

# STATE OF NEW YORK

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4384

2021-2022 Regular Sessions

## IN ASSEMBLY

February 4, 2021

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Introduced by M. of A. STIRPE -- 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 personal protective clothing and equipment manufacturing 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. For purposes of this act, the term:

2 a. "personal protective clothing and equipment" shall mean clothing  
3 and equipment worn for protection against illness from infectious  
4 disease or materials or to help prevent or reduce the spread of infec-  
5 tious disease or illness. Personal protective clothing and equipment  
6 shall include, but not be limited to, isolation gowns and coveralls,  
7 gloves, facemasks, face shields and goggles; and

8 b. "manufacturing business" shall mean any business that manufacturers  
9 personal protective clothing and equipment that is located and operated  
10 in New York state.

11 2. The empire state development corporation shall develop, establish  
12 and implement a public awareness campaign promoting manufacturing busi-  
13 nesses and encouraging individuals and businesses to purchase products  
14 from such manufacturing businesses.

15 3. The campaign shall include an internet website providing informa-  
16 tion on manufacturing businesses and their available products, including  
17 a Buy New York Personal Protective Clothing and Equipment Online  
18 Networking Directory. The owner of any manufacturing business may apply  
19 to the empire state development corporation to have his or her manufac-  
20 turing business included in such directory. The directory shall include,  
21 but not be limited to, participating manufacturing businesses' names,  
22 addresses, contact information, including telephone number, fax, e-mail  
23 and website address, products offered with a brief description, and any  
24 additional information, including history, hours and dates of operation,

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

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1 and number of employees. The names of manufacturing businesses partic-  
2 ipating in such directory shall be organized by specific categories  
3 based on the various types of personal protective clothing and/or equip-  
4 ment that such manufacturing businesses provide. Such directory shall be  
5 searchable by such specific categories. Such directory shall also  
6 include a search capability to allow for participating manufacturing  
7 businesses to be searched by the types of personal protective clothing  
8 and/or equipment they offer.

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

15 5. The empire state development corporation shall conspicuously post  
16 on its official website any incentives available to manufacturing busi-  
17 nesses and purchasers of personal protective clothing and equipment.

18 6. The campaign shall begin no later than ninety days after the effec-  
19 tive date of this act. The empire state development corporation shall  
20 prepare an annual report to the governor and the legislature within one  
21 year after this act shall have become a law and thereafter annually on  
22 or before December first of each year on the public awareness campaign,  
23 including: (a) actions taken by the empire state development corporation  
24 to carry out the public awareness campaign and (b) an assessment of the  
25 necessary appropriations for the empire state development corporation to  
26 meet the needs of the campaign in the next fiscal year.

27 § 2. This act shall take effect immediately.