STATE OF NEW YORK

704--B

2021-2022 Regular Sessions

IN SENATE

(Prefiled)

January 6, 2021

Introduced by Sens. KAPLAN, GAUGHRAN, HELMING, HINCHEY, JORDAN, MANNION, 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 -- recommitted to the Committee on Commerce, Economic Development and Small Business in accordance with Senate Rule 6, sec. 8 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

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:

Section 1. 1. The empire state development corporation shall develop, establish and implement a public awareness campaign promoting businesses located in New York state and encouraging individuals and businesses to purchase products and services from such businesses, with an emphasis on the need to shop at and support local small businesses as defined pursuant to section 131 of the economic development law, as well as the need to shop at and support local downtown areas.

2. The campaign shall include an internet website providing information on businesses located in New York state and their available products and services including a Buy New York Online Networking Directory. The owner of any business located and operated in this state may apply to the empire state development corporation to have his or her business included on such directory. The directory shall include, but not be limited to, participating businesses' names, addresses, contact information, including telephone number, fax, e-mail and website

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

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address, products or services offered with a brief description, and any additional information, including history, hours and dates of operation, and number of employees. The names of businesses participating in such directory shall be organized by specific categories based on the various goods or services that such business provides. Such directory shall be searchable by such specific categories including, but not limited to, small businesses as defined pursuant to section 131 of the economic development law. Such directory shall also include a search capability to allow for participating businesses to be searched by the products or services they offer.

3. The public awareness campaign shall be made available to the public by any means deemed appropriate by the empire state development corporation including, but not limited to, internet, radio, and print advertising such as brochures, billboards and posters. The campaign may also identify and recruit individuals to serve as visible, public ambassadors to promote this message.

4. The campaign shall begin no later than January 1, 2024. The empire state development corporation shall prepare an annual report to the governor and the legislature on or before December first of each year on the public awareness campaign, including: (a) actions taken by the empire state development corporation to carry out the public awareness campaign and (b) an assessment of the necessary appropriations for the empire state development corporation to meet the needs of the campaign in the next fiscal year.

§ 2. This act shall take effect immediately.