directory shall also  
2 include a search capability to allow for participating businesses to be  
3 searched by the products or services they offer.

4 3. The public awareness campaign shall be made available to the public  
5 by any means deemed appropriate by the empire state development corpo-  
6 ration including, but not limited to, internet, radio, and print adver-  
7 tising such as brochures, billboards and posters. The campaign may also  
8 identify and recruit individuals to serve as visible, public ambassadors  
9 to promote this message.

10 4. The campaign shall begin no later than January 1, 2022. The empire  
11 state development corporation shall prepare an annual report to the  
12 governor and the legislature on or before December first of each year on  
13 the public awareness campaign, including: (a) actions taken by the  
14 empire state development corporation to carry out the public awareness  
15 campaign and (b) an assessment of the necessary appropriations for the  
16 empire state development corporation to meet the needs of the campaign  
17 in the next fiscal year.

18 § 2. This act shall take effect immediately.