

STATE OF NEW YORK

704

2021-2022 Regular Sessions

IN SENATE

(Prefiled)

January 6, 2021

Introduced by Sen. KAPLAN -- 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. 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
18 searchable by such specific categories. Such directory shall also
19 include a search capability to allow for participating businesses to be
20 searched by the products or services they offer.

21 3. The public awareness campaign shall be made available to the public
22 by any means deemed appropriate by the empire state development corpo-

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

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1 ration including, but not limited to, internet, radio, and print adver-
2 tising such as brochures, billboards and posters. The campaign may also
3 identify and recruit individuals to serve as visible, public ambassadors
4 to promote this message.

5 4. The campaign shall begin no later than January 1, 2023. The empire
6 state development corporation shall prepare an annual report to the
7 governor and the legislature on or before December first of each year on
8 the public awareness campaign, including: (a) actions taken by the
9 empire state development corporation to carry out the public awareness
10 campaign and (b) an assessment of the necessary appropriations for the
11 empire state development corporation to meet the needs of the campaign
12 in the next fiscal year.

13 § 2. This act shall take effect immediately.