

# STATE OF NEW YORK

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704--A

Cal. No. 615

2021-2022 Regular Sessions

## IN SENATE

(Prefiled)

January 6, 2021

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Introduced by Sens. KAPLAN, HELMING, HINCHEY, MARTUCCI -- read twice and ordered printed, and when printed to be committed to the Committee on Commerce, Economic Development and Small Business -- reported favorably from said committee, ordered to first report, amended on first report, ordered to a second report and ordered reprinted, retaining its place in the order of second report

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, with an emphasis on  
5 the need to shop at and support local small businesses as defined pursu-  
6 ant to section 131 of the economic development law, as well as the need  
7 to shop at and support local downtown areas.  
8 2. The campaign shall include an internet website providing informa-  
9 tion on businesses located in New York state and their available  
10 products and services including a Buy New York Online Networking Direc-  
11 tory. The owner of any business located and operated in this state may  
12 apply to the empire state development corporation to have his or her  
13 business included on such directory. The directory shall include, but  
14 not be limited to, participating businesses' names, addresses, contact  
15 information, including telephone number, fax, e-mail and website  
16 address, products or services offered with a brief description, and any  
17 additional information, including history, hours and dates of operation,  
18 and number of employees. The names of businesses participating in such  
19 directory shall be organized by specific categories based on the various

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

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1 goods or services that such business provides. Such directory shall be  
2 searchable by such specific categories including, but not limited to,  
3 small businesses as defined pursuant to section 131 of the economic  
4 development law. Such directory shall also include a search capability  
5 to allow for participating businesses to be searched by the products or  
6 services they offer.

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

13 4. The campaign shall begin no later than January 1, 2023. The empire  
14 state development corporation shall prepare an annual report to the  
15 governor and the legislature on or before December first of each year on  
16 the public awareness campaign, including: (a) actions taken by the  
17 empire state development corporation to carry out the public awareness  
18 campaign and (b) an assessment of the necessary appropriations for the  
19 empire state development corporation to meet the needs of the campaign  
20 in the next fiscal year.

21 § 2. This act shall take effect immediately.